Poster Presentation Session

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COMPARING THE GOALS OF EDUCATION IN SOME EASTERN AND WESTERN COUNTRIES

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This research is to compare and analyse different sets of the general goals of education in some western societies (two for the United States and one for European Union) with two sets of Eastern countries (Iran and Afghanistan). The sets of goals are taken from the following resources.
1. The Birenbaum (1996) categorisation for skills and competencies
2. The findings of OECD’s large scale investigation (‘Tuning Education Strategies in Europe’) on most needed competences in higher education (Dysthe, 2008)
3. The result of a national poll in the United State which ranked higher education’s goals (Immerwahl, 2000)

The analytic comparison shows that in Western societies the goals are defined more feasible and practical but restricted in terms of the domain of learning, whereas in the East, they are more discern and comprehensive but seems to be very idealistic.

PAST AND PRESENT PUBLIC DIPLOMACY AND NATIONAL BRANDING COMPARISONS BETWEEN CHINA AND THE UNITED KINGDOM

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Recent global events involving the United States and a number of Middle Eastern countries have opened new levels of talks and research on Public Diplomacy and National Branding. With the continual negative international speculation on the US’s War against Terror, yet the United Kingdom has recently won the race for the next Olympics in London, 2012.

How does the United Kingdom manage to maintain high levels of strategic international branding? This report aims to examine the successful tactics behind England’s advantages over the United States, and how such factors can be linked to the UK’s empirical past. In addition, extra focus will be put on how past colonies such as Australia, Canada, Hong Kong etc and how they effect this cycle.

Like the UK, China has also experienced mass immigration periods, starting from communities being set up in many South Eastern countries such as Malaysia, Singapore, Indonesia, and more modern migration movements to newer more established countries such as Canada and Australia.

Specifically designed media analysis methods will be used to highlight the similarities from a social angle, and how offshore Chinese Communities reflex the psychological similarities of the UK’s past colonial effects.
COULD “HARMONIOUS SOCIETY” HELP TO IMPROVE THE LEGITIMACY OF COMMUNIST REGIME?

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The term “harmonious society” has been very popular in today’s China, but whether the policy of harmonious society could be useful to improve the legitimacy of Chinese political authority?

First of all, I want to take a quick glimpse to the legitimacy history of Mao and Deng’s time from a historical perspective. And an overview would be given in order to expatiate on the existing problems that the CCP is facing at present.

Secondly, I would like to discuss the content of harmonious society and its relationship with the legitimacy of the CCP and the Chinese government.

Towards the end of my research paper, two conclusions should be drowned as following:

On the one hand, the propaganda of "harmonious society" would help to improve the legitimacy of CCP and the Chinese government a little bit for sure.

On the other hand, although the CCP and the Chinese government aim to make use of this theory of "harmonious society" to relieve the threat of the current societal problems, it seems that its severe lacking of the elaborate content would take a lot of challenges during its process of practical implementation.

IS HE RESPONSIBLE? HOW EXPOSURE TO SCIENTIFIC THEORIES INFLUENCES RAPE PERCEPTIONS

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The nature versus nurture debate, which spurs evolutionary and social explanations of behaviours, influences people’s perceptions of those behaviours through psychological essentialism. We hypothesised that exposure to evolutionary, rather than social, explanations of rape will lead to psychological essentialistic thinking, which leads one to punish rape offenders more leniently, and to have more distorted rape attitudes. Our study exposed participants to a media article explaining rape through science, and then asked them to evaluate rape scenarios. We found that those exposed to the evolutionary, rather than social, explanations of rape punished offenders more leniently, and had more distorted rape attitudes. This project will show how the nature versus nurture debate may influence people’s moral judgments on sexually deviant behaviour, including implications on the criminal justice system.
Tai Bo is the creator of “Wu Culture”. The Tai Bo cult has more than two thousand years history in the local society of Jiang Nan. The paper focuses on the process, on which Tai Bo god changed to be a sage of Confucianism from an ancestor, as the background that the reform to the social customs in Ming and Qing dynasties. The paper also aims to demonstrate that the local officials cooperated with the cultural elites to reform the customs, while the cultural elites were more active than the officials in the reformation.

People making the social interaction and living orientation with ‘emotion’ were valued gradually. However, the different culture will make the different emotion expression method. This text categorizes ancient works of the Confucianism for emotion, that was divided into ‘four qing (四情)’ ‘six qing (六情)’ ‘seven qing (七情)’. Also find, the Confucianism adopts ‘zhong zhi da (中和之道) (the way that moderate)’ to express emotion. And, ‘yi li zhi quing (以禮制情) (control feeling with etiquette)’ was the most familiar method to control people’s emotion of Confucianism.
CHARACTERISTICS OF THE SEDIMENT REGIME AND DISCONTINUITY IN SEDIMENT TRANSPORT IN THE EAST RIVER BASIN

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The East River (Dongjiang), a major source of potable water supply for Hong Kong, Shenzhen and the Huangpu area of Guangzhou, is one of the “cleanest” rivers in the Pearl River Delta region. An important component of water quality is suspended sediment. Records of discharge and suspended sediment data of the Longchuang and Boluo hydrological stations have been analysed. Observed sediment concentrations are relatively low in this sub-tropical river, with median concentrations being 42 and 29 mg/L for Longchuang and Boluo respectively. The time series show that both stations have a rainfall-driven runoff regime and that the flux of suspended sediment exhibits a seasonal pattern. Computation reveals that the average annual suspended sediment load for the Longchuang and Boluo stations are 1.4 and 3 million tons per year respectively. A decreasing trend of sediment flux can be observed, especially for the Boluo station. Double mass curve analysis uncovers a marked discontinuity in sediment transport after the 1970s. This is possibly caused by construction of dams and afforestation in the basin. These findings have shed light on the sediment transport system of the river and paved the way for an on-going sediment tracing project by the authors.

A GEOGRAPHIC-BASED MODEL FOR SIMULATING AND FORECASTING THE DIFFUSION OF AN INFECTIOUS DISEASE

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New challenges and heightened health awareness have surfaced with new and emerging infectious diseases like Severe Acute Respiratory Syndrome (SARS) and avian flu. Conventional models on disease transmission dynamics are limited in addressing the heterogeneous nature of the population and location-specific concerns. It seems to be necessary for an alternative and improved epidemiological approach to address these issues. The focus of this study is to establish a model to simulate the spatio-temporal transmission of an infectious disease, using the 2003 SARS data of Hong Kong in model development. It will also develop a stochastic and geographical-based approach for forecasting the possible spread of the disease. It is expected to result in an early warning system based on the model and a greater understanding of the spatial dynamics of infectious diseases, particularly in the spatial transmission of SARS.
AN EXPLORATORY STUDY OF ENVIRONMENTAL RISK FACTORS TO ELDERLY FALLS IN HONG KONG: A GIS CASE STUDY OF MONG KOK

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A Geography Information System (GIS) and its spatial analytical functions have been used increasingly to study the health and disease patterns among the population in space and time. Advances in new technologies have enabled GIS to handle large quantities of spatial data from different perspectives. Nonetheless, the utility of GIS in spatial epidemiology of elderly fall is still at its very beginning stage in Hong Kong. Conventional approaches to elderly falls were mainly conducted using statistical methods and clinical tests on falls. None of the research so far uses GIS to examine environmental associations to fall, with respect to geographical standpoints.

This research is the first of its kind in analyzing the patterns of elderly falls using cartographic and geostatistical methods in GIS. Elementary mapping of fall occurrences will provide a visual summary of geographical extent of fall locations throughout the territory. Cluster analysis will be attempted to identify hotspots of falls. Then, a geostatistical analysis will be conducted to explain the spatial correspondence between the hotspots and various geographical phenomena.

A COMPARATIVE ASSESSMENT OF GIS INTERPOLATION TECHNIQUES USING 2003-2004 AIR QUALITY SURFACES OF GUANGZHOU

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Many modeling methods have been developed to estimate spatial concentration patterns of pollutants. An example is the air quality surfaces. The derivation of a surface of air quality involves the process of linking values from dispersed monitoring locations to generate a continuous surface by means of spatial interpolation. This research compares air pollution surfaces of the City of Guangzhou estimated from 2003-2004 point based pollutant data using three methods of spatial interpolation. The comparisons are based on uncertainties and residuals using GIS tools.

The results show that different methods do not yield significantly different interpolated surfaces because of limited and uneven distribution of monitoring stations. Also, all three methods produced large residuals. Ordinary Kriging was found the most reliable among the three methods. This research helps to justify the choice of an interpolation method deemed appropriate for air pollution related epidemiological studies. The interpolated surface also extends the option to correlate pollution values against the locations of patients with respiratory illnesses to examine the effects of air pollution on human health.
RESEARCH ON THE EDUCATION IN JOURNALISM BETWEEN CHINA AND AUSTRIA

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With the development of university journalism education in China 2002, journalism education in China has formed a unique role which reflects the market’s need of employees specialized in mass media and a few related. However, it is far from expectation. There are problems which draw attention from studies and media circle.

In spite of many suggestions put forward by many scholars, there are still lacks we have not learned related development from developed countries. Austria located in the center of Europe has the similar mode in many aspects as that in other European countries. This text tried to analyze how journalism education works in Austria so as to figure out the characteristics in Europe. It demonstrates contrast in journalism education (e.g. curriculum, media theory) between Austria and China in hope of getting some experience from Western countries.

THEIDEOLOGICAL GOVERNANCE ON REALITY SHOW IN CHINA 2007 – GUIDELINES AS AN EXAMPLE OF CONTENT ANALYSIS

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The State Administration of Radio Film and Television is the executive broadcasting authority, providing the administration and supervision to the state-owned enterprises engaged in the television, radio and movie business, and it is responsible for censoring any materials that might be objective to Chinese government or cultural standard. Application of guidelines is the main method of The State Administration of Radio Film and Television to restrict and control any behavioral deviations of the state-owned enterprises. One example is the suspension of Chongqing Television’s talent show titled First Heartthrob, which is condemned for “stunts and sensationalism”. Thereafter, reality television programmes with mass participation such as Super Girl and Happy Boy have been ordered to take disciplinary measures against certain formats, contents and angles of programmes. In addition, those broadcasting programme staff should have political discipline to promote the main theme of the nation. The State Administration of Radio Film and Television commands all talent shows should be ideologically correct, alien with the slogan of harmonic society, in which entertainment business has become political on the level of broadcasting management. Thus, these guidelines have pulled off talent show the air.
WHY MARKET PREFERENCE CANNOT GROUND MEDIA POLICY?

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In the debate concerning whether sensationalist press in Hong Kong should be regulated, there is one important line of argument usually employed by the anti-regulation camp loosely called the market argument which successfully draws the persuasive force from the slogan “consumer sovereignty”. The central tenet of the “consumer sovereignty” argument is that the readers’ preferences should be taken as the sole justificatory ground for the right kind of the press to be prevailed in society. I will argue, however, that this kind of justification is a gross circularity, it “assumes what is to be proved”, we cannot justify the existing mass support of the sensationalist press by references to the consumers’ preferences for the simple reason that the present predominance of sensational presses in the market has made it possible for them to shape the readers’ preferences to their advantages, perpetuating the distortive effect of “adaptive preference”, therefore the mass support of the sensational presses only reflects the very inequalities among presses of different orientations. It would be question-begging for the policy makers to allow existing inequalities of influence to determine the fair shares of the different presses because it is the fairness of those inequalities that is at issue.

COMPARISON OF THEORY OF MIND BETWEEN AGGRESSIVE CHILDREN AND NON-AGGRESSIVE CHILDREN

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The present study mainly deals with the difference of Theory of Mind between aggressive children and non-aggressive children. The Faux Pas Task and the White Lie Task as the index of the ability of Theory of Mind are implemented to 26 aggressive children and 26 non-aggressive children. The result shows that: Overall, significant difference is found in the ability of theory of mind between aggressive and non-aggressive children. The latter achieves higher scores than the former. However, the significant difference is only found in the Faux Pas Task, but not in the White Lie Task.
Autism is a developmental disorder that disrupts many significant aspects of the affected children's development, and pragmatic-communication disorder is one of the most handicapping conditions for these children. Up to this date, limited research on this core deficit of autism has been conducted. The present research was formulated with a view to understand more about the nature of pragmatic-communication problems associated with autism and the mechanisms underlying these problems. Weak central coherence, or weak information-integration ability, was hypothesized as the underlying deficit leading to the breakdown of communication among autistic people. Thirty-six students studying at local mainstream primary schools participated in the research. The participants were a group of children with autism and a group of normally developing children matched on levels of language skills and intelligence. Results showed that the two groups differed in central coherence performance with regard to the interpretation of facial expression and intonation but not with regard to lexical disambiguation, sentence inference, and context integration. The findings have implications for the understanding of communication problems associated with autism and for intervention aimed at the remediation of such deficits.

THE QUALITY OF LEXICAL REPRESENTATION IN PROCESSING CHINESE

The present study examines the quality of lexical representation in Chinese children and proposed a model for Chinese reading. Applying the lexical quality hypothesis to Chinese, a high quality representation is defined by fully specified and redundant constituents in reading - orthography, phonology and semantics. Four literacy tasks and measures representing mappings of the orthography-phonology route and orthography-semantics route were administered to 94 Grade 2 to Grade 4 Chinese children in Hong Kong. Regression analyses showed that both routes are important in predicting Chinese word reading and word meaning, suggesting the integrative lexicon of processing Chinese. Moreover, most high frequency words are read aloud correctly but less well understood implies the earlier development of orthography-phonology connection. Findings also indicate that radical, as a sublexical unit, is the basic component of lexical representations. As grade level advances, the sublexical links become more interconnected and redundant which makes rapid progress in learning to read. Besides, higher grade children have faster retrieval of pronunciations and meanings of characters in time response tasks, which showed that they have more precise representations. It is concluded that precise, redundant and integrated lexical representation is important in forming automatic lexicon for efficient reading in Chinese.
The purpose of this study is to compare and contrast the neural correlates underlie the regulation of positive and negative affect using fMRI. We hypothesized that the superior medial frontal regions are important for the regulation of positive affect and the neural bases for emotion regulation are valence-specific.

Twelve female subjects were participated in this study. A block experimental design was used. Imaging was conducted on a 1.5 Philips MR scanner. The subjects were instructed to reduce their negative or positive feelings to the negative or positive pictures respectively.

The regulation of positive affect was associated with increased activation of the superior medial frontal and left middle frontal regions (BA8/9) and decreased activation of amygdala. The regulation of negative affect was associated with increased activations in the left anterior cingulate gyrus (BA32), left middle frontal gyrus (BA8) and left orbitofrontal gyrus (BA11).

Results supported our hypothesis that the superior medial frontal regions are important for the regulation of positive affect and the neural bases for affect regulation are valence-specific. It seems that the regulation of positive affect is more associated with the dorsal neural system whereas the regulation of negative affect is more associated with the ventral neural system.

This study argues that behind China's population control policy of "coercive government intervention", there is a deeper reason -- "social capital" in play. Take trust as core, with mutual benefit norm and a participating network for source, social capital produced deep influence and promoted an active function to china’s population control policy.

As an exploratory result of this study, the article introduced the "social capital" concept as an analytical tool to explain the positive impact and prominent role resulted from the process of social capital for population control policy. Concretely including such contents: The social capital, public policy and population control policy; the effect of the population control policy with the core of social capital; the social capital effect of the population control policy taking mutual benefit norm as source; the social capital effect of the population control policy taking participating a network as source. Clearly understanding and solving social capital can better promote the implementation of the China's population control policy.
MENTAL WELLBEING OF CHINESE MIGRANT WORKERS IN FACTORIES IN SHENZHEN, CHINA

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The present study aimed to assess the prevalence and socio-demographic correlates of mental health of Chinese migrant workers in factories in China, and to examine the effects of migration stress and social competence on the mental health of these migrant. A total of 582 migrant workers were recruited from 17 factories scattered in 8 different industries. Mental health situation of migrant workers were assessed using the Brief Symptom Inventory (BSI). Migration stress and social competence of migrant workers were measured by Migration Stress Scale and Social Competence Scale. In summary, migrant workers in this study are generally young, unmarried, relatively low in income, new to Shenzhen, and with middle school education. Results suggest that 52% of the male and 29% of the female in this study could be classified as having poor mental health. Obsessive compulsion, depression, interpersonal sensitivity and hostility were symptoms which ranked high in the subscales of BSI. Regression analysis revealed that migration stress and social competence significantly predicted the mental health of migrant workers.