

**THE UNIVERSITY OF HONG KONG**  
**FACULTY OF SOCIAL SCIENCES**

Centre Annual Report

**Name of Centre / Institute:** Social Sciences Research Centre  
**Period (July 1<sup>st</sup> to June 30<sup>th</sup>):** July 1<sup>st</sup> 2014 to June 30<sup>th</sup> 2015

**I. Mission**

The Social Sciences Research Centre (SSRC) was established in January 1987 within the Faculty of Social Sciences with the following mission objectives:

- to promote research in general, and inter-disciplinary research in particular, both within and beyond the Faculty of Social Sciences;
- to foster ties with research institutes outside the University;
- to explore and make arrangements for contract research and consultancy service for Government and other outside organizations;
- to explore external funding sources in support of research programmes in the Faculty; and to serve as an information clearing house on research programmes and developments in the Faculty.

**II. Strategy (and its alignments with the Faculty strategy and Centre mission)**

The current University of Hong Kong strategic plan has four strategic areas, all of which are relevant to the Centre, as noted below:

- 1) Enhancing academic excellence – in particular, the Centre facilitates the building of research teams to undertake contract research and to provide research services for colleagues to undertake academic and contract research.
- 2) Raising global presence and visibility – in particular, through the summer school and through serving as a role model for research centres in Asia
- 3) Partnering with society and serving the community – in particular through assisting in ensuring the quality of teaching and learning in HKU through processing student evaluations for HKU and HKU SPACE and through contract research and policy research
- 4) Developing and supporting the University family – in particular, through providing the support for colleagues' research activities

In addition, the Centre has also provided critical services for the University supporting Admissions (analyzing admissions data for the Registry), in addition to the Director's work on Ethics, Knowledge Transfer, RPG place allocation and more.

The Faculty Development Plan makes it clear that Social innovation and global citizenship are key themes while not neglecting local engagement. In addition to the issues listed below under performance, which relate strongly to social innovation, we have a graduate student studying social entrepreneurship, which also links directly to the key themes.

The Centre also supports every one of the nine Faculty research themes through providing research services or undertaking research projects:

- a) Comparative studies (comparative crime surveys)
- b) Contemporary China studies (surveys in the Mainland)
- c) Criminology (crime surveys on business, victims, women)
- d) Culture and heritage (statistical analysis for HAB)
- e) Environment, urban & sustainable development (statistical modelling of air quality for EPD & public feedback for Sustainable Development Council)
- f) Media and governance (study for EOC on media representation of women)
- g) Psychosocial intervention and processes (gambling prevalence surveys)
- h) Public and social policy (many studies for government departments, bureaus, district councils, statutory bodies and NGOs)
- i) Transnational and global migration (OWP study for Bauhinia, talent importation for CPU)

### **III. Director's Reflection (1/2 page)**

- a. Performance in the last academic year
  - i) The Centre continues to achieve its mission through developing the research facilities, which are as good or better than those found in any university. The Centre has used those facilities, together with well-qualified staff and the University's world-class library, to provide a very wide range of research services at the highest level. The Centre is now widely recognized as the premier social research institute in Hong Kong with a scope of service that covers not only Hong Kong, but Mainland China, Taiwan, Singapore and Malaysia as well. For telephone survey methodology, which underpins a great amount of social research, the Centre is known as the leader in Asia as a result of research done by the Director and two of his graduate students.
  - ii) The Centre continues to produce many research reports, which illustrates the significant impact of the Centre on Hong Kong government departments, bureaux, statutory bodies, NGOs, companies and the University itself.
  - iii) The Centre continues to make a significant contribution to training the next generation of researchers in research methods.
  - iv) Nearly all the projects undertaken involve research findings in the public domain, which have yielded a very large-scale knowledge transfer (KT), with some world-class KT.
  - v) The Centre has won a number of projects that involve summarizing public

views in public engagement processes (we won every bid we submitted).

b. Way forward

In conclusion, given the past and current contributions of the Centre, it is clear that the Centre will continue to have much to offer the Faculty, the University and the broader community in the future.

**IV. Output (at least one author must indicate Centre affiliation in paper and only those research outputs affiliated with the Centre/Programme could be listed, must not repeat publications listed in earlier reports)**

- a. Journals
- b. Books published or contracted
- c. Book chapters
- d. Conference papers
- e. Public or consultancy reports
- f. Other intellectual property (including software, training materials, etc.)

**V. Activities (must be active during the year, each project should highlight links to Centre strategy)**

- a. Consultancies
- b. Training
- c. Research projects
  - i) List of all research projects

Project Title	Name of Project Holder	Project Start Date	Amount	Funding Source
Language Use, Proficiency and Attitudes in Hong Kong	BACON-SHONE John	01-May-2014	\$613,726	Public Policy Research Funding Scheme 2014-15
Publicness: A Comprehensive Survey of Managerial and Organizational Antecedents in Hong Kong	BACON-SHONE John	01-JAN-2013	\$356,935	RGC General Research Fund

ii) List of all collaborative projects

iii) List of all pro-bono projects

Period	Project Title	Nature (i.e. research or consultancy)

- d. Conferences organized
- e. Relationships formed with organizations

**VI. Teaching (excluding that credited to departments)**

- a. Undergraduate courses
- b. Taught Masters courses
- c. Research students (including list of current students and completed )

**VII. Collaborations**

- a. University level (within HKU)
- b. Community level
- c. Regional level
- d. International level