

## Departmental Seminar

# Social Change and National Identity among Hong Kong Youth

4:00 p.m. – 5:00 p.m. | February 24, 2017 (Friday)

Rm 813, 8/F, The Jockey Club Tower | Centennial Campus | The University of Hong Kong



### Dr. YE Shengquan Sam

Assistant Professor  
Department of Applied Social Sciences  
City University of Hong Kong

#### Abstract

In the past few years, there were significant social changes in Hong Kong, many of which have had profound impact on the community both locally and beyond. Along these changes is the continual decrease of national identity among Hong Kong people, particularly in youth group. Using different research designs (i.e., survey and experiment) and among different youth samples (i.e., secondary and university students), a series studies were conducted to address the following questions: how does national identity differ across different youth groups? What are the psychological correlates of national identity? What is the impact of media exposure on national identity? How are explicit and implicit national identities related? How do they predict actual voting behavior? Findings are discussed in relation to social identity theories and the local context. The implications for the current situation and future development in Hong Kong are highlighted.

~All are Welcome~