THE HONG KONG
POLYTECHNIC UNIVERSITY
香港理工大學

Press Invitation
傳媒邀請

19 January 2018

Local / Education News Editors

Dear Sir/Madam,

Press Conference: Study on "Parents' Perspectives:
Moral Character Development of Secondary School Students"

The Hong Kong Polytechnic University (PolyU), in collaboration with Wofoo Social Enterprises, has conducted a study on the perceptions of parents/guardians of the moral character development of Hong Kong adolescents.

The questionnaire study on 431 parents/guardians from 9 local secondary schools attempts to explore:

- their perceptions of the moral character, psychosocial competence and social behavior of their children versus the Hong Kong adolescents in general; and
- their parenting practices and relationship with their children.

It is the third study of a series of five under the PolyU-Wofoo collaborated project "Character Building – A shared mission for a better future". The results of the first two studies, from the perspective of secondary school students and teachers respectively, have been published earlier.

PolyU academics from the Department of Applied Social Sciences will hold a press conference to release the findings of the third study and share their recommendations. They will also compare and analyse the related findings of the three studies conducted so far.

You and your representatives are cordially invited to cover the press conference.

Date : 23 January 2018 (Tuesday)

Time : 10:30 a.m.

Venue : Room GH405, 4/F, Block G, PolyU Campus

Speakers :
- **Professor Daniel SHEK - Associate Vice President (Undergraduate Programme) and Chair Professor of Applied Social Sciences, PolyU**
- **Dr YU Lu -Assistant Professor, Department of Applied Social Sciences, PolyU**
- **Mr Stanley CHOI - Chief Operating Officer, Wofoo Social Enterprises**

Language : Cantonese (supplemented with English)

For enquiries, please feel free to contact Ms Denise Wong (3400-2131 / 9842-6002).

Yours sincerely,

Winnie Lam
Division Head (Public Affairs)
Communications and Public Affairs Office

Hung Hom Kowloon Hong Kong
香港九龍紅磡
E polyu@polyu.edu.hk T (852) 2766 5111 F (852) 2764 3374
www.polyu.edu.hk