

# Research proposal on Effects of Social Change during the Transition on Cognition, Emotion and attitude of Youth in Hong Kong

## **Abstract**

The main objective of the study is to explore how young generation perceive themselves and the rapidly changing society before the transfer of sovereignty in 1997. Telephone survey was used to collect data from 504 young people aged 15 to 29, while face-to-face survey was employed to explore the opinions of 973 university students. In addition, twelve focus groups, including three categories of young people, were conducted.

The study finds that 1) young people's analytical ability was not as poor as we believed; 2) most young people were very realistic; 3) fidelity was still strong among young people who also emphasized moral principles; 4) young people tended to use avoidance or negative attitudes while facing difficulties; 5) young people were ambivalent toward the concepts of democracy and freedom, they also had a strong sense of individualism and political helplessness; 6) young people had reservation over emigration because of the possibility of family and social problems caused; 7) although young people did not like mainland immigrants, they recognized their strengths; 8) concerning attitudes toward job, young people were middle class oriented and mainly looked for well-paid and stable executive jobs; and 9) young people participated in various kinds of leisure activities including sporty and light, personal as well as group ones. Also, television and radio programs strongly influenced young people's daily life.