

**The David C. Lam Institute for East-West Studies (LEWI)  
Hong Kong Baptist University**

LEWI e-Newsletter

LEWI e-Newsletter is published quarterly by David C. Lam Institute for East-West Studies for circulation among its member institutions. Contributions are most welcome.

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**LEWI e-Newsletter (Issue No. 36, Spring 2013)**

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## LEWI Seminar Series

### **Institutional Patronage: The British and Foreign Bible Society and the Chinese Protestant Bible (7 March 2013)**

Speaker: Dr. George Kam-wah Mak, Postdoctoral Research Fellow, David C. Lam Institute for East-West Studies, HKBU

Abstract:

*Heroic missionary Bible translators have often been the focus of research on the history of Chinese Protestant Bible translation. However, the production and circulation of the Chinese Protestant Bible involved considerable financial resources that missionaries and their mission societies themselves could not afford. Without the institutional patronage of Bible societies, which have specialized in publishing and distributing Bibles in different parts of the world since the 19th century, it is questionable whether Chinese translations of the Protestant Bible would have come out and been placed in the hands of the Chinese people. This seminar will explain how the British and Foreign Bible Society (BFBS), the origin of the Bible society movement and the largest Bible society in late Qing and Republican China, served as an influential conditioning factor that affected the translation, publication and circulation of the Chinese Protestant Bible, paving the way for the dissemination of Protestant Christianity in China.*



*Dr. George Mak gave a seminar on "The British and Foreign Bible Society and the Chinese Protestant Bible" in March*

## **1.5 generation migrants from Taiwan: Challenges and Opportunities (19 April 2013)**

Speaker: Prof. Lan-hung Nora Chiang, Professor Emerita, National Taiwan University

Abstract:

*Much less studied as the first generation of immigrants are the 1.5 generation of migrants who are people who immigrate to a new country at a young age, usually with at least one parent. They earn the label of “1.5 generation” because they bring with them characteristics from their home country but continue their assimilation and socialization in the new country. They are often bilingual and find it easier to be assimilated into the local culture and society than people who immigrated as adult. Having finished their tertiary education in the destination country, they may have stayed to work, returned to their origin, or re-migrated to a new country. Being less influenced by political and economic concerns like their parents, this younger generation of immigrants is a highly mobile group, capable of strategizing and using networks in finding employment and settling down in different parts of the world.*

*I would like to review findings from my previous studies of return migrants from Canada, New Zealand, Australia, and Argentina (Chiang and Liao 2008, Chen et al 2010, Chiang 2011, Trejos and Chiang 2012) focusing on their adaptation in Taiwan, their identity, and future aspirations. Despite perceived limited job opportunities compared to some other Asian countries, young people moved back to Taiwan for family reasons, marriage, personal aspirations, and other social and cultural reasons. For those who returned to Taiwan, one cannot assume that they intended to stay permanently, reflecting their young age of return and the forces of globalization, which provided them with opportunities that exist in countries other than their homeland. Some simply had to leave Taiwan because of being stationed or dispatched abroad. They contributed to the pool of global talents overtime, and their experiences from re-migration has also helped to cultivate multi-cultural identity and adaptability. There is need for further studies on those who stayed in the destinations of their initial immigration, and sites of their re-migration, such as Singapore, Hong Kong SAR and Mainland China, which are areas of my on-going and future fieldwork. The research results would help the Taiwan government develop insights to recruit young global talents starting with those who left Taiwan at an early age, and still have emotional ties with their home country/region.*



Prof. Nora Chiang sharing the findings on her study on return migrants

### **Effectiveness of Environmental Advertising for Hotels (30 April 2013)**

Speaker: Prof. Kara Chan, Head and Professor, Department of Communication Studies, HKBU

Abstract:

*This study investigates how a hotel's brand and the environmental issue featured in the advertisement may influence consumers' responses to environmental advertisements. The study adopts a 2 x 2 factorial design. The first factor is the hotel brand. Two hotels (i.e. Hilton and Ibis) were selected to represent a relatively high-end brand and a relatively low-end brand respectively. The second factor is the environmental issue featured. Energy saving issue and no single-use consumables were selected to represent environmental issues perceived to have high and low impact on the environment, according to a previous study on perception of green hotels among tourists in Hong Kong (Chan and Han, forthcoming). Altogether 237 university students in Hong Kong participated in the study. Results indicated that the two independent variables, hotel brand and environmental practice featured in the advertisement had significant impact on attitudes toward advertisements, brand image, and perceived effectiveness of the advertisements. Marketing implications for designing environmental message for hotels were discussed.*



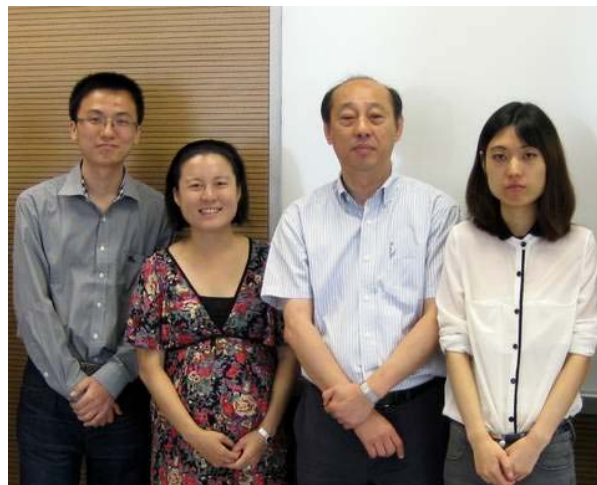
*Prof. Kara Chan speaking on Effectiveness of Environmental Advertising for Hotels*

## **Resident Graduate Scholarship Program**

In Spring 2013, we welcome two new students to LEWI to participate in the Resident Graduate Scholarship (RGS) Program:

Shi Zhiqiang, Master Candidate, Peking University. Thesis topic: “Text, Historical Memory and Legal History in Qing Dynasty: A Case in Macheng and the Return of Martin Guerre”. Field supervisor at HKBU: Dr. Ka-chai Tam, History Department, HKBU

Gao Hungyang, Master Candidate, Chinese Academy of Social Sciences. Thesis topic: “Robert Morrison’s Publishing Activities in China”. Field supervisor at HKBU: Prof. Kam-keung Lee, Department of History, HKBU



*RGS student Shi Zhiqiang (left) and Gao Hongyang (right)*

## Outputs of Research Staff

### Publications

#### By directors/working group convenors:

Bailey, A.J. (2013). "Population Geography". In Wright, J. (Ed), International Encyclopaedia of the Social and Behavioural Sciences, Second Edition.

**Bailey, A.J.** and Law, A. (2013). Return migration and Hong Kong's diverse circuits of mobility. *Asian Geographer* <http://dx.doi.org/10.1080/10225706.2013.783496>

**Bailey, A.J.** (2013). Migration, recession and an emerging transnational biopolitics across Europe. *Geoforum*, 2013, <http://dx.doi.org/10.1016/j.geoforum.2012.09.006>

Yang, C. and **Li, S. M.** (2013). Transformation of cross-boundary governance in the Greater Pearl River Delta, China: Contested geopolitics and emerging conflicts. *Habitat International*, 40, pp. 25-34. (online: [ww.elsevier.com/locate/habitatint](http://www.elsevier.com/locate/habitatint))

#### By Research Assistant Professors and Postdoctoral Research Fellows:

Hui, A. (2013). "Practices, Movement and Circulation: Implications for Sustainability". In Shove, E. & Spurling, N. (Eds.), *Sustainable Practice: Social Theory and Climate Change*. London: Routledge.

### Presentations

#### By Prof. Adrian Bailey, Dean of Social Sciences and Convenor of Urbanization and Mobility Working Group

*Whither and Whence Hong Kong Migration Studies*. Asian Studies Association of Hong Kong, HKIED, 8-9 March 2013.

*Linguistic Practice, Dressage, and Transnational Orientations of Zimbabweans*. Featured colloquium session, American Association for Applied Linguistics 2013, Boston, MA, 15-18 March 2013.

*Mobility Partnerships and Transnational Biopolitics over Europe*. A paper presented at the American Term Conference, Charles University, Prague, 15-19 May 2013.

*Family Circuits and Hong Kong's Diverse Mobility.* Sun Yat-Sen University, Guangzhou. 31 May 2013.

**By Prof. Si-ming Li, Chair Professor of Geography and LEWI Director**

*Burst of the Property Bubble and Hong Kong's Changing Housing Policies Pre- and Post-1997.* A paper presented at the Annual Meeting of the Association of American Geographers, Los Angeles on 9-13 April 2013.

**By Prof. Kara Chan, Head, Department of Communication Studies and Convenor of Environment, Health and Sustainability Working Group**

(with Evans, S., Hexley, P.J., Cheung, W.Y., Chiu, M.Y.L., and Wong, H.T.) *A Focus Group Study on Concepts of Social Inclusion among Stakeholders in Hong Kong.* A paper presented at the 3<sup>rd</sup> Ensact European Conference, Istanbul, Turkey, 16-19 April 2013.

**By Dr. Perry Johannson, Research Assistant Professor, Cross-cultural Studies Working Group**

*The lost honor of Madame Chiang Kai-shek.* A paper presented at the International Workshop on “China, World War II, and the Politics of Memory”, Hong Kong University, 3-5 April 2013.

**By Dr. Shanshan Lan, Research Assistant Professor, Urbanization and Mobility Working Group**

*In Search of the China Dream: Undocumented African Migrants in Guangzhou, China.* A paper presented at the Conference on Remapping the Black Atlantic: Diaspora (Re)Writings of Race and Space, DePaul University, Chicago, 12-14 April 2013.

**By Dr. Judy Siu, Research Assistant Professor, Environment, Health and Sustainability Working Group**

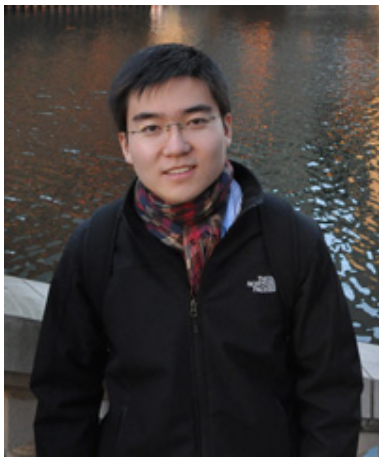
*Barriers to Receiving Human Papillomavirus (HPV) Vaccination among Female University Students in Hong Kong.* A paper presented at the 1st World Congress of Children and Youth Health Behaviors & IV National Congress on Health Education, Viseu, Portugal, 23 – 25 May 2013.

**By Dr. Allison Hui, Postdoctoral Research Fellow, Urbanization and Mobility Working Group**

*Normal Mobilities and Future Trajectories: Hong Kong Migration and an Asian Mobilities.* A paper presented at the Annual Meeting of the Association of American Geographers, Los Angeles, 9-13 April 2013.

*Networked Materialities in the Changing Lives of Hong Kong's Return Migrants.* A paper presented at the Conference on Differential Mobilities: Movement and Mediation in Networked Societies, Concordia University, Montreal, 8-11 May 2013.

**Introducing New Staff**



Dr. Pu Hao joined LEWI as a Research Assistant Professor in April 2013. Dr. Hao obtained his B.Sc. from Wuhan University, M.Sc. degrees from Wuhan University and the International Institute for Geo-information Science and Earth Observation and Ph.D. in Human Geography and Urban Planning from Utrecht University. His research interests include global urbanism, urban morphology, urban spatial and social dynamics and the application of GIS techniques to urban studies and planning. His publications appear in books and international journals, such as *Urban Studies*, *Environment and Planning A*, *International Journal of Urban and Regional Research* and *Rural Migrants in Urban China: Enclaves and Transient Urbanism* (Routledge 2013).