

Media Education in Hong Kong: Means and Impact

CK Cheung is a teacher trainer at the University of Hong Kong. His research interests include media education, business education, and civics education. He is currently the chairman of the Hong Kong Association of Media Education

This research is currently funded by CERG. The aim of this project is to examine the reasons why some schools have implemented media education in the secondary curriculum, describe how media education is implemented, and investigate the effects of media education on students' learning. Three key issues will be addressed:

- (a) Why do schools decide to adopt media education and how do they implement it?
- (b) What is the impact of media education on participating students' academic progress, engagement with learning, and attendance at school, and learning outcomes?
- (c) Will the answers to the first two questions reflect the experience of western countries, where Media Education originated, or will there be major differences?