

Department of Social Sciences Regular Seminar Series 2022–2023



Dr. CHENG Wai Lun
Assistant Professor

Introducing partial least squares structural equation modeling from a user's perspective

Partial least squares structural equation modeling (PLS-SEM) is increasingly used in statistical research because of its ability to handle nonrandom and small samples. However, earlier studies used regression-based PLS-SEM, which was eventually found to be similar to multiple regression analysis. Later, factor-based PLS-SEM, also known as consistent PLS, is used, which can account for measurement errors and is thus superior to regression-based PLS-SEM. In this seminar, this robust method will be introduced from a user's perspective, including a comparison with regression-based PLS-SEM. An example will be demonstrated to illustrate the use of factor-based PLS-SEM.

Local Football Participation: Why to come, what to gain, how to promote? Studies of Women's Football Programs In Hong Kong.

Expansion of women's football population is one of the key missions under the 'Project Phoenix' for Hong Kong football development subvented by government after the East Asian Games in 2009. This consultancy research makes use of self-administered questionnaires and in-depth interviews with stakeholders to review the challenges and propose strategies ahead. Primary analysis shows a high level of satisfaction to the programs from respondents, in particular the significance of football in fostering the cognitive advancement, parental intimacy and peers' collegiality of the trainees. A number of 'hurdles' frustrating the developers are found and corresponding remedies were suggested.



Dr. HO Ka Ki Lawrence
Assistant Professor



Moderator
Dr CHEUNG Kin Wai
Norman
Senior Lecturer II

Date: June 15 2023

Time: 12:30–13:30

**Venue: D4-LP-03
or Zoom**

