

THE EDUCATION UNIVERSITY OF HONG KONG
FACULTY OF LIBERAL ARTS AND SOCIAL SCIENCES

Research Output Prize
for the Dean's Research Fund 2021/22

Brief Introduction of Awardee's
Research Output/Publication and Future Research Development

Awardee (Dept):	<u>Dr Cheang Chi Chiu, Associate Professor (SES)</u>
Publication/Research Output Title/project:	<u>Understanding the behavioural gap between perceived and actual environmental behaviour: Investigating the clam-harvesting pattern in Hong Kong SAR, China</u>

A. Briefly introduce your research output/publication for which you have received the prize.

This is a collaborative work with World Wild Fund- Hong Kong and the University of Hong Kong. The study aims at revealing the difference between the clam diggers' self-perceived environmental altitude and their actual clam digging behaviour. The study site is a famous clam digging site, Shui Hou, in Lantau Island. The study found that there is a significant discrepancy between the two psychological constructs when the clam digging behaviour was proxied and qualified by the clam size selection. The clam-diggers possessed different definitions of the appropriate clam size to be harvest. A clam gauge was developed to facilitate the sustainable harvesting of the clam in the site (refer to the link for more detail: https://www.wwf.org.hk/en/oceans/advocating_for_more_marine_protected_areas/clam_gauge/). There is an significant implication of the results of this study on the similar conservation work in other places with conservation concern.

B. How you used/will use your prize and perhaps its usefulness to your research development?

The prize forms a very important capacity building work for similar study on the education for sustainability. The prize was used to hire manpower to work on another related ocean literacy project.

C. Expected research outcomes/outputs/impacts arising from this prize.

The study was published in the Journal of Cleaner Production (IF 2022: 11.072). Two press release was completed on this public, as indicated in the following links:

https://www.wwf.org.hk/en/footer_oceans/?24843/new-shui-hau-paper-reveals-gap-between-clam-diggers-environmental-attitudes-and-actual-behaviour
https://flassnews.eduhk.hk/preview_article/WINTER_2021_ISSUE_2/SES%20researcher%20joins%20call%20for%20strengthening%20protection%20of%20Shui%20Hau%20sandflats