

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

Research Output/Impact/Knowledge Transfer Prize
for the Dean's Research Fund 2019/20

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

Awardee (Dept): Dr Chu Man Ying, Assistant Professor (SSC)
Publication Title/KT project: Surveys with sensitive questions – Advancing and applying randomized response technique to ask sensitive questions in business, social sciences, and healthcare research

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

Sensitive topics are commonly involved in business, social sciences, and healthcare research. However, such topics are not easily investigated in empirical studies. To encourage respondents to provide answers truthfully and to protect their privacy, randomized response techniques (RRT) were introduced more than 50 years ago, and have been adopted by academics, industry practitioners, and governments. However, implementing and analyzing the data among multiple sensitive questions are challenging tasks because of the special question design, high-dimensionality issue, and incomplete information of the data collected. My research makes significant contributions in these aspects.

My research not only advances the knowledge by providing a viable solution to a statistical challenge, but also allows researchers to apply statistical techniques (e.g. structural equation modeling) to study a behavior in a deeper sense and its relationship with other variables. In addition, I applied my research findings in authentic scenarios in business, social sciences, and healthcare such as information systems resource misuse, illegal waste disposal, and students' health and pressure. The applications are important for researchers in different domains to follow how to implement RRT in real settings.

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

I will use the prize to recruit a part-time research assistant and purchase some necessary equipment to assist me to continue my research in advancing the technique to ask sensitive questions in business, social sciences, and healthcare research.

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

I am now preparing some related papers. I hope that at least one paper will be published in a top journal in the coming academic year.