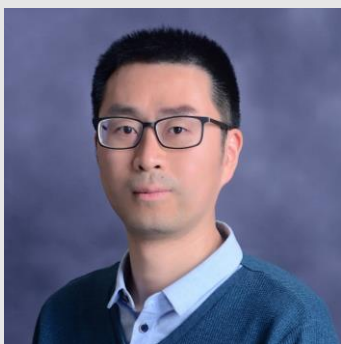


EdUHK Tin Ka Ping Education Fund Talk Series

The Effect of the Text Style of Public Figures' Statements on Trust Repair

After the occurrence of a public crisis, it is a common practice for public figures to issue written statements in response. Based on three empirical studies, this talk will explore whether the type of text in these statements affects their effectiveness, especially in terms of restoring trust. Leveraging the results of these studies, we will propose a series of strategic suggestions for addressing public crises or countering the spread of rumors.



Speaker
Prof LI Qinggong


Professor, School of Psychology, Zhejiang Normal University


Professor Qinggong Li received his master's degree in Psychology from Zhejiang University and his PhD in Psychology from Beijing Normal University. He visited the University of Toronto, Canada for one year in 2015. He has received four grants from the State and the Ministry of Education on the topic of trust. So far, he has published more than twenty papers, some of which have been published in *Child Development*, *Psychological Science*.


Moderator
Dr LIN Dan

Associate Professor
Department of Psychology
The Education University of Hong Kong



 **27 February 2024 (Tuesday)**

 **HKT 11am – 12nn**

 **D1-LP-07 or Zoom***

 **Language: Putonghua**

REGISTRATION FORM



*Please register to receive the Zoom link