

Honours Academy 4th Symposium

29 April 2025



香港恒生大學
THE HANG SENG UNIVERSITY
OF HONG KONG



HSUHK
Honours Academy

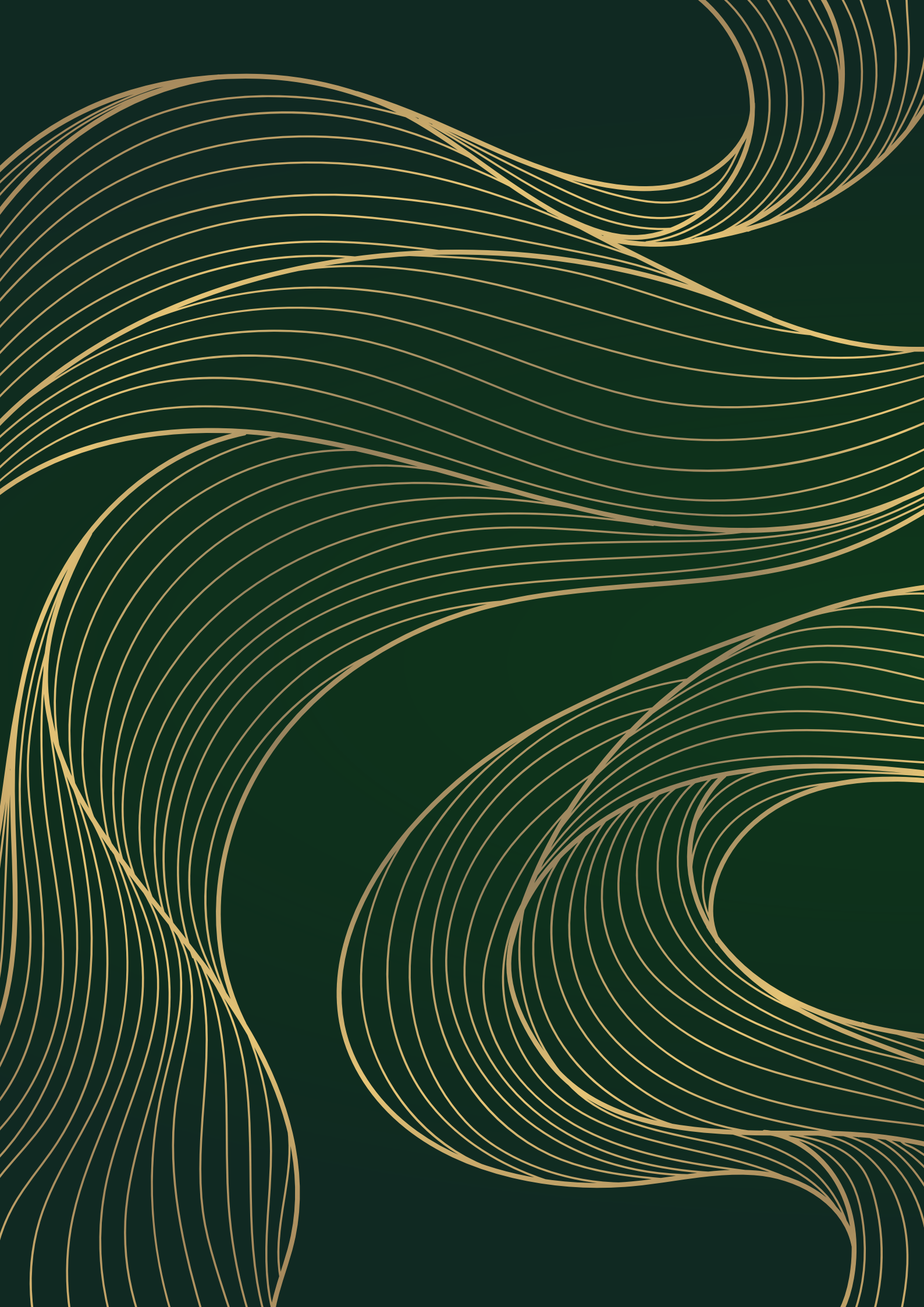


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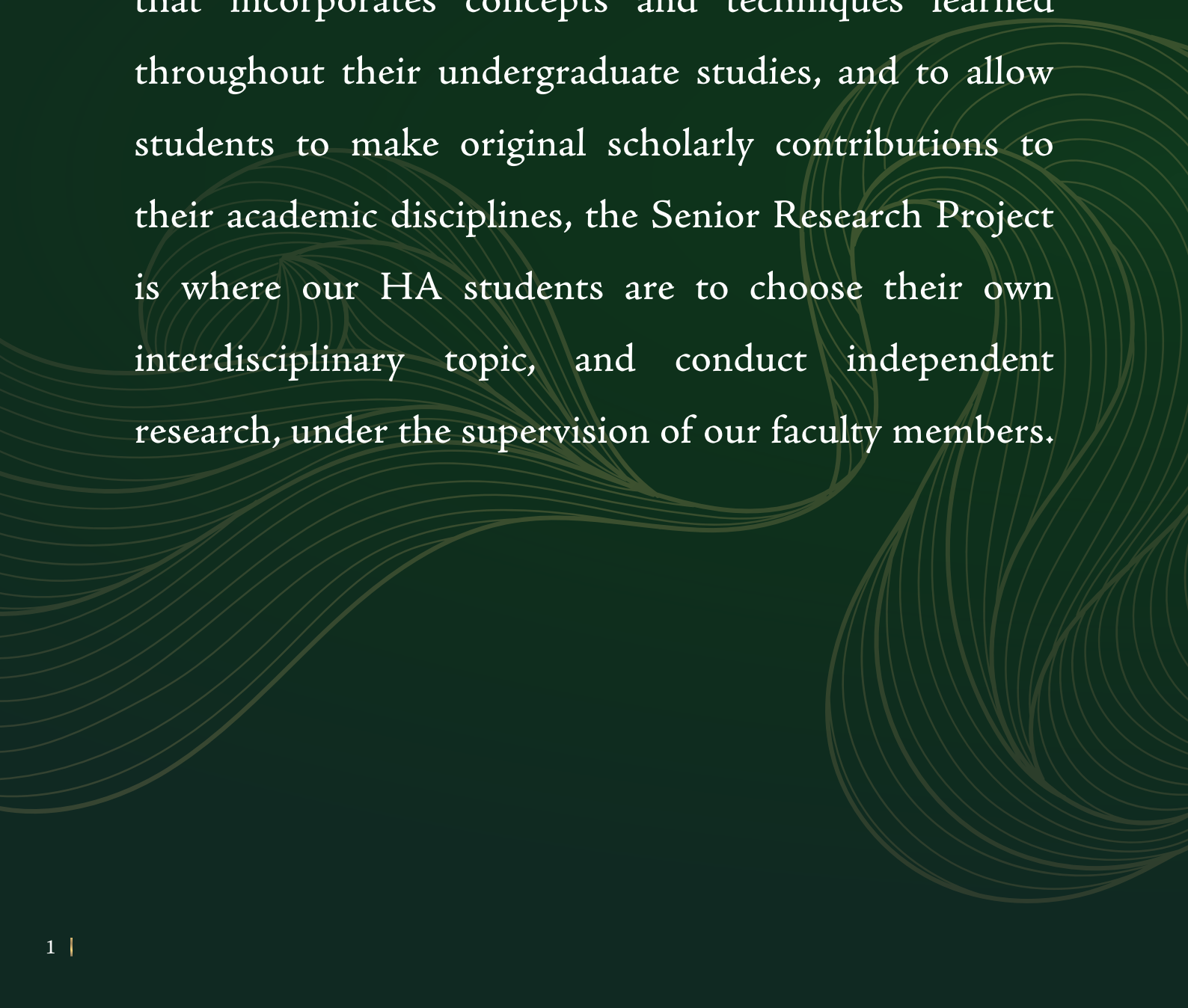
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HA4001

Senior Research Project

To provide our HA students with research experience that incorporates concepts and techniques learned throughout their undergraduate studies, and to allow students to make original scholarly contributions to their academic disciplines, the Senior Research Project is where our HA students are to choose their own interdisciplinary topic, and conduct independent research, under the supervision of our faculty members.



Rundown

2:00 pm	Opening Remark
2:05 pm	Individual Presentations Q&A
3:50 pm	Break
4:00 pm	Group Presentations Q&A
5:25 pm	Appreciation to HA4001 Senior Research Project Supervisors
5:30 pm	Award Presentation <ul style="list-style-type: none">- Best Individual Presenter- Best Group Presenters

CrimeMapHK - Geospatial Analysis of Stabbing Incidents in Hong Kong

Alex Ho

Honours Academy, 3rd Cohort
Data Science and Business Intelligence
School of Decision Sciences



CrimeMapHK is an advanced, web-based data visualization tool specifically designed to analyze stabbing incidents in Hong Kong. This study integrates the Google Maps API to display interactive markers, each representing a recorded case. Users can easily zoom, pan, and explore the city while focusing on the precise locations where these crimes occurred. By hovering or clicking on a marker, detailed information such as date, time, and descriptions, is displayed, helping citizens and authorities gain a deeper understanding of crime patterns.

The user interface is designed to be intuitive and responsive, ensuring seamless navigation across multiple devices. CrimeMapHK also offers filtering options, allowing individuals to sort incidents by date range, district, or severity, which highlights potential hotspots. The study leverages HTML, CSS, and JavaScript for front-end structure, while dynamic data handling ensures each stabbing incident is accurately plotted. Moreover, CrimeMapHK provides a data analytic page for the analysis of stabbing data provided by Police Force up to 2023.

With optional heatmaps and summary statistics, CrimeMapHK aims to deliver actionable insights for policymakers, law enforcement agencies, and community organizations. By providing an open, data-driven approach, CrimeMapHK fosters greater transparency and encourages collaborative efforts to improve public safety in Hong Kong. It supports decision-making among stakeholders, thereby improving safety. This innovative platform underscores the immense value of accessible, real-time information in preventing future crimes.

Words from Supervisor



Dr Carisa Yu

Associate Professor
Department of Mathematics, Statistics and Insurance
School of Decision Sciences

Supervising Alex on his project has been an inspiring journey. His dedication to creating an advanced web-based data visualization tool for analyzing stabbing incidents in Hong Kong showcased his innovative spirit. The integration of the Google Maps API to display interactive markers allowed users to explore crime locations intuitively. Alex's attention to detail was evident in the user-friendly interface and powerful filtering options, which highlighted potential hotspots. Throughout the project, he demonstrated strong technical skills, utilizing HTML, CSS, and JavaScript effectively. The addition of a data analytics page and heatmaps provided valuable insights for stakeholders, emphasizing the importance of transparency in public safety. Alex's commitment to enhancing community awareness and collaboration made this project not only impactful but also a significant step toward improving safety in Hong Kong.

Optimizing Urban Logistics Routes to Alleviate Traffic Congestion Using AI Models With Simulation Techniques

Aaron Sin

Honours Academy, 3rd Cohort
Data Science and Business Intelligence
School of Decision Sciences



Urban delivery operations are increasingly strained by limited unloading capacities, unpredictable traffic, and escalating consumer demands for rapid deliveries. These challenges frequently lead to vehicle clustering at critical nodes, exacerbating urban congestion, raising operational costs, and intensifying environmental impacts. Moreover, growing public awareness of carbon emissions underscores the urgent need for scalable and sustainable logistics solutions.

This research addresses critical gaps in existing logistics optimization models, which often neglect real-time unloading constraints and underutilize advanced AI-driven decision-making techniques such as reinforcement learning. Additionally, current models lack robust synthetic data generation capabilities essential for comprehensive scenario analysis. This limitation disadvantages smaller enterprises, as they often have limited access to high-quality operational data.

The research aims to develop a capacity-aware AI model capable of dynamically adjusting vehicle routes and schedules in response to real-time congestion and resource constraints. By integrating machine learning, deep learning, and reinforcement learning methodologies with advanced simulation techniques, this project seeks to enhance urban delivery performance. The findings of this research will contribute to traffic congestion mitigation, improved logistics performance, and the promotion of sustainable urban freight systems, reinforcing Hong Kong's status as a global logistics hub.

Words from Supervisor



Dr Timothy Ng

Assistant Professor
Department of Mathematics, Statistics and Insurance
School of Decision Sciences

My research journey with Aaron has been truly inspiring. He possesses a remarkable creative mind and is exploring the application of artificial intelligence in logistics route planning. Aaron has developed an insightful perspective on the issue: when individual businesses optimize their routes using AI, it often leads to increased traffic congestion, exemplifying the “tragedy of the commons.” Recognizing this challenge, he is innovatively working on a system designed to balance social costs with the optimization needs of individual businesses. By integrating a holistic approach, his system aims to enhance efficiency for companies while simultaneously mitigating the negative impacts on traffic. This research not only showcases Aaron’s ingenuity but also highlights the potential for AI to address complex societal issues in logistics. I am excited to see how his work evolves and contributes to both the field of logistics and the broader community.

Revitalizing Urban Resilience: A Study of Public Space Design and Mental Well-Being in Hong Kong's Public Housing Communities

Gin Lo

Honours Academy, 3rd Cohort
Cultural and Creative Industries
School of Humanities and Social Science



The project aims to assess the impact of public space design on attention restoration within the context of public housing in Hong Kong, focusing on Kwong Yuen Estate. By examining the effectiveness of well-designed open areas in mitigating mental fatigue and enhancing psychological well-being, the study seeks to inform urban planning strategies that prioritize mental health considerations.

With a significant portion of Hong Kong's population residing in public rental housing, initiatives such as the "WELL + BEING" program by the Hong Kong Housing Authority underscore the growing recognition of mental health needs in urban design. By evaluating how public spaces can contribute to attention restoration and overall well-being, this research aims to advocate for urban planning practices that enhance residents' quality of life, particularly in densely populated urban environments.

Words from Supervisor



Professor Desmond Hui

Head and Professor
Department of Art and Design
School of Humanities and Social Science

I enjoy working with Gin on her thesis on well-being of public space design in the public housing estates of Hong Kong. Applying the Attention Restoration Theory (ART) of Kaplan (1989) and the POSSible! Design Thinking Toolkit developed by the Architectural Services Department of Hong Kong (2022), Gin is able to derive some interesting observations and conclusions for the cases in Hong Kong, which I believe will be useful towards future public space design projects.

Understanding Hong Kong Land Policy Through the Lens of Georgism

Clarissa Kwong

Honours Academy, 3rd Cohort
Philosophy, Politics and Economics
School of Humanities and Social Science



This research explores Hong Kong's land policy through the lens of Georgism, a theory advocating for land value capture as a means to promote economic equity. In light of the global housing crisis and Hong Kong's heavy reliance on land sales for government revenue, this study seeks to critically assess the economic and social implications of the city's current land system. By applying Georgist principles, the research aims to examine whether alternative approaches to land policy could foster greater economic sustainability and social equity.

Drawing insights from land policies in other countries that have implemented strategies aligned with Georgist ideas, this study analyzes historical trends in Hong Kong's land revenue model, assessing whether its reliance on leasehold land sales has contributed to wealth inequality and economic instability. The research further considers potential reforms, discussing how Hong Kong might transition to a more balanced system that reduces overdependence on land revenue while maintaining fiscal stability. Finally, this study explores the challenges and opportunities associated with land reform in Hong Kong, offering policy recommendations inspired by Georgist principles and identifying areas for future research in land governance.

Words from Supervisor



Dr Chris Li

Assistant Professor
Department of Social Science
School of Humanities and Social Science

Working with Clarissa on her research project has been a delightful experience. From our first meeting, her enthusiasm for Hong Kong's land policy was evident. After several discussions, we refined the research topic, and I found myself inspired to explore the complexities of land policy and economic theory alongside her. Clarissa's dedication and attention to detail make our conversations both productive and enjoyable. I'm particularly impressed by how she has drawn on her internship experience with the Liber Research Community, enriching her analysis with valuable insights. Watching her grow as a researcher has been a joy, and I appreciate how we've set milestones that keep her focused while allowing her creativity to flourish. I can't wait to see her present her findings at the symposium; I believe her work could contribute to meaningful conversations about the future of land policy in Hong Kong.

Enhancing Urban Bus Queue Management Through Advanced Dwell Time Modeling

Robert Chan

Honours Academy, 3rd Cohort
Data Science and Business Intelligence
School of Decision Sciences



In urban centers, efficient public transportation systems are critical to reducing traffic congestion, lowering emissions, and promoting sustainable city living. This project aims to develop an advanced bus queue time estimation model that incorporates the effects of bus dwell times at curbside stops. Building on existing research, our model specifically accounts for the “blocking effect” where buses waiting to depart can impede the arrival and departure of other buses, leading to inefficiencies in service flow.

Using a combination of data collection and probabilistic modeling techniques, the study refines the understanding of how dwell times impact overall queue lengths and delays. The model employs normal and lognormal distributions to simulate the variability in bus dwell times, and extend these models to capture the variability in bus dwell times and extends these frameworks to accommodate “no overtaking” and “limited overtaking” scenarios.

The outcome of this research is a robust analytical tool that transit authorities can use to optimize bus stop design and scheduling, ultimately enhancing service reliability and passenger satisfaction. The key innovation of this project lies in its advanced approach to modeling urban bus dynamics, which will be validated through case studies of major city bus routes. The findings will provide generalizable insights for improving bus systems on a broader scale.

Words from Supervisor



Dr Carisa Yu

Associate Professor
Department of Mathematics, Statistics and Insurance
School of Decision Sciences

The research journey with Robert on his “Bus Queue Time Estimation Model” has been a fulfilling experience. From the outset, his dedication and passion for improving urban public transportation were evident. Robert’s proposal demonstrated a keen awareness of the overlooked “blocking effect” at bus stops, showcasing his innovative thinking. His methodological approach, blending data with probabilistic modeling, highlighted his commitment to rigor and precision. I was particularly impressed by his choice of model, reflecting a deep understanding of bus dwell time variability. Throughout the project, Robert’s enthusiasm for real-world applications, particularly through case studies, underscored his desire to make a tangible impact. This journey not only advanced his academic skills but also fostered a collaborative spirit that was truly inspiring. I am confident that his work will contribute significantly to enhancing bus service efficiency and improving the overall passenger experience.

Participatory Art Intervention: The Impacts of Campus Art Corner on Student Mental Health

Jessie Chan

Honours Academy, 3rd Cohort
Psychology
School of Humanities and Social Science

Yoyo Chung

Honours Academy, 3rd Cohort
Art and Design
School of Humanities and Social Science



This study aims to evaluate the effectiveness of creating campus art corners as an emotional regulation tool to improve students' mental health and reduce their stress levels. Based on participatory art intervention approach (Hacking et al., 2008), this study examines how a campus art corner, which combines drawing with therapeutic objectives, influence student well-being.

The experimental design compares two forms of participation: students who created artwork individually versus those who engaged in group-based artwork. Additionally, the study investigated the effects of different art forms on mental well-being.

The findings of this research result in both academic and practical implications. By analyzing two distinct art formats, the results offer insights into how art corners can be utilized to enhance students' mental health. These insights can inform the development of more effective strategies to support students' well-being. This study highlights the mental health and stress-relief benefits of participatory art interventions, offering guidance on how college students can maximize the effectiveness of art activities for emotional regulation.

Words from Supervisor



Dr Christine Choy

Assistant Professor
Department of Art and Design
School of Humanities and Social Science

It was a truly enjoyable experience to work with Jessie and Yoyo on their impactful research project. Over the years, I have supervised different groups of elite HA students on writing research essays. Yet, Jessie and Yoyo are among the first that designed not only interdisciplinary research to study how art and psychology converge but also organized a three-day campus art corner at our University's 'The Inspiring' as a research instrument to investigate the impacts of "art as intervention" on students' well-being. I witnessed how much they have grown from day one when they started to brainstorm the theoretical framework, to propose the art corner rundown, and to execute the art-jamming workshop, hoping to measure how participants perceive the effectiveness of art corner on promoting well-being. I am very proud of what they have accomplished through the research process, first-hand data collection, art event planning and impact study. Congratulations again to all HA students and supervisors for completing an impactful research journey!

Intervening Into Personal Lifestyles Through Cuteness? An Analysis of the Discourses on Good Citizens Presented in Government Mascots

Ocean Ng

Honours Academy, 3rd Cohort
Asian Studies
School of Humanities and Social Science

Rachael Yip

Honours Academy, 3rd Cohort
Global Business Management
School of Business



The widespread use of mascots is a common tactic in both public and private sectors for promotional and educational purposes. Beyond serving as branding tools for events, governments and public organizations frequently employ mascots to promote civic virtues and shape the relationship between the state and its citizens.

This study applies critical discourse analysis to examine the content associated with various government mascots, aiming to understand how these characters function as vehicles for endorsing civic values. By analyzing these mascots, this research investigates the ways in which they may influence personal behaviors that are traditionally considered private matters.

Mascots, known for their friendly and approachable nature, serve as effective tools for conveying messages about citizenship and societal responsibilities to a wide audience. Their likable appearances and widespread presence make them ideal instruments for promoting civic

engagement in an accessible and non-intimidating manner. Through a detailed examination of mascots and their associated discourse, this research aims to uncover the subtle mechanisms through which governments can intervene in personal lifestyles while ostensibly promoting civic virtues.

Words from Supervisor



Dr Gary Tang

Associate Professor
Department of Social Science
School of Humanities and Social Science

I am grateful for the opportunity to supervise Ocean and Rachael in this meaningful project. This topic is both timely and significant, as the use of mascots in government public communication is becoming increasingly popular. While much research has focused on examining the effectiveness of using mascots, our project adopts a critical perspective to interpret how government mascots engage in the construction of citizenship norms. Specifically, it focuses on norms that involve potential interventions in personal lifestyles, traditionally considered part of the private realm. The results of this research could contribute not only to discussions about the use of mascots but also to the literature on citizenship norms.

Popularity of Tap Dance: Harnessing Social Media to Create a Tap Dance Craze in Hong Kong

Ho Tsz-ming

Honours Academy, 3rd Cohort
Supply Chain Management
School of Decision Sciences

Isaac Li

Honours Academy, 3rd Cohort
Management Science and Information Management
School of Decision Sciences



This interdisciplinary research empirically investigates the popularity of tap dance in Hong Kong, integrating art, social sciences, and digital technology to explore its cultural significance and potential for growth. Through field studies and interviews, the research examines the current ecosystem of tap dance, highlighting its community dynamics and challenges within the local context. Surveys are conducted to evaluate the distinguishing features of tap dance in comparison to other dance styles.

This study also proposes recommendations to enhance awareness and participation in tap dance, emphasizing the use of media technology to reach wider audiences and foster engagement. A practical pilot development illustrates how social media and digital platforms can serve as educational tools for the public. By bridging tradition and technology, this research offers actionable insights and innovative approaches to revitalize interest in tap dance, contributing to the preservation and promotion of cultural art forms in the digital twin era.

Words from Supervisor



Dr Daniel Mo

Associate Professor

Department of Supply Chain and Information Management

School of Decision Sciences

This research study by Isaac and Ming has set them on a remarkable learning journey, characterized by interest, creativity, and innovation. The research topic originated from their personal interests, and the research questions were defined after numerous explorations aimed at achieving both personal dreams and social impact through a research approach. From conducting literature reviews to exploring various digital platforms, Isaac and Ming have demonstrated a willingness to learn new things, embodying the proper attitude for research and stepping out of their comfort zone. They have also shown their potential intellectual capabilities in research methodology. As they draw conclusions from their findings and results in this study for social impact, I look forward to witnessing their continuous learning and growth in future research endeavors.

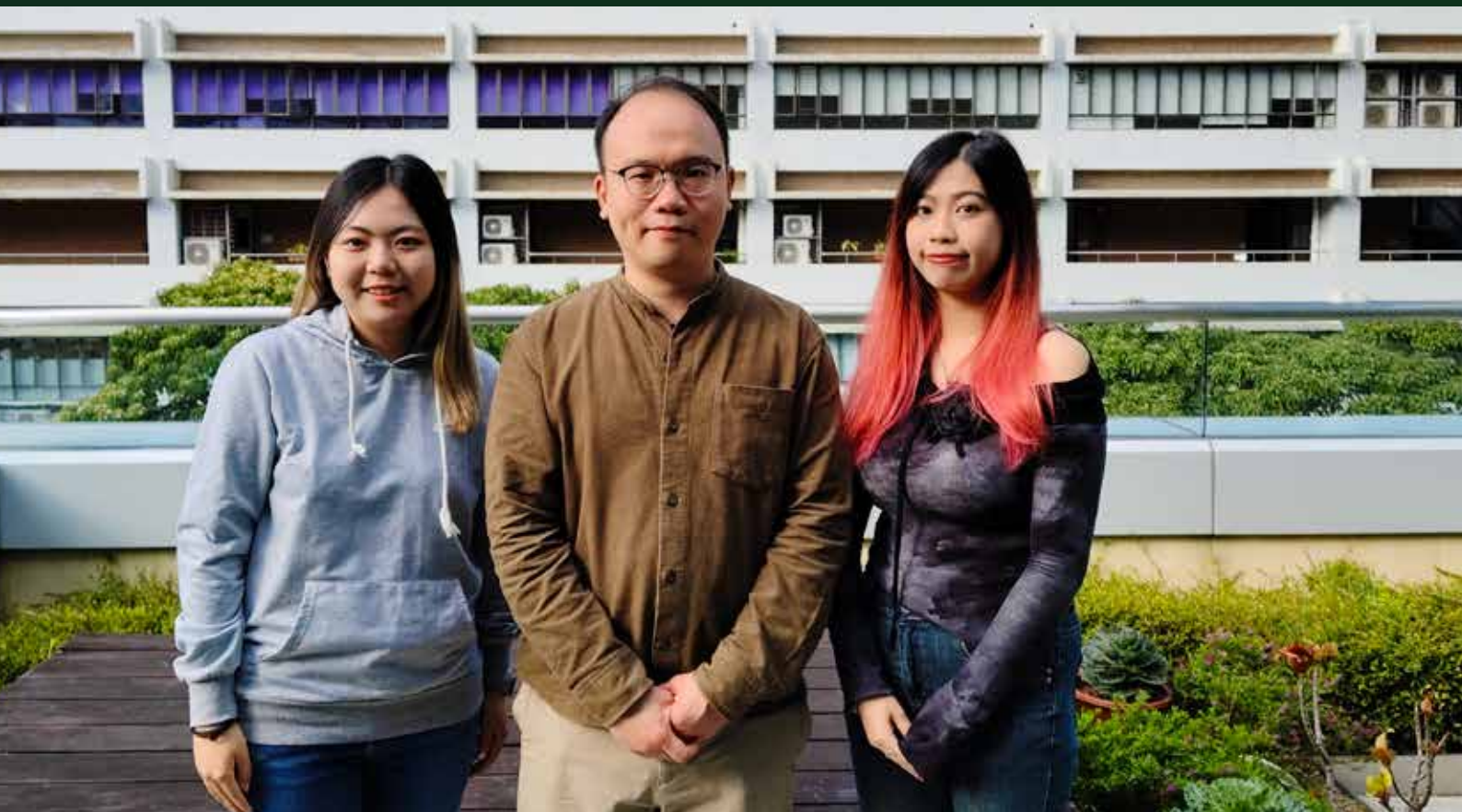
From Page to Screen: The Impact of Film Adaptations of Chinese Literature on Hong Kong Society

Vichy Chan

Honours Academy, 3rd Cohort
Global Business Management
School of Business

Zoe Poon

Honours Academy, 3rd Cohort
Cultural and Creative Industries
School of Humanities and Social Science



This research investigates the impact of adapting Chinese literary works into films on cultural integration in Hong Kong, considering perspectives of cultural invasion and fusion both historically and contemporaneously. The primary focus is on the phenomenon of cultural integration in Hong Kong through the film adaptations of literary works from the Mainland China.

This study analyzes the popularity of these adaptations across various demographic groups, including age, educational background, and cultural context. The aim is to explore the acceptance and cultural integration of Chinese film adaptations within Hong Kong society, specifically examining changes in mindset, values, and behaviors.

In addition to quantitative research utilizing questionnaires, qualitative methodologies such as interviews and focus groups are employed to enrich the findings. The outcomes of this research provide insights that are beneficial not only to individuals in Hong Kong but also to the film and television industry and governmental bodies.

Through this investigation, the research offers valuable insights into the dynamics of cultural integration resulting from literary adaptations, thereby contributing to a deeper understanding of their implications in the context of Hong Kong's evolving cultural landscape.

Words from Supervisor



Dr Lam Wing-kin

Senior Lecturer
Department of Chinese
School of Humanities and Social Science

Guiding Vichy and Zoe has been an immensely rewarding experience. Their passion and commitment were truly inspiring. It was a pleasure to see them grow and develop a deep understanding of how media shapes cultural perceptions and values. Their insightful discussions and creative approach to the topic were truly impressive. I am incredibly proud of their achievements and the dedication they have demonstrated throughout the process. Working with them has also enriched my perspective, as their fresh ideas and enthusiasm were infectious. Their journey has been remarkable, and their progress is a testament to their hard work and perseverance. I have no doubt that Vichy and Zoe will continue to achieve success in the future and excel in all their endeavors. They have shown remarkable growth and have developed a keen ability to analyze complex issues critically. Their ability to work collaboratively and think innovatively will undoubtedly serve them well in their future careers.

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