

Dr. CHANDRA Yanto

From: CLASS (Outreach)
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To: All faculty and teaching staff of CLASS



Dear Colleagues,

We cordially invite you to attend the CLASS Awards Day 2016 workshop, to be held at 10:00 – 11:30 am on 4 May 2016 in the College Conference Room (Rm G7619, Academic 1). In this academic workshop, our winners of Excellence in Knowledge Transfer Award, New Researcher Award and Teaching Innovation Award will share with us their strategies and practices. Please refer to the presentation topics appended below, and the attached schedule for details:

❖ **Empowering Society with Social Innovation**
by Dr Yanto CHANDRA, Department of Public Policy

Societal problems often loom larger than the solutions. From housing crisis, poverty to youths-at-risk, problems often take centre stage. It weakens our resilience and it often makes us overlook the power of human agency. As traditional sectors are slow or inefficient, we are now witnessing the acceleration of the number of individuals globally who create innovative solutions to the world's problems; they do not pursue personal wealth but societal wealth. They are the social innovators and social entrepreneurs. They collectively pursue the 'higher profit' (profit accrued to every member of the society). But ideas help no one on a shelf. Someone somewhere needs to systematically study these interesting individuals, what they do, how and the outcomes. Importantly, these knowledge need to be spread so they create more value. This is why knowledge transfer is critical to a young sector like social innovation and its legitimization.

My knowledge transfer (KT) project started haphazardly about 3 years ago without a clear pattern or plan, but overtime it becomes more systematic and interesting. My KT project aims to arouse, inform and impart knowledge — to young people and the public in Hong Kong and internationally — on the role, strategies and impact of social innovation. In this KT project, “research” is the backbone of all KT activities, and connects internal KT (comprising of ‘teaching as software design and launch’, coaching mechanism and positive psychology) and external KT which is supported by research-based advocacy of social innovation and the use of positive journalism to report news of positive deviants in the society.

Actual examples of internal KT activities such as an innovative “live demo” as experts solve problems in the class and prototype examples of innovative student projects will be shown. Examples of research-based advocacy on social innovation that benefit the social enterprise sector, policy makers and non-academic audience locally and internationally will also be highlighted. Finally, samples of positive journalism approach are demonstrated via my op-ed writing to newspapers as well as exposure of students' innovative ideas to the public.

This KT project offers several lessons. First, there are many ways of doing KT; it requires experimentation and creativity as there is no benchmark available especially in the social sciences. Second, KT is fun and has many unknown possible future returns. However, it makes our “research engine” runs faster and compels us to be more productive in research. Third, it makes us, as scholars, think more about the larger stakeholders as the beneficiary of what we do every day. Finally, KT merits greater recognition and be treated as a key pillar of scholarship. It ploughs tax payers’ money back to where it comes from.

❖ **“Publish or perish” or “Publish to accomplish”? Are we heading in the right direction?**
by Dr ZHANG Xiaoling, Department of Public Policy

This presentation mainly covers a critical debate on “Publish or perish” and “Publish to accomplish”. As it is quoted by Michael Faraday, “Work, finish and Publish”, academics regard ‘publish or perish’ as the pressure that they feel to publish their research findings in order to stay relevant and be successful (e.g., obtaining tenure) within the academic community. Using my own publishing experience as a point of departure, I wish to challenge myself first by rethinking my past research footprint, and intend to presenting a new research eclecticism aiming for ‘Publish to accomplish’ in the future. Although both academia and university requirement are dominated by the publish-or-perish sentiment, is it the good timing to move forward by knowledge dissemination and advancement in our own research discipline? I therefore wish to present the way ahead by sharing some tips including co-production strategy. The presentation concluded by echoing with the argument written by Lee (2014) that “if ‘publish or perish’ could be replaced with a more positive mantra like ‘publish to accomplish’ , and if publishing could be rewarded for its own sake, academic publishing would become a more rewarding, fulfilling and productive experience for all concerned”.

❖ **Engaging Global Issues Through Creative Assignments, Fieldwork and Technology**
by Dr Justin ROBERTSON, Department of Asian and International Studies

This presentation will outline several teaching practices that have enabled students to think critically about global issues. First, expert briefings are arranged in which students visit practitioners to listen to their positions on an issue and to present their project frameworks and seek feedback. Second, students participate in a field trip directly linked to an assignment to gather evidence. Third, assignments are designed to foster creative thinking, such as coming up with an original economic approach to environmental problems, publishing a letter to the editor and acting out a play on a critical issue in international relations. Fourth, the classroom features real-time student feedback via a new software offered by Echo 360. The larger goal is to produce graduates that will design their own research to bolster their knowledge, present information creatively and further engage with global issues.

Please register at http://www.cityu.edu.hk/class/cad/event_reg.aspx#workshop. For enquiries, please contact the College Office through 3442 4342 or ch.publicity@cityu.edu.hk.

Sincerely,

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