

Public Policy Research Funding Scheme

公共政策研究資助計劃

Project Number :

項目編號 :

2019.A3.019.19C.A2

Project Title :

項目名稱 :

The Greater Bay Area and Career Opportunity for Hong Kong Youth: Integrating Big Data Analysis and Survey Experiments

粵港澳大灣區與香港青年事業發展：整合大數據分析及調查實驗研究

Principal Investigator :

首席研究員 :

Dr JIANG Jin

江晋博士

Institution/Think Tank :

院校／智庫 :

Hong Kong Baptist University

香港浸會大學

Project Duration (Month):

推行期 (月) :

24

Funding (HK\$) :

總金額 (HK\$) :

500,000.00

This research report is uploaded onto the webpage of the Public Policy Research Funding Scheme and Strategic Public Policy Research Funding Scheme for public reference. The views expressed in this report are those of the Research Team of this project and do not represent the views of the Government and/or the Assessment Panel. The Government and/or the Assessment Panel do not guarantee the accuracy of the data included in this report.

Please observe the “Intellectual Property Rights & Use of Project Data” as stipulated in the Guidance Notes of the Public Policy Research Funding Scheme and Strategic Public Policy Research Funding Scheme.

A suitable acknowledgement of the funding from the Government should be included in any publication/publicity arising from the work done on a research project funded in whole or in part by the Government.

The English version shall prevail whenever there is any discrepancy between the English and Chinese versions.

此研究報告已上載至公共政策研究資助計劃及策略性公共政策研究資助計劃的網頁，供公眾查閱。報告內所表達的意見純屬本項目研究團隊的意見，並不代表政府及／或評審委員會的意見。政府及／或評審委員會不保證報告所載的資料準確無誤。

請遵守公共政策研究資助計劃及策略性公共政策研究資助計劃申請須知內關於「知識產權及項目數據的使用」的規定。

接受政府全數或部分資助的研究項目如因研究工作須出版任何刊物／作任何宣傳，均須在其中加入適當鳴謝，註明獲政府資助。

中英文版本如有任何歧異，概以英文版本為準。

The Greater Bay Area and Career Opportunity for Hong Kong Youth:
Integrating Big Data Analysis and Survey Experiments

粵港澳大灣區與香港青年事業發展：
整合大數據分析及調查實驗研究

Final Report

Submitted by

Dr. JIANG, Jin (Principal Investigator)

Assistant Professor, Department of Sociology

Hong Kong Baptist University

Prof. MOK, Ka Ho (Co-Investigator)

Chair Professor, Department of Sociology

Lingnan University

Dr. ZHANG, Dong (Co-Investigator)

Assistant Professor, Division of Social Science

The Hong Kong University of Science and Technology

Acknowledgement: This research project (Project Number: 2019.A3.019.19C.A2) is funded by the Public Policy Research Funding Scheme from the Policy Innovation and Co-ordination Office of The Government of the Hong Kong Special Administrative Region.

Table of Content

Executive Summary	1
Part 1: Abstract of the Research	1
Part 2: Layman Summary on Policy Implications and Recommendations	7
行政摘要.....	10
第一部分：報告撮要	10
第二部分：政策建議	15
1. Introduction and Objectives.....	17
2. Research Methodology	18
2.1 Big data approach	18
2.2 Online survey	22
3. Brief Policy Review: Encouraging Youth Development in the GBA	23
4. Research Findings from Big Data	28
4.1 Sources of the big data analysis.....	28
4.2 Results of the sentiment analysis.....	29
4.3 Topic analyses: working in the GBA.....	33
4.4 Topic analyses: living in the GBA.....	39
4.5 Topic analyses: development of young adults and the GBA	43
4.6 Topic analyses: the economy of the GBA	44
5. Research Findings from the Online Survey.....	47
5.1 Introduction on the sample data.....	47
5.2 Respondents' basic socio-demographic profiles.....	49
5.3 Perceived strengths and weaknesses of Hong Kong youth's development in the GBA	50
5.4 Benefits from working in the GBA	51
5.5 Perceived opportunities and challenges in pursuing careers in the GBA	52
5.6 Views on the Greater Bay Area Youth Employment Scheme	55
5.7 Key factors influencing the inclination to pursue careers in the GBA	59
6. Policy Recommendations and Implications	66
7. Conclusions	68
8. Details of the Public Dissemination Held	70
References.....	71
Appendix A. Survey Questions for the Online Survey.....	73
Appendix B. Project Leaflet with Policy Recommendations	81
Appendix C. Public Dissemination: Presentation at a Conference on Social Policy.....	89
Appendix D. Public Dissemination: Organisation of a Public Seminar	92
Appendix E. Public Dissemination: Press Release	93

Executive Summary

Part 1: Abstract of the Research

Introduction

Since the launch of the Guangdong-Hong Kong-Macao Greater Bay Area initiative in 2015, the importance of young Hong Kongers' development has been increasingly recognised in national policies in the Greater Bay Area. The Hong Kong SAR Government places great emphasis on encouraging young adults to pursue their careers in the nine mainland cities of the Greater Bay Area (hereafter referred to simply as the GBA unless otherwise specified). Effective strategies for engaging young people in the GBA initiative rely on understanding their attitudes and aspirations about the GBA. Given Hong Kong's high Internet penetration rate, this project conducted big data analyses on the online discussions about the GBA and youth development and synthesised several core evaluations of living and working opportunities and challenges in the GBA. The online survey was conducted with young adults to examine how these perceived opportunities and challenges affect their inclination to pursue careers in the GBA.

Objectives

The objectives of this project are as follows: (1) to complete a systematic analytical review of existing policies related to youth development in the GBA; (2) to examine Hong Kong people's online discussion of and opinions on the GBA and youth development since the launch of the GBA initiative, and investigate how these online discussions have changed over time and across different stages of related national and local policies; (3) to explore the ideas, aspirations and concerns of Hong Kong young people regarding career opportunities (e.g., internships, employment and start-ups) in the nine mainland cities of the GBA under different hypothetical scenarios (survey experiments) derived from the findings of the online data analysis; and (4) to present a policy research report and concrete policy recommendations for enhancing local young people to understand and seize the opportunities presented by the GBA and cope with the associated challenges.

Research Methodology

This research project adopted big data and online survey approaches. The big data approach was adopted to understand the aspirations and concerns of local young people regarding pursuing their careers in the GBA. This project collected 196,274 online discussion posts in

Hong Kong about career development and living in the GBA through web scraping. The collected data covered the online discussions and comments in public forums, blogs and news platforms from 1 January 2018 to 31 December 2020. The analytic techniques include sentiment analyses, word clouds and topic analyses.

Drawing on the big data analysis, we have synthesised several core evaluations of the opportunities and challenges of living and working in the GBA area. We then conducted an online survey to examine how the young adults evaluate these opportunities and challenges and how these ideas affect their willingness to engage in various activities, such as internship, work and starting a business in the GBA.

The online survey was conducted between 24 September and 12 October 2021 in Hong Kong. The survey's target population is Hong Kong permanent residents who are aged 21–40 years old and speak Cantonese or Putonghua. The total number of valid cases collected in the survey is 2,003. To ensure the sample closely represents the true population in Hong Kong, we adopted the board quota during the interview and applied post-weighting on the final sample with reference from census data.

Research Findings from Big Data

(1) Sentiments of the online discussions about the GBA in youth development

The results of the overall sentiments of the GBA in youth development showed that the percentage of positive comments and discussions (16%) was higher than that of negative comments (13%) and a large proportion of the discussions was neutral comments (71%). Regarding the specific aspects, online discussions were more positive about the economy of the GBA (the percentage of positive discussions as 23%) than those about working and living in the GBA and young people in the GBA (the percentage as approximately 13%). Furthermore, the percentages of positive discussions on working and living in the GBA and young people in the GBA decreased from 2018 to 2020. In contrast, the positive sentiment of the discussions on the economy of the GBA remained stable and higher than the other aspects mentioned above.

(2) Key topics discussed on working in the GBA

We identified four key topics from the online comments and discussions on working (including employment and start-up of a business) in the GBA: development opportunity, government,

employment/work/career, and salary. We further conducted deep-dive analyses on the topics and figured out the main corresponding aspirations and concerns. Regarding the key topic about development and opportunity, some typical online discussions perceived working in the GBA as a better future, and some discussions criticised that the GBA development was an abstract idea and suggested being sick of the hard sell promotion.

Regarding the discussions on the role of government, some typical discussions appreciated the policy or planning by the government in supporting young people working in the GBA, and some comments perceived the government as inappropriately allocating resources and always using the GBA development as a solution to immediate issues. Regarding the topic of employment/work/career, some discussions believed that working in the mainland was beneficial in the long run. However, some people showed their concerns in the online discussions about the lack of opportunity for fresh graduates working the GBA and the cultural differences between Hong Kong and the mainland cities. Furthermore, some online discussions about working in the GBA appreciated the affordable housing in the GBA, whereas some people discussed the low income in the GBA.

(3) Key topics discussed on living in the GBA

We identified four key topics from the online comments and discussions on living in the GBA: property, high-speed rail/bridge, life and education. In each topic, we conducted deep-dive analyses and identified the main positive ideas and concerns. As for the discussions on the property, some discussions suggested that housing in the GBA was more affordable than in Hong Kong and potential property investment was available, but some perceived traps were everywhere. Regarding the high-speed rail/bridge, some discussions about living in the GBA noticed the convenient travel across the border and the GBA cities, but some pointed out that the ‘one-hour living circle’ was not achieved.

Some discussions appreciated the better quality of life in the GBA, but some were concerned about the unfamiliarity with local policies and regulations. In online discussions about living in the GBA, some people commented on their children’s education in the GBA, which some perceived as a better pathway in mainland China. However, some were worried about the quality of education and the ‘mainland style’ education.

(4) Key topics discussed on young people in the GBA

In addition to the topic analyses about working and living in the GBA, we analysed Hong Kong people's online discussions on young people in the GBA. We found most of the topics overlapping with the topics of working in the GBA discussed above. The positive online discussions mainly suggested that the GBA presents a better opportunity for young people in Hong Kong. However, some discussions perceived the policy arrangement as a 'replacement' for Hong Kong locals.

(5) Key topics discussed on the economy of the GBA

Compared with the discussions on working and living in the GBA, the online discussions and comments about the economy of the GBA (other than news reports) were relatively fewer. In general, the positive discussions were about the stronger economic growth in the mainland and the satisfactory investment return, whereas some online discussions concerned the potential loss of investment in the GBA.

Research Findings from Online Survey

(1) Perceived strengths and weaknesses of Hong Kong youth's development in the GBA

- More than half of the respondents (51%) suggested that biliterate and trilingual proficiency was the potential strengths of Hong Kong young people working in the GBA. The other two top selected strengths were international visions (39%) and intercultural understanding between East and West (37%).
- The majority of the respondents indicated that the greatest weaknesses of Hong Kong youth working in GBA were unfamiliarity in the local work culture (61%), lack of local interpersonal network (60%) and unfamiliarity in the local environment (56%).

(2) Benefits from working in the GBA

- Nearly half of respondents (49%) believed that the knowledge gained from Mainland China's market was the key benefit from working in the GBA if they return to Hong Kong for work. More than 40% of them also appreciated the benefits of working experience (44%), accumulation of interpersonal networks in the mainland (43%) and the understanding of the work culture in the Mainland (42%).

(3) Perceived opportunities and challenges in pursuing careers in the GBA

- The perceived most prosperous sectors in the GBA were innovation and technology and trading and logistics. More than one-third of respondents believed that the career prospects in innovation and technology (39%) and trading and logistics (35%) in the GBA were better than in Hong Kong.
- Meanwhile, considerably more Hong Kong young adults believed that Hong Kong provided better career prospects in professional services, such as law, advertising, design, management consulting (suggested by 60% of respondents), healthcare and life sciences (59%) and financial services (57%).
- The living expenses, quality of life and the opportunity for career development in the GBA were the most attractive for the respondents to work or start a business in the GBA. A large proportion of the respondents (45%) suggested that the low living expenses in the GBA were attractive. On average, four in 10 respondents appreciate the better living quality and lower property price in the GBA. More than one-third of respondents (35%) suggested that the career development opportunities in the GBA were attractive, but more than half of the respondents suggested that salary in the GBA is unattractive.
- More than 60% of the respondents were concerned about the challenges of having full access to the Internet (71%), adapting to the local policies and regulations (66%) and adapting to the local work culture (61%). One-third of the respondents (33%) believed that travelling between Hong Kong and the GBA is not difficult.

(4) Views on the Greater Bay Area Youth Employment Scheme

- More than one-third of the respondents (37%) suggested that the Scheme was attractive to them, 42% of the respondents indicated that the Scheme was unattractive, and others held a neutral view. Although only university degree or above holders who graduated in 2019–2021 were eligible for the Scheme, half of the respondents with such an education qualification thought the Scheme was unattractive.
- A majority of the respondents (81%) believed that the subsidised period of up to 18 months is appropriate. Some respondents (12%) suggested an appropriate period ranging from 20

to 36 months.

- Seven out of ten respondents (77%) suggested relaxing or removing the educational requirements of the Scheme. More than one-third of the respondents (35%) suggested that the Scheme's eligibility should be extended from a bachelor's degree or above to non-degree post-secondary education qualifications. More than 40% of the respondents (42%) suggested no academic qualification restrictions on the Scheme.
- The majority of the respondents suggested relaxing or removing the requirements of the graduation year of the Scheme (81.5%). Almost 40% of the respondents (38%) suggested extending the graduation year of 2019–2021 to within the past five years, and 44% of the respondents suggested no restriction on the graduation year.

(5) Key factors influencing the willingness to pursue careers in the GBA

- Respondents, in general, did not have a high inclination to engage in the economic activities in the GBA. The activity with the highest average willingness score (3.7) was to have work visits or internships (1 to 7 points, where 1 meant extremely unwilling and 7 means extremely willing), suggesting that the respondents were more willing to have work visits and internships than other activities. The second-highest average willingness score (3.5) was establishing a start-up in the GBA while living in Hong Kong. The average willingness scores for frequent business trips and work in the GBA while living in Hong Kong were both 3.3. Respondents were less willing to engage in economic activities that involve living in the GBA. The average willingness scores of long-term work/start-ups of a business and residence in the GBA were both around 3.1, which were the lowest among all the types of economic activities.
- We further examined the factors influencing respondents' willingness to engage in different economic activities in the GBA. The results of ordered logistic regression analyses showed that the perceived attractiveness of the career development opportunity was the key pull factor that influences the respondents to engage in all the economic activities outlined above.

- The perceived attractiveness of the funding support for start-up and employment was an important factor affecting the willingness to all the activities outlined above, except for long-term work and residence in the GBA. Respondents, who perceived the quality of life in the GBA (such as larger living areas and slower pace of life) to be more attractive, were more likely to have work visits/internships or long-term work and start-up of a business while living in the GBA.
- Tax preferential treatments had a statistically significant effect on the willingness of having frequent business trips, starting a business while living in Hong Kong or the GBA and having long-term work while living in the GBA. Meanwhile, the effect of tax preferential treatments on work visits/internships and long-term work while living in Hong Kong was not significant.
- The adaptation to the local work culture was a crucial challenge influencing respondents' willingness to have work visits/internships, to have frequent business trips, to work while living in the GBA, and to start a business while living in the GBA.
- The unfamiliarity of the local policies and regulations influenced respondents' willingness to have frequent business trips and start a business while living in the GBA.

Part 2: Layman Summary on Policy Implications and Recommendations

This policy research project aims to understand the ideas, aspirations and concerns of Hong Kong young people regarding career opportunities (e.g. internships, employment and start-ups) in the GBA. Our research findings showed that young adults generally did not have a high inclination to work or start a business in the GBA. We believe this issue deserves policy attention. Drawing on the key findings from the big data and online survey approaches, we are convinced that the government could facilitate some young adults to seize the opportunities and cope with the challenges of working or starting a business in the GBA. We propose the following four practical and feasible policy recommendations for the government's consideration.

(1) Provide information on the local work culture and policy regulations of the GBA.

As suggested by our research findings, the unfamiliarity with local work culture was mainly

perceived as the main weakness and challenge of young adults to work or start a business in the GBA. The regression analysis further showed that these two challenges negatively influenced young adults' willingness to have frequent business trips, to start a business while living in the GBA or to have short-term (work visits and internship) and long-term work while living in the GBA.

The government is recommended to organise workshops and seminars and develop online platforms to provide information on the local work culture and policy regulations of the GBA. We believe such an enhancement of understanding could facilitate young adults to better adapt to the local working and living environment in the GBA.

(2) Organise internships, study trips and placement programmes

The research findings showed that young adults were more willing to have work visits or internships than working or starting a business in the GBA. Young adults of post-secondary education (non-degree and degree holders) were more willing to engage in work visits or internships than upper secondary education or below.

The government has launched several internships and exchange schemes for local youth, such as the Funding Scheme for Youth Internship in the Mainland and the Scheme on Corporate Summer Internship¹. The government is suggested to deepen the collaboration with the enterprises in the GBA to provide opportunities for internships and placement programmes in the GBA and promote these schemes to young adults, especially senior year students, through collaboration with higher education institutions. We believe that the internship and placement experience in the GBA will deepen their understanding of the labour market and career prospects in the GBA and sharpen their competitive edge for career development.

(3) Establish a one-stop platform to facilitate young adults' career development in the GBA

Our research findings showed that more than one-third of the respondents in the online survey believed the career development opportunities in the GBA were attractive. In addition, the respondents, who perceived the career development opportunities as more attractive, were more willing to engage in work visits/internships, frequent business trips and work or start up

¹ Visit the website of the Youth Development Commission for details: <https://www.ydc.gov.hk/en/programmes/introduction.html>.

a business while living in the GBA. However, over half of the respondents in the survey indicated that seeking suitable job opportunities in the GBA was challenging.

Drawing on these findings, we recommend a one-stop platform for young adults to easily connect to the right resources and advisory services for job seeking in the GBA. The platform can also consist of the information for online and offline activities (such as workshops, seminars and job fairs) for young adults to discover career development opportunities in the GBA. If young adults could have more information about the career prospect and suitable job opportunities in the GBA, they may be more likely to pursue their career in the GBA.

(4) Revisit the eligibility of the Greater Bay Area Youth Employment Scheme

The Greater Bay Area Youth Employment Scheme announced in 2020 aims to encourage and support young people to pursue their careers in the GBA. Although only Hong Kong residents holding bachelor's degrees or above awarded in 2019 to 2021 are eligible for the Scheme, a majority of the respondents in our study suggested that the requirements of the educational qualification and graduation year should be relaxed or removed.

We recommend the government revisit the requirements of the Scheme, consider relaxing the requirement to non-degree tertiary education and extend the graduation year to within five years or even consider removing the restrictions (with potential adjustments on the amounts of subsidies accordingly). Thus, more young adults can participate in the Scheme.

行政摘要

第一部分：報告撮要

簡介

自 2015 年正式提出發展粵港澳大灣區以來，國家有關政策十分重視香港青年在大灣區的發展。香港特區政府積極鼓勵年青人在粵港澳大灣區九個內地城市（以下簡稱為大灣區）發展。制定有效的政策鼓勵年青人參與大灣區的發展，需先充分了解他們對大灣區的期望和關注。鑑於香港的互聯網普及率高，這項研究採用大數據方法分析本地居民對於大灣區和青年發展的線上討論。基於大數據分析，我們綜合有關年青人在大灣區發展主要的機遇與挑戰，進而對年青人進行網上調查，研究這些有關機會和挑戰的看法如何影響他們在大灣區拓展事業的意願。

研究目的

這項研究的主要目的包括四方面：（1）系統分析有關大灣區與青年發展的主要政策；（2）研究香港人對有關大灣區及青年發展的線上討論，並分析這些討論隨著時間以及在相關政策的不同階段的變化；（3）基於線上討論的分析結果，通過對香港年青人的調查，探討他們對大灣區的事業發展機會（例如實習、就業和創業）的想法、期望和關注；（4）提交政策研究報告，提出具體的政策建議，以協助年青人了解和把握大灣區發展帶來的機遇，並應對相關的挑戰。

研究方法

本研究主要採用大數據和的網上調查方法。我們通過大數據方法了解香港人有關大灣區及年青人事業發展的期望和關注。是次項目在網上蒐集 196, 274 條評論或討論，數據涵蓋了公眾論壇、博客和新聞平台由 2018 年 1 月 1 日至 2020 年 12 月 31 日的在線討論和評論。分析方法包括了情感分析、文字雲和主題分析。

借助大數據分析，我們綜合有關年青人在大灣區發展的主要機遇與挑戰的討論，其後，我們進行了一項網上調查，以了解年青人對這些機遇和挑戰的想法，以及這些想法如何影響他們在大灣區實習、工作和創業等各種活動的意願。

是次網上調查於 2021 年 9 月 24 日至 10 月 12 日在香港進行，調查對象為 21 至 40 歲操

粵語或普通話為主的香港永久性居民。我們成功訪問了 2003 人，為增加樣本對總體人口的代表性，我們使用了配額抽樣，並參考人口普查數據對樣本進行加權處理。

大數據的研究結果

（1）關於大灣區及青年發展的線上討論的情感分析

情感分析結果顯示，有關大灣區及青年發展的線上討論的正面評論佔全部討論的比例為 16%，高於負面評論的比例（13%），大部分討論是中立的評論，佔全部討論的 71%。具體來看，有關大灣區經濟的討論較為正面（正面討論的比例為 23%），高於有關在大灣區工作和生活，以及大灣區與年青人的正面討論的比例（均約為 13%）。此外，2018 年至 2020 年，對於在大灣區工作、生活及年青人的話題的正面討論比例有所下降，而有關大灣區經濟的正面討論的比例則保持穩定，且高於上文提到的其他方面的正面討論的比例。

（2）有關在大灣區工作的主要討論議題

我們分析關於在大灣區工作（包括就業和創業）的線上討論，確定了四個主要討論議題，即發展及機會、政府、就業/工作/事業和工資。我們對這些議題進行深入研究，找出相應的主要期望和關注點。關於發展及機遇議題，一些網上討論認為在大灣區工作會有一個更好的將來，而一些討論則批評大灣區發展是一個抽象的概念，並指出厭倦了相關的硬推銷。

關於政府角色的討論，一些討論讚賞政府在支持大灣區青年工作的政策或規劃，也有評論認為政府分配資源不當，總是把大灣區的發展作為解決眼前問題的辦法。至於就業/工作/事業的議題，有討論認為在內地工作長遠有利，但一些線上討論則表示擔憂應屆畢業生缺乏加入大灣區發展的機會，以及香港與內地城市之間的文化差異。此外，一些關於在大灣區工作的網上認為大灣區的樓價可以負擔得起，而一些人則討論了大灣區的收入較低。

（3）有關在大灣區生活的主要討論議題

我們從有關在大灣區生活的網上討論中分析了四個主要議題，即房地產/物業、高鐵/大橋、生活和教育。就每個議題，我們再進行了深入分析主要的積極想法和關注點。至

於房地產/物業議題，有討論認為大灣區的房屋價格比香港低，有投資潛力。但也有討論認為其中的陷阱無處不在。關於高速鐵路/大橋方面，一些討論表示往來香港及大灣區多個內地城市出行方便，但也有人指出「一小時生活圈」沒有真正實現。

對於在大灣區生活，有的討論讚賞那裡的生活質量更好，但也有對大灣區政策法規不熟悉的擔憂。在網上也有不少關於孩子在大灣區教育的討論，有些人認為在內地接受教育會有更好的發展，但有些人擔心教育的質量和「大陸式」教育。

（4）有關大灣區及青年人的主要討論議題

除了有關在大灣區工作和生活的線上討論分析，我們分析了本地居民在網上討論大灣區及年青人的話題。我們發現大部分議題與上文討論的在大灣區工作的議題重疊，尤其是網絡上的積極討論，主要是關於促進青年發展、為青年提供更多機會的新政策的討論。但我們也發現一些討論擔憂政策安排是對香港本地人的「取替」。

（5）大灣區的經濟討論重點

與在大灣區工作和生活的討論相比，線上關於大灣區經濟的討論和評論（不包括新聞報導）相對較少。總的來說，積極的討論主要是關於內地經濟增長更強勁，投資回報令人滿意，而一些討論則關注在大灣區投資的潛在損失。

網上調查的研究結果

（1）香港青年在大灣區發展的優勢和劣勢

- 超過一半的受訪的年青人 (51%) 表示，在大灣區工作的香港年青人的主要優勢是兩文三語，其他兩個主要優勢是國際視野 (39%) 和東西方之間的跨文化理解 (37%)。
- 大多數受訪者表示在大灣區工作的香港青年最大的劣勢是不熟悉當地工作文化 (61%)、缺乏當地人際網絡 (60%) 和不熟悉當地環境 (56%)。

（2）從大灣區工作的經歷中獲益

- 近一半的受訪者 (49%) 認為，若在大灣區創業或就業後回港發展，對內地市場的認識會為他們帶來優勢。超過 40% 的受訪者認為工作經驗 (44%)、在內地累積人脈

（43%）和了解內地工作文化（42%）也是從大灣區工作的經歷中獲得的主要優勢。

（3）大灣區發展事業的機遇與挑戰

- 創新和技術、貿易和物流被認為是大灣區最繁榮的行業。超過三分之一的受訪者認為大灣區創新科技（39%）和貿易物流（35%）的就業前景勝過香港。
- 同時，相當多香港年輕人認為香港在專業服務方面提供更好的就業前景，例如法律、廣告、設計、管理諮詢（60%）、醫療保健和生命科學（59%）以及金融服務（57%）。
- 在大灣區工作或創業，大灣區的生活成本、生活質量和事業發展機會被認為最有吸引力。較大比例的受訪者（45%）表示大灣區的低生活費用具有吸引力，平均而言，每五位受訪者就有一位讚賞大灣區更好的生活質量和更低的房價。超過三分之一的受訪者（35%）表示大灣區的職業發展機會有吸引力，但超過一半的受訪者表示大灣區的薪水並不吸引。
- 超過六成的受訪者擔心在大灣區未能全面使用互聯網（71%）、認為適應當地政策法規（66%）和當地工作文化（61%）是主要的挑戰。三分之一的受訪者（33%）認為往返香港和大灣區的交通並不困難。

（4）對「大灣區青年就業計劃」的看法

- 超過三分之一的受訪者（37%）表示該計劃對他們有吸引力，而 42% 的受訪者表示該計劃沒有吸引力，其餘受訪者表示中立。計劃現時只適用於在 2019 至 2021 年間，獲本地或海外專上院校頒發學士或以上學位的香港居民，但近一半的具備此學歷的受訪者表示此計劃不具吸引力。
- 大部分受訪者（81%）認為最多 18 個月的資助期是合適的。有小部分受訪者（12%）建議合適的期限由 20 至 36 個月不等。
- 超過七成的受訪者（77%）建議放寬或取消計劃對學歷的要求。超過三分之一的受訪者（35%）建議計劃的申請資格由學士或以上學歷放寬至其他專上教育學歷。超過四

成的受訪者（42%）表示該計劃不應設學歷限制。

- 大部分受訪者建議放寬計劃畢業年份的要求（81.5%），近四成受訪者（38%）建議畢業年份由 2019 至 2021 放寬至近五年內，44% 的受訪者建議不應設畢業年份限制。

（5）影響到大灣區發展意願的關鍵因素

- 總體而言，受訪者不太願意參與大灣區的經濟活動，意願平均分最高（3.7）的活動是工作考察或實習（1 到 7 分，1 表示非常不願意，7 表示非常願意）。結果表明，與其他活動相比，受訪者更願意到大灣區工作考察和實習。意願平均分第二高的是在大灣區創業但在香港居住（意願平均分為 3.5）。經常往返公幹及在大灣區工作（但在香港居住）的意願平均分為 3.3。受訪者較不願意從事需要在大灣區居住的經濟活動，在大灣區工作並居住，及創業並居住的意願分數均只有大約 3.1，在各種類型的經濟活動中屬最低。
- 我們進一步分析了受訪者在大灣區從事上述不同經濟活動意願的影響因素。有序邏輯回歸分析的結果表明，職業發展機會是影響受訪者從事上述所有經濟活動的關鍵推動因素。
- 對創業/就業的資金支持顯著影響受訪者在大灣區從事上述所有活動（工作並居住除外）的意願。並且，認為大灣區生活質量（例如較大的居住環境和較慢的生活節奏）更具吸引力的受訪者，更願意到大灣區工作考察/實習，工作並居住，或創業並居住。
- 我們更發現稅務優惠積極影響受訪者經常往返公幹、在大灣區工作及居住，或創業及居住的意願。但稅務優惠的吸引力對在大灣區工作考察/實習，工作（但在香港居住）的意願影響不顯著。
- 適應當地工作文化是關鍵挑戰，影響受訪者在大灣區進行工作考察/實習、經常往返公幹、在大灣區工作並居住，或創業並居住的意願。
- 受訪者認為熟悉當地政策法規的挑戰越大，越不願意經常往返公幹，或在大灣區創業並居住。

第二部分：政策建議

本政策研究項目旨在了解香港年青人對大灣區發展事業（例如實習、就業和創業）的想法、期望和關注。我們的研究結果表明，總體而言，年青人不太願意在大灣區工作或創業，我們認為這個問題值得政策關注。基於大數據和網上調查的研究發現，我們相信政府可以幫助年青人把握機遇，應對在大灣區工作或創業的挑戰。我們在此提出四個切實可行的政策建議供政府參考。

（1）提供有關大灣區當地工作文化和政策法規的資訊

是次研究發現，適應當地工作文化和政策法規是年青人在大灣區工作或創業的主要劣勢和挑戰。回歸分析進一步表明，這兩個挑戰顯著影響年青人工作考察和實習、經常往返公幹、在大灣區創業並居住、和工作並居住的意願。

我們建議政府舉辦工作坊、研討會和開發在線平台，以提供有關大灣區當地工作文化和政策法規的資訊。我們相信，增加這方面的資訊可以幫助年青人在大灣區更好地了解及適應當地的工作和生活環境。

（2）組織實習、學習考察和就業選配計劃

研究結果顯示，與在大灣區工作或創業相比，年青人更願意到當地工作考察或實習。與高中或以下教育程度的年青人相比，受過高等教育的年青人更願意參加工作考察或實習。

政府已推出多項本地青年實習及交流計劃，例如青年內地實習資助計劃、企業內地與海外暑期實習計劃等。我們建議政府深化與大灣區企業的合作，為大灣區的實習和就業提供機會，並通過與本地大專院校合作，將這些計劃推廣到年青人，尤其是高年級學生。我們相信，年輕人在大灣區交流及實習的經歷將加深他們對大灣區勞動力市場和職業前景的了解，並增強他們在職業發展方面的競爭優勢。

（3）建造一站式資訊平台，助青年在大灣區的發展事業

是次研究有關網上調查的結果顯示，超過三分之一的受訪者認為大灣區的職業發展機

會具有吸引力。受訪者認為大灣區的事業機會和發展前景的吸引力較大，則較為願意在大灣區從事多種經濟活動，包括工作考察/實習、工作或創業並在當地生活。然而，超過一半的受訪者表示，在大灣區尋找合適的工作機會是他們在大灣區工作的挑戰。

我們建議設立一站式資訊平台，讓年輕人可以輕鬆連接到在大灣區求職所需的合適資源、信息和諮詢服務。該平台還可以提供線上和線下的活動（如工作坊、研討會、招聘會）的信息，協助年青人把握在大灣區的職業發展機會。如果年青人能更了解大灣區的就業前景和合適的工作機會，他們可能更傾向在大灣區發展事業。

（4）重新審視「大灣區青年就業計劃」的申請資格

2020 年宣布的「大灣區青年就業計劃」旨在鼓勵和支持青年人在大灣區尋找工作。此項計劃目前只面向在 2019 年至 2021 年獲得學士學位或以上學位的本地居民，是次研究中的大多數受訪者建議放寬或取消對學歷和畢業年份的要求。

我們建議政府重新審視計劃的申請要求，考慮放寬學歷要求到其他專上教育學歷，畢業年份要求延長至近五年，甚至考慮取消相關限制（或相應調整補貼金額），令更多對計劃感興趣的青年人可以參與其中。

1. Introduction and Objectives

Given that the Guangdong-Hong Kong-Macao Greater Bay Area initiative was launched in 2015, the Hong Kong SAR government has made serious attempts to encourage local youth to pursue their careers in the mainland cities of the Greater Bay Area (GBA)². From the government's perspective, the GBA represents a 'golden opportunity for the development of young people. However, recent surveys (e.g. Lingnan University, 2018; Zheng and Guo, 2019) have shown that the majority of local people lack interest in the initiative. In particular, approximately 60% of local young people have no interest in going to the mainland cities of the GBA either to pursue careers (Hong Kong Youth Power Association, 2018) or to reside (Hong Kong Federation of Youth Groups, 2019). The sharp contrast between the government's enthusiasm and young adults' lack of interest may be a sign that Hong Kong will be left behind in the development of the GBA.

We believe that effective strategies for youth development in the GBA rely on a good understanding of young Hong Kongers' genuine ideas about the opportunities and challenges posed by the GBA initiative. Given the high Internet penetration rate in Hong Kong, this study performed a big-data analysis of Hong Kongers' perceptions of youth development in the GBA as expressed in cyberspace. We also conducted an online survey to explore how the perceptions of opportunities and challenges affect local young people to pursue their careers in the GBA.

Hong Kong's universities have strong research and teaching capacities, as recognised in various university league tables (such as the QS World University Rankings). Nurturing talents for the development of the GBA could be a useful means for Hong Kong to strengthen its contribution to the GBA initiative and thereby engage in nation-building. Furthermore, helping young Hong Kongers to capitalise on the opportunities afforded by the GBA will give them alternative career paths in a more diversified economy and help them to make the most of their skills and realise their potential.

² The Guangdong-Hong Kong-Macao Greater Bay Area (GBA) include two special administrative regions of Hong Kong and Macao and nine municipalities of Guangzhou, Shenzhen, Zhuhai, Foshan, Huizhou, Dongguan, Zhongshan, Jiangmen and Zhaoqing in Guangdong Province (Constitutional and Mainland Affairs Bureau, 2018). The report referred the nine mainland cities of the Greater Bay Area simply as the GBA, unless otherwise specified.

The objectives of this project are as follows: (1) to complete a systematic analytical review of existing policies related to youth development in the GBA; (2) to examine Hong Kong people's online discussion of and opinions on the GBA and youth development since the launch of the GBA initiative, and investigate how these online discussions have changed over time and across different stages of related national and local policies; (3) to explore the ideas, aspirations and concerns of Hong Kong young people regarding career opportunities (e.g., internships, employment and start-ups) in the nine mainland cities of the GBA under different hypothetical scenarios (survey experiments) derived from the findings of the online data analysis; and (4) to present a policy research report and concrete policy recommendations for enhancing local young people to understand and seize the opportunities presented by the GBA and cope with the associated challenges.

2. Research Methodology

The project aims to examine Hong Kongers' perceptions of the GBA and youth development through the big data approach and an online survey. To achieve the research objectives, the research team performed three interrelated tasks. Firstly, we conducted a systematic review of major policies on youth development in the GBA. Secondly, big data from Hong Kong's main news platforms and forums were analysed to examine local people's views on and discussion of the GBA and youth development. Thirdly, the study used an online survey to investigate how these perceived opportunities and challenges affect local young people's inclination to pursue their careers in the GBA.

2.1 Big data approach

This study used the big data approach to investigate local netizens' perceptions and evaluations of the challenges and opportunities of pursuing their careers in the GBA. Cimigo was commissioned to implement the big data collection and some related work through a competitive tender process. Cimigo is an international market research agency that is professional and has rich experience in big data collection and analysis.³ Table 2.1.1 summarises the big data approach of this study. The research team collected related online

³ See details about the agency from its official website: <https://www.cimigo.com/en/>.

discussions from public forums, blogs, and news platforms through web scraping from 1 January 2018 to 31 December 2020. The data covered four aspects: working in the GBA, living in the GBA, young adults and the GBA, and the GBA's economy.

Table 2.1.1 Summary of the big data approach of this study

Geographical coverage	Hong Kong
Scope/ Aspect	<ul style="list-style-type: none"> • Working in the GBA • Living in the GBA • Young adults and the GBA • The economy of the GBA
Tracking period	<ul style="list-style-type: none"> • From 1 Jan 2018 to 31 Dec 2020 (recent three years)
Media Coverage in Hong Kong	<ul style="list-style-type: none"> • Public forums and blogs, such as Discuss.com.hk and Lihkg.com • Facebook pages • News platforms, such as HK01, Apple Daily and Yahoo.com
Language coverage	<ul style="list-style-type: none"> • Chinese (traditional and simplified) • English
Analysis	<ul style="list-style-type: none"> • Sentiment analysis, word cloud and topic analysis

Regarding the sources of data analysis, we did not limit the media coverage to the most popular online discussion forums or news platforms but tried to include all the online discussions in Hong Kong about the Greater Bay Area (GBA) and youth development. Because we noticed that the discussions about the GBA and youth development were not limited to the most popular online platforms, instead, they appeared in various online venues, including the comments on the videos posted on YouTube, and discussions on the public pages of Facebook, and so on. Therefore, we adopted an inclusive approach in sources of the big data analysis with the purpose to have a large volume of diversified data for analysis. Our results showed that the coverage of big data for analysis was diversified (please see details in section 4 Research Findings from Big Data).

The big data approach has advantages in the study of the GBA and youth development. The analysis covered the recent three years, in contrast with most previous studies, which have conducted cross-sectional surveys at a single time point. Analysing online comments and discussion of news reports can yield a large quantity of data on people's detailed perceptions

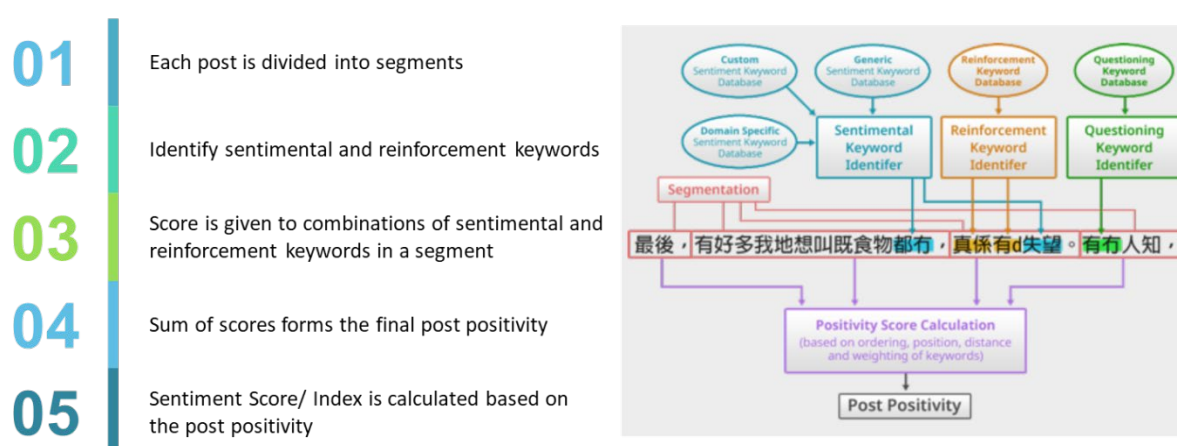
and evaluations of the GBA and youth development, which would be difficult to obtain from traditional surveys.

To prevent distortion because of garbled and/or repeated text, the research team excluded incomplete comments and discussion posts containing text that cannot be decoded in Chinese or English. When one user makes identical comments or discussion posts with the same IP address, only one comment was included in the database.

The research team used different approaches to analyse the big data collected. Firstly, the frequency count analysis was used to pinpoint the words/terms most frequently used in all comments and discussions related to the GBA and youth development, providing an overview of the online discussion. The content analysed comprised meaningful words without stop words. Word clouds and frequency tables were used to visualise the terms with the highest frequency count.

Secondly, the sentiment analysis was used to understand local people's attitudes towards the GBA and youth development through examining whether their online discussions were positive, negative or neutral. Figure 2.1.1 presents the analytic model of sentiment with an illustrative example. The main steps are as follows: Firstly, the research team divided each post into several segments and then identified sentimentally and reinforcement keywords. Then, the score was given to combinations of sentimental and reinforcement keywords in a segment, and the sum of scores formed the final post positivity. Finally, the sentiment score/index based on the post positivity was calculated. In the sentiment analysis, we also examined the changes of sentiments and the distributions of the posts over time. The time-varying analyses allowed us to understand how people's perceptions of and attitudes towards the GBA and youth development have changed over time.

Figure 2.1.1 Analytical Model of Sentiment



In the sentiment analysis, we defined the posts as positive, negative or neutral. The posts with the negative keywords, such as are very bad (好差), don't like (唔鍾意), tell a lie (呃人), born in the wrong time (生不逢時), destroy/damage (破壞), were defined as negative. The posts with the positive keywords, such as very good (非常好), very convenient (好方便), perfect (完美), good (良好), were defined as positive. We defined those posts as neutral if they did not have any sentiment orientation or have a question mark or questioning keywords or if the sentiment keywords were not detected (e.g. the post was short).

We further conducted topic analyses to identify the major issues related to the GBA and youth development discussed by netizens in comments and discussion forums. The research team synthesised the comments and discussion into several meaningful topics to reflect people's perceptions and evaluations of the challenges and opportunities presented by the GBA in terms of youth development.

After identifying the key topics related to the GBA and youth development, we performed deep-dive analyses with the topics with high discussion volume among positive and negative posts. The research team performed a closer reading of some of the online narratives in each topic and used typical examples of narratives to help illustrate people's concerns and worries about the GBA and their perceptions of the opportunities it affords for local youth development.

2.2 Online survey

Based on the online big data analysis findings, the research synthesised several core perceptions and evaluations of the opportunities and challenges afforded by the GBA for local youth development. Then, the research team administered an online survey with young adults of Hong Kong to examine how these perceptions and evaluations affect young people's willingness to pursue careers in the GBA. Please see Appendix A for the survey questions for the online survey.

The research team planned to conduct the online survey experiments with local young adults aged 21–40. We chose 21 as the minimum age for the respondents in the survey while keeping an age span of 20 years for two reasons. First, we investigated how young adults perceived the *Greater Bay Area Youth Employment Scheme* announced in the 2020 Policy Address. As this Scheme provides job opportunities for Hong Kong residents holding bachelor's degrees or above, we surveyed those aged 21 to 40 to examine the potential eligible young adults' views on the Scheme. So that we could collect first-hand data on young adults' ideas about the Scheme. Please see details about the findings in the subsection “5.6 Views on the Greater Bay Area Youth Employment Scheme”.

Second, according to the latest statistics of the UNESCO Institute for Statistics, the gross enrolment of tertiary education in Hong Kong in 2020 is 84.39%⁴. In other words, a substantial proportion of the young adults aged 18 were students of tertiary education institutions and thus they were not “ready” to pursue their careers in the GBA. Therefore, we conducted an online survey with respondents aged 21–40 who may have entered (or will soon enter) the labour market and may consider pursuing their career in the GBA.

The survey was conducted online given the nearly 100% Internet/mobile phone penetration rate among this segment of the population in Hong Kong (Census and Statistics Department of the Hong Kong SAR Government, 2018, pp. 52-53). Through a competitive tender process, YouGov was commissioned to implement the online survey. YouGov is an international research and data analytics company that maintains a large panel of online participants in many countries and regions. It offers a highly participative panel of over 9 million people

⁴ Source of the statistics: UNESCO Institute for Statistics (uis.unesco.org), statistics as of September 2021.

worldwide, including Hong Kong⁵. In recent years, data collected by YouGov have performed even better than traditional telephone survey data in accurately predicting the results of important votes and elections, such as the 2016 EU referendum and the 2016 US presidential election (Rivers, 2017).

To ensure the sample is closely representing the actual population in Hong Kong, we used the board quota sampling based on the general population of Hong Kong and applied post-weighting on the final sample by taking the reference from the census and statistics department. A pilot survey was conducted before the full implementation of the survey.

In the online survey, the respondents were asked about their willingness to take up internships, employment, engage in entrepreneurship and live in the GBA. A seven-point scale were used to capture the respondents' preferences at different levels for each measure. The respondents were also asked about their evaluations on the attractiveness or opportunities and the challenges or difficulties of pursuing their careers in the GBA. Furthermore, several randomly assigned vignettes were used to examine the effects of opportunities and challenges on willingness. As respondents' preferences and intentions were framed by their characteristics, we also included some basic demographic characteristics, such as age, gender, education, employment status, household income and birthplace.

The research team ensured that all project activities were conducted in compliance with the PI's University's guidelines for academic research. The big data and online survey procedures complied with the personal data (privacy) ordinance, and the research team did not collect names, addresses or any other details that could identify the participants.

3. Brief Policy Review: Encouraging Youth Development in the GBA

The development strategy of the GBA originated from the '*Outline of the Pearl River Delta Reform and Development Plan (2008–2020)*' issued by the National Development and

⁵ For details, visit the official website of YouGov: <https://hk.yougov.com>.

Reform Commission (2008), which is the first time when the nine cities are grouped in one policy initiative. The National Development and Reform Commission, the Ministry of Foreign Affairs and the Ministry of Commerce jointly issued '*The Vision and Action for Promoting the Construction of the Silk Road Economic Belt and the 21st Century Maritime Silk Road*' in March 2015 for the first time to propose the concept of the GBA (National Development and Reform Commission et al., 2015).

The GBA has gained considerable policy attention since the GBA initiative was launched under the 'One Belt One Road' strategy in 2015 (National Development and Reform Commission et al., 2015). Developing the GBA was included in the '*National 13th Five-year Plan*' (State Council, 2016) in 2016 and the Work Report of the Central Government in 2017 (State Council, 2017). As one of the key strategic plans for the country's development, the GBA initiative calls for in-depth integration and coordinated regional economic development (State Council, 2019). The Central Government has encouraged Hong Kong to capture the opportunities afforded by the country's strategic plan for southern China's regional development.

The career development of young people in Hong Kong has gained considerable attention in recent national policies on the GBA. In the '*Framework Agreement on Deepening Guangdong-Hong Kong-Macao Cooperation in the Development of the Greater Bay Area*' (National Development and Reform Commission et al., 2017), one of the stated development goals is to 'promote the development of a business start-up and employment base for the young people of Hong Kong and Macao'.

In addition, the '*Outline Development Plan for the Guangdong-Hong Kong-Macao Greater Bay Area*' (the Outline), issued in February 2019, includes several items explicitly related to the career development of Hong Kong youth in the GBA. More specifically, the outline seeks to provide more start-up, employment and internship opportunities in the GBA for young people from Hong Kong and encourage young people from Hong Kong and Macao to take up internships and employment in Guangdong province (State Council, 2019). Figure 3.1 presents the summary of the key national policies about the GBA and youth development.

Figure 3.1 The policy timeline of the Greater Bay Area and youth development



These policy supports can be seen as an important way for young people from Hong Kong to participate in the country's development, in line with the national policy. Chinese Vice Premier Han Zheng urged a group of Hong Kong youth visiting Beijing to 'reach out' within the GBA and participate in the country's development and rejuvenation (Ouyang, 2019).

Responding to the call from the Central Government, the Hong Kong Government has sought to make policy breakthroughs and invested resources in promoting the development of the GBA, especially by encouraging young people to engage in the development of the GBA. To encourage young people from Hong Kong to live and work in Greater Bay Area, the Hong Kong Government has launched different schemes to facilitate them to study, work and start new businesses in the GBA.

In 2014, the Hong Kong Government established a *Funding Scheme for Youth Internship in the Mainland* to offer sponsorship to non-governmental organisations in coordinating internship programmes in the mainland.⁶ The scheme aims to provide job opportunities to young people and enable them to gain different work culture experiences and understand the labour market in the mainland. The Home Affairs Bureau provided approximately HK\$120 million in 2019–2020 to support the youth internship projects in the nine cities of GBA.

Through the collaboration with cultural, natural conservation and scientific research institutions in the mainland, the government launched four *Thematic Youth Internship Programmes to the Mainland* in 2018, with the aims of facilitating Hong Kong young people in broadening their horizons, enhancing their competitiveness and accumulating work experience in the mainland to prepare them for future career development.⁷ The internship programmes involve young people from Hong Kong and other cities of the Greater Bay Area, promoting exchanges in the Greater Bay Area.

In addition to the internship programmes, two schemes were issued to support young people in internships and exchanges in the same year. The *Funding Scheme for Youth Exchange in the Mainland* sponsors NGOs to develop exchange programmes with various themes, including history, culture and art sciences. Among 319 exchange programmes, 52 of them visited the GBA cities. The total sponsorship is approximately HK\$11.7 million for 4000 young people. The *Scheme on Corporate Summer Internship on the Mainland and Overseas*

⁶ See details about the scheme from the website: <https://www.bayarea.gov.hk/en/opportunities/youth.html>.

⁷ The four programmes are the Youth Internship Programme at Palace Museum, Youth Internship Programme at Wolong National Nature Reserve, Youth Internship Programme at Dunhuang and Youth Internship Programme at the Chinese Academy of Sciences. Please visit the website for details: https://www.ydc.gov.hk/en/programmes/ip/ip_youththematic.html.

was first launched in 2018 as a pilot scheme in collaboration with local enterprises to provide internship opportunities in the mainland, including the GBA. In 2019, the internship places for local young adults were extended to various provinces and municipalities in the mainland, and to overseas countries. On 6 November 2019, the Central Government promulgated 16 policy measures for Hong Kong people to live in the GBA.⁸

In 2019, the government established a HK\$300 million *Youth Development Fund* to cooperate with NGOs to support young people to start their business in Hong Kong and the GBA. The NGOs provide assistance and services to young people's start-ups.⁹ In the same year, the Youth Development Commission rolled out two new funding schemes for *Experiential Programmes at Innovation and Entrepreneurial Bases* and for *Youth Entrepreneurship in the Guangdong-Hong Kong-Macao Greater Bay Area* to provide relevant start-up support and incubation services to Hong Kong young people to grasp the opportunities brought about by the development of the GBA.¹⁰

As one of the measures announced in the 2020 Policy Address, the *Greater Bay Area Youth Employment Scheme* aims to encourage and support young people to work and pursue their careers in the GBA and to facilitate them in understanding the latest developments of GBA. The scheme provides 2,000 job opportunities, including 700 for innovation and technology for Hong Kong residents holding bachelor's degrees or above awarded from 2019 to 2021. A monthly salary of not less than HK\$18,000 will be offered by the participating enterprises. The government will grant HK\$10,000 for each graduate up to 18 months. Some companies will provide accommodation to successful candidates (Labour Department, the Government of Hong Kong SAR, 2020).

⁸ For the details of the Schemes and the policy measures, please see the website: <https://www.bayarea.gov.hk/en/opportunities/youth.html>.

⁹ Please see details of the Fund from the website: <https://www.ydc.gov.hk/en/programmes/startup/fund.html>.

¹⁰ For details, please visit the official website of the Schemes: <https://www.weventure.gov.hk/en/index.html>.

4. Research Findings from Big Data

4.1 Sources of the big data analysis

This project collected the online discussions in Hong Kong about the GBA and youth development, in particular, career development and living in the GBA. Specifically, we focused on four aspects: working in the GBA, living in the GBA, young adults and the GBA, and the GBA's economy. The collected data covered online discussions and comments in public forums, blogs and news platforms from 1 January 2018 to 31 December 2020. This is the most recent period that all the online discussions and comments were publicly available when the big data collection was conducted. Table 4.1.1 lists the websites for the web scraping of this research project. The news platforms include Yahoo News and Apple Daily (inclusive of the news). The blogs and web forums include the public pages of Facebook, Hong Kong Discuss Forum, LIHKG Forum, comments on YouTube, HK Golden Forum and Baby Kingdom.

This project collected 196,274 posts about the GBA and youth development from 2018 to 2020. Among these posts, the number of posts about working in the GBA is 94,485, the highest among the four aspects.¹¹ The number of posts for living in the GBA and young adults in the GBA are 70,501 and 29,462, respectively. The posts about the economy of the GBA were relatively fewer (i.e. 1,826).

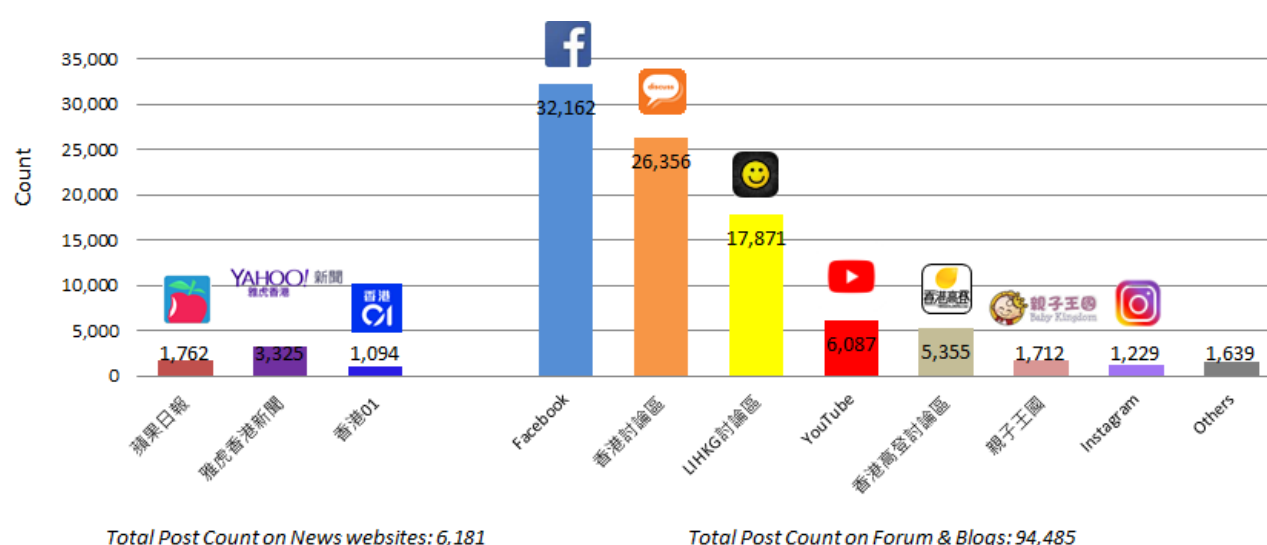
Table 4.1.1 List of the websites for web scraping of the project

Blog/ Web forum		News	
Facebook	親子講場	SheBlog	雅虎香港新聞
香港討論區	U Beauty Blog	香港交通資訊網	香港01
LIHKG討論區	AV100fun 討論區	GoalGoalGoal 球迷大聯盟	蘋果日報 即時新聞
YouTube	數碼天地論壇	BeautyExchange	蘋果日報
香港高登討論區	FanPiece 雜誌	Dcfever	
親子王國	輔仁文誌	香港媽咪幫	
Instagram	WeShare	Hiendy	
信報論壇	公仔箱論壇	TheZtyle Forum	
Uwants 討論區	Sina Blog HK	失敗論壇	
Twitter(beta)	OpenRice	ELLE Blogs	
謎米網論壇	ePrice	Asiapat	
香港膠登 HKGolden	BeautyExchange Blogazine	天晉業主討論區	
HongKongCard.com	MyBest 討論區	奧林派	
Blogger	TKO HOME	ESDlife WOW	
電腦領域 HKEPC Hardware	Sunday Kiss	2000Fun 論壇	
review33.com	XOCat Forum 討論區	She.com	
香港獨立媒體	大眾論壇		

¹¹ A post covering more than one aspect is included in the aspects for analysis.

The online discussion posts mainly came from web forums, such as Hong Kong Discuss and LIHG Forum, and the social networking platform, Facebook. Figure 4.1.1 shows the top sources for working in the GBA, which consists of the largest number of posts among the four aspects. In this aspect, more than 90% of the discussion posts were collected from web forums, blogs and social networking platforms. The number of posts from public pages of Facebook was 32,162, from Hong Kong Discuss Forum was 26,356 and from LIHKG Forum was 17,871. These were the three main sources of data for analyses of the other three aspects. Similar details were not shown here.

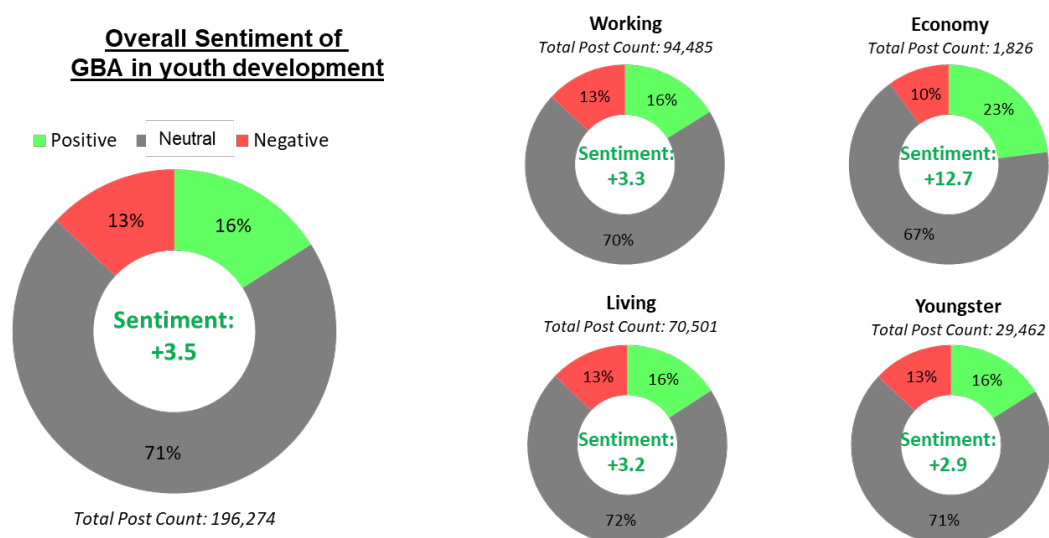
Figure 4.1.1 Top sources of the big data analysis, the aspect of working in GBA, 2018–2020



4.2 Results of the sentiment analysis

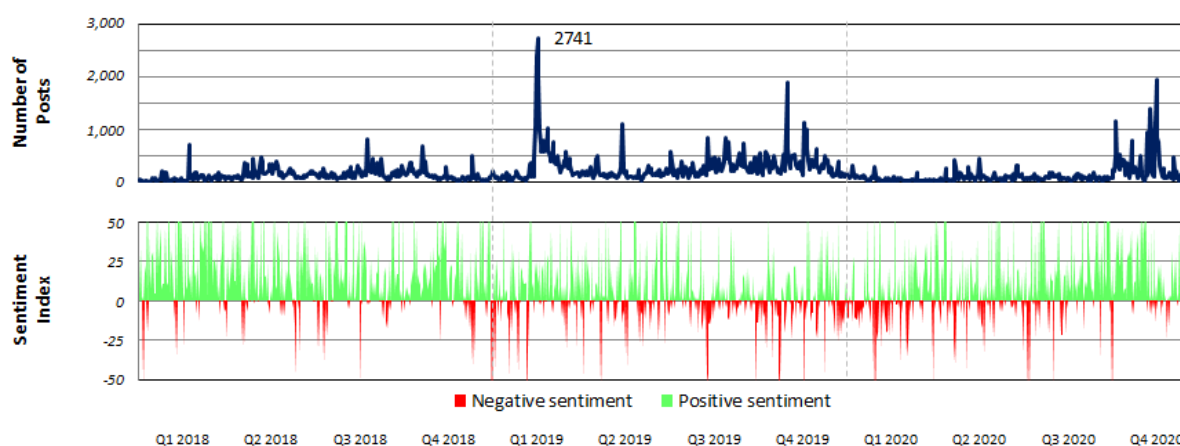
Figure 4.2.1 shows that the result of the overall sentiment analysis on the online discussions from 2018–2020 on the GBA and youth development was generally neutral. In the 196,274 posts collected by the research team, 71% of the posts were neutral, 16% were positive, and 14% were negative. The sentiment score, indicating the percentage difference between positive and negative posts, was 3.5. Although the score suggests a higher percentage of positive discussion posts than negative discussions, a large proportion of the discussions were neutral. Regarding the specific aspects, the online discussions were more positive about the economy of the GBA (the percentage of positive discussions was 23%) than those about working and living in the GBA and young people in the GBA (the percentages were approximately 13%).

Figure 4.2.1 Sentiment analysis of the GBA and youth development, 2018–2020



We further conducted sentiment analyses on the overall sentiment level and the discussion posts on the GBA and youth development. Figure 4.2.2 shows the results. The upper panel of the figure presents the changes in the number of posts, and the lower panel shows the sentiment index, measured by the percentage of positive (in green) and negative posts among all the posts analysed in a specific time point.

Figure 4.2.2 Overall sentiment level of the GBA and youth development, 2018–2020



Note: In 2018–2020, 104,387 people in Hong Kong had shared their opinions on 82,520 topics and 196,274 posts about the GBA and youth development on local online platforms, including news platforms, public forums and blogs. More than 469,036,236 people had viewed the sharing.

From 2018 Q1 to 2020 Q4, 104,387 local people have shared their opinions on 82,520 topics with 196,274 posts on the GBA and youth development on local online platforms, including news platforms, public forums and blogs. In three local news platforms, namely, Yahoo news, HK01 and Apple Daily, 11,904 posts discussed the GBA and youth development (Figure 4.2.2).

Figure 4.2.2 shows the continuous discussions with several peak periods with a high number of posts. The Q3 of 2018 is the peak period of the year. The reason could be that some new policy and arrangements related to the GBA, such as the ‘Measures Regarding the Application for Mainland Residence Permits by Hong Kong, Macao and Taiwan Residents’ (General Office of the State Council, 2018) issued in August 2018, announced in this period that the Hong Kong section of the Guangzhou–Shenzhen–Hong Kong Express Rail Link began operation and opened to the public in September. These new arrangements provoked related discussions online. On 26 August 2018, 833 posts, which was the highest number in a day in 2018. Most of these posts were related to the discussions and concerns on ‘The Amendment to the Personal Income Tax Law of the People’s Republic of China (Draft)’, which proposed that Hong Kong residents who live in the mainland for 183 days are subjected to taxation in the mainland.

The peak period of discussions in 2019 is Q1. A total of 2,741 posts were shown on 20 February. The hot discussions were mainly about the newly issued ‘Outline Development Plan for the Guangdong-Hong Kong-Macao Greater Bay Area’ (The State Council, 2019) on 18 February. In 2020, the peak period of discussions was Q4, particularly in November, when the government promulgated 16 policy measures that benefited Hong Kong people from all walks of life and facilitated the development of various sectors in the GBA¹².

In addition to the overall sentiment analysis, we examined the changes of the sentiments of the discussions of four main aspects: working in the GBA, living in the GBA, young adults and the GBA, and the GBA’s economy. Figure 4.2.3 shows that positive discussions on working and living in the GBA and young people in the GBA decreased from 2018 to 2020. The main possible reason is that people may have more concrete concerns about pursuing their careers in the GBA nowadays. On the one hand, in recent two years, the local people have been more exposed to the discussions on the GBA; they may have more concrete ideas about the

¹² See details about the policies from the government’s website on the GBA: <https://www.bayarea.gov.hk/en/facilitation/measures.html>.

challenges (see the details in the following subsections on the topic analyses). On the other hand, some negative sentiments may be fostered by the social protests in Hong Kong, and some concerns may be related to the different legal systems between Hong Kong and the mainland. Unlike the sentiment changes of the three aspects discussed above, the positive sentiment of the discussions on the economy of the GBA remains stable and higher than the other aspects mentioned above. In other words, a substantial proportion of the people, in general, held a positive view of the economy of the GBA.

Figure 4.2.3 Sentiment analysis of the GBA and youth development, by aspects, 2018–2020



4.3 Topic analyses: working in the GBA

4.3.1 Word cloud analysis

In the analyses of the discussions and comments on working in the GBA, we have web-scraped 94,485 posts discussed from 2018–2020. Figure 4.3.1 shows the results of the word cloud analysis of the keywords related to working in the GBA. The larger the size of the words, the more frequently they appeared in the online discussions. Among all these online comments and discussions, 29% of them were related to the keyword ‘development’ (the sentiment score was 9), and 16% of the discussions were about ‘the development in the GBA’ (the sentiment score was 6) and ‘work’ (the sentiment score was 8). The other high frequent keywords include ‘mainland’, ‘government’, ‘Shenzhen’, ‘China’, ‘opportunity’, ‘Guangdong-Hong Kong-Macao’, ‘policy’, ‘economy’ and ‘support’.

Figure 4.3.1 Word cloud analysis of the keywords related to working in the GBA, 2018–2020



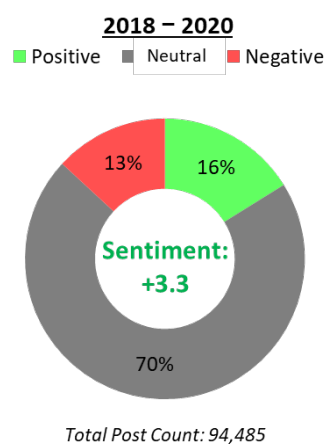
Total Post Count: 94,485

Note: As one keyword may be mentioned in more than one post, the summation of the percentage of the volume of discussion could be larger than 1. The sentiment score is calculated by subtracting the percentage of negative online mentions from positive online mentions, then times 100.

4.3.2 Deep dive analysis on key topics

We identified four key topics from the online comments and discussions on working (including employment and start-up of a business) in the GBA: development opportunity, government, employment/work/career and salary (Figure 4.3.2). We also conducted deep-dive analyses on the topics and determined the main corresponding aspirations and concerns with some typical direct quotes from the online discussions as examples.

Figure 4.3.2 Key topics about working in the GBA



Key topics of positive posts		Volume of discussion among positive posts
發展 Development		51%
機遇/機會 Opportunity		23%
就業/工作/事業 Employment/work/career		21%
政府 Government		19%
Key topics of neutral posts		Volume of discussion among neutral posts
發展 Development		39%
機遇/機會 Opportunity		18%
就業/工作/事業 Employment/work/career		16%
政府 Government		13%
人工/收入/工資/月薪/年薪 Salary/income/monthly income/annual income		11%
Key topics of negative posts		Volume of discussion negative posts
發展 Development		38%
政府 Government		18%
機遇/機會 Opportunity		16%
就業/工作/事業 Employment/work/career		16%
人工/收入/工資/月薪/年薪 Salary/income/monthly income/annual income		12%

The main discussion on the key topic of development and opportunity

Regarding the key topic about development and opportunity, some typical online discussions perceived working in the GBA as a better future. Some discussions suggested that the economic development of Hong Kong has left behind mainland cities, such as Shenzhen. For example, a direct quote from the comment on YouTube stated, ‘(We) need to realise that Shenzhen has already surpassed Hong Kong and Guangdong Province is not what it used to be. We should learn with an open heart, seek and create more opportunities for future development (YouTube, 2019)’.

Furthermore, some discussions pointed out that the development is limited in Hong Kong and better opportunities are found in the mainland. For example, a statement directly quoted from Hong Kong Discuss Forum is ‘The problems in Hong Kong are caused by the internal political conflict that has led to the difficulty in industrial transformation and the inability to increase salary. Too many population led to excessive human resources. The Linked Exchange Rate System and High Land-price Policy led to the high rent in Hong Kong. The problems cannot be solved by Hong Kong alone. Now, we can only wish for the development in the Greater Bay Area to bring along the development in the related industries to solve problems’ (Hong Kong Discuss Forum, 2018).

However, some online discussions criticised that the GBA development was an abstract idea. They suggested that the idea was abstract and more like ‘political tasks’. A direct quote from an online discussion is ‘The GBA is a vague development concept. No matter how many projects are put down, I feel that the political task is greater than anything else. The bank invests money in it in a perfunctory manner with the mainland’ (LIHKG, 2020).

Some discussions about the development/opportunity related to working in the GBA suggested they do not believe in the so-called ‘opportunity’. They criticised the government for investing a lot in the project but having less return to Hong Kong. For example, statements directly quoted from the netizens in Hong Kong are ‘When we first talk about the development of the GBA, Hong Kong people who are smart enough will know that it is a trap. Let’s take a look back: The development of the GBA is used to test the waters at the beginning. How to develop? What is the benefit? How to start? There is no plan at all’ (Apple Daily, 2018) and ‘The Greater Bay Area....a scheme that cannot be break-even’ (Hong Kong Discuss Forum, 2018).

Some online related discussions indicated that some people were sick of the hard sell promotion of the GBA. These discussions suggested that the ‘Youngster should work in GBA in the future’ and ‘A better future to work in GBA’ are more like slogans. They were not convincing to the youngsters, and most spokespersons’ families are studying or working overseas. For example, a comment suggested, ‘Deal with your family members first. You can’t even ask your family members to get Chinese passports and go to work in the mainland, how the youngsters in Hong Kong can trust you’ (Facebook, 2018). Similarly, a direct quote mentioned, ‘You can’t only talk about the benefits and the opportunities in going to the GBA. The children of the SAR officials should be sent to study in the GBA first. Action is the only way to convince Hong Kong people to move to the mainland. (Facebook, 2018)’.

The main discussions on the key topic of government

Regarding the discussions on the role of the government, some typical discussions appreciated the policy or planning by the government and suggested that it was beneficial to Hong Kong in the long run. For example, a netizen in the Hong Kong Golden Forum expressed, ‘Hong Kong does not have a manufacturing industry and only relies on financial and service industries. Among them, the service industry must rely on tourists to survive. So, where does a large number of tourists and money come from? The answer is the mainlander. The HKSAR Government and the Chinese Government always take good care of Hong Kong people, such

as building high-speed rails and the Hong Kong-Zhuhai-Macao Bridge and importing large numbers of mainlanders. Otherwise, Hong Kong people are hard to survive' (Hong Kong Golden Forum, 2018). Another example from Hong Kong Discuss Forum stated, 'The SAR Government has been actively reflecting the demands of Hong Kong people to relevant mainland authorities, striving to provide more facilitation in the study, work, and daily living to Hong Kong people. Especially in the GBA, we hope to improve people's livelihood' (Hong Kong Discuss Forum, 2020).

Some discussions also appreciated the new policies providing more support and opportunity for working in the GBA. Two direct quotes from an online discussion are as follows: 'The mainland has been very different. It is no longer just a place for eating, drinking and having fun. There are many opportunities and advantages and much policy support, which will be very attractive to those who want long-term development' (LIHKG Discussion Area, 2020). 'Residents of Hong Kong, Macau and Taiwan used to apply for employment permits and were only protected by law when working in the mainland. The State Council announced the cancellation of relevant regulations. It will attract more mainland enterprises to hire Hong Kong people' (Facebook, 2018).

However, some people expressed their concerns about the government's inappropriate allocation of resources because of the huge budget in developing the infrastructure and related policy and promotion. Some resources are allocated to new immigrants/non-locals from the mainland. The typical examples of the online discussions are as follows: 'Investing in mainland infrastructures and the development in the GBA but no money to solve the poverty problem? Give the money back to Hong Kong people! (Facebook, 2019)' 'The government rather gives money to mainland authorities and help them develop but do not put money into Hong Kong's scientific research (LIHKG Forum, 2018).' 'Should I give the whole of Hong Kong to you? Now Carrie Lam asks Hong Kong people to purchase a house and work in the GBA while the mainlanders come to Hong Kong, take all the welfare and live in public housing. (Facebook, 2018)'.

Some discussions also expressed their concerns that the GBA development was always used to solve immediate issues of working and living. However, people think the government does not understand the needs/concerns of HK people and moving to/working in the GBA cannot solve the immediate issues. Some typical discussions showed the following concerns: 'They often

talked about some unrealistic misconceptions, such as upward mobility, finding a job in the mainland, and not needing to face the housing problems if they lived in the GBA. They are not aware that Hong Kong young people are not suffering in physical pain now. They don't know what is happening so they can only express their frustration or stress in actions and words' (Facebook, 2018). 'To push the Hong Kong young people to develop the GBA, the government doesn't give them any welfare and opportunities to them...' (Facebook, 2020). 'People always said Hong Kong is a part of the GBA, but they keep asking people to go to the GBA' (LIHKG Forum, 2019).

The main discussion on the key topic of employment/work/career

Regarding the key topic of employment/work/career, the main discussions consist of positive and negative comments. The main positive idea from the discussions is that working in the mainland is beneficial in the long run. Some discussions suggested that this situation is a win-win between Hong Kong and the mainland and the mainland can open up more opportunities for Hong Kong people to explore. For example, the direct quotes from online discussions are as follows: 'It is a must to develop careers on the mainland in the future because everyone wanted to be rich. The wealthy people in Hong Kong can develop their careers and business in the mainland to boost the local economic development. The wealth can be equally distributed, and Hong Kong people don't have to live in small housing units in the long term. So, it benefits both sides. (YouTube, 2019)' 'The Hong Kong Federation of Youth Groups has set up three co-working spaces in Shenzhen to allow young people to start their start-up businesses. It hoped that the scheme could be promoted in other GBA cities after learning from experience' (Hong Kong Discuss Forum, 2018).

However, some discussions showed concerns about the lack of job opportunities for young graduates working in the GBA. For example, a netizen commented that 'Even the local young people in Shenzhen and Guangzhou and the natives of Guangdong Province cannot easily find a job in their place. How do Hong Kong people get employed there?' (Facebook, 2018). Similarly, a comment on YouTube stated, 'What working opportunities can people have if they are not professionals?' (Hong Kong Discuss Forum, 2019).

As for working in the GBA, some main online discussions were about the cultural differences or even conflicts between Hong Kong and the mainland, and some were concerned about the work culture and workplace politics in mainland firms. Some typical quotes are as follows:

‘The mainlanders do not want to accept Hong Kong culture. So, it is reasonable that Hong Kong young people don’t want to develop in the mainland’ (Hong Kong Discuss Forum, 2018). ‘Some Hong Kong youths cannot even use chopsticks well, not to mention whether they are familiar with the workplace and table culture in the mainland’ (Hong Kong Discussion Forum, 2020). ‘Don't think a person who has just graduated can handle the workplace politics in the mainland companies’ (LIHKG Discussion Forum, 2020).

Some online discussions worried about Hong Kong’s future development. They perceived that encouraging young people to work in the GBA is shifting the labour away from Hong Kong, resulting in a talent loss in Hong Kong. For example, one comment showed, ‘In fact, who will stay in Hong Kong to work, pay taxes to the government and support the elderly in the future if all the Hong Kong youths are pushed away to the GBA by the government?’ (Facebook, 2018). Another comment suggested the importance of the sense of Hong Kong people and worried about Hong Kong’s development: ‘Born and bred in Hong Kong, it is not working that the government keeps asking us to go to the GBA.... So, who will continue to develop in Hong Kong?’ (Facebook, 2018).

The main discussion on the key topic of salary

The main positive discussions about the salary of working in the GBA were the more affordable housing in some GBA cities given their salary. For example, some comments stated, ‘My income is not high. I have saved 400,000 in 4 years of hard work. I really want to own property myself’ (Hong Kong Discuss Forum, 2018) and ‘If you are working in Hong Kong and have a monthly salary of approximately HK\$ 20,000, you will feel desperate for the future if you think of the housing prices and consumption in Hong Kong. However, if you are working in the GBA and have a monthly salary of approximately HK\$15, 000, you will be full of hope in thinking of the housing prices and consumption in the mainland’ (Hong Kong Discuss Forum, 2020).

However, some discussions perceived the income as low in the GBA. For example, a netizen pointed out the income differences of a security guard in Hong Kong and the mainland: ‘The average salary of a security guard in Hong Kong is around 13,000 while it is around 3,000 in the mainland. So, how can Hong Kong people go to work in the mainland?’ (Facebook, 2018). Another example showed a similar concern: ‘The salary of Hong Kong people working the mainland was indeed attractive 20 years ago. However, it’s no longer the same anymore. The salary to work in mainland companies is very low’ (Hong Kong Discuss Forum, 2019).

4.4 Topic analyses: living in the GBA

4.4.1 Word clouds analysis

We have collected 70,501 posts from 2018 to 2020 about the local online discussions and comments on living in the GBA. Figure 4.4.1 shows the highly frequent keywords in these discussions. The results of the word cloud analysis show that the most frequent keywords in the discussions are the ‘mainland’, ‘property’, ‘development’ and ‘government’. The other highly frequent keywords include ‘Shenzhen’, ‘China’, ‘investment’, ‘education’, ‘city’, ‘high-speed rail’, ‘plan’ and ‘support’. Among these keywords, the sentiment score of the discussions related to development, city and support was the highest.

Figure 4.4.1 Word cloud analysis of the keywords related to living in the GBA, 2018–2020

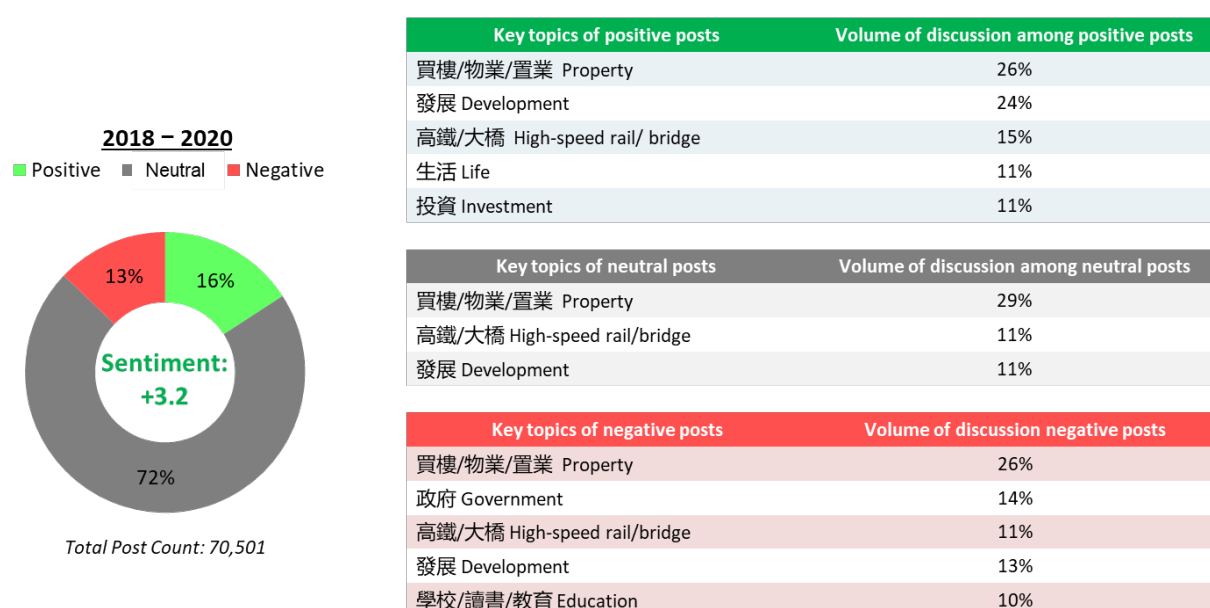


Note: Given that one keyword may be mentioned in more than one post, the summation of the percentage of the volume of discussion could be larger than 1. The sentiment score is calculated by subtracting the percentage of negative online mentions from positive online mentions, then times 100.

4.4.2 Deep dive analysis on key topics

In the discussions on living in the GBA, we identified four key topics from the online comments and discussions on living in the GBA: property, high-speed rail/bridge, life and education (Figure 4.4.2). In each topic, we conducted deep-dive analyses and determined the main positive ideas and concerns with some direct quotes from online discussions. Details are discussed in the following few paragraphs.

Figure 4.4.2 Key topics about living in the GBA



The main discussion on the key topic of property

The discussions on the property include different ideas and concerns. Some discussions suggested that the housing in the GBA was more affordable than that in Hong Kong and that their potential property investment was available. For example, one netizen commented on the affordable housing in the cities of the GBA: ‘(affordability) in almost everywhere of the GBA is fine. HK\$ 1.5 million could buy an apartment in Huizhou or Zhongshan’ (Hong Kong Discuss Forum, 2020). Another direct quote as an example is as follows: ‘People should buy the property in the GBA as soon as possible due to its low price in case not to regret it in the future... There will be Shenzhen-Zhongshan Bridge in the near future. So, the property price in Zhongshan and Zhuhai will increase a lot’ (Baby Kingdom, 2020).

Nevertheless, some negative comments about the property are the perception of traps everywhere in the GBA. For example, one discussion mentioned that ‘At least 110 Hong Kong people suspected of falling into the trap of buying a house in the mainland... Hong Kong people are not familiar with the mainland and easily get scammed, which may cost all their savings’ (Hong Kong Golden Forum, 2018). A netizen posted a reminder online: ‘Not only need to avoid of the trap of buying a property. You also need to be aware of the trap of decoration’ (Facebook, 2018).

Some main online discussions about the property indicated the perception of living in the GBA as a way out for ‘losers’. They suggested that the promotion of living in the GBA seems to

encourage losers to live and purchase housing in the GBA. Some typical quotes are as follows: ‘I have predicted that I will be eliminated and go to the GBA (I have bought a property in the GBA) and then rent the property in Hong Kong to a real Hong Kong person who can survive in Hong Kong’ (HK01, 2018). ‘Now, the situation is very simple. You can stay if you can survive in Hong Kong, but you need to go back to the GBA if you cannot survive in Hong Kong’ (LIHKG Forum, 2019).

The main discussion on the key topic of high-speed rail/bridge

Regarding the high-speed rail/bridge, some discussions about living in the GBA noticed the convenient travel across the border and the GBA cities. Examples from the positive comments are directly quoted as follows: ‘Through the Hong Kong-Zhuhai-Macao Bridge or the high-speed rail, nearly 70% of the cities in the GBA can be reached within 1.5 hours from Hong Kong, and almost all cities in the GBA can be reached within 2.5 hours’ (Baby Kingdom, 2019). ‘As for family reunions, there are a high-speed rail and a one-hour life circle of the GBA, which is very convenient. Also, the Hong Kong-Zhuhai-Macao Bridge and WeChat video chat...’ (Facebook, 2018).

However, some pointed out that the ‘one-hour living circle’ was not achieved. For example, ‘Don’t think that you can just walk from home after taking the high-speed rail. Most of the housing may need you to take one more rail to get back home’ (Hong Kong Discuss Forum, 2019) ‘Some people keep lying about the one-hour living circle. You will know if you try to drive to Guangzhou, Zhongshan and Zhuhai. It may take half an hour or more before you get to the expressway. ... And also have traffic jams. ... Unless you get a taxi or DiDi all the time when there are not many taxis. ... The boundary control points may be jam-packed at any time’ (Hong Kong Discuss Forum, 2020).

Some main discussions about the high-speed rail or bridge concerned the high cost of construction projects and resource misallocation. For example, ‘Hong Kong people pay more than 70% of the construction cost of the Hong Kong-Zhuhai-Macao Bridge! Maintenance fees are a huge expenditure! Do they do unprofitable business even though they know it is not profitable? Water and land transportation brings people and derives indirect economic benefits’ (Hong Kong Discuss Forum, 2020). Some people also commented online that medical and healthcare services were perceived as more important and should be prioritised in resource allocation compared with the huge investment in construction projects. For example, several

direct quotes are as follows: ‘The government hasn’t built more hospitals, towns and farms and increased the manpower yet. Instead, it accelerated the construction of the high-speed rail and the Hong Kong-Zhuhai-Macao Bridge’ (Facebook, 2018). ‘Hong Kong needs to build a high-speed rail, the Hong Kong-Zhuhai-Macao Bridge, the Hong Kong Palace Museum and the GBA. So, the only thing Hong Kong can do is to wait!’ (Facebook, 2018).

The main discussion on the key topic of life

As for life in the GBA, some discussions appreciated the better quality of life there. Examples are as follows: ‘The cost of living in mainland China is much lower. It is really necessary to consider work in the GBA’ (Hong Kong Discuss Forum, 2019). ‘The development of the mainland is very fast now. The living environment is convenient’ (Hong Kong Discuss Forum, 2020). ‘The living environment of Zhaoqing is very good. The pace of life is much slower’ (Hong Kong Discuss Forum, 2020).

The other main discussions on life are the concerns about the unfamiliarity with local policies and regulations. For example, one netizen commented, ‘the policies in the mainland are hard to understand’ (Baby Kingdom 2020). One comment pointed out, ‘The problem is the differences in the regulations and taxation between Hong Kong and the mainland’ (YouTube, 2020).

The main discussion on the key topic of education

In the online discussions about living in the GBA, some people commented on their children’s education in the GBA. Some perceived that a better pathway is to ‘embrace the development of China’ and ‘the high-quality education’ (direct quotes from Facebook 2019), but some worried about the lack of independent thinking. For example, one person stated, ‘You should return to the GBA to study if you don’t want to be brainwashed. Both Hong Kong and foreign universities are trained in independent thinking’ (Baby Kingdom, 2019).

4.5 Topic analyses: development of young adults and the GBA

4.5.1 Word cloud analysis

In addition to the topic analyses about working and living in the GBA, we conducted a word cloud analysis on the online discussions about the development of young adults in the GBA. We collected 29,462 related posts and found that the related keywords were ‘youth’, ‘development’, ‘mainland’, ‘students’ and ‘residents’. Among all the keywords presented in Figure 4.5.1, the discussions with the keywords ‘policy’, ‘city’, ‘development’ and ‘opportunity’ were more positive than others.

Figure 4.5.1 Word cloud analysis of the keywords related to the GBA and young adults, 2018–2020

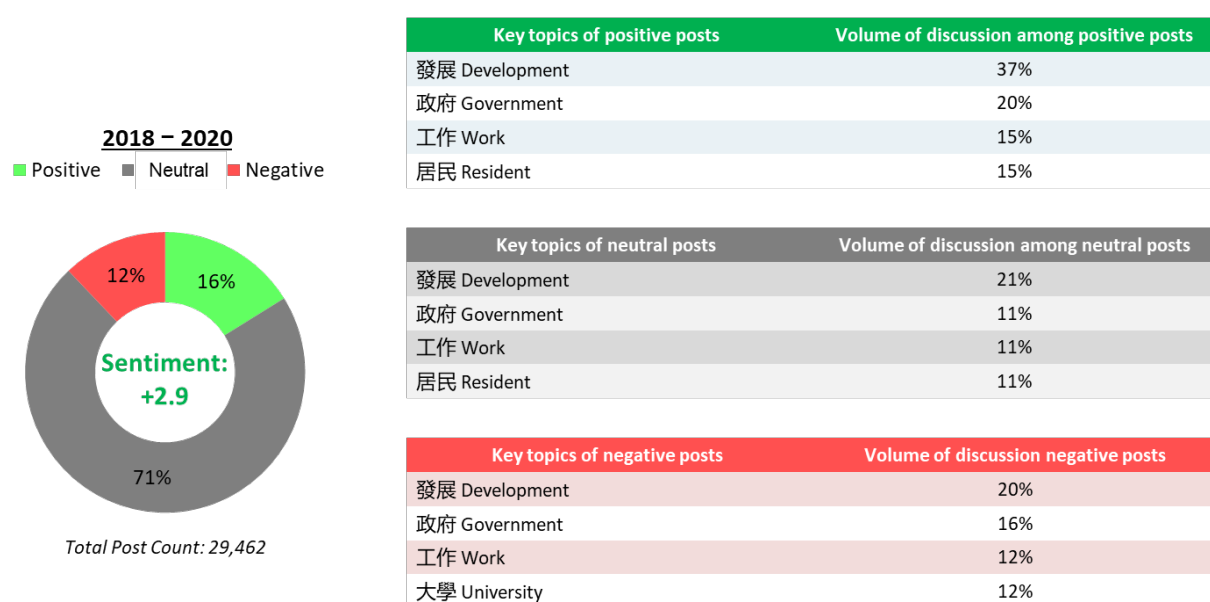


Note: Given that one keyword may be mentioned in more than one post, the summation of the percentage of the volume of discussion could be larger than 1. The sentiment score is calculated by subtracting the percentage of negative online mentions from positive online mentions, then times 100.

4.5.2 Deep dive analysis on key topics

The topic analyses show that most of the key topics about discussions on the young adults in the GBA overlapped with the topics of working in the GBA discussed above, particularly about key topics of development, government and work (Figure 4.5.2).

Figure 4.5.2 Key topics about the young adults in the GBA



The positive online discussions of this topic mainly suggested that the GBA presents a better opportunity for young people in Hong Kong. For example, one netizen discussed online that ‘It is good to be the first group of people who go to develop. You can take advantage, and you can attain upward mobility faster. Also, the competitiveness is smaller’ (Hong Kong Discuss Forum, 2020). However, some discussions perceived the policy arrangement as a ‘replacement’ for Hong Kong locals. Examples are two direct quotes: ‘The Chinese come to Hong Kong to reunite, while the Hong Kong young people need to go to the GBA (Facebook, 2018).’ ‘Imported the mainlanders and then asked Hong Kong youth to work in the GBA. Ask Hong Kong people to develop a place where the Chinese are unwilling to go’ (Facebook, 2019).

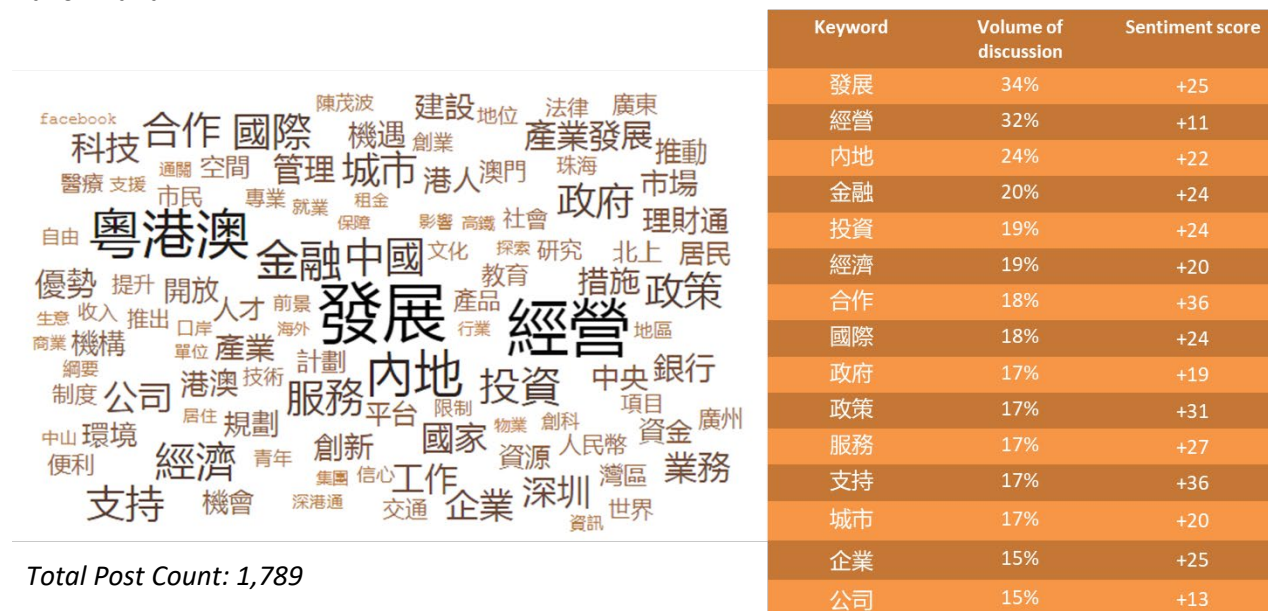
4.6 Topic analyses: the economy of the GBA

4.6.1 Word cloud analysis

Compared with the discussions on working and living in the GBA, the online discussions and comments about the economy of the GBA (other than news reports) were relatively less. The number of related posts was 1,789. Figure 4.6.1 shows the word cloud analysis of the keywords related to the economy of the GBA. The larger the size of the words, the more frequently they appeared in the online discussions. The keywords mostly mentioned in the online discussions were ‘development’, ‘operating’, ‘mainland’, ‘finance’, ‘investment’ and ‘economy’. The sentiment score of the discussions with most of these keywords was larger than 20, suggesting

the discussions were quite positive.

Figure 4.6.1 Word cloud analysis of the keywords related to the economy of the GBA, 2018–2020



Note: Given that one keyword may be mentioned in more than one post, the summation of the percentage of the volume of discussion could be larger than 1. The sentiment score is calculated by subtracting the percentage of negative online mentions from positive online mentions, then times 100.

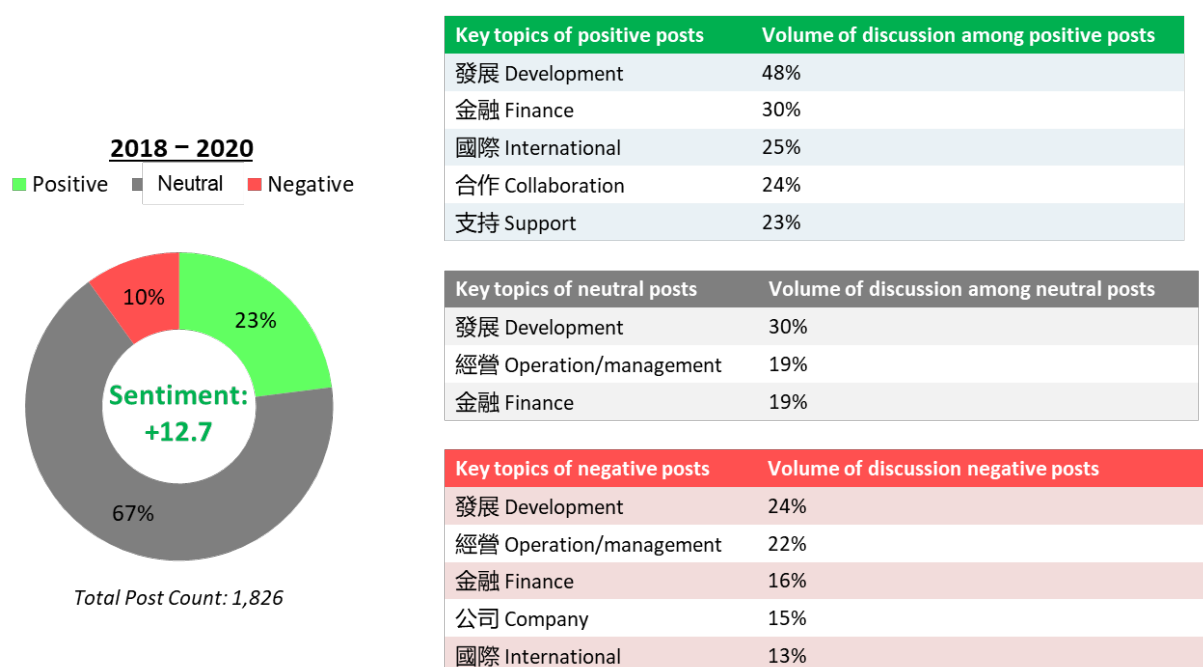
4.6.2 Deep dive analysis on key topics

Compared with the discussions on working and living in the GBA, the online discussions and comments about the economy of the GBA (other than news reports) were relatively less. The key topics are development, operating, economy and finance. The proportion of positive discussions is larger than that of negative discussions (Figure 4.6.2).

In the discussions about the topic of development and economy of the GBA, the main positive comments were about the stronger economic growth in the mainland than that of Hong Kong. Examples of comments are as follows: ‘Do you think Hong Kong’s economy is good? Shenzhen’s economy is surpassing Hong Kong, Shanghai and Beijing. After next year, Hong Kong will only rank fourth in the GBA and tenth in China’ (Facebook, 2019). ‘When I went to visit the Nanshan district of Shenzhen two years ago for the first time, I realised that I am a frog in the well. The entire GBA is developing towards high-tech industries. I feel optimistic about the Songshan Lake in Dongguan, attracting more high-tech talents to settle in. I think Dongguan is equally valuable as a stepping stone for offence or a strong point for the defence’

(Hong Kong Discuss Forum, 2019).

Figure 4.6.2 Key topics about the economy of the GBA



Some positive discussions suggested that the return to investment of housing in GBA was satisfactory. Examples of comments are as follows: ‘The future development of the GBA should be quite good. I think real estate prospects in the GBA are very good’ (Hong Kong Discuss Forum, 2018). ‘The property price in Huizhou now is quite low. Investing in the market when the price is good must have a return. After the opening of the Liantang Port at the end of 2018, transportation in the eastern part of the GBA will be more convenient, and the price of real estate in Huizhou must be increased’ (Hong Kong Discuss Forum, 2018).

Meanwhile, some concerns expressed online were about the potential loss of investment in the GBA. For example, some people commented on the news report that the cross-border financial product seems a trap and suggested the following: ‘Hong Kong and Macao residents can purchase banking products in the mainland. Very soon, many female elderly will be scammed by the banking staff to use all their savings to buy banking products in the GBA’ (Facebook, 2020). ‘They won’t buy the financial products from banks in the mainland. They changed the policy casually so that they can cheat your money in an easier way’ (LIHKG, 2020).

5. Research Findings from the Online Survey

5.1 Introduction on the sample data

Drawing on the big data analysis, we synthesised several core evaluations of the opportunities and challenges of living and working in the GBA area. The next step is to examine how these perceived opportunities and challenges affect young adults' inclination to pursue careers in the GBA. Therefore, we conducted an online survey with local young adults aged 21–40 years old. To reach these young adults with diverse backgrounds effectively, this project, through a competitive tender process, commissioned YouGov to implement the online survey. YouGov is an international research and data analytics group and has one of the world's largest research and data analytics networks. It offers a highly participative panel of over 9 million people worldwide, including Hong Kong¹³.

The survey's target population is Hong Kong permanent residents aged 21–40 years old who speak Cantonese or Putonghua. The fieldwork was carried out through online interviewing between 24 September and 12 October 2021 in Hong Kong. Online quantitative interviewees were recruited from YouGov's large-scale proprietary panel. The total number of valid cases collected in the survey is 2,003. The completion rate from the incoming response is 66% ($n = 2,003$). The mid-way drop-out rate is 5% ($n = 149$). Some cases were unqualified because they failed to meet the respondent criteria and quality control (QC) process (details are in the Data Checking Procedure below), which are at 28% ($n = 840$) and 2% ($n = 48$), respectively.

To ensure that the sample closely represents the actual population in Hong Kong, we adopted two main strategies. Firstly, the board quota was applied during fieldwork on gender and age based on the general population of Hong Kong. Secondly, we applied post-weighting on the final sample to ensure the sample representativeness to the 21–40 years old population in Hong Kong by taking the reference from the census and statistics department. The distribution of gender, age and education level were post-weighted with the reference from census data. Weighting was applied in the data analyses in the next section.

Recognising the prime importance of the survey quality, we worked closely with YouGov during the implementation process. Firstly, a pilot survey was conducted to field test the

¹³ For details, please visit the official website of YouGov: <https://hk.yougov.com>.

questionnaire (designed by the reach team) with 10 respondents. Based on the pilot survey, we made some amendments to the wordings of the questionnaire before the full implementation of the survey. Secondly, a series of data quality checks were deployed from the data collection to final data processing. The quality check process includes system, in-survey and process levels. See the following details.

Data Checking Procedure

System Level

- Out of towners – As an IP check, when respondents join, we also continually verify that the respondents are completing surveys from the city they say they reside in.
- Suspect panellists – We check for multiple completes from any IP address within 24 hours.

In-Survey Level

- Identifier QC – The panellist attempts to identify the name of an object based on the picture.
- Conflicting QC – The panellist selects statements that best describes him/her without straight-lining or contradiction.
- Incidence QC – The panellist selects a few events that are a mix of low, mid and high incidence. The panellist is suspicious if he/she is selecting numerous low incidence events.
- Awareness QC – The panellist is given a prompt for selecting an unusually low answer option (brand awareness).
- Digital Fingerprint QC – A unique ID using a series of indicators (e.g. timestamp, manufacturer date and device description) is appended and exposed by a device to track multiple account holders.

Processing Level

- Randomisation Checks: We send out questions to check and ensure that respondents are not randomising their answers and screen out those that do not pass the test.
- IP Checks: We ensure that no two responses come from the same IP address.
- Time Spent: We ensure that the time spent completing each survey is within a reasonable time.
- Checks on Straight-Line Responses: We ensure that the survey is not completed by selecting the same option throughout the survey.

5.2 Respondents' basic socio-demographic profiles

Table 5.2.1 shows the basic socio-demographic profiles of the respondents in the online survey. The 2,003 respondents were comprised almost equally of males (48.2%) and females (51.8%). As for the age of the respondents, 20.4% were 21–25 years old, 24.5% were 26–30 years old, 31–35 were 26.5% and 28.6% were 36–40 years old. In terms of levels of education, 40% of them were of upper secondary education or below, 13% were post-secondary (non-degree), and the rest (47%) hold a university degree or above. Among them, 80.3% were of full-time employment, 7% worked part-time, 4.3% were unemployed, 5.4% were students, and 3% were homemakers. Regarding the monthly household income, 36.8% earn below HK\$ 20,000, 24.8% earn between 20,000 and 39,999, 16.4% earn between 40,000 and 59,999, 6.9% earn 60,000 or above, and 15% reported to not know or refused to report their income.

Table 5.2.1 Respondents' basic socio-demographic profiles

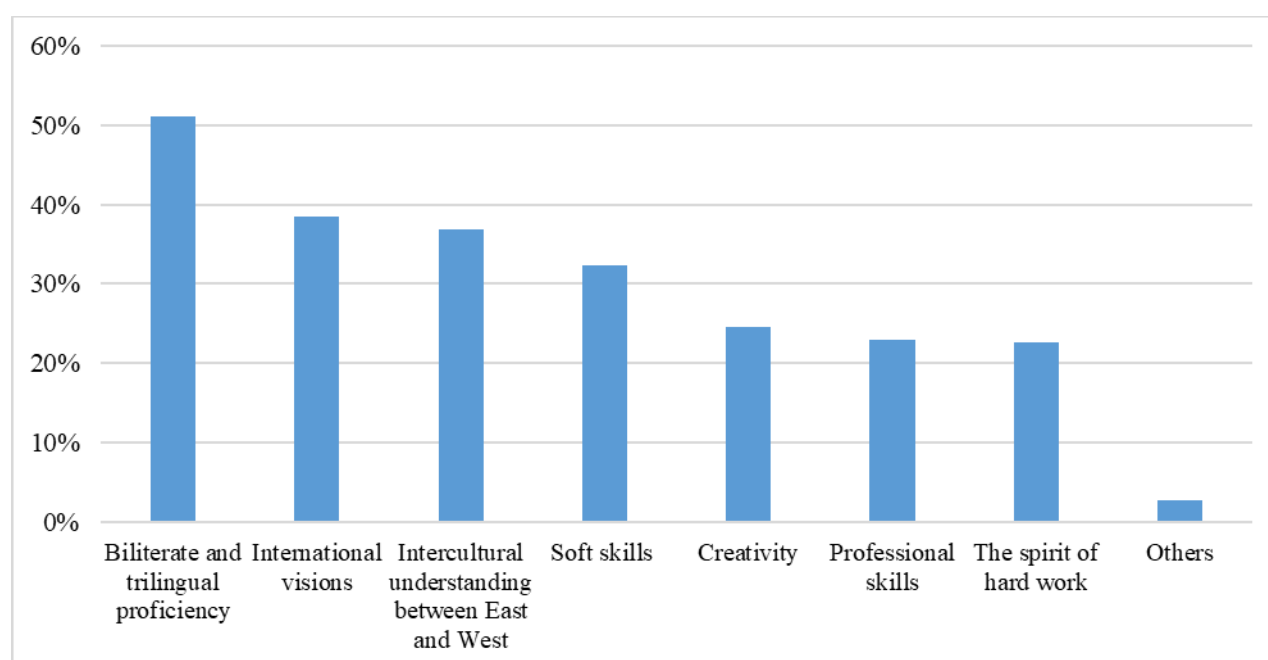
	%
<i>Gender</i>	
Male	48.2
Female	51.8
<i>Age Group</i>	
21–25	20.4
26–30	24.5
31–35	26.5
36–40	28.6
<i>Level of Education</i>	
Upper secondary education or below	40.0
Post-secondary (non-degree)	13.0
University degree or above	47.0
<i>Economic Activity Status</i>	
Fulltime employment	80.3
Part-time employment	7.0
Unemployed	4.3
Students	5.4
Homemaker	3.0
<i>Monthly Household Income (HK\$)</i>	
below 20,000	36.8
20,000–39,999	24.8
40,000–59,999	16.4
60,000 or above	6.9
Did not know/Refused to answer	15.0
Num. of observation (<i>N</i>)	2,003

Note: The data source of the figures and tables of this section is the online survey of this project unless otherwise specified.

5.3 Perceived strengths and weaknesses of Hong Kong youth's development in the GBA

In the survey, we asked the respondents what they think are the strengths of Hong Kong young people (21–40 years old) working in the Greater Bay Area (select at most three items). More than half of respondents suggested that biliterate and trilingual proficiency is the potential strengths of Hong Kong young people working in the GBA. The other two top-selected strengths were international visions (39%) and intercultural understanding between East and West (37%). The respondents also selected other strengths of Hong Kong youth, including soft skills¹⁴ (32%), creativity (25%), professional skills (23%) and the spirit of hard work (23%). Among the 57 respondents (3%) who chose others, 85% (49 respondents) suggested Hong Kong young people do not have any strengths in working in the GBA (Figure 5.3.1).

Figure 5.3.1 Perceived strengths of Hong Kong youth working in GBA ($N = 2,003$)

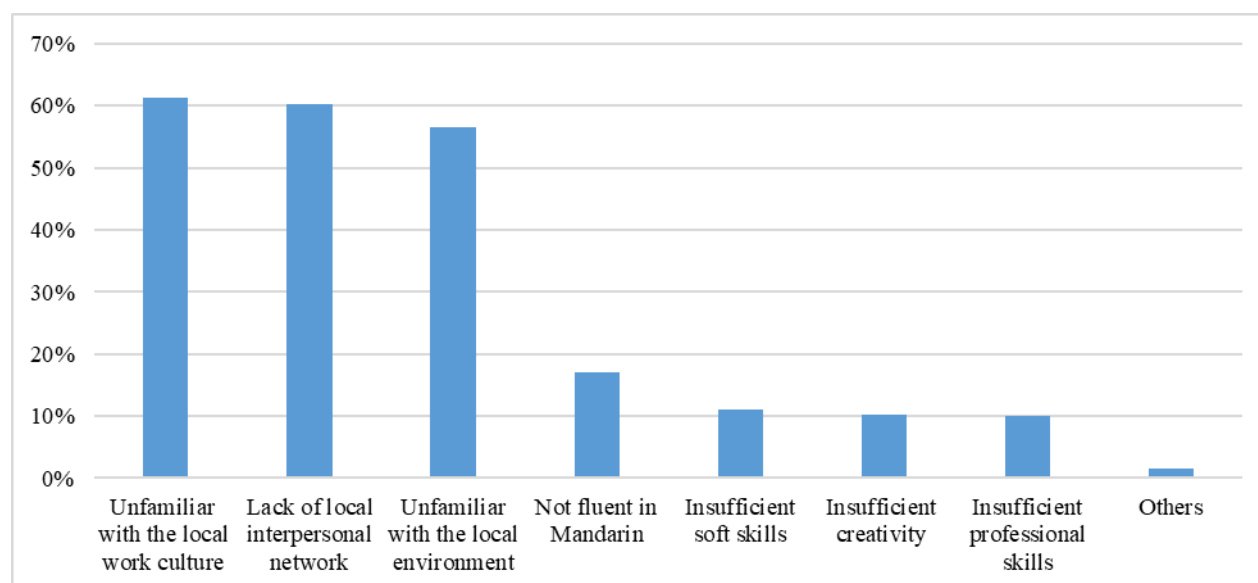


Regarding the weakness of Hong Kong youth working in the GBA, the majority of the respondents indicated that the greatest weaknesses are unfamiliarity in the local work culture

¹⁴ Soft skills refer to the character traits and interpersonal skills that characterise a person's relationships in a social environment, such as communication skills, teamwork, flexibility and problem-solving skills.

(61%), lack of local interpersonal network (60%) and unfamiliarity in the local environment (56%). The other weaknesses include not being fluent in Mandarin (17%), insufficient soft skills (11%), insufficient creativity (10%) and insufficient professional skills (10%). Among the 31 respondents (2%) who chose ‘others’, approximately 45% (14 respondents) suggested Hong Kong young people do not have any weakness in working in the GBA (Figure 5.3.2).

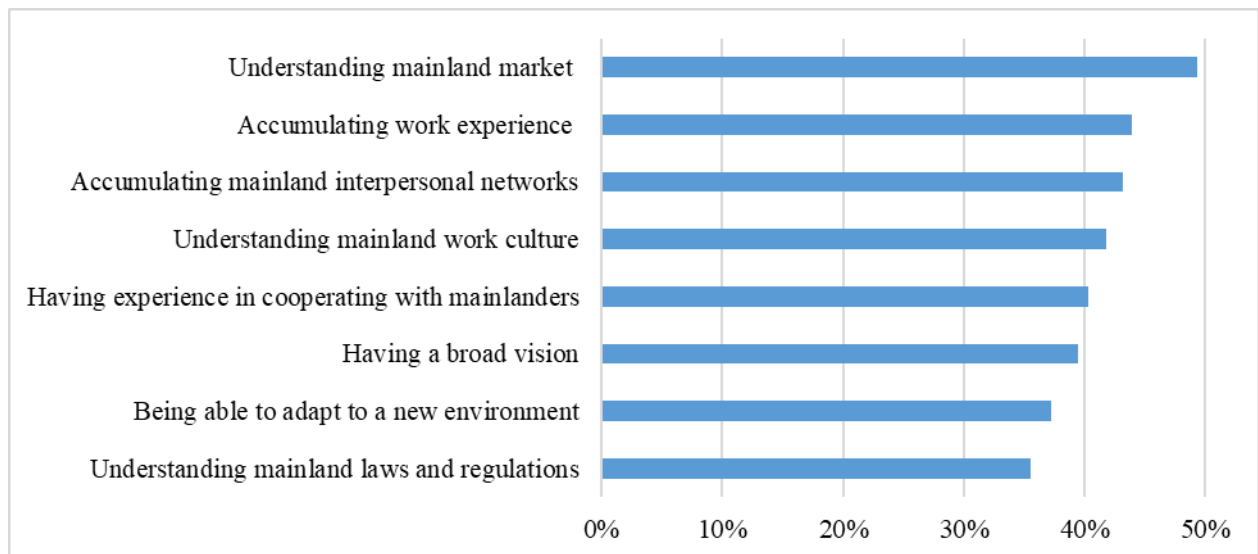
Figure 5.3.2 Perceived weaknesses of Hong Kong youth working in GBA ($N = 2,003$)



5.4 Benefits from working in the GBA

In the online survey, we asked the respondents about the benefits of working in the GBA, if they return to Hong Kong for work. Figure 5.4.1 shows the results. Nearly half of respondents (49%) believed that the knowledge gained from the mainland’s market is the key benefit. More than 40% of them also appreciate the benefits of working experience (44%), accumulation of mainland interpersonal networks (43%) and the understanding of mainland work culture (42%). Some respondents also indicated other benefits, namely, having experience in cooperating with mainlanders (40%), having a broad vision (40%), being able to adapt to a new environment (37%) and understanding mainland laws and regulations (36%).

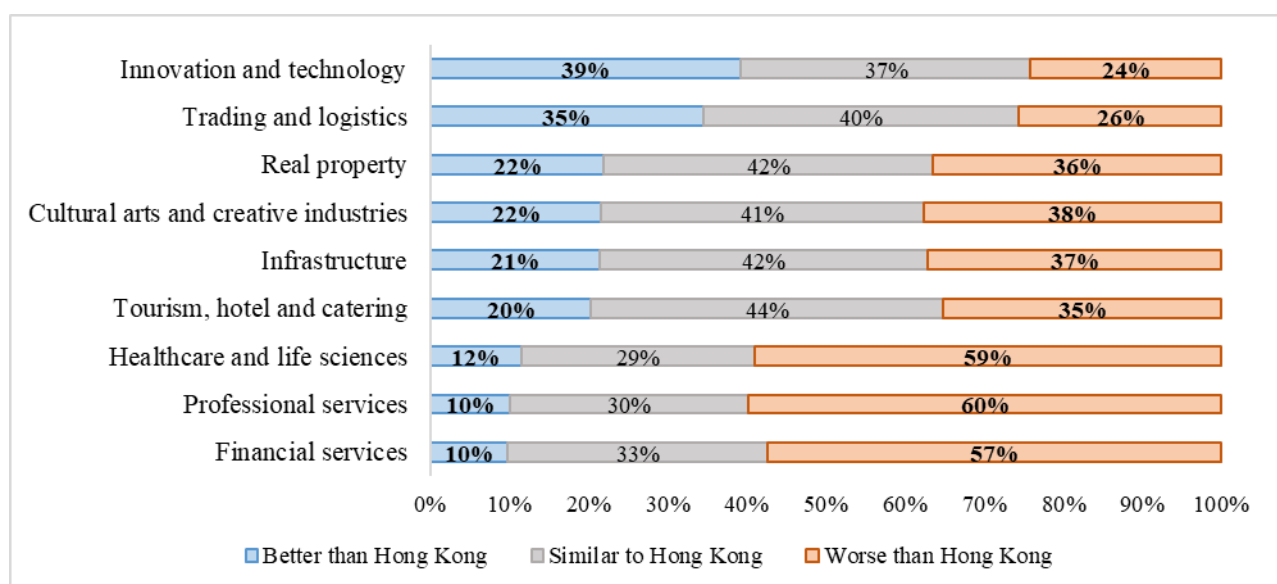
Figure 5.4.1 Benefits from working in the GBA (N=2,003)



5.5 Perceived opportunities and challenges in pursuing careers in the GBA

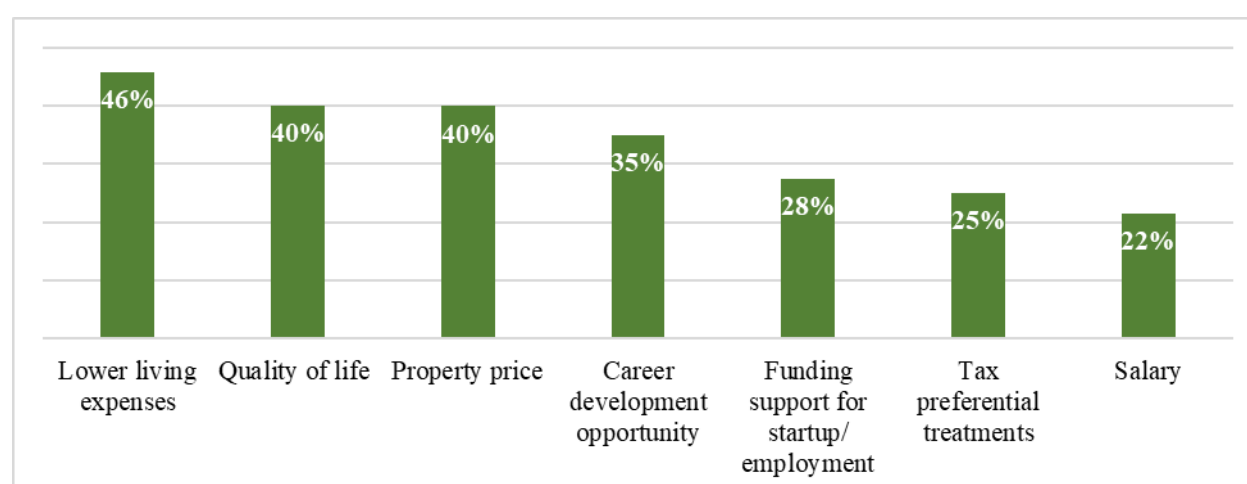
Figure 5.5.1 compares the respondents' perceptions of the career prospects of various industries between the GBA and Hong Kong. According to the respondents in the survey, the perceived most prosperous sectors in the GBA are innovation and technology and trading and logistics. More than one-third of respondents believed that the career prospect in innovation and technology (39%) and trading and logistics (35%) in the GBA is better than in Hong Kong.

Figure 5.5.1 Perceived career prospects of various industries: Comparing the GBA and Hong Kong (N = 2,003)



More than one-third of the respondents expressed that real property (36%); cultural arts and creative industries (38%); infrastructure (37%); and tourism, hotel and catering (35%) in Hong Kong were better than those in Hong Kong. Meanwhile, considerably more Hong Kong young adults believe that Hong Kong provides better career prospects in professional services, such as law, advertising, design and management consulting (suggested by 60% of respondents); healthcare and life sciences (59%); and financial services (57%) (Figure 5.5.2).

Figure 5.5.2 Perceived attractiveness of the GBA for working or starting a business



Notes: The percentages show the proportion of respondents choosing the attractiveness points of 5 (attractive) to 7 (extremely attractive) towards corresponding factors.

When the respondents were asked about the attractive factors of the GBA for them to work or start a business, more than 45% of the respondents believed the low living expenses are attractive, very attractive or extremely attractive. On average, 4 in 10 respondents appreciate the better living quality (e.g. the larger living area and the slower pace of life) and lower property prices in the GBA (Figure 5.5.2). In particular, more than one-fifth of the respondents suggested these three factors were extremely attractive or very attractive (Table 5.5.1)

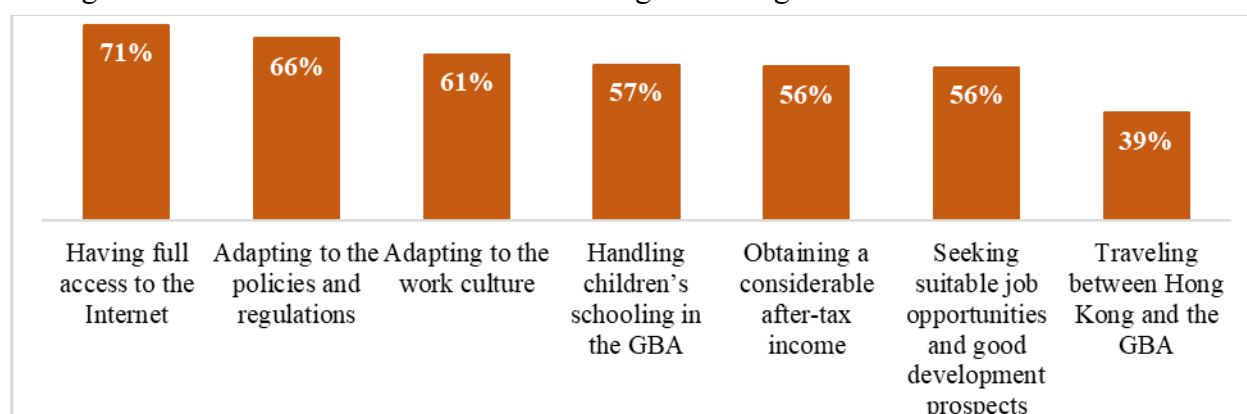
More than one-third (35%) of respondents suggested that the career development opportunities in the GBA are attractive, very attractive or extremely attractive. Some respondents suggested funding support for start-up and employment (28%) and preferential tax treatments (25%). Over 50% of the respondents suggested that the salary in the GBA is not attractive (inclusive of not very attractive and not attractive at all). Regarding the mean attractiveness score, only the factor of low living expenses is higher than 4. In other words, on average, respondents suggested that the low living expense in the GBA was most attractive. The score was the lowest for the attractiveness of salary, suggesting it was least attractive (Table 5.5.1).

Table 5.5.1 Evaluations of the attractive factors of the GBA for working or starting a business (N = 2,003)

	7 - Extremely attractive			——	1 - Not attractive			
	at all							Mean
	7	6	5	4	3	2	1	
Low living expenses	9%	15%	23%	21%	13%	6%	14%	4.1
Quality of life	7%	14%	19%	21%	13%	8%	18%	3.9
Property price	6%	13%	21%	22%	13%	8%	17%	3.9
Career development opportunity	6%	10%	19%	24%	15%	8%	19%	3.7
Funding support for start-up/employment	3%	8%	16%	27%	16%	10%	19%	3.5
Tax preferential treatments	3%	6%	16%	27%	17%	9%	22%	3.4
Salary	3%	6%	12%	24%	18%	12%	25%	3.2

The respondents were also invited to evaluate the difficulties of working or starting a business in the GBA. Figure 5.5.2 reports the results. Seven out of ten of the respondents (71%) were concerned about the challenges in having full access to the Internet. More than 60% of the respondents suggested adapting to the local policies and regulations (66%) and adapting to the local work culture (61%) were difficult. More than half of the respondents reported their concerns on the difficulties of handling children's schooling in the GBA (57%), obtaining a considerable after-tax income (56%) and seeking suitable job opportunities and good development prospects (56%) (Figure 5.5.3).

Figure 5.5.3 Perceived difficulties for working or starting a business in the GBA



Notes: The percentages show the proportion of respondents choosing the difficulty points of 5 (difficult) to 7 (extremely difficult) towards corresponding items.

Table 5.5.2 further provides the details of respondents' evaluations of the difficulties. One-third of the respondents (34%) believed that travelling between Hong Kong and the GBA is not difficult (including not very difficult and not difficult at all). The mean difficulty scores of having full access to the Internet and adapting to the local policies and regulations are above 5, suggesting these two factors were perceived most difficult on average. The factor with the lowest difficulty score is travelling between Hong Kong and the GBA. In other words, respondents generally perceived that travelling was less difficult (Table 5.5.2).

Table 5.5.2 Evaluations on the difficulties for working or starting a business in the GBA (*N* = 2,003)

	7 - Extremely difficult			1 - Not difficult at all				Mean
	7	6	5	4	3	2	1	
Having full access to the Internet	44%	15%	12%	13%	8%	4%	4%	5.48
Adapting to the local policies and regulations	34%	17%	15%	18%	9%	4%	3%	5.26
Adapting to the local work culture	24%	17%	20%	20%	11%	6%	3%	4.94
Handling children's schooling in the GBA	22%	15%	20%	24%	11%	5%	4%	4.82
Obtaining a considerable after-tax income	19%	16%	21%	25%	12%	4%	3%	4.81
Seeking suitable job opportunities and good development prospects	16%	15%	25%	28%	10%	3%	3%	4.78
Traveling between Hong Kong and the GBA	12%	10%	18%	27%	19%	9%	6%	4.19

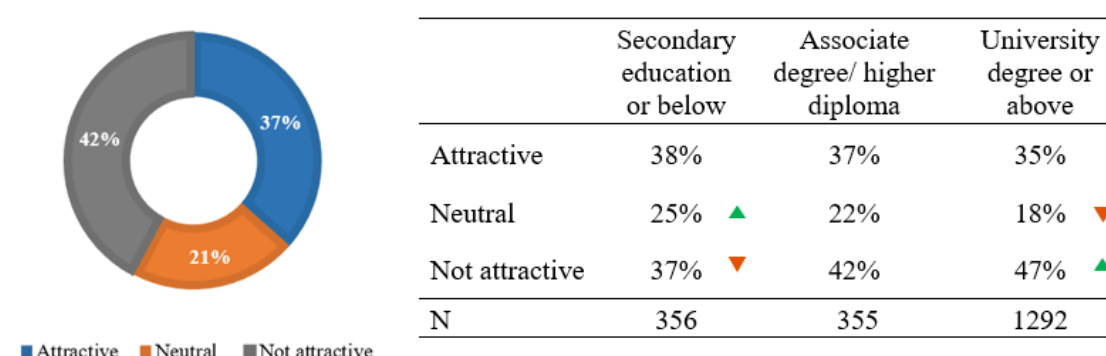
5.6 Views on the Greater Bay Area Youth Employment Scheme

As one of the measures announced by the Chief Executive in the 2020 Policy Address, the Greater Bay Area Youth Employment Scheme encourages and supports young people to work and develop their careers in nine cities in the Greater Bay Area. Hong Kong residents who hold a bachelor's degree or above issued by universities/colleges in Hong Kong or outside Hong Kong from 2019 to 2021 are eligible to join the scheme. Companies participating in the scheme shall recruit eligible graduates under Hong Kong laws and offer them a monthly salary of no less than HK\$18,000. The companies shall station the graduates in the GBA to work and

provide them with on-the-job training. The government will grant an allowance of HK\$10,000 per person per month for each graduate up to 18 months.¹⁵

This survey asked respondents' views on the scheme. More than one-third (37%) of the respondents suggested that the scheme is attractive to them. The average attractiveness score is 4.2 with a standard deviation of 1.8 (1 to 7 points, where 1 means extremely attractive and 7 means not attractive at all). On average, four out of ten (42%) respondents indicated that the scheme is unattractive. The scheme offers subsidies for university degree or above holders who graduated in 2019–2021. However, almost half of university degree or above graduates think the wage is unattractive. This percentage is significantly higher than the average level of 42% (Figure 5.6.1).

Figure 5.6.1 Attractiveness of the Greater Bay Area Youth Employment Scheme ($N = 2,003$)



Note: The percentage of the attractive group includes the percentages of attractive, very attractive and extremely attractive. The percentage of not attractive includes the percentages of not attractive, not very attractive and not attractive at all. The green triangles and the red inverted triangles denote that the segment's figure is significantly higher and lower than the row average at 0.05 level, respectively.

Regarding the subsidised period of the scheme, a majority of the respondents (80.6%) believed that the current arrangement of the subsidised period of up to 18 months is appropriate. Some respondents (11.5%) suggested that the appropriate period is 20 to 36 months (Table 5.6.1).

¹⁵ See details about the scheme from its official website: <https://www2.jobs.gov.hk/0/en/information/gbayes/>.

Table 5.6.1 Evaluation of the Greater Bay Area Youth Employment Scheme: Subsidised period ($N = 2,003$)

Appropriateness of subsidised period of up to 18 months	Percent
Appropriate	80.6%
Inappropriate	19.4%
<i>Period (in months)</i>	
<i>0–12</i>	<i>2.8</i>
<i>13–19</i>	<i>0.0</i>
<i>20–24</i>	<i>5.7</i>
<i>25–36</i>	<i>5.8</i>
<i>37–47</i>	<i>0.0</i>
<i>48 or above</i>	<i>5.2</i>
<i>Sub-total</i>	<i>19.4%</i>

As for the educational requirement of the scheme, the majority of the respondents suggested relaxing the educational requirements. More than one third (35%) of the respondents suggested that the scheme's eligibility should be extended from a bachelor's degree or above to non-degree post-secondary education qualifications. More than 40% (42%) of the respondents suggested no academic qualification restrictions on the scheme, especially among those with secondary education or below (Table 5.6.2).

We further conducted a cross-tabulation of the evaluation and respondents' educational level. Table 5.6.2 shows that, compared with the overall average, a larger percentage of respondents with secondary education or below suggested no academic restriction, and a larger percentage of those with non-degree post-secondary education suggested relaxing the requirement to other post-secondary education qualifications. In other words, the suggested education level coverage of the Scheme is in line with respondents' education attainment.

Table 5.6.2 Evaluation of the Greater Bay Area Youth Employment Scheme: Educational level
(*N* = 2,003)

	All	Secondary education or below	Associate degree/higher diploma	University degree or above
The current educational requirement of a bachelor's degree or higher is sufficient.	23%	18% ▼	13% ▼	31%
Educational requirement should be extended to other post-secondary education qualifications.	35%	30% ▼	46% ▲	36%
No academic qualification restrictions should be imposed. The minimum monthly salary should be the same as that of tertiary education.	24%	27% ▲	28%	19% ▼
No academic qualification restrictions should be imposed. The minimum monthly salary should be lower than that of tertiary education.	18%	25% ▲	13% ▼	13% ▼
<i>N</i>	2003	356	355	1292

Note: The green triangles and the red inverted triangles that denote the segment's figure are significantly higher and lower than the row average at 0.05 level, respectively.

As for the requirement on graduation year, the majority of the respondents suggested relaxing the requirements of the graduation year of the Scheme (81.5%). Approximately 37.5% of the respondents suggested extending the graduation year of 2019–2021 to within the past five years, and 44% suggested no restriction on the graduation year (Table 5.6.3).

Table 5.6.3 Evaluation of the Greater Bay Area Youth Employment Scheme: Graduation year
(*N* = 2,003)

Graduation year of 2019–2021	Percent
The current requirement of 2019–2021 for the graduation year is sufficient.	18.5%
The graduation year restriction should be extended within the past five years.	37.5%
No graduation year restriction should be imposed.	44.0%

5.7 Key factors influencing the inclination to pursue careers in the GBA

In the survey, respondents were divided into eight groups with different prompted messages about the potential challenges and opportunities (survey experiment) in the GBA before asking their willingness to work or start a business in the GBA. However, these promoted messages did not have statistically significant effects on the level of willingness, and the mean score of the willingness across are statistically insignificant across the groups with different messages. The possible reason is that the respondents already have the information of the challenges and opportunities in the GBA and the prompted messages did not effectively manipulate their knowledge. This is a limitation in the design of the survey experiment that deserves further study. Nevertheless, the survey questions about the perceived opportunities and challenges of the GBA allowed us to examine whether and how these perceptions affect respondents' willingness in pursuing their careers in the GBA. Against the background outlined above, we pooled all the respondents for analyses in this section while controlling for the dummy variables of the groups with different prompted messages in logistic regression analyses.

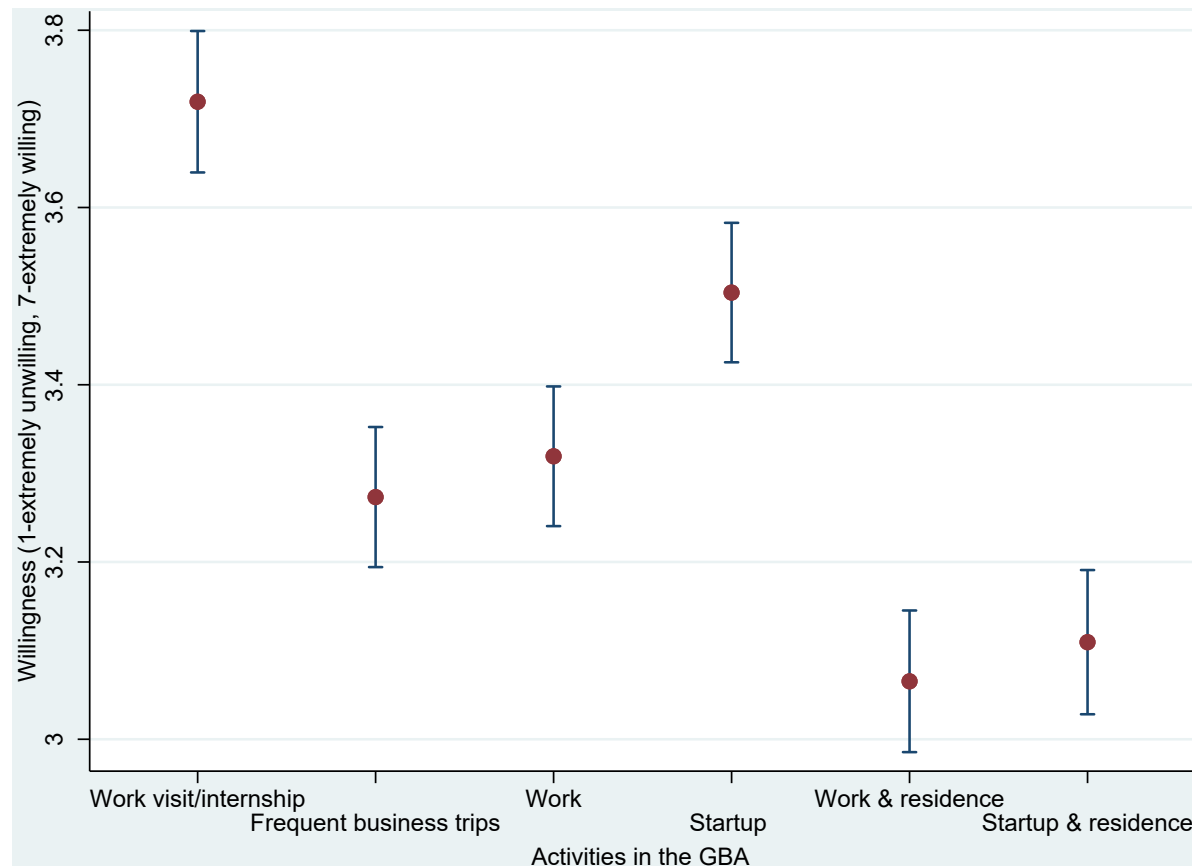
Respondents do not have a high inclination to engage in the economic activities in the GBA. Figure 5.7.1 presents the mean willingness scores (red dots) and 95% confidence intervals (capped spikes in blue) of engaging in various activities in the GBA. As shown in this figure, the average willingness scores of engaging in the various economic activities in the GBA range from 3.1 to 3.7 (1 to 7 points, where 1 means extremely unwilling and 7 means extremely willing).

The average willingness score of work visits/internships is 3.7 with a 95% confidence interval of 3.6 to 3.8. The results suggest that the respondents, on average, are more willing to have work visits and internships than other activities. The second-highest average willingness score (3.5) is to establish a start-up in the GBA while living in Hong Kong. The average willingness scores for frequent business trips and work in the GBA while living in Hong Kong are 3.3. The average willingness scores of long-term work/start-up of a business and residence in the GBA are lowest (the score of 3.1).

Further, we examined whether the perceived attractiveness and difficulties affect respondents' inclination to engage in various economic activities in the GBA, namely, work visits/internships, frequent business trips, long-term work while living in Hong Kong, start-up of a business while living in Hong Kong, long-term work while living in the GBA, and start-

up of a business while living in the GBA. As discussed above, we included the dummy variables of the groups with different prompted messages as control variables in the ordered logistic regression analyses. These dummy variables are not statistically significant at 0.05 level and the coefficients of these variables and constants are not presented for parsimony. Table 5.7.1 shows the results of ordered logistic regression analyses.

Figure 5.7.1 Willingness of engaging in various economic activities in the GBA



Note: The red dots present the mean willingness scores and capped spikes in blue show 95% confidence intervals. The standard deviations of these activities are approximately 1.8.

Attractive factors

The results show that the career development opportunity is the key pulling factor that influences the respondents to engage in all the economic activities in the GBA, as listed in Table 5.7.1. The effects of career development opportunities are large and statistically significant (at 0.001 level) in Models 1 to 6. It means that respondents who perceived the career opportunities in the GBA are more attractive are more likely to have work visits/internships, frequent business trips, long-term work while living in Hong Kong or the GBA or a start-up business while living in Hong Kong or the GBA.

Funding and related support for start-up and employment is also an important factor affecting the engagements in short-term work (work visits/internships and frequent business trips), long-term work while living in Hong Kong or start-up business while living in Hong Kong or the GBA. The effect of funding support on the willingness of long-term work and residence in the GBA is not significant. The possible reason is that long-term work and residence in the GBA is an important decision involving long-term career development and family relocation. The funding support for employment with a time limit (e.g., up to 18 months of the GBA Youth Employment Scheme) may not provide a strong incentive for Hong Kong people to relocate their families to the GBA.

Nevertheless, the results show that individuals, who perceived the funding support were attractive, were more willing to establish a business in the GBA while living in Hong Kong or the GBA (Models 4 and 6 of Table 5.7.1). Meanwhile, among the various economic activities shown in Figure 5.7.1, the average willingness score of establishing a start-up in the GBA while living in Hong Kong is the second highest, which is much higher than the score of starting a business and living in the GBA. These findings have important implications for revisiting the funding schemes in supporting local young adults to start up their business in the GBA. The government has made a large investment in supporting youth entrepreneurship. For example, with HK\$ 300 million, the Youth Development Fund was set up to support youth entrepreneurship and youth development activities through collaboration with NGOs¹⁶. Drawing on this project's findings on young adults' willingness of career development in the GBA, we recommend a dedicated study on how the different stakeholders, such as the government and the NGOs, collaborate in better supporting local young adults' career development in the GBA.

Tax preferential treatments have a statistically significant effect on the willingness to have frequent business trips, starting up a business while living in Hong Kong or the GBA and long-term work while living in the GBA. Meanwhile, the effect of preferential tax treatments on work visits/internships and long-term work (but live in Hong Kong) is not significant. The reason may be that the tax rate is higher in the mainland than in Hong Kong and the criteria are about the days of residence for individual income tax. According to the public notice issued by

¹⁶ See details in Section 3 for the policy review.

the Ministry of Finance and State Administration of Taxation (2019), an individual without domicile stays in the mainland for 183 days or more in a year and in the preceding six consecutive years when this individual stays 183 days in each year and does not leave the mainland for more than 30 days, the individual's income is subject to individual income tax.

Quality of life is a significant pulling factor for work visits/internships, long-term work and start-up of a business. Respondents who perceived the quality of life (e.g. the larger living area and the slower pace of life) in the GBA are more attractive are more likely to engage in the activities outlined above.

The salary in the GBA influences the willingness of working long-term while living in Hong Kong (Model 3 of Table 5.7.1) and starting up a business while living in the GBA (Model 6). Respondents who suggested the living expenses in the GBA is more attractive are more willing to work long-term and live in the GBA (Model 5).

Challenging factors

We also examine whether challenging factors affect the young adults' willingness to work or start a business in the GBA. Table 5.7.1 show that the adaptation to the local work culture is a crucial challenge influencing respondents' willingness to have work visits/internships, frequent business trips, work and residence, or start-up business while living in the GBA. Respondents who perceived the adaptation to the work culture to be more challenging were less willing to engage in these activities in the GBA. Such effect is not statistically significant on the willingness to work or start a business in the GBA while living in Hong Kong. The possible reason is that respondents who are not willing to live in the GBA do not adapt to the local working environment. The challenges of the adaptation to the local work culture may not be considered as an issue.

The unfamiliarity of the local policies and regulations influences respondents' willingness to have frequent business trips (Model 2 of Table 5.7.1) and start a business and live in the GBA (Model 6). The more challenging the respondents feel about the unfamiliarity of the local policies and regulations, the less willing they are to engage in these activities in the GBA.

The results of the seeking suitable job opportunity reveal interesting findings. The results show that the challenges of seeking suitable job opportunities and good development prospects

decreased the respondents' willingness to start a business in the GBA (Model 4). However, such challenges increased their willingness to have work visits or internships. In other words, respondents who believe seeking suitable job opportunities and good development prospects in the GBA are more challenging are more willing to explore the potential development opportunities through work visits or internships.

The perceived challenges of travelling between Hong Kong and the GBA exert a negative effect on the willingness of frequent business trips but a positive effect on the willingness to work long term while living in the GBA and start a business while living in the GBA. It means that respondents, who indicated that travelling between Hong Kong and the GBA is more challenging, are less willing to have frequent business trips but more willing to work and live in the GBA. The findings of the effects of the challenges of seeking suitable job opportunities and travelling between Hong Kong and the GBA suggest that young adults may overcome the challenges of job seeking and travelling, and the key issue is to increase the attractiveness of the GBA.

The challenges of handling children's schooling in the GBA only affect the willingness to frequent business trips (Model 2). Respondents who suggested handing children's schooling in the GBA is more challenging are more willing to have a frequent business trip (no need for family relocation).

Furthermore, the challenge of having full access to the Internet negatively affected the willingness of long-term work and residence in the GBA (Model 5). Obtaining a considerable after-tax income does not have a statistically significant effect on the willingness to work or start a business in the GBA.

Effects of social demographic factors

Compared with those of upper secondary education or below, respondents with post-secondary education (non-degree and degree holders) are more willing to have work visits or internships in the GBA (Model 1 of Table 5.7.1). Student respondents are less willing than full-time employees to start a business in the GBA (Model 4). Compared with those having a monthly household income lower than HK\$20, 000, respondents who earn HK\$60, 000 are less willing to work or start a business in the GBA but live in Hong Kong. No gender nor age differences are found in the respondents' willingness to work or start a business in the GBA.

Table 5.7.1 Ordered logistic models: Effects of perceived opportunities and challenges on the willingness concerning various activities in the GBA (1 = very willing, 7 very unwilling) ($N = 2,003$)

	Work visits/internships	Frequent business trips	Long-term work	Start-up of a business	Long-term work and residence	Start-up of a business and residence
	(1)	(2)	(3)	(4)	(5)	(6)
<i>Opportunities/Attractiveness</i>						
Career opportunity	0.747*** (0.073)	0.510*** (0.069)	0.352*** (0.061)	0.366*** (0.061)	0.458*** (0.056)	0.486*** (0.058)
Salary	-0.029 (0.055)	0.043 (0.058)	0.132* (0.058)	0.101 (0.058)	0.109 (0.060)	0.135* (0.058)
Property price	0.086 (0.053)	0.034 (0.053)	-0.006 (0.051)	-0.013 (0.051)	-0.084 (0.051)	-0.113* (0.050)
Funding/support for start- up/employment	0.196* (0.080)	0.303*** (0.079)	0.285*** (0.073)	0.256*** (0.075)	0.090 (0.073)	0.294*** (0.076)
Tax preferential treatments	0.095 (0.070)	0.151* (0.071)	0.138 (0.073)	0.220** (0.074)	0.288*** (0.073)	0.142* (0.067)
Living expenses	0.093 (0.064)	0.083 (0.061)	-0.018 (0.055)	0.096 (0.056)	0.117* (0.059)	0.075 (0.058)
Quality of life	0.160* (0.063)	0.059 (0.057)	0.199*** (0.056)	0.153** (0.053)	0.273*** (0.060)	0.213*** (0.056)
<i>Challenges/Difficulties</i>						
Suitable job opportunities and good prospects	0.137* (0.055)	-0.002 (0.057)	-0.092 (0.052)	-0.148** (0.056)	0.005 (0.059)	0.088 (0.060)
Considerable after-tax income	0.016 (0.056)	0.099 (0.058)	-0.022 (0.056)	-0.068 (0.053)	0.102 (0.056)	0.032 (0.059)
Travel between Hong Kong and the GBA	-0.091 (0.047)	-0.124** (0.046)	-0.027 (0.047)	0.065 (0.046)	0.131** (0.049)	0.099* (0.049)
Children's schooling in the GBA	0.044 (0.056)	0.147* (0.063)	0.067 (0.060)	0.061 (0.059)	-0.052 (0.055)	-0.047 (0.054)
Work culture	-0.157* (0.066)	-0.123* (0.057)	-0.035 (0.056)	-0.017 (0.060)	-0.233*** (0.058)	-0.196*** (0.058)
Policies and regulations	-0.126* (0.062)	-0.237*** (0.060)	0.032 (0.060)	-0.009 (0.058)	-0.071 (0.060)	-0.112* (0.055)
Full access to the Internet	0.033 (0.041)	0.033 (0.049)	-0.077 (0.049)	-0.020 (0.043)	-0.114* (0.047)	-0.048 (0.046)
Gender (<i>Ref.</i> = male)	0.018 (0.095)	-0.108 (0.100)	-0.173 (0.093)	0.100 (0.092)	-0.099 (0.100)	-0.080 (0.102)

Age group (<i>Ref.</i> = 21–25)						
26–30	0.076 (0.143)	−0.025 (0.141)	0.013 (0.146)	0.029 (0.135)	0.091 (0.152)	0.093 (0.148)
31–35	0.150 (0.146)	0.184 (0.145)	0.042 (0.143)	−0.020 (0.133)	0.130 (0.149)	0.244 (0.150)
36–40	0.163 (0.139)	0.009 (0.142)	−0.007 (0.143)	−0.134 (0.130)	0.202 (0.151)	0.238 (0.149)
Level of education (<i>Ref.</i> = <i>Upper secondary education or below</i>)						
Post-secondary (non-degree)	0.318* (0.138)	0.014 (0.142)	−0.014 (0.141)	−0.042 (0.139)	0.046 (0.145)	−0.029 (0.142)
University degree or above	0.470*** (0.123)	0.176 (0.121)	0.117 (0.115)	0.006 (0.118)	0.148 (0.121)	−0.038 (0.124)
Economic activity status (<i>Ref.</i> = <i>Fulltime employment</i>)						
Part-time employment	0.128 (0.194)	−0.045 (0.224)	−0.010 (0.197)	−0.165 (0.183)	0.092 (0.212)	0.167 (0.206)
Unemployed	−0.158 (0.214)	0.182 (0.228)	−0.251 (0.217)	−0.097 (0.197)	0.345 (0.221)	0.150 (0.207)
Students	0.147 (0.204)	−0.026 (0.207)	−0.111 (0.218)	−0.395* (0.191)	0.119 (0.204)	0.098 (0.194)
Homemaker	−0.533 (0.357)	−0.408 (0.392)	−0.409 (0.399)	−0.621 (0.437)	−0.289 (0.401)	−0.335 (0.413)
Monthly household income (<i>Ref.</i> = <i>Below HK\$20,000</i>)						
20,000–39,999	−0.072 (0.170)	0.147 (0.181)	−0.174 (0.149)	−0.331* (0.146)	−0.033 (0.175)	0.088 (0.162)
40,000–59,999	−0.068 (0.180)	0.039 (0.191)	−0.272 (0.162)	−0.134 (0.162)	−0.286 (0.184)	−0.188 (0.174)
60,000 or above	−0.159 (0.203)	0.045 (0.200)	−0.426* (0.167)	−0.393* (0.171)	−0.353 (0.202)	−0.208 (0.197)
Did not know/ Refused to answer	−0.458* (0.205)	−0.216 (0.233)	−0.533* (0.237)	−0.424* (0.213)	−0.205 (0.233)	−0.219 (0.232)
Place of birth (<i>Ref.</i> = Hong Kong)						
Mainland China	−0.119 (0.149)	0.111 (0.149)	0.080 (0.145)	0.125 (0.138)	0.059 (0.151)	0.037 (0.145)
Other places	0.443 (0.317)	−0.145 (0.350)	0.265 (0.308)	0.132 (0.246)	0.237 (0.243)	0.156 (0.254)

Note: See the main text about the details of the model. Robust standard errors in parentheses *** p<0.001, ** p<0.01, * p<0.05.

6. Policy Recommendations and Implications

The current policy research project examines the ideas, aspirations and concerns of Hong Kong young people regarding career opportunities (e.g. internships, employment and start-ups) in the nine mainland cities of the GBA. According to the research findings, young adults do not have a high inclination to work or start a business in the GBA. We believe this issue deserves policy attention and practical solutions should be provided to support young adults to pursue their careers in the GBA. Drawing on the key findings from the big data and online survey, we are convinced that the government could facilitate some young adults to seize the opportunities and cope with the challenges of pursuing their careers in the GBA through some practical policy arrangements. In this section, we propose four practical and feasible policy recommendations for the government's consideration.

(1) Enhance the understanding of the local work culture, policies and regulations in the GBA

According to our research findings, more than 60% of the respondents in the online survey suggested that the adaptation to the local policies and regulations (66%) and the local work culture (60%) were the main difficulties for working or starting a business in the GBA. In particular, 61% of the respondents suggested that the unfamiliarity with local work culture was a weakness of young adults working in the GBA. The regression analysis further showed that these two challenges negatively influenced young adults' willingness to have frequent business trips and to start a business and live in the GBA. Furthermore, the challenges of adapting to the local work culture affected the young adults' willingness to have work visits and internships, and to work and live in the GBA.

The government shall organise workshops and seminars and develop online platforms to provide information on the local work culture and policy regulations in the GBA. We believe such an enhancement of understanding could facilitate the young adults to better adapt to the local working and living environment in the GBA.

(2) Organise internships, study trips and placement programmes

The research findings showed that young adults were more willing to have work visits or internships than working or starting a business in the GBA. In particular, young adults of post-

secondary education (non-degree and degree holders) were more willing to engage in work visits or internships than those of upper secondary education or below.

The government has launched several internships and exchange schemes for local youth, such as Funding Scheme for Youth Internship in the Mainland and Scheme on Corporate Summer Internship on the Mainland¹⁷. These programmes aim to broaden young people's horizons, improve their understanding of the career opportunities available, foster their aspirations and help them plan their careers. The government shall collaborate with the enterprises in the GBA to provide opportunities for internships and placement programmes in the GBA and promote these schemes to young adults, especially senior year students, through collaboration with higher education institutions. We believe that the internship and placement experience in the GBA will deepen their understanding of the labour market and career prospects in the GBA and sharpen their competitive edge for career development.

(3) Establish a one-stop platform to facilitate young adults' career development in the GBA

Our research findings showed that more than one-third of the respondents in the online survey believed the career development opportunities in the GBA were attractive. Respondents, who perceived the career opportunities and development prospects in the GBA as more attractive, were more willing to engage in various economic activities, including work visits/internships, frequent business trips and working or starting a business while living in the GBA. Meanwhile, over half of respondents in the survey indicated that seeking suitable job opportunities in the GBA was a challenge.

Drawing on these findings, we recommend a one-stop platform for young adults to easily connect to the right resources and advisory services for job seeking in the GBA. The platform can also consist of information on online and offline activities (such as workshops, seminars and job affairs) to discover career development opportunities in the GBA. If young adults could have more information about the career prospect and suitable job opportunities in the GBA, they may be more

¹⁷ Visit the website of the Youth Development Commission for details: <https://www.ydc.gov.hk/en/programmes/introduction.html>.

likely to pursue their career in the GBA.

(4) Revisit the requirements of the Greater Bay Area Youth Employment Scheme

The Greater Bay Area Youth Employment Scheme announced in 2020 encourages and supports young people to pursue their careers in the GBA. Although only local residents holding bachelor's degrees or above awarded in 2019 to 2021 are eligible for the scheme, most of the respondents in our study suggested that the educational qualification and graduation year requirements should be relaxed or even removed.

The government should revisit the scheme's requirements, consider relaxing the requirement to non-degree tertiary education and extend the graduation year to within five years or even consider removing the restrictions (with potential adjustments on the amounts of subsidies accordingly). Thus, more young adults can participate in the Scheme.

7. Conclusions

In recent years, the Hong Kong government has emphasised encouraging young adults to pursue their careers in the nine mainland cities of the Guangdong-Hong Kong-Macao Greater Bay Area. The design of effective strategies for engaging young people in the GBA relies on a good understanding of their aspirations and concerns on pursuing their career in the GBA. Therefore, the research team conducted this study to examine the ideas, aspirations and concerns of the young adults in Hong Kong regarding career opportunities in the GBA and provide policy recommendations.

We adopted the big data approach to understand the aspirations and concerns of local young people regarding pursuing their careers in the GBA. This project collected the online discussions in Hong Kong about career development and living in the GBA through web scraping. The collected data covered the online discussions and comments in public forums, blogs and news platforms from 1 January 2018 to 31 December 2020.

The results of the big data analyses showed that, regarding pursuing the career in the GBA, the

main positive discussions involved better opportunities and government's policy support, whereas the negative discussions mainly focused on the lack of job opportunities and low income in the GBA and the cultural differences between Hong Kong and the mainland. As for the discussions on living in the GBA, the positive discussions mainly appreciated the better quality of life and affordable housing in the GBA and the travel convenience across the border and the GBA cities. However, some discussions concerned mainly with the unfamiliarity with local policies and regulations, unachieved 'one-hour living circle' between Hong Kong and the GBA and handling of children's education.

Drawing on the big data analysis results, we conducted an online survey to examine how the young adults evaluated these opportunities and concerns and how these ideas affected their willingness to engage in various activities, such as internship, work, and starting a business in the GBA. The online survey was conducted between 24 September and 12 October 2021 in Hong Kong. The sample included 2,003 Hong Kong permanent residents aged 21–40 who speak Cantonese and/or Putonghua. Board quota sampling and post-weighting were adopted to make the sample closely represent the population in Hong Kong.

The online survey results showed that the adaptation to the local work culture and local policies and regulations negatively influenced young adults' willingness to engage in various economic activities in the GBA. Young adults were more willing to have work visits or internships than working or starting a business in the GBA. Young adults of post-secondary education (non-degree and degree holders) were more willing to engage in work visits or internships than those of upper secondary education or below. Young adults, who perceived career opportunities and development prospects in the GBA as more attractive, were more willing to pursue their careers in the GBA. Lastly, most young adults in the study suggested relaxing or removing the educational qualification and graduation year requirements.

Drawing on the key findings from the big data approach and online survey, the research team proposed four main policy recommendations. Firstly, we recommended that the government shall organise workshops and seminars and develops online platforms to provide information on the local work culture and policy regulations of the GBA to facilitate young adults to better adapt to

the local working and living environment in the GBA. Secondly, considering that young adults may have reservations in residing in GBA cities, the government shall facilitate young adults' engagement in different types of economic activities in the GBA, especially short term activities without residing in the Mainland. This may help to gradually relax their reservation in residing in the GBA. The government shall collaborate with enterprises and higher education institutions to organise and promote short term programmes, such as internships and study trips and placement programmes, to young adults, especially senior year students.

Thirdly, a one-stop platform shall be established for young adults to easily connect them to the right resources, information and advisory services for job seeking in the GBA. Lastly, the government shall revisit the eligibility of the Greater Bay Area Youth Employment Scheme, particularly the requirements for educational qualification and graduation year.

The GBA provides young people with a broad platform and more development opportunities. Local policymakers shall prioritise strategies to capitalise on Hong Kong's competitive advantage to enable young Hong Kong people to make the most of the opportunities afforded by the GBA and realise their potential. The strategies will also help Hong Kong to gain a competitive advantage and benefit from the development of the GBA.

8. Details of the Public Dissemination Held

The research team has conducted several activities to disseminate the findings of the research project. A short policy research report (in traditional Chinese and English) was made to disseminate the key findings and policy recommendations. See Appendix B for the leaflet of the policy research report.

The results of the big data analysis of the project were presented in the 17th Annual Conference of the East Asian Social Policy Research Network on 2 July 2021, with the presentation title '*Golden Opportunity of the Greater Bay Area for Hong Kong Youth? Evidence from Big Data*'. See Appendix C for the programme rundown of the conference and the abstract of the presentation.

A public seminar was held on 11 November 2021 to disseminate the key findings of the project. The seminar title is ‘*The Greater Bay Area and Career Opportunity for Hong Kong Youth: Evidence from Big Data and Online Survey*’. See Appendix D for the poster of the public seminar.

In collaboration with the University’s Communication and Public Relations Office, the principal investigator of the project publicised the key findings of the project. The press release titled “*HKBU survey reveals demands to relax eligibility for the Greater Bay Area Youth Employment Scheme*” was publicized on 23 November 2021 through the University’s newsletter and official website. See Appendix E for the press release. The findings were also reported by several local newspapers, such as *Sing Tao Daily*, *Hong Kong Economic Journal*, and *Hong Kong Commercial Daily* on 24 November 2021

To disseminate the key findings to the professional and academic community, the research team will publish an academic paper about the research project. The manuscript of the paper is under preparation and will be submitted to an academic journal on policy studies (e.g. *Journal of Social Policy* or *Journal of Asian Public Policy*).

References

- Constitutional and Mainland Affairs Bureau (2018), Greater Bay Area, Overview, Retrieved from: <https://www.bayarea.gov.hk/en/about/overview.html>
- General Office of the State Council. (2018). Measures Regarding the Application for Mainland Residence Permits by Hong Kong, Macao and Taiwan Residents, Retrieved from http://www.gov.cn/zhengce/content/2018-08/19/content_5314865.htm
- Hong Kong Federation of Youth Groups. (2019). Eliminating the barriers to Hong Kong youth’s career development in the GBA. Retrieved from <https://yrc.hkfyg.org.hk/2019/02/26/yi039/>.
- Hong Kong Public Opinion Program. (2021). “We Hongkongers Survey” press conference cum mini-policy forum on “Living and Working in Greater Bay Area” (2021-09-10). Retrieved from <https://www.pori.hk/press-release-en/2021-09-10-pm.html?lang=en>.
- Labour Department, the Government of Hong Kong SAR. (2020). Greater Bay Area Youth Employment Scheme is closed. Retrieved from <https://www2.jobs.gov.hk/0/en/information/gbayes/>.

- Ministry of Finance and State Administration of Taxation (2019). *Public Notice Regarding Criteria for Determining Days of Residence of Individuals without Domicile within the Mainland China*. Retrieved from <http://www.chinatax.gov.cn/n810341/n810755/c4148981/content.html> 3 November 2021.
- National Development and Reform Commission. (2008). *The Outline of the Pearl River Delta reform and development plan (2008–2020)*. Retrieved from http://www.china.org.cn/government/scio-press-conferences/2009-01/08/content_17075239.htm.
- National Development and Reform Commission, Ministry of Foreign Affairs, and Ministry of Commerce. (2015). *The Vision and Action for Promoting the Construction of the Silk Road Economic Belt and the 21st Century Maritime Silk Road*. Retrieved from <https://www.beltandroad.gov.hk/visionandactions.html>.
- National Development and Reform Commission, People's Government of Guangdong Province, Government of the Hong Kong Special Administrative Region, Government of the Macao Special Administrative Region. (2017). *Framework Agreement on Deepening Guangdong-Hong Kong-Macao Cooperation in the Development of the Greater Bay Area*. Retrieved from https://www.bayarea.gov.hk/filemanager/en/share/pdf/Framework_Agreement.pdf.
- Ouyang, W. (2019). Han Zheng: Unites young people, creates hopes and encourages them to bring his abilities into full play in GBA. Wen Wei Po, retrieved from <http://paper.wenweipo.com/2019/03/07/HK1903070001.htm>. (in Chinese)
- State Council. (2016). *The 13th Five-Year Plan for Plan for National Economic and Social Development (2016–2020)*. Retrieved from <http://en.ndrc.gov.cn/newsrelease/201612/P020161207645765233498.pdf>.
- State Council. (2017). *Report on the Work of the Government (2017)*. Retrieved from http://www.npc.gov.cn/englishnpc/Special_13_1/2018-03/04/content_2041364.htm.
- State Council. (2019). *Outline Development Plan for the Guangdong-Hong Kong-Macao Greater Bay Area*. Retrieved from https://www.bayarea.gov.hk/filemanager/en/share/pdf/Outline_Development_Plan.pdf.
- Zheng, W. T. and Guo, H. (2019). Opinion poll and the analysis of Hong Kong youth and Guangdong-Hong Kong-Macau Greater Bay Area. *Bauhinia Tribune*, 18-23. (in Chinese).

Appendix A. Survey Questions for the Online Survey

(An excerpted and translated version of the questions used in the analysis)

A survey of Hong Kong residents' willingness to work and live in the Greater Bay Area cities

The Greater Bay Area includes Hong Kong, Macau, and Guangdong Province's cities, particularly Guangzhou, Shenzhen, Zhuhai, Foshan, Zhongshan, Dongguan, Zhaoqing, Jiangmen, and Huizhou. Given that we want to know the situation in the Greater Bay Area in the mainland, the 'Greater Bay Area' mentioned in the following questions refers to the Greater Bay Area outside Hong Kong and Macau. Concerning the following issues, consider the normal conditions that are not affected by the pandemic.

This questionnaire will be conducted by researchers from Hong Kong Baptist University and follow the guidelines of 'Privacy Policy Statement and Personal Information Collection Statement'. For details, refer to <https://bupdpd.hkbu.edu.hk/policies-and-procedures/pps-pics/>.

1. What is your year of birth? _____ (**The format requires a four-digit year.)

Note: The respondents' year of birth must be between 1981 to 2000 (21–40 years old). It does not apply to persons born in 1981 or before and after 2000.

2. What is your gender?

(01) Male (02) Female

3. What is your level of education? (The response refers to the highest level of study, that is, whether you have completed the course or not.)

(01) Elementary school or below

(02) Lower secondary school (Secondary 1 to 3)

(03) Upper secondary school (F.4-7/DSE/Yi Jin)

(04) Post-secondary education: Diploma/certificate program

(05) Post-secondary education: Associate degree program (non-degree)

(06) Post-secondary education: Bachelor degree program

(07) Post-secondary education: Graduate school or above

Random group A (control group)

As Hong Kong and the mainland have become increasingly connected, many Hong Kong people have come to work and live in the Greater Bay Area. Which level would you like to conduct the following activities in the Greater Bay Area?

	Extremely interested				Extremely not interested		
	1.	2	3	4	5	6	7

4.	Work visits or internships							
5.	Frequent business trips							
6.	Long-term work while living in Hong Kong							
7.	Start-up of a business while living in Hong Kong							
8.	Long-term work and residence							
9.	Start-up of a business and residence							

Random group B

As Hong Kong and the mainland have been increasingly connected, many Hong Kong people have come to work and live in the Greater Bay Area. Some people think that Hong Kong's industrial development is homogeneous, and the Greater Bay Area could provide suitable job opportunities and good development prospects. Which level would you like to conduct the following activities in the Greater Bay Area?

		Extremely interested				Extremely not interested		
		1.	2	3	4	5	6	7
4.	Work visits or internships							
5.	Frequent business trips							
6.	Long-term work while living in Hong Kong							
7.	Start-up of a business while living in Hong Kong							
8.	Long-term work and residence							
9.	Start-up of a business and residence							

Random group C

As Hong Kong and the mainland have become increasingly connected, many Hong Kong people have come to work and live in the Greater Bay Area. Some people think that Hong Kong people can enjoy tax concessions when working or starting a business in the Greater Bay Area, and the cost of living (such as property prices, rent and daily expenses) is lower than in Hong Kong. Which level would you like to conduct the following activities in the Greater Bay Area?

		Extremely interested				Extremely not interested		
		1.	2	3	4	5	6	7
4.	Work visits or internships							
5.	Frequent business trips							

6.	Long-term work while living in Hong Kong							
7.	Start-up of a business while living in Hong Kong							
8.	Long-term work and residence							
9.	Start-up of a business and residence							

Random group D

As Hong Kong and the mainland have become increasingly connected, many Hong Kong people have come to work and live in the Greater Bay Area. Some people think that the transportation network between Hong Kong and the Greater Bay Area is well developed, including high-speed railways, the Hong Kong-Zhuhai-Macao Bridge, and seven land-based cross-boundary. The ‘one-hour living circle’ has gradually formed. Which level would you like to conduct the following activities in the Greater Bay Area?

		Extremely interested				Extremely not interested		
		1.	2	3	4	5	6	7
4.	Work visits or internships							
5.	Frequent business trips							
6.	Long-term work while living in Hong Kong							
7.	Start-up of a business while living in Hong Kong							
8.	Long-term work and residence							
9.	Start-up of a business and residence							

Random group E

As Hong Kong and the mainland have become increasingly connected, many Hong Kong people have come to work and live in the Greater Bay Area. However, some people think that the income of many jobs in the Greater Bay Area is low. Which level would you like to conduct the following activities in the Greater Bay Area?

		Extremely interested				Extremely not interested		
		1.	2	3	4	5	6	7
4.	Work visits or internships							
5.	Frequent business trips							
6.	Long-term work while living in Hong Kong							
7.	Start-up of a business while living in Hong Kong							
8.	Long-term work and residence							

9.	Start-up of a business and residence							
----	--------------------------------------	--	--	--	--	--	--	--

Random group F

As Hong Kong and the mainland have become increasingly connected, many Hong Kong people have come to work and live in the Greater Bay Area. However, some people think that the education that children receive in the Greater Bay Area is different from Hong Kong. Which level would you like to conduct the following activities in the Greater Bay Area?

		Extremely interested				Extremely not interested		
		1.	2	3	4	5	6	7
4.	Work visits or internships							
5.	Frequent business trips							
6.	Long-term work while living in Hong Kong							
7.	Start-up of a business while living in Hong Kong							
8.	Long-term work and residence							
9.	Start-up of a business and residence							

Random group G

As Hong Kong and the mainland have become increasingly connected, many Hong Kong people have come to work and live in the Greater Bay Area. But some people think that it is more difficult to adapt to Mainland policies and regulations. Which level would you like to conduct the following activities in the Greater Bay Area?

		Extremely interested				Extremely not interested		
		1.	2	3	4	5	6	7
4.	Work visits or internships							
5.	Frequent business trips							
6.	Long-term work while living in Hong Kong							
7.	Start-up of a business while living in Hong Kong							
8.	Long-term work and residence							
9.	Start-up of a business and residence							

Random group H

As Hong Kong and the mainland have become increasingly connected, many Hong Kong people have come to work and live in the Greater Bay Area. However, some people think that it is more difficult to adapt to the work culture in the Mainland. Which level would you like to conduct the following activities in the

Greater Bay Area?

		Extremely interested				Extremely not interested		
		1.	2	3	4	5	6	7
4.	Work visits or internships							
5.	Frequent business trips							
6.	Long-term work while living in Hong Kong							
7.	Start-up of a business while living in Hong Kong							
8.	Long-term work and residence							
9.	Start-up of a business and residence							

For working or starting a new business in the Greater Bay Area, how attractive do you think are the following aspects?

	Extremely attractive				Not attractive at all		
	1	2	3	4	5	6	7
10. Career development opportunities							
11. Salary							
12. Property price							
13. Funding support for start-up/employment							
14. Tax concessions							
15. Lower living expenses							
16. Quality of life (e.g. larger living area is larger than Hong Kong and slower pace of life)							

For employment or entrepreneurship in the Greater Bay Area, what are the levels of difficulties in the following aspects?

	Extremely difficult				Not difficult at all		
	1	2	3	4	5	6	7
17. Seeking suitable job opportunities and good development prospects							
18. Obtaining a considerable after-tax income							

19. Travelling between Hong Kong and the GBA							
20. Handling children's schooling in the GBA							
21. Adapting to the work culture							
22. Adapting to the policies and regulations							
23. Having full access to the Internet (e.g. Google and Facebook)							

24. Given that Hong Kong and the mainland have become increasingly connected, if you return to Hong Kong after starting a business or employment in the Greater Bay Area, what advantages do you think your experience in the Greater Bay Area will bring you? (You can choose more than one answer.0)

- (01) Accumulation of work experience
- (02) Accumulation of interpersonal networks in the mainland
- (03) Understanding of the laws and regulations in the mainland
- (04) Understanding of the work culture in the mainland
- (05) Having experience in cooperating with mainlanders
- (06) Having a broader vision
- (07) Understanding of the mainland market
- (08) Ability to adapt to a new environment

25. What do you think are the strengths of Hong Kong young people (21–40 years old) working in the Greater Bay Area? (Select at most three items.)

- (01) Biliterate and trilingual proficiency
- (02) International visions
- (03) Intercultural understanding between East and West
- (04) Professional skills
- (05) Soft skills (such as communication skills, teamwork, flexibility and problem-solving skills)
- (06) Creativity
- (07) The spirit of hard work
- (08) Others (please specify) _____

26. What do you think are the potential weaknesses of Hong Kong young people (21–40 years old) working in the Greater Bay Area? (Select at most three items.)

- (01) Not proficient in Mandarin
- (02) Unfamiliar with the local environment
- (03) Unfamiliar with the local work culture
- (04) Insufficient professional skills

- (05) Insufficient soft skills (such as communication skills, teamwork, flexibility and problem-solving skills)
 (06) Insufficient creativity
 (07) Lack of local interpersonal network
 (08) Others (please specify) _____

27. What do you think of the job opportunities and prospects of the following industries in the Greater Bay Area and Hong Kong?

	Better than Hong Kong	Similar to Hong Kong	Worse than Hong Kong
28. Innovation and technology			
29. Financial Services			
30. Professional services (for example, law, advertising, design and management consulting)			
31. Trading and logistics			
32. Real property			
33. Healthcare and life sciences			
34. Infrastructure			
35. Tourism, hotel and catering			
36. Cultural arts and creative industries			

Views on the Greater Bay Area Youth Employment Project

To encourage and support young people to work and develop their careers in cities in the Greater Bay Area, the Chief Executive announced in the 2020 Policy Address the launch of the Greater Bay Area Youth Employment Scheme to encourage companies with operations in Hong Kong and the Greater Bay Area to recruit and send graduates from local universities/colleges to work in cities in the Greater Bay Area.

Hong Kong residents who hold a bachelor's degree or above issued by universities/colleges in Hong Kong or outside Hong Kong from 2019 to 2021 can legally work in Hong Kong can participate in the program. Companies participating in the programme should recruit graduates in Hong Kong following Hong Kong laws with a monthly salary of no less than HK\$18,000. The companies should also provide work and on-the-job training to the participants in the Greater Bay Area. The government will grant an allowance of HK\$10,000 per person per month to those hired by the company for a period of up to 18 months.

37. Do you think the employment scheme with a monthly salary of 18,000 to 26,000 Hong Kong dollars is attractive?

Very attractive (1) – not attractive at all (7)

38. Do you think the subsidy period of up to 18 months is appropriate?

(01) Appropriate

(02) Inappropriate. It should be _____ months. (Fill in the number.)

39. The current target of the programme is only for university graduates with a bachelor's degree or above.

Do you think it is sufficient?

(01) It is sufficient.

(02) It should be extended to other post-secondary education qualifications, including diploma/certificate courses and associate degree courses.

(03) There should be no academic qualification restrictions, and the minimum monthly salary requirement (HK\$18,000) should be the same as that of tertiary education.

(04) There should be no academic qualification restrictions, but the minimum monthly salary requirement (HK\$18,000) should be lower than that of tertiary education.

40. The current target of the plan is only for graduates from 2019 to 2021. Do you think it is enough?

(01) It is sufficient.

(02) It should be extended to graduation within the past five years.

(03) There should be no restriction on the graduation year.

Basic Demographic Background

41. What is your current employment situation?

(01) Full-time work

(02) Part-time work

(03) Unemployed

(04) Student

(05) House worker/Housewife

(06) Other: _____

42. What is the average monthly household income of your family? (Including all work income and other cash income, such as commissions, bonuses, rental income, savings interest, investment profits and CSSA)

01	Below 6000	07	30,000–39,999
02	6,000–9,999	08	40,000–49,999
03	10,000–14,999	09	50,000–59,999
04	15,000–19,999	10	60,000 or above
05	20,000–24,999	98	Refuse to answer
06	25,000–29,999	99	Do not know

Appendix B. Project Leaflet with Policy Recommendations

English version



Public Policy Research
THE GREATER BAY AREA AND CAREER OPPORTUNITY FOR HONG KONG YOUTH
(Executive Summary on the Online Survey)

Principal investigator of the research project

Dr JIANG Jin
Department of Sociology
Hong Kong Baptist University

Research background

In recent years, the Hong Kong Government has emphasised encouraging young adults to pursue their careers in the nine mainland cities of the Guangdong-Hong Kong-Macao Greater Bay Area (GBA). The design of effective strategies for engaging young people in the GBA relies on a good understanding of their aspirations and concerns on pursuing their career in the GBA.

Research objectives and methods

This research aims to examine the ideas, aspirations and concerns of the young adults in Hong Kong regarding career opportunities in the GBA, and provide policy recommendations.

Data collection

An online survey was conducted between September and October of 2021.

Sample

The sample included 2,003 Hong Kong permanent residents aged 21-40 who speak Cantonese and/or Putonghua. Board quota sampling and post-weighting were adopted to make the sample closely represent the population in Hong Kong.

Analysis method

STATA 17 was employed for data analyses, such as descriptive analyses and ordered logistic regression analyses.

This research project (Project Number: 2019.A3.019.19C.A2) is funded by the Public Policy Research Funding Scheme from the Policy Innovation and Co-ordination Office of The Government of the Hong Kong Special Administrative Region.

1 / PAGE

Appendix B. Project Leaflet with Policy Recommendations

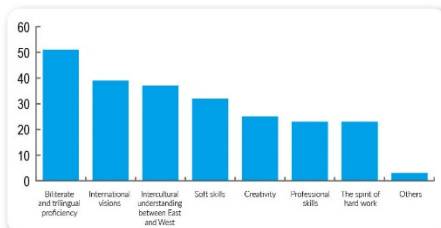
English version (continued)



Key findings

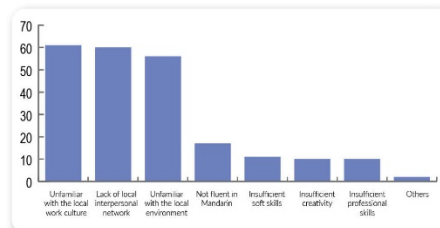
Hong Kong youth's strengths

Approximately half of the young adults in the survey are confident that their language proficiency is a strength in pursuing their careers in the GBA.



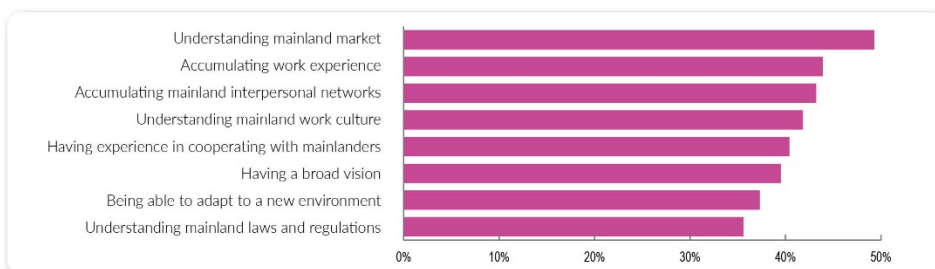
Hong Kong youth's weaknesses

The unfamiliarity of the local work culture and local environment, and the lack of interpersonal network are young adults' greatest weaknesses in pursuing their careers in the GBA.



Benefits from working in the GBA

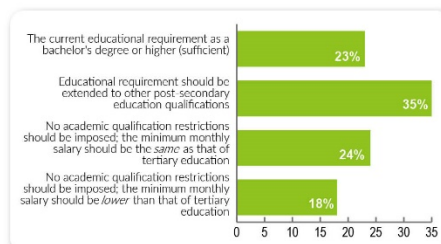
Nearly half of the young adults believe that the knowledge gained from Mainland China's market is the key benefit from working in the GBA, if they return to Hong Kong for work.



Views on the requirements of "Greater Bay Area Youth Employment Scheme"

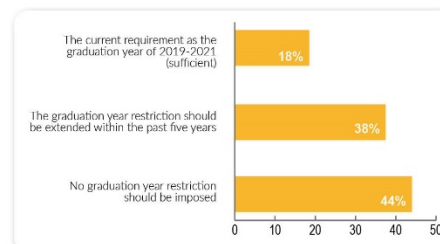
Educational qualification

A substantial proportion of young adults suggest relaxing or removing the current requirement of educational qualification.



Graduation year

The majority of young adults suggest relaxing or removing the current requirement of graduation year.



Appendix B. Project Leaflet with Policy Recommendations

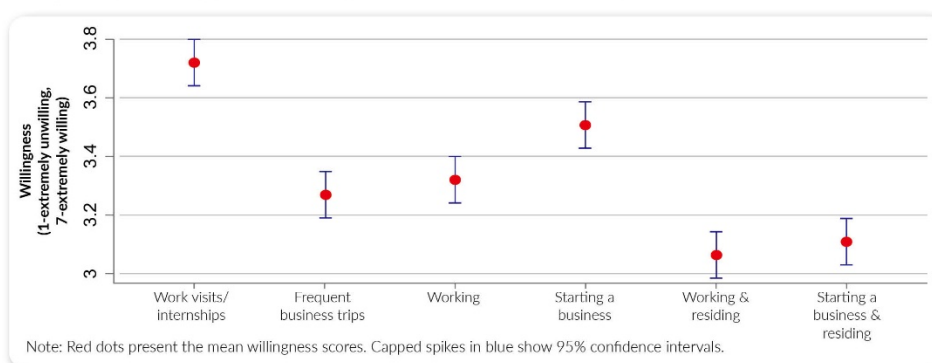
English version (continued)



Key findings

Willingness to engage in various economic activities in the GBA

Young adults, on average, are more willing to have work visits and internships than other activities.



Key factors influencing the willingness to pursue careers in the GBA

Career opportunity and funding support are the key pull factors. Adaptations to the local work culture and the local policies and regulations are key challenges. Young adults with tertiary education are more willing to have work visits or internships in the GBA.

	Work visits/ internships	Frequent business trips	Working	Starting a business	Working & residing	Starting a business & residing
Opportunities/Attractiveness						
Career opportunity	+	+	+	+	+	+
Funding support for start-up/employment	+	+	+	+		+
Tax preferential treatments		+		+	+	+
Quality of life	+		+	+	+	+
Challenges/Difficulties						
Work culture	—	—			—	—
Policies and regulations		—				—
Suitable job opportunities and good prospects	+			—		
Travel between Hong Kong and the GBA		—			+	+
Level of education (Ref. = Upper secondary education or below)						
Non-degree post-secondary	+					
University degree or above	+					

The symbols + and — show a significant positive and negative effect, respectively.

Appendix B. Project Leaflet with Policy Recommendations

English version (continued)



Policy recommendations to facilitate young adults' career development in the GBA

1 Provide information on the local work culture and policy regulations of the GBA

Workshops, seminars and online platforms shall be organised to facilitate young adults to better adapt to the local working and living environment in the GBA.

Research finding:

The adaptation to the local work culture and local policies and regulations negatively influence young adults' willingness to engage in various economic activities in the GBA.



2 Organise internships, study trips and placement programmes

Collaboration with enterprises and higher education institutions (HEIs) is needed to organise and promote programmes to young adults, especially senior year students of HEIs.

Research finding:

Young adults are more willing to have work visits or internships than working or starting a business in the GBA. Young adults of post-secondary education are more willing to engage in work visits or internships than those of upper secondary education or below.



3 Establish a one-stop platform to facilitate young adults' career development in the GBA

A one-stop platform for young adults easily connects them to the right resources, information and advisory services for job seeking in the GBA.

Research finding:

Young adults who perceive career opportunities and development prospects in the GBA as more attractive are more willing to pursue their careers in the GBA.



4 Revisit the eligibility to the Greater Bay Area Youth Employment Scheme

The requirements for educational qualification and graduation year should be reviewed.

Research finding:

Most young adults in the study suggest relaxing or removing the educational qualification and graduation year requirements.





公共政策研究專案
粵港澳大灣區與香港青年事業發展
(網上調查報告摘要)

項目首席研究員
江晉博士
香港浸會大學 社會學系

研究背景

近年來，特區政府積極地鼓勵年青人到粵港澳大灣區的九個內地城市發展（以下簡稱大灣區）。要制定有效的政策吸引年青人參與大灣區發展，需充分了解他們如何面對在大灣區發展的機遇和挑戰。

研究目標和方法

是次研究旨在分析香港年青人對在大灣區職業發展的期望及關注，並提供政策建議。

數據收集
2021年9月至10月期間的網上調查。

樣本
2003位年齡介乎21-40歲，操粵語或普通話為主的香港永久性居民。為增加樣本對總體人口的代表性，樣本採用配額抽樣和加權處理。

分析方法
使用STATA 17軟件進行數據分析，包括描述性分析及有序邏輯回歸分析。

本研究項目（項目編號：2019.A3.019.19C.A2）獲香港特別行政區政府政策創新與統籌辦事處公共政策研究資助計劃撥款資助。

1 / 頁

Appendix B. Project Leaflet with Policy Recommendations

Chinese version (continued)

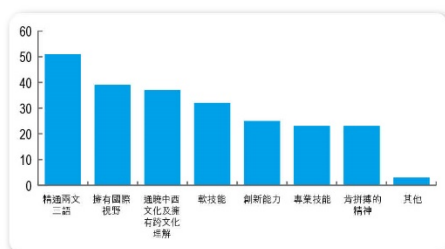
粵港澳大灣區與香港青年事業發展

(網上調查報告摘要)

主要研究結果

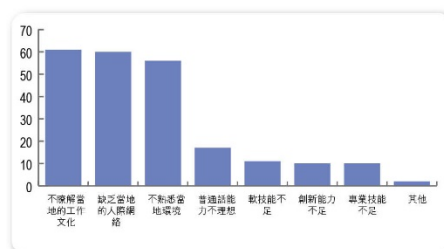
香港青年在大灣區發展的優勢

大約一半的受訪年青人相信他們的兩文三語的能力是一種優勢。



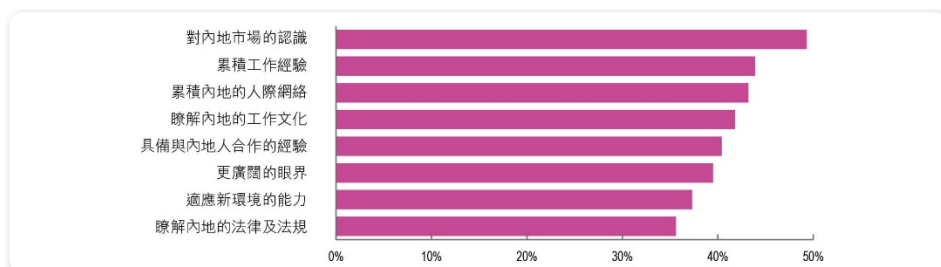
香港青年在大灣區發展的劣勢

不瞭解當地的工作文化和環境，以及缺乏人際網絡，被年青人視為在大灣區發展主要的劣勢。



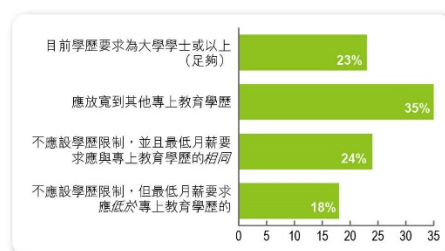
從大灣區工作的經歷中獲益

近一半的年青人認為，若在大灣區創業或就業後回港發展，對內地市場的認識會為他們帶來優勢。

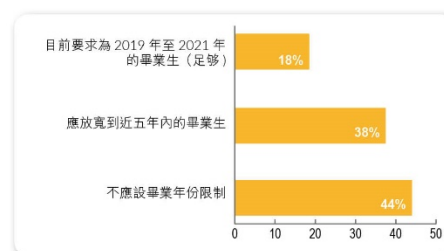


對「大灣區青年就業計劃」有關資格要求的看法

相當比例的年青人建議放寬或取消有關計劃對學歷的要求。



大多數年青人建議放寬或取消對畢業年份的要求。



Appendix B. Project Leaflet with Policy Recommendations

Chinese version (continued)

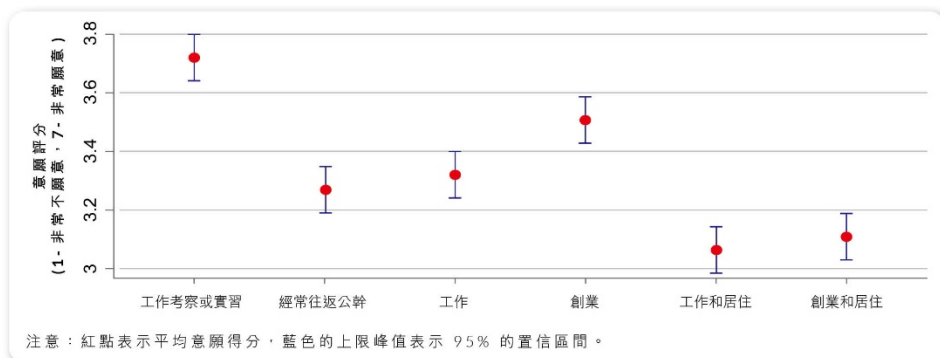
粵港澳大灣區與香港青年事業發展

(網上調查報告摘要)

主要研究結果

在大灣區從事多項經濟活動的意願

與其他活動相比，年青人更願意到大灣區工作考察或實習。



影響到大灣區發展意願的關鍵因素

職業發展機會和資金支持是關鍵的推動因素。對當地工作文化和政策法規的適應是主要挑戰。受過高等教育的年青人更願意到大灣區工作訪問或實習。

	工作考察或實習	經常往返公幹	工作	創業	工作和居住	創業和居住
機會/吸引力						
職業發展機會	+	+	+	+	+	+
對就業/創業的資金支援	+	+	+	+		+
稅收優惠待遇		+		+	+	+
生活品質	+		+	+	+	+
挑戰/困難						
工作文化	-	-			-	-
政策和法規		-				-
合適的就業機會和良好的前景	+			-		
往來香港與大灣區的交通		-			+	+
教育水平 (參照組：高中或以下)						
專上教育(非學位)	+					
學士學位或以上	+					

註：符號 + 和 - 分別表示顯著的正面和負面影響。

Appendix B. Project Leaflet with Policy Recommendations

Chinese version (continued)

粵港澳大灣區與香港青年事業發展

(網上調查報告摘要)

協助年青人到大灣區發展的政策建議

1 提供有關大灣區當地的工作文化和政策法規的資訊

舉辦工作坊、研討會和開發在線平台，以幫助年青人在大灣區更好地了解及適應當地的工作和生活環境。

研究發現：

適應當地工作文化和政策法規，是年青人到
大灣區發展的主要挑戰。



2 組織實習、學習考察和就業選配計劃

與企業和各大專院校合作，組織及推廣年青人的實習及考察等項目，尤其是高年級學生。

研究發現：

與在大灣區工作或創業相比，年青人，尤其是受過高等教育的年青人更願意到當地工作考察或實習。



3 創立「一站式平台」，助青年人在大灣區發展事業

為年青人提供的「一站式平台」，可輕鬆連接到大灣區求職所需的合適資源、信息和諮詢服務。

研究成果：

認為大灣區的就業機會和發展前景更具吸引力的年青人，更願意在大灣區發展事業和生活。



4 重新審視「大灣區青年就業計劃」的申請資格

重新審視對申請人的學歷和畢業年份的要求。

研究成果：

研究中的大多數年青人建議放寬或取消此計劃的學歷和畢業年份的要求。



Appendix C. Public Dissemination: Presentation at a Conference on Social Policy

Programme Rundown

The poster features a background with a yellow-to-pink gradient and a graphic of stylized human figures in the lower right. A thermal imaging camera is shown in the bottom right corner, displaying a thermal image of two people with temperature readings: 29.5°C, 32.7, 32.7, and 17.7. The text is in white and purple.

Lingnan 嶺南大學
University 香港 Hong Kong

EASIP East Asian Social Policy

FISS Foundation for International Studies on Social Security

iPS INSTITUTE OF POLICY STUDIES

The 17th Annual Conference of the East Asian Social Policy Research Network &
The 27th Annual Conference of the Foundation for International Studies on Social Security

**MITIGATING THE ECONOMIC AND
SOCIAL IMPACT OF COVID-19:
THE ROLE OF SOCIAL SECURITY AND SOCIAL
WELFARE RESPONSES IN EAST AND WEST**

2-4 July 2021
Lingnan University, Hong Kong

Programme Rundown (continued)

Final Programme

DAY ONE – Friday 2 July 2021

DAY ONE – Friday 2 July 2021						
1.00-2.00pm: Registration						
<p>2.00-2.30pm: Opening Ceremony and Official Welcomes From Lingnan University, FISS, and EASP</p> <ul style="list-style-type: none"> ▪ Ka Ho Mok, Vice President, Lingnan University, Hong Kong ▪ Peter Saunders, FISS President ▪ Shih-Jiunn Shi, Chair of EASP ▪ Chen Hon-Fai, Head of Sociology & Social Policy Department, Lingnan University, Hong Kong <p>Moderator: Stefan Kühner, Secretary EASP/ Lingnan University, Hong Kong</p> <p>Meeting ID: 924 5965 7863</p> <p>Link: https://lingnan.zoom.us/j/92459657863?pwd=ODNlUuaHhSM2JlMFZhWThjNHUzQ3liQTU9Rm:LBYG02</p>						
<p>2.30-3.20pm: Plenary 1: Hong Kong Social Policy at a Crossroads</p> <ul style="list-style-type: none"> ▪ Yip Pau Siu Fai, Department of Social Work & Social Administration, University of Hong Kong ▪ Ka Ho Mok, School of Graduate Studies, Lingnan University, Hong Kong ▪ Chen Juan, Department of Applied Social Sciences, Hong Kong Polytechnic University, Hong Kong ▪ Wong Hung, Department of Social Work, Chinese University of Hong Kong <p>Moderator: Bea Conting, University of Antwerp, Belgium</p> <p>Meeting ID: 924 5965 7863</p> <p>Link: https://lingnan.zoom.us/j/92459657863?pwd=ODNlUuaHhSM2JlMFZhWThjNHUzQ3liQTU9Rm:LBYG02</p>						
3.30-4.45pm: Parallel stream sessions (1)						Panel session 1 Aspects of Poverty in East Asia Chair: Aya Abe
Session 1 Social Policy Responses to the Covid-19 Crisis Chair: Bea Conting	Session 2 Welfare States & Welfare Regimes Chair: Ijin Hong	Session 3 Social Security & Social Justice Chair: Wim Van Lancker	Session 4 Education & Youth Transitions Chair: Misa Izuahara	Session 5 Measurement of Income & Poverty Chair: Hung Wong		
Meeting ID: 933 8122 9314 Link: https://lingnan.zoom.us/j/9361765282?pwd=OUJhOThlUuaHhSM2JlMFZhWThjNHUzQ3liQTU9Rm:LBYG02	Meeting ID: 926 3865 4828 Link: https://lingnan.zoom.us/j/92638654828?pwd=NHVpZWVlUuaHhSM2JlMFZhWThjNHUzQ3liQTU9Rm:LBYG02	Meeting ID: 989 1418 7682 Link: https://lingnan.zoom.us/j/98914187682?pwd=ZjZlUuaHhSM2JlMFZhWThjNHUzQ3liQTU9Rm:LBYG02	Meeting ID: 926 3588 3967 Link: https://lingnan.zoom.us/j/92635883967?pwd=ODNlUuaHhSM2JlMFZhWThjNHUzQ3liQTU9Rm:LBYG02	Meeting ID: 919 2370 7233 Link: https://lingnan.zoom.us/j/91923707233?pwd=UuaHhSM2JlMFZhWThjNHUzQ3liQTU9Rm:LBYG02	Meeting ID: 942 0669 4811 Link: https://lingnan.zoom.us/j/94206694811?pwd=UuaHhSM2JlMFZhWThjNHUzQ3liQTU9Rm:LBYG02	
Ye-Ji Jeon, Mihyang Choi, Yichi Zhang & Rina Iwai Family policy responses to COVID-19 in East Asian countries: explaining policy variations and causes	Karl Johnson Rediscovering Social Investment in Welfare State Policies: Back to the Future with Developmentalism	Rita Griffiths Universal Credit and the conundrum of the Covid-19 £20 uplift	David Ho Protection and Disparities among Hong Kong Undergraduates, Risk Society Theory, Curriculum Design and Stress	Seung-ju Lee & Jong-sung You Progress and challenges in measuring income inequality in South Korea, focusing on the problems of survey data	Yu-Ling Chang, Xiang Gao, JiYoung Kang, Aya Abe, Jennifer Romich & Julia Shu-Huah Wang Low-Paid Work, Poverty, and Policy in East Asian Countries	

DAY ONE – Friday 2 July 2021, Cont.					
<p>Jesse Lastunen "To the rescue?" The mitigating role of tax and benefit rescue packages for poverty and inequality in Africa amid the COVID-19 pandemic</p>	<p>Shih-Jiunn Shi & Stefan Kühner Social Policy in East Asia: Between Productivism and Social Investment</p>	<p>Fran Bennett & Jane Millar Universal Credit: how integration and automation limit reform options</p>	<p>Chan Wing Kit & Ngok Kinglun Education policy as Labor Market instrument. Chinese way for mass Higher Education and Its Implications for Chinese Welfare Regime</p>	<p>Kitae Yoo Setting the deprivation threshold in Australia: a Poisson-based framework</p>	<p>Li Shi & Zhu Mengbing Changes in Old-Age Poverty in Rural China in the New Century</p>
<p>Xue Li & Changquan Jiao Decentralization or Recentralization: The role of central Fiscal Transfers in the Expansion of Social Security System in China</p>	<p>Chak-Meng Lei & Yeun-wen Ku What is the Implication of Social Investment in Macao's Social Policy? Evidence from Expenditure on Education and Elderly Welfare</p>	<p>Sarah Jiyoon Kwon The effects of universal child allowance on maternal health Evidence from South Korea</p>	<p>Lin Jiang & Dong Zhang "Golden Opportunity" of the Greater Bay Area for Hong Kong Youth? Evidence from Big Data</p>	<p>Chan Siu Ming The role of housing cost and housing tenure in poverty and inequality analysis: The case of Hong Kong</p>	<p>Inhoee Ku, Wonjin Lee, Li Shi, Aya Abe, Chungyang Yeh & Zhu Mengbing What Makes Old-Age Poverty in East Asian Countries So High?</p>

Appendix C. Public Dissemination: Presentation at a Conference on Social Policy

Abstract

The 17th Annual Conference of the East Asian Social Policy (EASP) Research Network

Abstract submission to the Stream of 12 Labour Markets & Employment

“Golden Opportunity” of the Greater Bay Area for Hong Kong Youth?

Evidence from Big Data

* Dr JIANG Jin, Department of Sociology, Hong Kong Baptist University, Dr ZHANG Dong, Department of Political Science, Lingnan University

* Corresponding author, Email: jiangjin@hkbu.edu.hk; soc.jiang@gmail.com. The corresponding author would like to indicate her intention to attend the conference in person.

Since the launch of the Guangdong-Hong Kong-Macao Greater Bay Area (GBA) initiative in 2015, the development of young Hong Kongers has been increasingly recognized in national policies on the GBA. The Hong Kong SAR government places great emphasis on encouraging young adults to pursue their careers in the GBA. From the government’s perspective, the GBA represents a “golden opportunity” for local youth’s employment and further career development. However, recent surveys revealed the absence of interest from the majority of local people. This sharp contrast between the government’s enthusiasm and young adults’ lack of interest will create challenges for the Hong Kong government in responding to the central government’s call to develop the GBA. We believe that effective strategies for engaging youth in the GBA initiative rely on a good understanding of local people’s genuine ideas about the GBA. Given Hong Kong’s high Internet penetration rate, we use the online data to examine how local people perceive the role of the GBA for youth development. Specifically, we collect the online discussions from five popular local online news and discussion platforms and adopt the big data analysis to investigate the sentiments, perceptions, and major evaluations on the opportunities and challenges posed by the GBA for local youth working and living in the GBA. The research findings have important policy implications for local youth’s employment and career development, as well as Hong Kong’s active engagement in the GBA development.

Acknowledgment: This research project (Project Number: 2019.A3.019.19C.A2) is funded by the Public Policy Research Funding Scheme / Strategic Public Policy Research Funding Scheme from the Policy Innovation and Co-ordination Office of The Government of the Hong Kong Special Administrative Region.

Appendix D. Public Dissemination: Organisation of a Public Seminar

Poster



香港浸會大學
HONG KONG BAPTIST UNIVERSITY



社會科學院
FACULTY OF SOCIAL SCIENCES



EST. 1956



DEPARTMENT OF SOCIOLOGY
HONG KONG BAPTIST UNIVERSITY

Public Seminar

THE GREATER BAY AREA AND CAREER OPPORTUNITY FOR HONG KONG YOUTH:

Evidence from Big Data and Online Survey



11 November 2021



3:00 pm – 4:30 pm (HK Time)



Zoom Link: <https://hkbu.zoom.us/j/99543728008>



Zoom ID: 995 4372 8008

Language: English



Dr JIANG Jin
Assistant Professor, Department of Sociology
Hong Kong Baptist University

Abstract

Since the launch of the Guangdong-Hong Kong-Macao Greater Bay Area (GBA) initiative in 2015, the importance of young Hong Kongers' development has been increasingly recognised in national policies on the GBA. The Hong Kong SAR government places great emphasis on encouraging young adults to engage in the GBA development, particularly pursuing their career in nine mainland cities of the GBA. Effective strategies for engaging young people in the GBA initiative rely on a good understanding of their attitudes and aspirations about the GBA. Given Hong Kong's high Internet penetration rate, this project conducted big data analyses on the online discussions about the GBA and youth development, and synthesised several core evaluations of the opportunities and challenges of living and working in the GBA area. The online survey was conducted with young adults to examine how these perceived opportunities and challenges affect their inclination to pursue careers in the GBA. In addition to the key findings derived from the big data and online survey, this seminar will discuss the policy recommendations for facilitating young adults to seize the opportunities as well as to overcome the challenges they may encounter in the GBA.

Acknowledgement

This research project (Project Number: 2019.A3.019.19CA2) is funded by the Public Policy Research Funding Scheme from the Policy Innovation and Co-ordination Office of The Government of the Hong Kong Special Administrative Region.

ALL ARE WELCOME

Enquiries: 3411 7131 (phone) or
soc@hkbu.edu.hk (e-mail)
Recognized CCL Seminar




聯誼課程
Co-curricular Learning







Remarks: Students who would like to apply for CCL, please **register via SLES in advance and access the Zoom Link via the HKBU account ONLY** (i.e. @life.hkbu.edu.hk) AND **have to complete the online Survey after the seminar**. Otherwise, attendance would not be counted.

Appendix E. Public Dissemination: Press Release

Press Release



香港浸會大學
HONG KONG BAPTIST UNIVERSITY
Communication and Public Relations Office



EN 繁體

A A A

Home About Us Contact Us Event Calendar

Media and Public Affairs Event Management Marketing Communications Publications and Communication Services

Media and Public Affairs

Home > Media and Public Affairs > Press Release > HKBU survey reveals demands to relax eligibility for the Greater Bay Area Youth Employment Scheme < Back

Press Release

HKBU News

HKBU in the Media

Find an expert

Media Advice and Media Training

Media Enquiries

Press Release

HKBU survey reveals demands to relax eligibility for the Greater Bay Area Youth Employment Scheme

Tuesday, 23 Nov 2021

A Hong Kong Baptist University (HKBU) survey found that more than 70% of responding young adults think that the educational requirements of the Greater Bay Area Youth Employment Scheme (the Scheme) should be relaxed. It also affirmed that career opportunities and funding support for startups or employment in the Mainland cities of the Greater Bay Area (hereafter referred to as the GBA) are the key pull factors that influence young adults' willingness to engage in economic activities in the GBA.

In recent years the Hong Kong SAR Government has made a major effort to promote the city's integration with the GBA and persuade young people to work and pursue their careers there. The Scheme was launched in 2020 to encourage enterprises with operations in both Hong Kong and the GBA to recruit and deploy recent local university graduates to the GBA. Successful applicants of the Scheme will be stationed in the GBA for work, and besides receiving on-the-job training, they will also be offered a monthly salary of no less than HK\$18,000.

To evaluate the Scheme's attractiveness and understand young people's perceptions of the GBA, a research team led by **Dr Jiang Jin, Assistant Professor of the Department of Sociology at HKBU**, conducted an online survey from September to October 2021 with 2,003 young adults in Hong Kong aged between 21 and 40. The survey collected the respondents' opinions on the Scheme and their evaluations of the opportunities and challenges of working or starting a business in the GBA. The research project is funded by the Public Policy Research Funding Scheme of the Government's Policy Innovation and Co-ordination Office.

Education-related requirements should be relaxed

The survey found that almost a half of the respondents holding a university degree or above consider the Scheme to be unattractive. Although only university degree or above holders are eligible for the Scheme, 47% consider the Scheme to be unattractive. The proportion decreased to 42% and 37% respectively for those of non-degree post-secondary education and those of secondary education or below.

Young residents in Hong Kong, who hold bachelor degrees or above awarded by local or overseas tertiary institutions from 2019 to 2021, are eligible for the Scheme. The survey found that **77% of the respondents think that the educational requirements should be relaxed**. In addition, 35% of the respondents suggested that the Scheme should be extended to those with a non-degree post-secondary education, and 42% suggested that there should be no restrictions on the types of academic qualifications needed for the Scheme.

For the criterion on the years of graduation, 82% of the respondents suggested it should be relaxed. In addition, 38% of the respondents suggested extending the graduation period to include the past five years, and 44% suggested that no such restriction should be imposed.

Respondents are less willing to live in the GBA

The survey assessed respondents' willingness to engage in different types of economic activities in the GBA with a "willingness score" on a scale of 1 (extremely unwilling) to 7 (extremely willing). These activities include (1) work visits or internships, (2) frequent business trips, (3) working, (4) starting a business, (5) working and residing, and (6) starting a business and residing in the GBA. Survey results found that respondents are more willing to engage in work visits or internships (with a mean willingness score of 3.7) and start a business (with a mean willingness score of 3.5) in the GBA.

Appendix E. Public Dissemination: Press Release

Press Release (continued)

However, it should be noted that respondents are less willing to engage in economic activities that involve living in the GBA. The mean willingness scores for working and residing and for starting a business and residing in the GBA were around 3.1 for both, which is the joint lowest score among all the types of economic activities.

Career opportunities and funding support as key pull factors

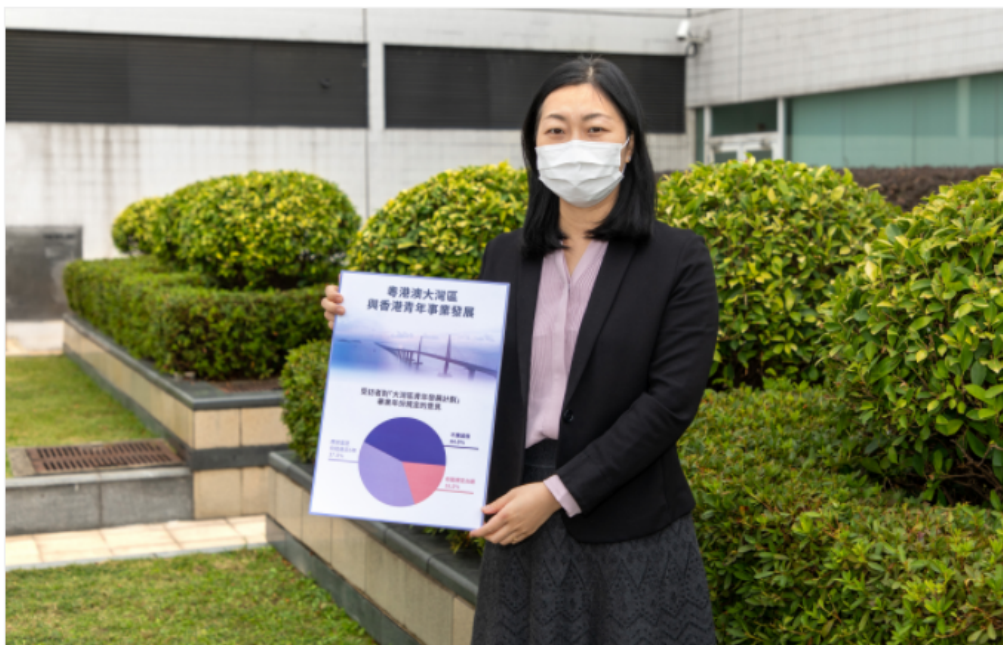
The research team also looked into the perceived opportunities and challenges that influence the respondents' decision to work in the GBA. The analysis showed that respondents, who perceived the career development opportunities and funding support for starting a business or employment to be more attractive, are more willing to engage in various economic activities in the GBA. In addition, the attractiveness of tax preferential treatments and the quality of life in the GBA, such as more living space and a slower pace of life, was found to have a positive impact on respondents' willingness to live in the GBA while working or starting a business there.

However, adapting to the work culture in the GBA was found to be the main challenge that significantly influenced respondents' willingness to engage in work visits or internships, as well as frequent business trips. In addition, it also affected their decision to live in the GBA while working or starting a business there. It was also shown that respondents, who perceived the adaptation process to the policies and regulations to be more difficult, are less willing to go on frequent business trips, or start a business and live in the GBA.

"The survey results show that from the perspective of young adults in Hong Kong, the Greater Bay Area Youth Employment Scheme has the potential to allow them to leverage the opportunities for career development. We recommend that the Government revisit the Scheme's eligibility criteria, including the requirements around educational qualifications and years of graduation, so that more young adults can participate in the Scheme," said Dr Jiang Jin.

"To encourage more young adults to pursue their careers in the GBA, the Government should take into account their aspirations and concerns. For instance, considering that young adults may have reservations about residing in GBA cities, the Government should facilitate young adults' engagement in different types of economic activities in the GBA, especially short-term activities that don't require them to reside on the Mainland. This may help to gradually relax their reservations about residing in the GBA.

"The Government should also take the lead to establish a one-stop platform for young adults to connect them with the right resources and advisory services, as this will make it easier for them to search for a job in the GBA. It will be an important tool to facilitate their exploration of relevant career opportunities. The platform should also offer advice on how they can adapt to the local working and living environment in the GBA," added Dr Jiang.



Dr Jin Jiang, Assistant Professor of the Department of Sociology at HKBU, conducts an online survey to evaluate the Greater Bay Area Youth Employment Scheme's attractiveness and understand young people's perceptions of the GBA.