

HOW DO YOUR STUDENTS USE MEDIA IN WORK AND DAILY LIVES?		WHAT RESOURCES DOES YOUR SCHOOL NEED FOR STUDENTS' FUTURE?	
Mainland China			
Students don't watch TV or read papers	Interests of students & way they consume media is a huge challenge for journalism schools	Online courses already available on Mainland—but faculty/deans mixed about whether to offer them.	Dean Li: Journalism courses NEEDED by /should be offered to students from all departments (may mean Journalism schools take on different role, maybe even close)
Students use mobiles and web to get news	Writing skills are poor—style too much like text message/Twitter	Teachers need to have their online skills improved—often students have stronger skills	Students who are in “other” departments may not realize their interest in and need for journalism courses
Plagiarism is a problem—information is taken directly from the Internet	Writing is not in-depth/superficial	Perhaps university should focus education students on knowledge acquisition & writing/analytical skills, not practical skills	Should journalism courses be targeted at post-graduate level?
Many intellectuals in China don't use Internet (don't have much free time)	Grassroots citizens are the group that do have time to spend online	Journalism education (in China) needs to connect to world and other faculty	Need for international student exchanges

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Hong Kong			
Different schools have different approaches: some schools require students to subscribe to daily newspapers & online assignments vs. other schools where those are only “recommended”	HK students do not want to pay for news: don't buy papers—read free dailies, get online news (i.e. Yahoo!) News from those sites not in-depth	Schools need financial resources: to hire new teachers, purchase equipment, etc.	Schools need new faculty to have greater ‘new media’ expertise: need to hire new faculty + train older faculty (there may be some resistance to the latter)
Journalism students read more news—but even they are not very well informed—so they are not well-equipped to be journalists	Students depend on the Web for news	Need teachers with both research abilities (PhD) and practical skills (journalism background)	Need for teaching materials for new media courses
Students’ news interest is in local, not national or int’l news	Students are interested in entertainment and sensationalized news, not serious news	Journalism schools small in size: lacking economies of scale	Need for schools to reach out—for sharing and collaboration
Students are casual & passive news consumers	Youth are suffering from an overload of info—which leads to them being “Compassion Deficient,” and suffering from “Information fatigue”	HK should act as bridge—between the mainland and outside world, (one country, 2 systems)	HK needs to build connections among its various journalism schools
Students have a non-intellectual tendency	Students are too busy with a range of activities	Need for global studies programs/courses in universities that journalism programs can join	Need for student exchanges
Students don't look long-term—instead they ask “What's in it for me now?”	Students are not socially conscious		