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Dear TWF friends

Last week was an exciting week for TWF with the launch of our EOC-sponsored study examining how Hong Kong media creates and exacerbates gender stereotypes.

Our new study is the first report to date that collates the key findings from existing local research exploring the portrayal of women in the media on the one hand and societal perceptions, attitudes and behaviours on the other with a focus on three important issues for Hong Kong:

- \* the increase in cases of harassment of, and violence against, women
- \* the increase in eating disorders and body image issues affecting women and girls
- \* the under-representation of women in leadership roles

Some of the findings are very concerning - for instance, the fact that 40% of Hong Kong teens aged 15 to 17 are accessing pornographic materials and a majority are doing so before turning 14. Also of concern is the research showing that boys who are exposed to pornography have more negative stereotypes of women and a greater proclivity towards sexual harassment, while girls who are exposed to pornography believe sexual coercion is more permissible in relationships.

We hope our study will encourage the Government, regulators, businesses and the media to promote greater responsibility and sensitivity when it comes to the portrayal of women and girls in the media. At the same time, Hong Kong needs to introduce media literacy training particularly for children and young adults so they are able to filter what they see based on a set of healthy and positive core values and aspirations.

PS We are also grateful to the many organisations - from HSBC and the Young Executives' Group to the Inter-Pacific Bar Association and the International Women's Insolvency Confederation - who invited us to speak at their events last week: thank you for taking such a keen interest in our work!

Warmest regards

Su-Mei Thompson  
 CEO, The Women's Foundation

## TWF ANNOUNCES NEW RESEARCH

### Gender Stereotypes in the Hong Kong Media: A Scoping Study by The Women's Foundation, Sponsored by the EOC

This week, TWF launched a new study that explores how Hong Kong media creates and exacerbates gender stereotypes. The study, which was sponsored by the Equal Opportunities Commission, explores the potential associations between the portrayal of women in the media on the one hand and societal perceptions, attitudes and behaviours on the other with a particular focus on the sexualisation of women in the media, the promotion of the thinness ideal, and stereotypes about women in the workplace.

[Read the press release](#)

[Read the research report](#)

[Read the media coverage](#)

## UPCOMING EVENTS



### Fireside Chat with Jo Farrell, Author of Living History: Bound Feet of Women in China

**DATE:** Tuesday, May 19, 2015

**TIME:** 6.30 – 8.30 p.m. Talk begins at 7.00 p.m.

**VENUE:** RPC, 11/F, Three Exchange Square, 8 Connaught Place, Central

**MODERATOR:** Anna Dickie, Managing Editor, Ocula Hong Kong

**JO WILL TALK ABOUT:**

- Art, culture and the pressure women feel to conform to beauty standards

[Register for this event](#)



### Time Out Wine Walk 2015

**DATE:** Saturday, May 30, 2015

**TIME:** 3.00 – 6.00 p.m.

**VENUE:** Food Street at Fashion Walk, Causeway Bay

**ABOUT THIS EVENT:**

- Sample fine wines and enjoy delicious canapes for a good cause. TWF is this year's charity beneficiary!

- 15% off early bird tickets until May 17 (HK\$142), 20% off group tickets of 10 (HK\$134)

[Buy tickets here](#)

**Save the date for these upcoming entrepreneur workshops**

**MAY 26** - Empowering Women Entrepreneurs Online Series #4: Tech Stuff for Non-Techies

**JUNE 9** - Empowering Women Entrepreneurs Online Series #5: Access to Capital

**JUNE 23** - Empowering Women Entrepreneurs Online Series #6: Expanding into Mainland China

**CEO BLOG****Snippets from our CEO Blog**

**May 6:** Thank you to the IPBA for inviting me to be their opening speaker for this year's summit in Hong Kong!

**May 6:** Presenting at HSBC on TWF's best practice guide to effective women's networks

**May 7:** Thank you Tatler for inviting me to have the Last Word in the School Guide supplement to this month's magazine!

**May 8:** At the Gala Dinner of the Hong Kong Journalists Association

**May 11:** Thank you to Leonie Valentine of Google for sharing your Secrets to Success!

Follow Su-Mei on Twitter @SuMeiThompson1

[Read more...](#)

**WHAT WE'RE READING**

Our top picks for recommended reading on the key trends and breaking stories about women and girls:

- [More Asian Women Reaching Executive Ranks, Thanks to Societal Shifts \(SCMP\)](#)
- [Ladies who Lead \(an interview with Su-Mei Thompson in the Hong Kong Tatler School Guide\)](#)
- [How to Talk to Your Daughter About Her Body \(Huffington Post\)](#)
- [Women and the Media \(UN Women\)](#)
- [Women Deliver Announces New Cohort of 200 Young Leaders \(Women Deliver\)](#)
- [The Truth About Being a Woman on the Internet \(Fbomb.org\)](#)

**EXTERNAL EVENTS****TWF is delighted to be supporting the following events:**

**MAY 14-16:** [2015 Global Summit of Women](#)

**MAY 18:** [CSR Asia: Creating Shared Value Workshop](#)

**MAY 21-22:** [Private Equity International's Hong Kong Forum 2015](#)

**MAY 27-29:** [TEDWomen 2015: Momentum](#)

**MAY 31:** [TEDxWanChaiWomen](#)

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