Prof. Fanny Cheung Mui-ching

Prof. Fanny Cheung is currently Professor of Psychology and Chairperson of the Department of Psychology, The Chinese University of Hong Kong (CUHK). She was formerly the Dean of the Faculty of Social Science. Prof. Cheung initiated the Gender Studies Programme and established the Gender Research Centre in 1985. She was an active advocate for promoting women's status through scientific research in order to provide objective figures and indicators so as to nurture awareness of gender issues in the community. She is currently the Director of the Gender Research Centre in CUHK.

Since the 1970s, Prof. Cheung has actively promoted works of psychological education, mental rehabilitation, and development and services to women in Hong Kong. She served as the Founding Chairperson of Hong Kong's Equal Opportunities Commission from 1996-99, in advancing development of equal opportunities.

Prof. Cheung is a Fellow and Past President of the Hong Kong Psychological Society, the Past President and current Director of the Division of Clinical and Community Psychology of the International Association of Applied Psychology, and a Fellow of the American Psychological Association. Her research interests include psychopathology and personality assessment among Chinese, and issues of gender equality such as violence against women and women leadership. Her academic publications cover over 150 international referred journal articles, book chapters, and books/monographs. Prof. Cheung was selected as a 2004 Fulbright New Century Scholar to work on the theme "Toward Equality: The Global Empowerment of Women". Most recent publications include Halpern & Cheung (2008) *Women at the top: Powerful leaders tell us how to combine work and family* (Wiley-Blackwell) and Cheung & Holroyd (Eds.) (2009) *Mainstreaming gender in Hong Kong society* (Chinese University Press).

Prof. Cheung has served in many government committees and advisory bodies, including the Women's Commission. Before 1997, she was appointed by the Hong Kong and Macao Affairs Office of the State Council as a Hong Kong Affairs Advisor. Prof. Cheung was invited as special representative for the 7th – 10th National Women's Congress of China. For her contributions to the community, she was appointed as Justice of Peace in 1988 and awarded the Honour of Officer of the Most Excellent Order of the British Empire (OBE) in 1997. Her academic honors and awards include

the Distinguished Leadership Award for Internationals from her alma mater, University of Minnesota, in 2003. She received the American Psychological Association Presidential Citation in 2004, and the APA Division 52 Distinguished International Psychologist Award in 2005, in recognition of her works in enhancing international academia to understand the psychology in Chinese culture.

Abstract of Prof. Cheung's Talk
Social Development and Gender Mainstreaming – Media as Important Partners

International women's movements have progressed from focusing on marginalized women's issues and services in the twentieth century to the current emphasis on gender mainstreaming. Gender mainstreaming incorporates views from both genders in all levels of decision making in order to achieve gender equality. Promoting gender equality involves social transformation of gender relationships. The media plays an important role in raising social consciousness on gender equality, and should be involved as important partners to achieve these goals.