

## **Abstract**

The present study examined the factors which influenced the intention of reporting of child abuse in a group of professionals in Hong Kong using the framework of Theory of Planned Behavior (TPB). Participants were 124 social workers working in the governmental or non-governmental settings and 22 social work students from two universities in Hong Kong. They completed measures of attitudes, subjective norms and perceived behavioral control of the TPB model and intention of reporting regarding four vignettes of child abuse cases. Results suggested that the professionals' intention of reporting, and attitudes, subjective norms and perceived behavioral control of the TPB model varied by the types of abuse. In particular, significant differences were found when sexual abuse was compared to the other types of abuse. Theoretically, the subjective norm of the TPB model was found to be a significant predictor of the professionals' intention of reporting for the four types of child abuse. However, attitudes towards reporting and perceived behavioral control had no significant impact on the prediction of the intention of reporting as hypothesized. Implications of these findings for future training and research were discussed.

**Keywords:** Hong Kong; professionals; child abuse; intention of reporting; Theory of Planned Behavior