

## Abstract

The social representation of human rights in Hong Kong was investigated, using a questionnaire based upon the Universal Declaration of Human Rights (UDHR). The results indicated that human rights concepts generally received support from college students. The cluster analysis showed that human rights concepts are structured into four dimensions: Basic Rights, Individual Rights, Socio-Economic Rights and rights to Civil Liberties vs. Societal Order. However, regardless of the dimensions, subjects responded to the 30 UDHR articles in the same way, implying a unity and consistency of different human rights concepts. At an elementary stage, human rights is conceptualized as a moral issue in Hong Kong and is predicted only by subjects' endorsement of universalistic values.