



THE HONG KONG JOCKEY CLUB
Centre for Suicide Research
and Prevention
THE UNIVERSITY OF HONG KONG
香港大學香港賽馬會防止自殺研究中心



香港報業評議會
HONG KONG PRESS COUNCIL

20
26

世界防止自殺日聯合記者招待會

World Suicide Prevention Day Press Conference

香港大學百周年校園賽馬會教學樓11樓社會科學學院會議廳

Social Sciences Chamber, 11/F, The Jockey Club Tower, Centennial Campus, The University of Hong Kong

2026年9月10日（星期四）上午10時半

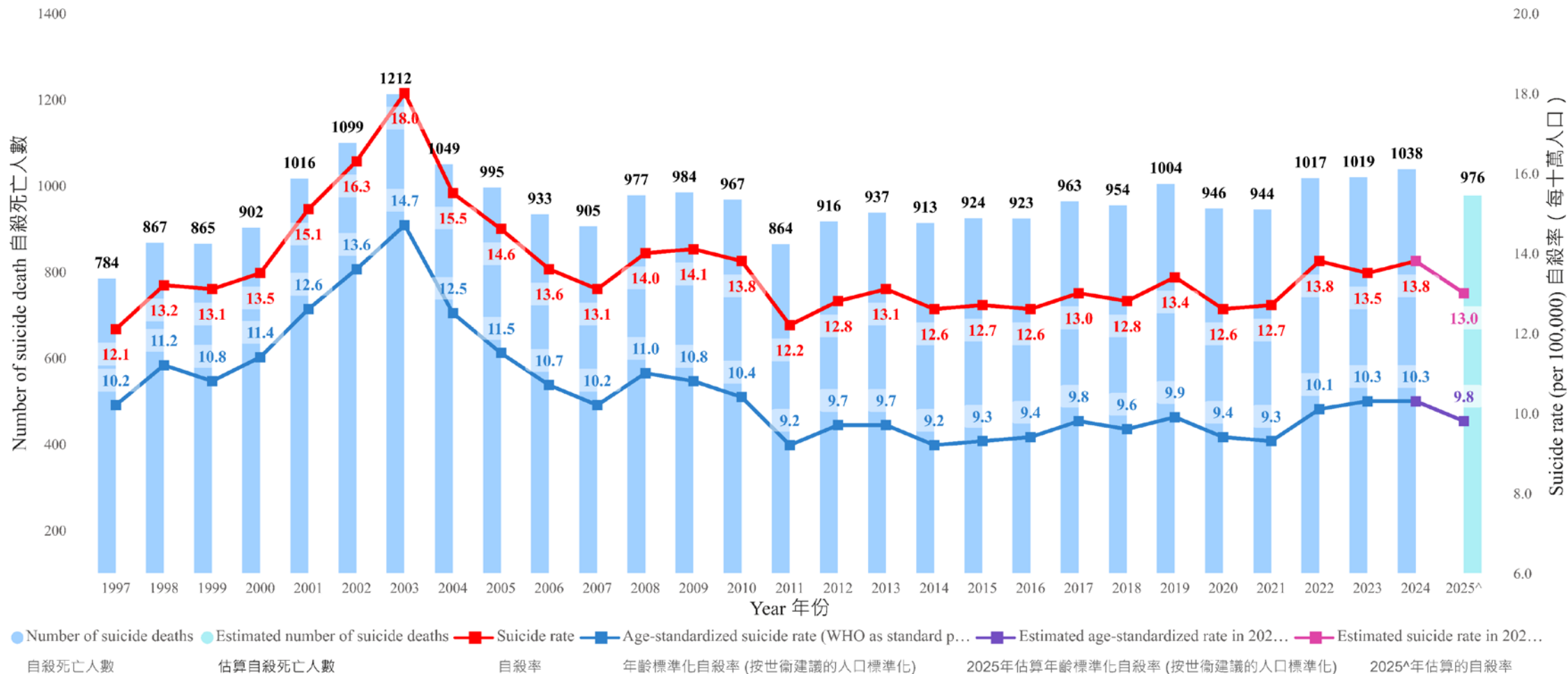
September 10, 2026 (Thursday) 10:30 a.m.





Number of suicides and suicide rates in Hong Kong

香港自殺人數及自殺率

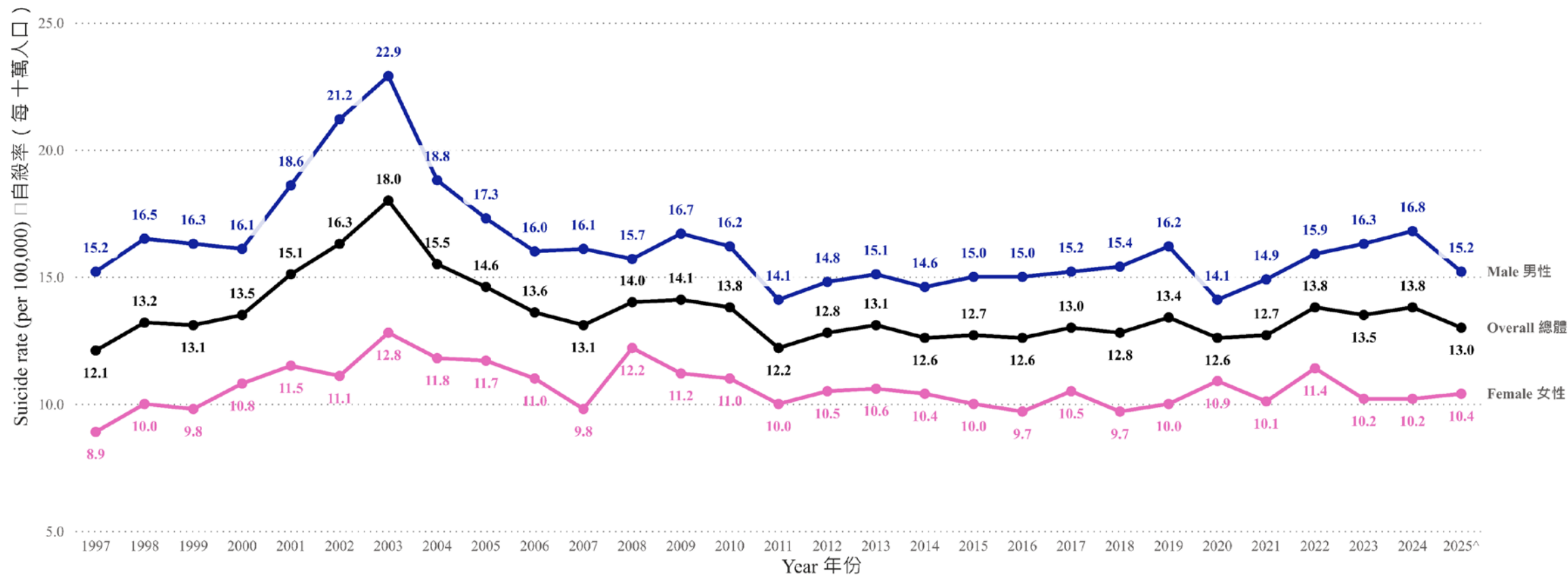


^ 根據死因庭於2026年8月25日前所提供的死亡登記而作出估算

^ Estimated number. According to data from the Coroner's Court, with registered death date up to 25 August 2026.

Suicide rates by gender in Hong Kong

香港按性別劃分的自殺率



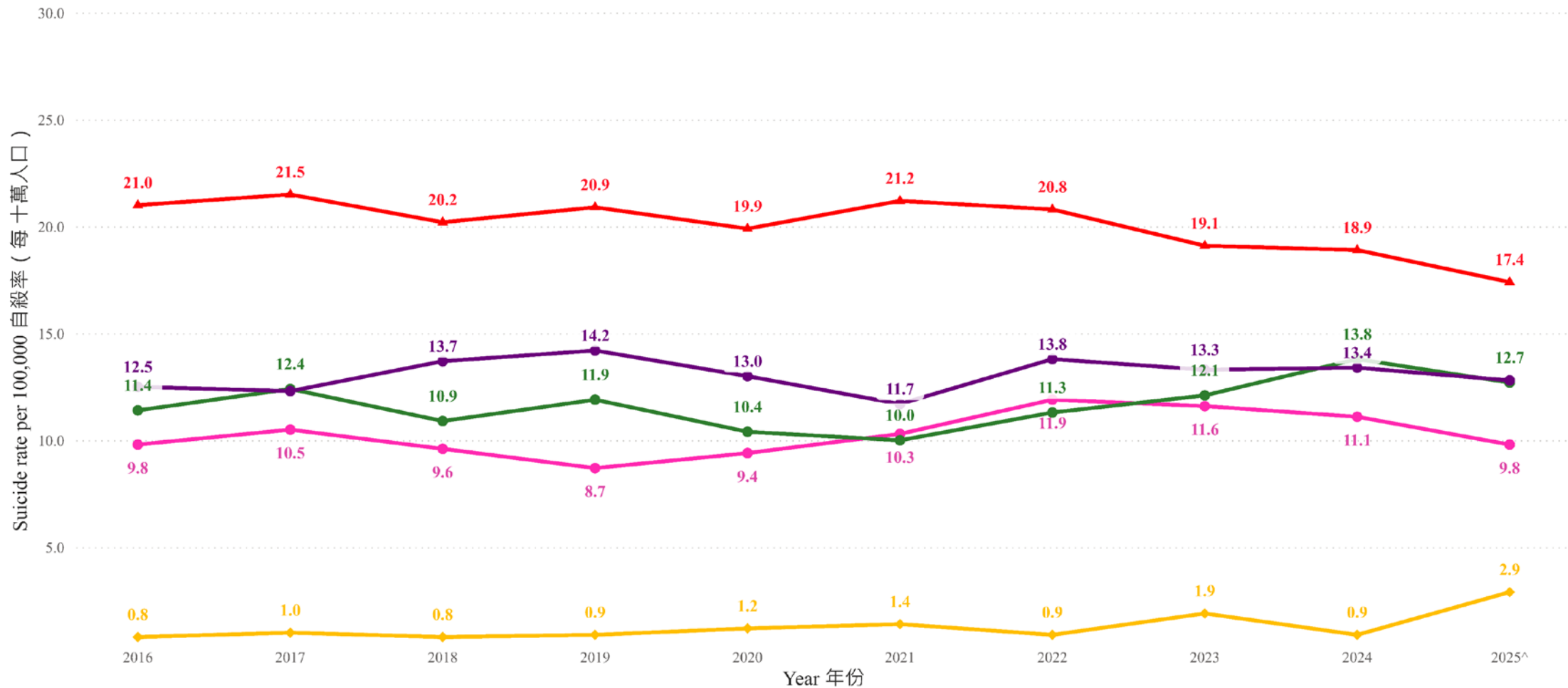
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Suicide rates by age group in Hong Kong

香港各年齡組別自殺率

◆ Below 15 少於15歲 ◆ 15-24 years 15-24歲 ◆ 25-39 years 25-39歲 ◆ 40-59 years 40-59歲 ▲ 60 or above 60歲或以上



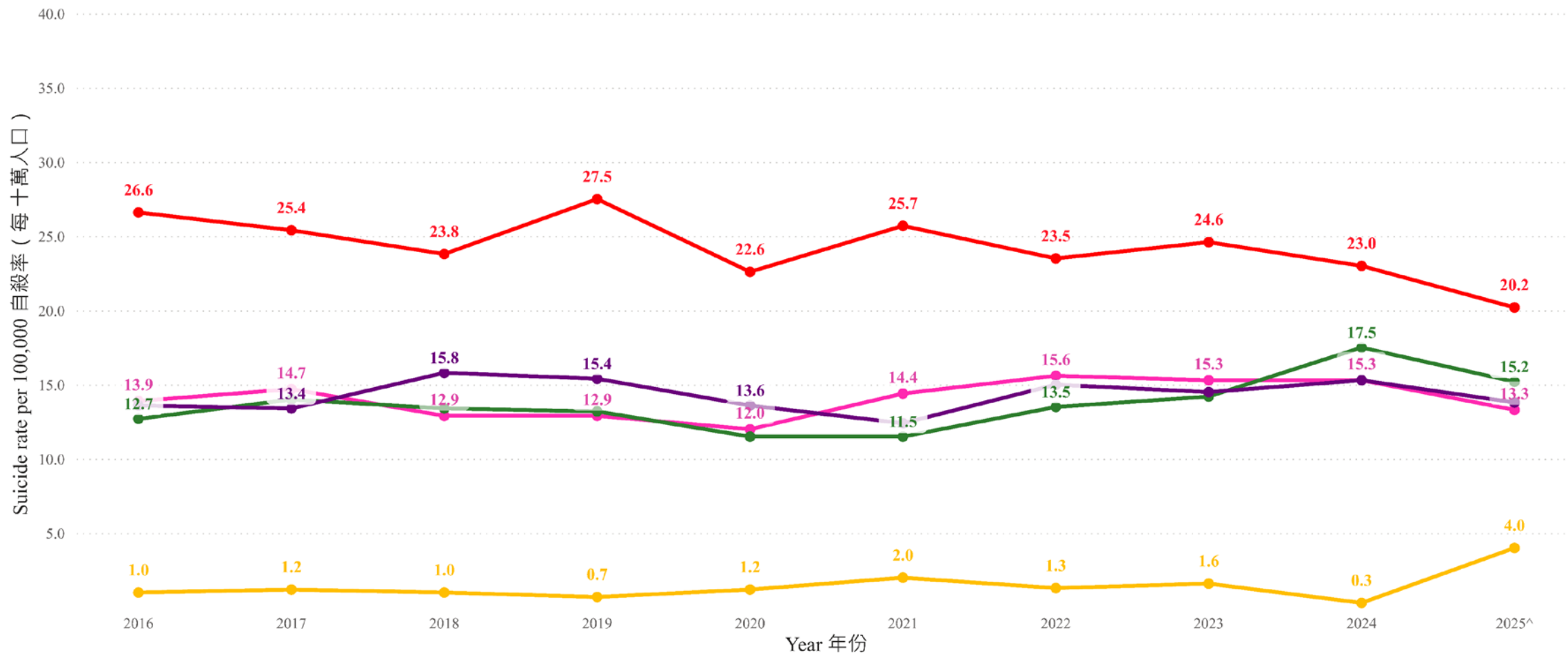
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Male suicide rates by age group in Hong Kong

香港男性各年齡組別自殺率

● Below 15 少於15歲 ● 15-24 years 15-24歲 ● 25-39 years 25-39歲 ● 40-59 years 40-59歲 ● 60 or above 60歲或以上



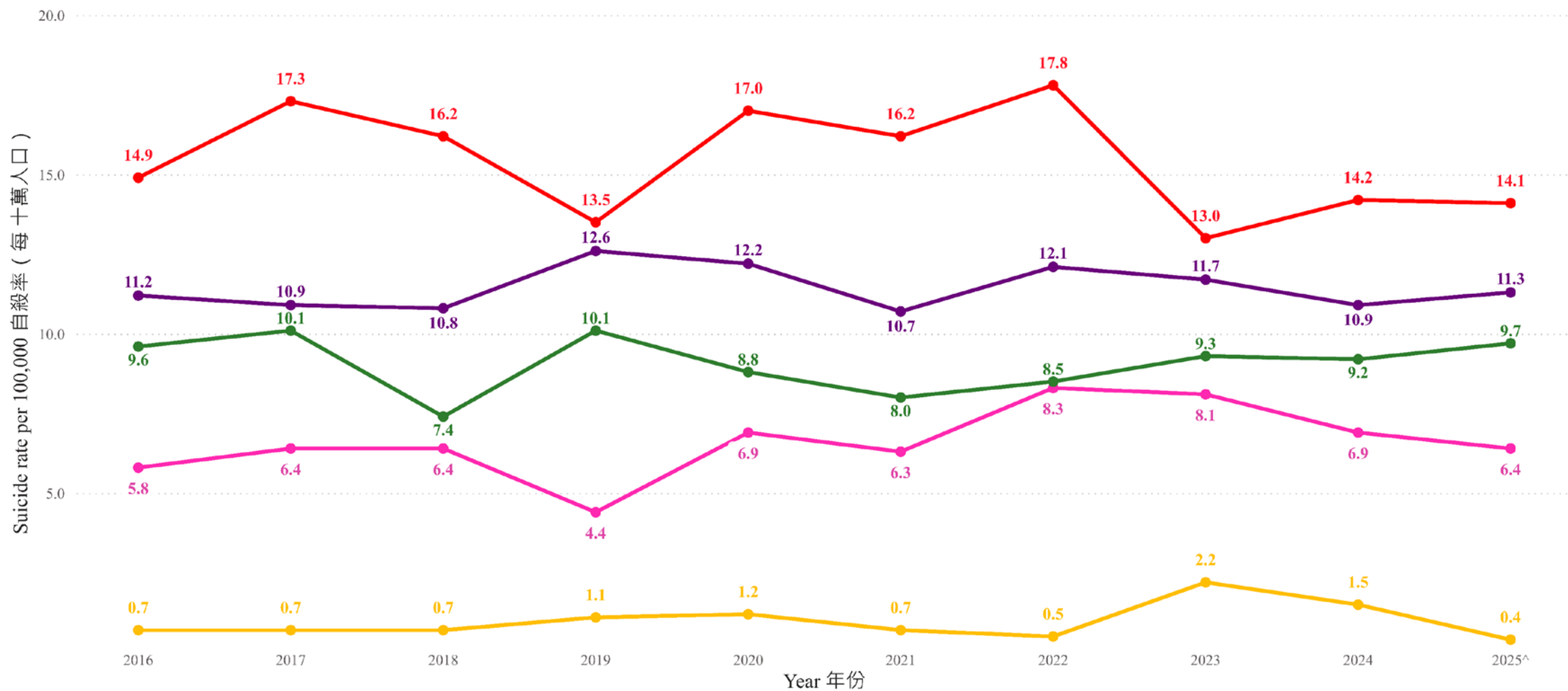
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Female suicide rates by age group in Hong Kong

香港女性各年齡組別自殺率

Below 15 少於15歲 15-24 years 15-24歲 25-39 years 25-39歲 40-59 years 40-59歲 60 or above 60歲或以上

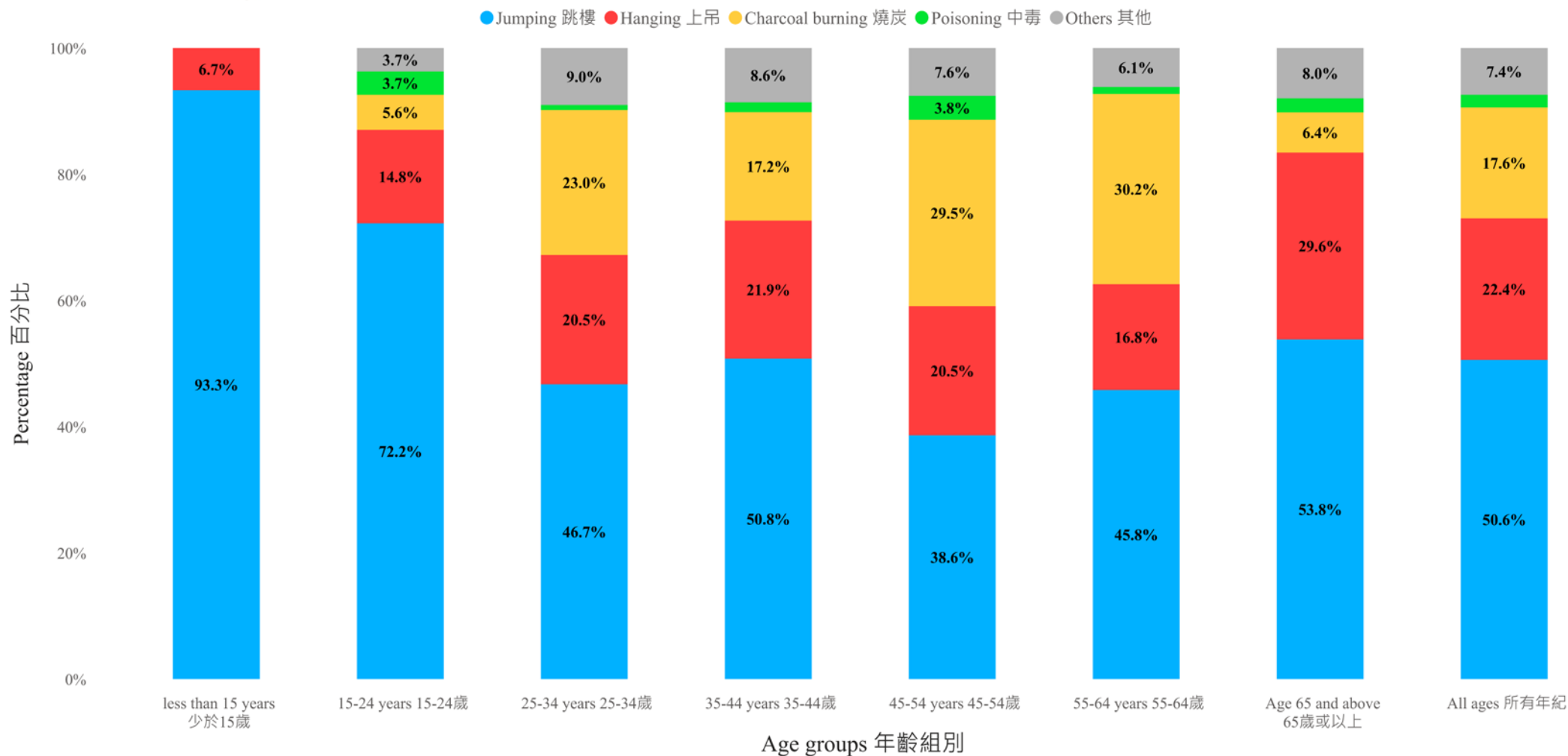


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Distribution of method of suicide by age group in Hong Kong, 2025^

2025^年香港各年齡組別自殺方式分布



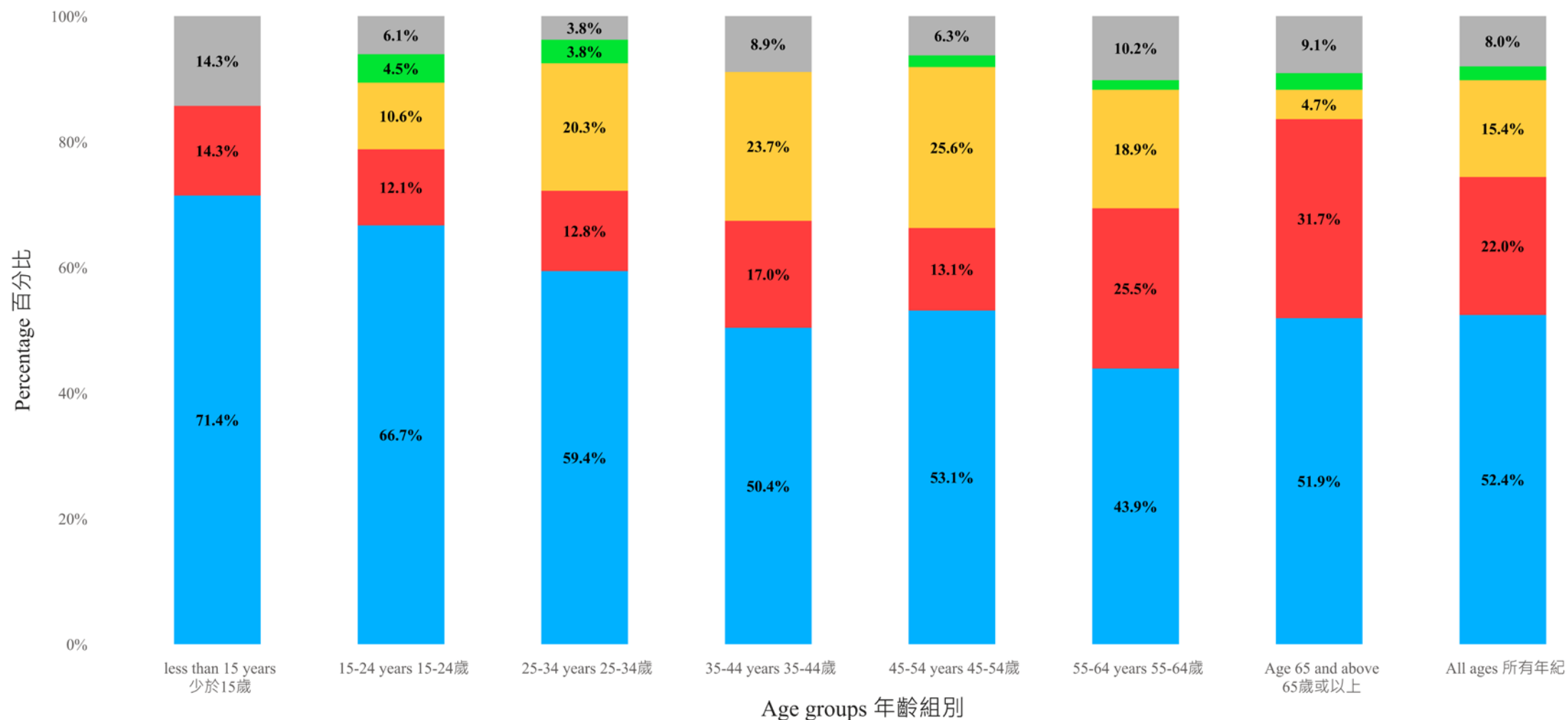
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Distribution of method of suicide by age group in Hong Kong, 2024

2024年香港各年齡組別自殺方式分布

● Jumping 跳樓 ● Hanging 上吊 ● Charcoal burning 燒炭 ● Poisoning 中毒 ● Others 其他



Summary 總結

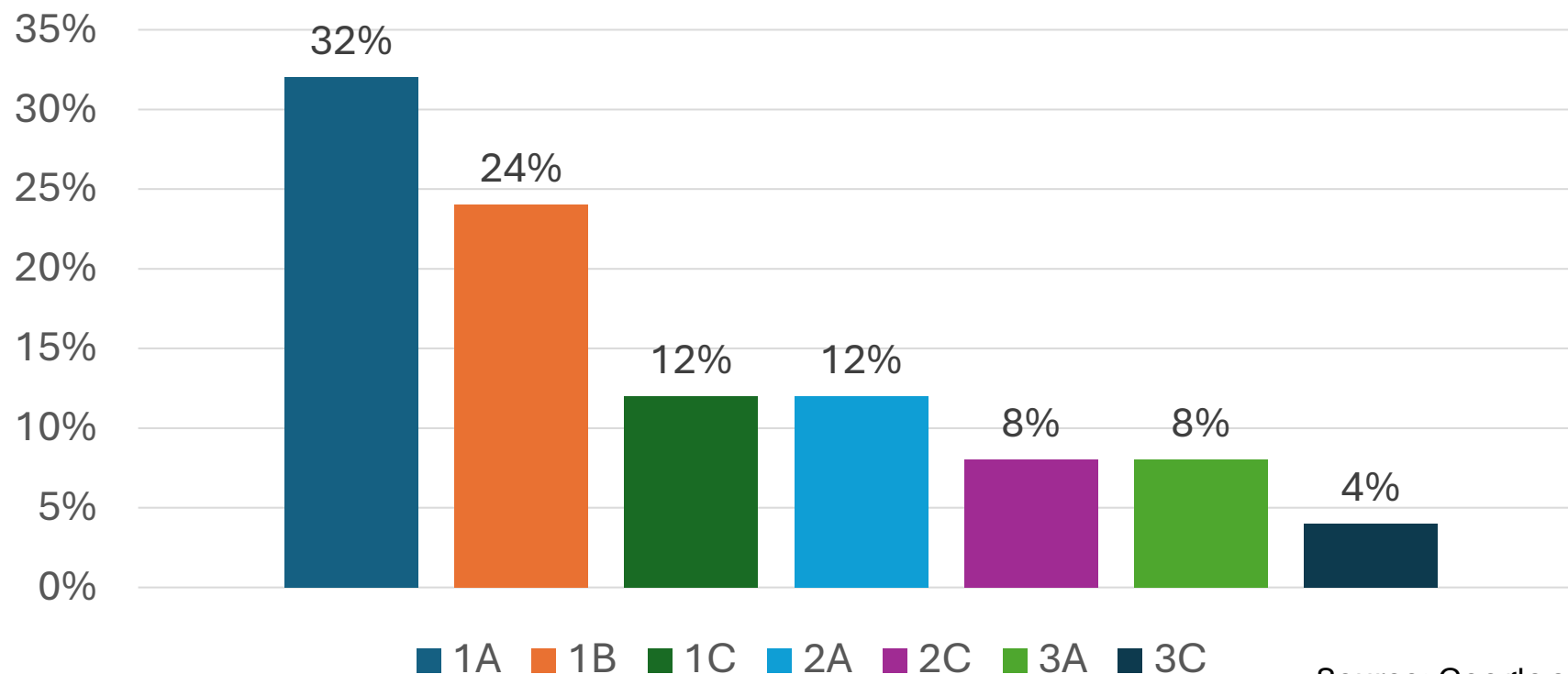
- Overall suicide rate decreased in 2025
2025年整體自殺率有下降
- Suicide rate among **males aged 60 or above** decreased significantly
60歲或以上男性的自殺率有顯著下降
- Suicide rate among **aged below 15** requires special attention:
15歲或以下的群組需特別關注：

Suicide cases:
自殺個案:

	2024	2025
Male 男	1	14
Female 女	5	1

School Banding 學校組別 2022-2025

(For aged <15 suicide cases) (15歲或以下的自殺個案)



Source: Google search / Gemini

Summary of Profiles Among Males Aged Under 15 (2025)

15歲以下男性自殺個案資料摘要 (2025)

- Most suicides occur at **home**
大部分自殺事件發生在家中
- The majority experienced **academic pressure** and **peer relationships**
大部分涉及讀書壓力及朋輩關係
- **Family issues** (E.g. single-parent households) were **less** prominent
家庭問題（例如單親家庭）不如以往突出
- Those with **mental illness** received follow-up from psychiatrists and school social workers
那些有**精神健康問題**的個案均獲精神科醫生及學校社工跟進
- All suicide notes and expressions of suicidal ideation were in **digital** form
所有遺書及自殺念頭都是以**數碼形式**表達

A Mixed-Methods Analysis of Traditional Media, Social Media, and Suicide in Hong Kong

香港傳媒、社交媒體與自殺現象 之混合研究分析

Current Landscape

當前情況

- Social media as a news source
社交媒體作為新聞來源
- U.S. teens (aged 12–18) using social media for news (N = 1,458)
12至18歲美國青少年使用社交媒體獲取新聞

26%
Snapchat

39%
Instagram

45%
TikTok

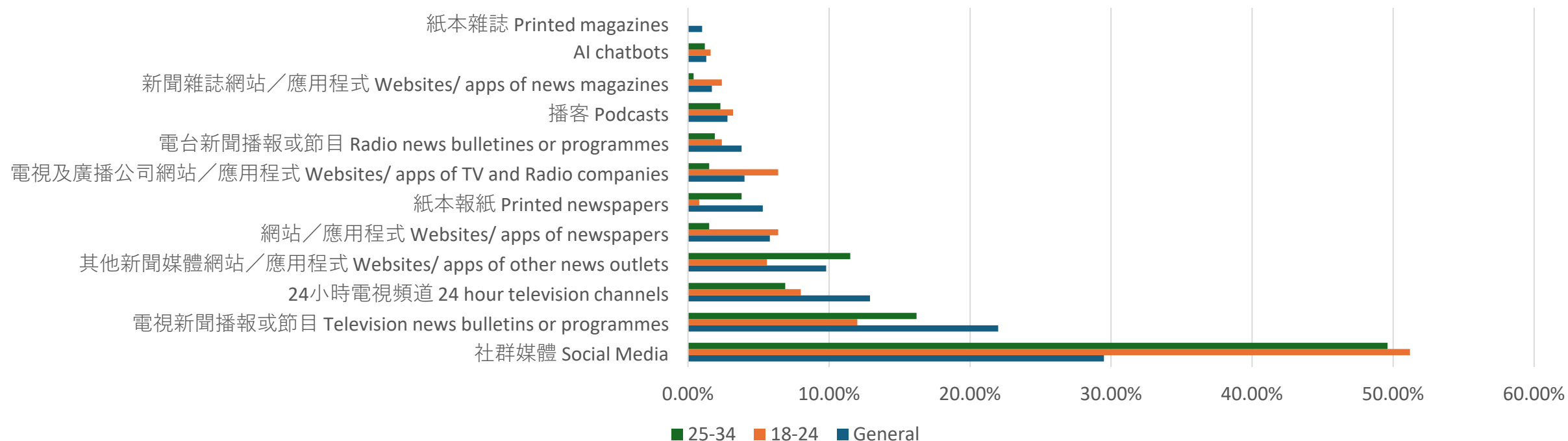
Michelle, F., Eugenie, P., & Jeffery, G. (2025). "Teens' Experience on TikTok, Instagram and Snapshot". Pew Research Center.

Current Landscape

當前情況

What would you say is your main source of news (N = 1,959)

您認為您主要的新聞來源是什麼？



Impact of Media 媒體的影響

THE WERTHER EFFECT 維特效應

When media present suicide in a sensational, detailed, or glorifying manner, vulnerable individuals may imitate the behaviour

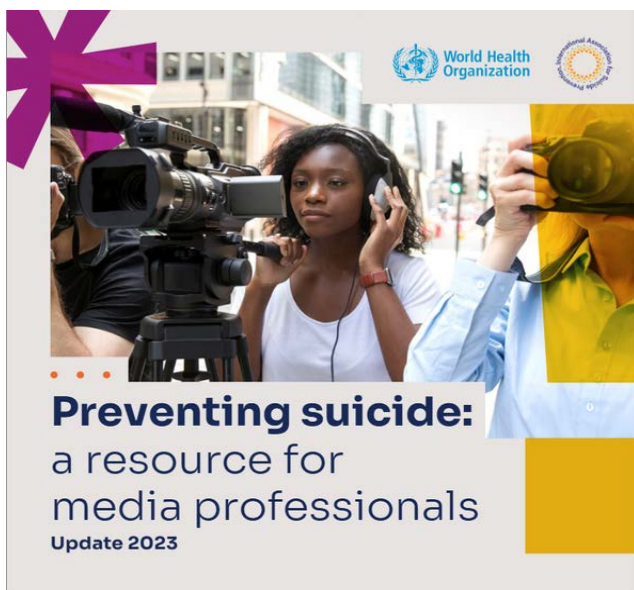
當媒體以聳動、詳盡或美化等方式報導自殺事件時，
脆弱群體可能會模仿這種行為

THE PAPAGENO EFFECT 帕帕基諾效應

When media focus on hope and recovery, it can reduce suicide risk.

當媒體聚焦於希望與復原時，便能降低自殺風險。

WHO Guidance on Reporting 世界衛生組織關於報導指引



 Dos	 Do apply particular caution when reporting celebrity suicides.	 Don'ts	 Don't oversimplify the reason for a suicide or reduce it to a single factor.
 Do provide accurate information about where and how to seek help for suicidal thoughts and suicidal crises.	 Do educate the public with the facts about suicide and suicide prevention based on accurate information.	 Don't use sensational language in headlines.	 Don't use photographs, video footage, audio recordings, or digital or social media links.
 Do recognize that media professionals may themselves be affected when covering stories about suicide.	 Do report stories of how to cope with life stressors and/or suicidal thoughts and the importance of help-seeking.	 Don't describe the method used.	 Don't use language/content which sensationalizes, romanticizes or normalizes suicide, or that presents it as a viable solution to problems.
	 Do apply caution when interviewing bereaved family members or friends or persons with lived experience of suicide.	 Don't name or provide details about the site/location.	 Don't position suicide-related content as the top story and don't unduly repeat such stories.
		 Don't report the details of suicide notes.	

Research Objectives

研究目的

- Explore the relationship between media reporting, online discussions, and suicide
探討媒體報導、網路討論與自殺之間的關聯
- Analyze the quantity, content, and characteristics of suicide reporting and discussion in traditional and social media
分析傳統媒體與社交媒體中關於自殺的報導及討論之數量、內容與特徵
- Propose concrete recommendations to promote responsible information dissemination among the public and the media
提出具體建議，以促進公眾與媒體負責任地傳播資訊

Research Design

研究設計

Part 1: Suicide Reporting in HK

- Each article was checked against World Health Organization's (WHO) responsible reporting guidelines using an AI-assisted tool with a human benchmark.

第一部分：香港的自殺事件報導每篇文章均透過人工智慧輔助工具，並以人工審核為基準，依據世界衛生組織（WHO）的負責任報導指引進行核對。

Part 2: Relationship between traditional media, social media, and suicide

- Used statistical modelling to test whether changes in media activity predict changes in suicide counts — for the general population and specifically for the young generation under 35

第二部分：運用統計建模方法，檢視媒體活動的變化是否能預測自殺人數的變化，同時觀察傳統媒體、社群媒體與自殺之間在一般人口及35歲以下的年輕世代的關係。

Data Collection

資料蒐集

Traditional Media

- Analyzed 1,200 online suicide-related news articles from 6 major Hong Kong Chinese-language news outlets: HK01, Sing Tao, Ming Pao, on.cc (Oriental Daily), Hong Kong Economic Times, and AM730

Social Media

- Tracked daily suicide related social media posts from local forums (LIHKG, HK Discuss Forum, Baby Kingdom) and Facebook for the general population

傳統媒體:

分析香港六家主要中文新聞媒體共 1,200 篇與自殺相關的網上新聞報道，包括：HK01、《星島日報》、《明報》、on.cc（《東方日報》）、《香港經濟日報》及《AM730》

社交媒體:

持續追蹤本地網上討論區（包括 LIHKG 連登、香港討論區、親子王國）及 Facebook 每日與自殺相關的帖文

STUDY 1

研究一

WHO Guideline Incompliance

世界衛生組織指引的遵循情況

1. Absence of Information in Suicide Warning Signs or Risk Factors 未有提及自殺徵兆及風險因素 (99.6%)

The article does not mention warning signs, risk indicators, or circumstances that may help readers recognize suicide risk in themselves or others.

該報導並未提及任何預警徵兆、風險指標，或是有助讀者辨識自身或他人自殺風險的情況。

2. Detailed Description of the Incident Location 詳細描述事件地點 (97.8%)

The article includes specific details of the location where the suicide occurred, such as the exact flat, unit, room, or other identifiable site information.

該報導包含自殺事件發生地點的具體細節，例如確實的公寓、單位、房間或其他可辨識的地點資訊。

WHO Guideline Incompliance

世界衛生組織指引的遵循情況

3. Lack of Prevention Information 缺乏預防資訊 (65.5%)

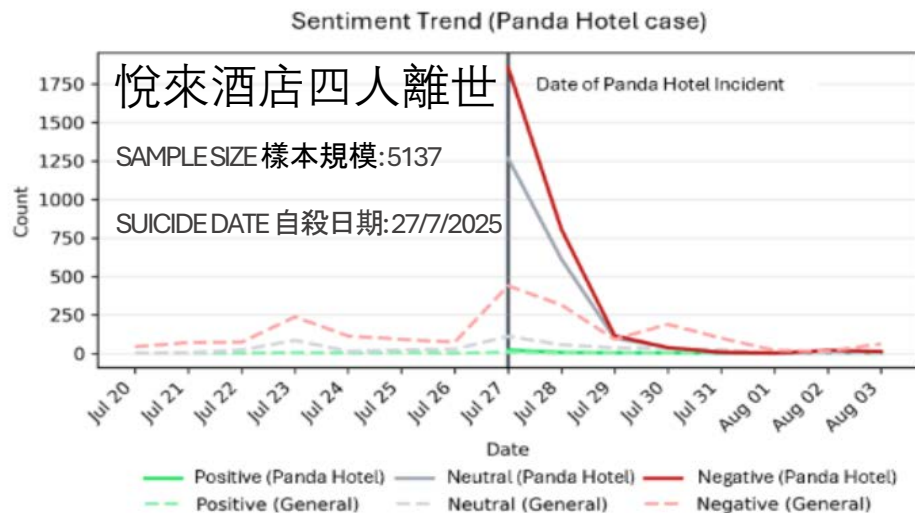
The article does not provide preventive or educational content, such as advice on how suicide may be prevented and how to support at-risk individuals.

該報導並未提供預防或教育資訊，例如關於如何預防自殺，以及如何支持高風險人士的建議。

4. Inclusion of Suicide Method Details 提及自殺方式的詳細資訊 (62.0%)

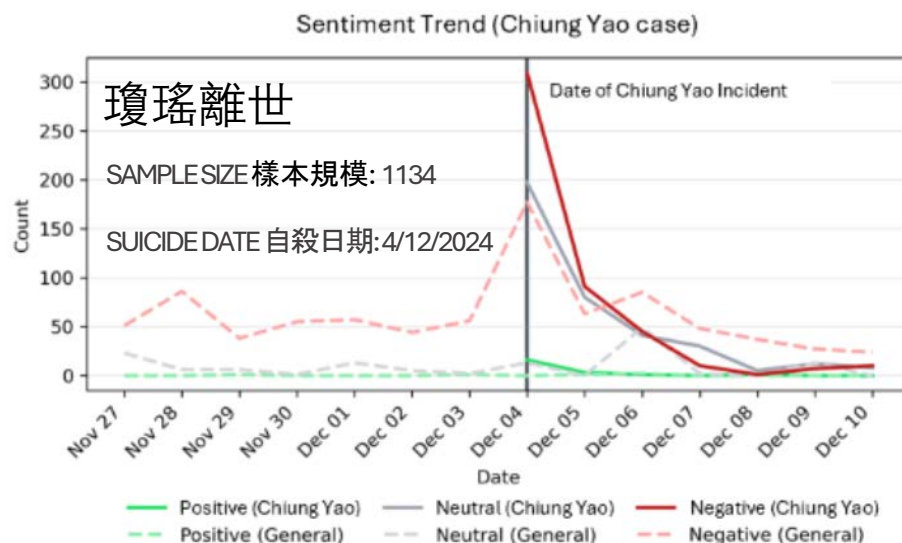
The article includes explicit or specific information about the suicide method, instruments used, or procedural details of the act.

該報導提及關於自殺方式、所用工具或自殺過程細節的明確或具體資訊。



Sentiment Analysis 情感分析

- Negative narrative constituted the predominant position
負面敘事佔據主導地位
- Positive narrative stayed constant within the atmosphere
正面敘事沒有太大改變
- The attention or discussion faded rapidly within two days of the incident
相關關注或討論將在事件發生後的兩天內迅速消退



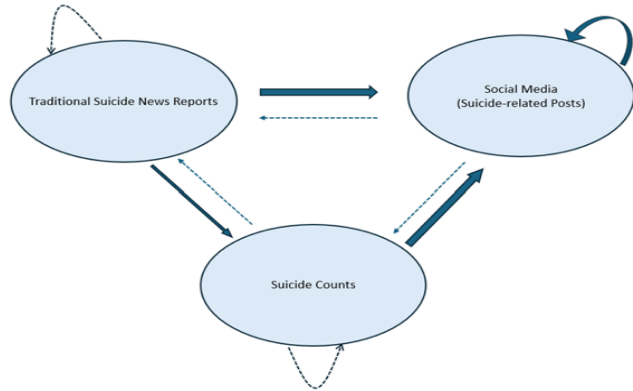
瓊瑤遺書節錄

「優美而輕盈，我擺脫了逐漸讓我痛苦的軀殼，『翩然』的化為雪花飛去了！」
「我不想聽天由命，不想慢慢枯萎凋零，我想為這最後的大事作主。」

STUDY 2

研究二

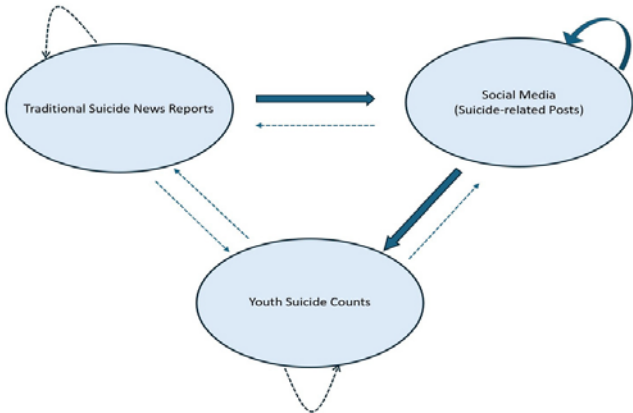
The relationship between media and suicide



In General Population,

在一般人群

- Traditional media reporting showed a small positive association with later suicide counts+
傳統媒體的報導與後續自殺人數呈現微弱的正相關
- Social media is strongly reactive: it is associated with real suicide events, and traditional media coverage
社群媒體具有強烈的反應性：其與實際自殺事件及傳統媒體的報導均有關聯



In the young population under 35,

在 35 歲以下年輕族群

- Traditional media does NOT directly predict youth suicide: Social media might act as a mediator for the Werther effect
傳統媒體並不能直接預測青少年自殺人數：社群媒體可能作為自殺模仿效應的中介變項
- Social media significantly predicts youth suicide counts
社群媒體能顯著預測青少年自殺人數

Recommendations: The Press

對傳媒界的建議

Cautious Reporting

謹慎報導

Exercise prudence when reviewing content prior to publication, particularly regarding suicide-related topics
對於涉及自殺議題的相關報導內容，在發布前應審慎把關

Protective Information

預防資訊

Proactively incorporate warning signs and preventative resources into all relevant coverage
在所有相關報導中，主動提供徵兆與防範及求助資訊

Promote Training

鼓勵培訓

Encourage media professionals to participate in professional training on responsible reporting
鼓勵傳媒從業員參與「負責任報導」之相關專業培訓

Recommendations: Social Media Operator

對營運社交媒體的建議

- Raise public awareness of the potential effects of discussing suicide cases
提高公眾對討論自殺個案可能造成潛在影響的意識
- Implement user-controlled content exposure limits for suicide-related content
賦予使用者自主權，可依個人需求調控或隱藏涉及自殺相關的敏感資訊
- Collaborate with local experts to refine and elevate content moderation mechanisms
與本地專家共同優化內容審查機制

Recommendations: What we can do

對大家的建議

Do's 應做的事

- Seek help when distressed 感到困擾時尋求協助
- Share verified help-seeking resources 分享經核實的求助資源
- Report harmful content to the platform 向平台舉報有害內容
- Respond with care to those in distress 關心處於困境中的人
- Cultivate a safer digital space 營造更安全的數位空間

Don'ts 盡量避免的事

- Don't engage with high-risk content
不俾Like、不留言、不轉發
- Don't speculate on causes 請勿揣測自殺原因
- Don't glorify or romanticize 請勿美化或浪漫化自殺
- Don't share graphic or identifying details
請勿分享圖片或可識別身分的資訊

Updated Recommendation 最新建議



Be a Responsible Reporting and Social Media User

做個負責任資訊傳播者及社交媒體使用者

Both traditional and social media play a significant role in suicide prevention

傳統及社交媒體在預防自殺中扮演重要角色

Young people are more vulnerable to social media effects

年輕人更容易受到社交媒體的影響

Responsible reporting and information dissemination can save lives

負責任報導與資訊傳播可以拯救生命

Acknowledgment 鳴謝





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Social Sciences Chamber, 11/F, The Jockey Club Tower, Centennial Campus, The University of Hong Kong

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