

**THE UNIVERSITY OF HONG KONG
FACULTY OF SOCIAL SCIENCES**

PUBLIC OPINION PROGRAMME

Annual Report for July 2009 to June 2010

I. Preamble

This is the third annual report of the Public Opinion Programme (POP) compiled for the Faculty, as a regular exercise which started two years ago. Also around that time, the University conducted an internal audit of POP. Then, about a year ago, the University conducted a review of POP. While POP welcomes such reviews, it should be noted that POP differs significantly from other research centres in the following ways:

- POP's current *modus operandi* is like an independent research centre, although it is only a "research programme" in name. The original idea is to give POP the flexibility of operating under different centres, departments or even University-owned companies if and when deemed desirable. POP was established in June 1991 within the Social Sciences Research Centre under the Faculty of Social Sciences. It was transferred to the Journalism and Media Studies Centre in May 2000, and then back to the Faculty of Social Sciences in January 2002. Its status has remained unchanged since then.
- Although the principal activity of POP may be similar to some other research units, POP adheres strictly to a set of self-imposed service policies designed to safeguard its independence, autonomy and a share in the proprietary rights of the research output it produces. It has effectively been involved in "knowledge exchange" activities since its establishment, way before the term itself becomes popular.
- POP receives zero funding from the University, no one-line budget and no research grant. Nevertheless, POP does not take on pure commercial or consultancy projects, and POP tries hard to avoid competition with similar research units in the University.
- POP uses its own budget to conduct tracking opinion surveys to serve the need of the community.

II. Mission

POP was established in June 1991 to collect and study public opinion on topics which could be of interest to academics, journalists, policy-makers, and the general public. Since its establishment, POP has been providing quality survey services to a wide range of public and private organizations. Up to this date, POP has conducted more than 1,100 independent surveys and other kinds of research, almost all of which are funded by outside sources. POP's project collaborators include government departments, public organizations, non-government organizations, professional bodies, political groups, leading commercial firms, small-medium enterprises, as well as local and overseas media organizations.

III. Strategy

At this stage of development, POP is willing to operate modestly as a self-funded frontline research programme serving the needs of our local academia and society. In the long run, POP aspires to

become an opinion research centre like the National Opinion Research Center at the University of Chicago, or the Roper Center for Public Opinion Research at the University of Connecticut, just to mention two well-known examples overseas.

About one year ago, during the University's review of POP, a 5 year development plan for POP was laid down, which brings it beyond its 20th anniversary in 2011. According to this plan, depending on the amount of university and community support provided, both tangible and intangible, POP is ready to develop along the following lines:

- 1) Impact on Hong Kong society – POP will continue its regular self-funded tracking poll series to provide credible opinion data for public consumption. The present level of media coverage of POP activities is around 120 print stories per month.
- 2) Knowledge transfer to the local media – POP has been the leader in introducing tracking polls, instant polls, exit polls, rolling polls and election night early vote counts to the local media. POP intends to further introduce deliberative polls, panel studies and civil referendums to Hong Kong.
- 3) Knowledge transfer to other local sectors – POP will continue to work with fellow academics from all institutions, the business community and non-government organizations to construct and maintain scientific opinion indicators and indices, among other initiatives.
- 4) Regional and international connections – POP is an active participant of the World Association for Public Opinion Research (WAPOR) and the World Public Opinion Project. The Director of POP is currently a Councillor of WAPOR, and the 2012 WAPOR Annual Conference is scheduled to be held in Hong Kong.
- 5) Teaching within HKU – If requested by the University, POP could be involved in the teaching of opinion research in a variety of ways, like (a) designing and/or teaching a foundation course, (b) providing datasets for secondary analysis and student projects, (c) providing opportunities for student experiential learning, and (d) deploying students to overseas opinion research centres for internship.
- 6) Synergy within HKU – POP looks forward to more collaboration with colleagues across different faculties and departments especially in terms of research support and the use of data by research students.

IV. Director's Reflection (1/2 page)

Corresponding to the six lines of development mentioned in the last section, POP has progressed very smoothly over the last academic year. POP still aspires to becoming an international level opinion research centre while maintaining its high impact on local and regional developments.

- Impact – POP's influence in Hong Kong society is maintained at a very high level, there are on average about 6 newspaper stories on POP surveys each day. We will continue our self-funded tracking polls to maintain our impact on society.
- Knowledge exchange – Knowledge transfer and public education can now be broadly grouped under "knowledge exchange", which POP has been doing a lot since its establishment. To us, knowledge exchange includes the important elements of academic integrity and service quality. In the area of public opinion research, this includes the introduction of international standards of professional ethics and practices. Moreover, as our survey findings are increasingly used in

secondary school textbooks and public examination papers, we will step up our exchange of expertise with various stakeholders to develop an outline of liberal studies using opinion research techniques.

- International connections – POP already has strong connections in Taiwan, Macau and Mainland China. Last year, POP worked closely with Stanford University and Fudan University on a number of projects and initiatives. The Director of POP now sits in the WAPOR Council. We will continue to strengthen these regional and international ties.
- Teaching - We are happy to be involved in the teaching of opinion research in a variety of ways, like (a) to design and teach a foundation course, (b) to provide datasets for secondary analysis and student projects, (c) to provide opportunities for student experiential learning, and (d) to deploy students to overseas opinion research centres for internship. Last year, the Director of POP gave many guest lectures at City University of Hong Kong, The Chinese University of Hong Kong, Chu Hai College of Higher Education, Macao Polytechnic Institute, and so on.
- Synergy – We continue to look forward to more collaboration with colleagues across different faculties and departments especially in terms of research support and the use of data for secondary analysis by colleagues and research students.

V. Output

In the following research output listing, Chung R.T.Y. is the Director of POP, and Pang K.K.L. is the Assistant Director of POP.

Journal publication

Chu C.H., Pang K.K.L. and Lo E.C.M. (2009), “Dietary behavior and knowledge of dental erosion among Chinese adults”, BMC Oral Health. 2009.

Conference papers

Chung R.T.Y. (2009), “The Exit Poll Controversy in Hong Kong”, World Association for Public Opinion Research (WAPOR) Annual Conference 2009, organized by World Association for Public Opinion Research (WAPOR), September 11-13, 2009. Lausanne, Switzerland.

Column articles

Pang K.K.L. (2010), “2010 TV Programme Appreciation Index: Overview of 1st Stage Survey Results” (Chinese article), May 28, 2010, 《2010 電視節目欣賞指數第一階段調查結果概述》, published in the June 2010 Issue of Media Digest.

Pang K.K.L. (2010), “2009 TV Programme Appreciation Index: Overview of 4th Stage Survey Results and Overall Results of the Whole Year” (Chinese article), April 9, 2010, 《2009 電視節目欣賞指數第四階段調查及全年綜合結果概述》, published in the April 2010 Issue of Media Digest.

Chung R.T.Y. (2010), “The Meaning of Referendum Movement” (Chinese article), March 19, 2010, 《公投運動的意義》, published in the Volume 5 of 2010 Issue of the Justice and Peace Commission of the HK Catholic Diocese (HKJP) Newsletter.

Chung R.T.Y. (2009), 12/2009 “Looking ahead for RTHK” (Chinese article), December 8, 2009, 《香港電台如何繼往開來》, published in the December 2009 Issue of Media Digest.

Pang K.K.L. (2009), “2009 TV Programme Appreciation Index: Overview of 3rd Stage Survey Results” (Chinese article), December 4, 2009, 《2009 電視節目欣賞指數第三階段調查結果概述》, published in the December 2009 Issue of Media Digest.

Pang K.K.L. (2009), “2009 TV Programme Appreciation Index: Overview of 2nd Stage Survey Results” (Chinese article), September 4, 2009, 《2009 電視節目欣賞指數第二階段調查結果概述》, published in the September 2009 Issue of Media Digest.

Chung R.T.Y., So C.Y.K. and Lee L.F. (2009), “The Constants and Variables of Rally from July 1st Rally On-site Survey” (Chinese article), July 15, 2009, 《從七一現場調查看遊行的恒與變》, the articles was published in Ming Pao in two parts on July 15 and 16, 2009, with respective titles of “The Highest Common Factor of the Voices of July 1st Rally” 《七一訴求的最大公約數》 and “Where does the New Energy of July 1st Rally come from” 《七一遊行的新動力從何而來》.

Chung R.T.Y. and So C.Y.K., (2009) “Number of Headcounts of Rally and Assembly Should Not Have Too Many Versions” (Chinese article), July 14, 2009, 《遊行集會人數不應各說各話》, publish in Hong Kong Economic Journal on July 14, 2009.

Chung R.T.Y. and So C.Y.K., (2009) “How to Conduct Headcounts for Large-scale Rallies and Assemblies”, (Chinese article), July 8, 2009, 《如何統計大型遊行集會的人數》, published in the Chinese Election Research Society’s journal “The Journal of Election Review” Volume 7 and the July 2009 Issue of Media Digest.

Public research reports

POP compiled and delivered over 70 survey reports of various types to project collaborators, many of which are available online at the HKUPOP Site (<http://hkupop.hku.hk>). Herewith a list of surveys which were active during the 12-month period covered by this report.

Start Date	Project Title
6/2010	Survey on Political Reform (3 waves within the report period)
25/6/2010	Study on Recruitment Targets’ Views on Construction Industry Council Training Academy (CICTA) and its Curriculum
21/6/2010	Survey on Climate Change 2010
17/6/2010	Instant Poll for Political Reform Debate 2010
15/6/2010	Opinion Survey Coded as “Survey Q 2010 - First Wave”
9/6/2010	Public Opinion Survey on Environmental Protection
9/6/2010	Ad hoc Survey on Hong Kong Marathon
4/6/2010	Opinion Survey on the Public Ranking of Universities in Hong Kong 2010
4/6/2010	Opinion Survey on School Principals’ Ranking of Universities in Hong Kong 2010
6/6/2010	Survey on Political Reform for Community Development Initiative (2 waves within the report period)
24/5/2010	Opinion Survey on Currency Notes in Circulation - Second Round
18/5/2010	Survey on the Prevalence of Eye Allergy in Children
16/05/2010	Exit Poll on 2010 Legislative Council By-election

13/5/2010	Public Image Audit Survey for Tung Wah Group of Hospitals
5/5/2010	Survey on Minimum Wage and Standard Working Hours 2010
26/4/2010	Survey on Investment and Saving Appetite in Renminbi (RMB) Denominated Products
8/3/2010	Effectiveness of Love Teeth Campaign 2009-10 Post-campaign Survey
22/4/2010	Youth Survey on Usage of Internet and Social Network Websites
19/4/2010	Metro Finance Radio Audience Survey
15/4/2010	Ming Pao Survey on Political Reform Proposals (2 waves within the report period)
12/4/2010	2010 TV Programme Appreciation Index Survey (First Stage)
8/4/2010	Employer Survey on Standard Working Hours
23/3/2010	Survey on Presbyopia in Hong Kong
18/3/2010	Survey on Mandatory Provident Fund and Related Issues 2010
18/3/2010	Survey on Employee Job Satisfaction - 2010 First Half
9/3/2010	Survey on the Public Perception of Po Leung Kuk
3/3/2010	Public Survey on Energy Efficiency Practices at Work and in Daily Life
1/3/2010	Survey on Property Price
22/2/2010	Survey on Public's Perception of Taoist and their Participation in Taoist-related Activities
19/2/2010	The Hong Kong Liver Foundation Survey 2010
12/2/2010	The Hong Kong Institution of Engineers Members' Survey 2010
12/2/2010	Survey on Household and Drinking Water Quality in Hong Kong
5/2/2010	Survey on Referendum in Five Geographical Constituencies
3/2/2010	Survey on Parents' Spending on Children's Learning and Schooling Related Expenses
23/1/2010	Health Survey on the Middle-Age People of Wan Chai District
21/1/2010	Survey on School Management's Opinions towards Textbook Debundling
19/1/2010	Ad hoc Survey on Express Rail
18/1/2010	Survey on China Domestic Sales
18/1/2010	Eighth Opinion Survey on Parents' Satisfaction towards the Local Education System
18/1/2010	Opinion Survey on Plastic Bag Tax (Third Stage Survey)
12/1/2010	Survey on School Children's Needs on Internet Service
11/1/2010	Second Survey on Express Rail Link
6/1/2010	Survey Regarding the Re-use of Cooking Oil
4/1/2010	2009 TV Programme Appreciation Index Survey (Fourth Stage)
12/9/2010	POP-NOW Joint Project on Political Reform Opinion Research (9 waves within the report period)
29/12/2009	Opinion Survey on Chronic Pain
29/12/2009	Survey on Express Rail Link
28/12/2009	2009 Year-end Survey
14/12/2009	Opinion Survey Coded as "Survey Q 2009 - Second Wave"
27/11/2009	Survey on Working People's Demands and Worries as Care-Takers of Other Family Members
19/11/2009	Telephone Survey on Family Harmony
16/11/2009	Radio Audience Survey 2009

3/11/2009	Opinion Survey on Radio Television Hong Kong 2009
3/11/2009	Opinion Survey on Anti-Drug Counterfeiting
10/10/2009	2009 TV Programme Appreciation Index Survey (Third Stage)
5/10/2009	Survey on Problems of Outstanding Payments in Construction Supply Chain
5/10/2009	Survey on Employee Job Satisfaction – 2009 Second Half
8/9/2009	Consultancy Study on Market Analysis of the Performing Arts venues of the West Kowloon Cultural District
28/9/2009	Tourist Opinion Survey on Service Quality of Various Industries in Hong Kong
25/8/2009	Survey on Chief Executive Election in 2012 (4 waves within the report period)
18/8/2009	Public Survey on Hong Kong People's Giving Behavior 2009
13/8/2009	Parent Survey on Flu and Vaccination
10/8/2009	Hong Kong Service Excellence Index 2009
6/8/2009	Participant Survey for HKCSS' Caring Company Scheme
4/8/2009	Public Survey on Caring Company Scheme
11/8/2009	Opinion Survey on Plastic Bag Tax (Second Stage Survey)
29/7/2009	Survey on Impacts of High Revolving Credit Debts on the Quality of Life of Credit Revolvers
20/7/2009	Work Life Balance Survey of the Hong Kong Working Population 2009
6/7/2009	2009 TV Programme Appreciation Index Survey (Second Stage)
2/7/2009	Survey on Perception, Attitude and Demand on Language Training Courses
22/6/2009	Questionnaire Survey on Coronary Heart Disease
15/6/2009	Opinion Survey on Currency Notes in Circulation 2009
29/4/2009	Telephone Survey on Swine Flu (14 waves within the report period)

Extensive quotes in public examination papers, text books, teaching aids and government consultation reports

Hong Kong Examinations and Assessment Authority, HKSAR Government, “Hong Kong Certificate of Education Examination 2010”, Question Paper of Social Studies, POP survey on “Rating of Chief Executive Donald Tsang Yam-kuen (Half-yearly Average).

Hong Kong Examinations and Assessment Authority, HKSAR Government, “Hong Kong Advanced Level Examination 2010”, Question 6 of Liberal Studies, POP survey on “Evaluation on the policy of the Central Government of Hong Kong after the Handover” conducted between June 1999 to June 2007, and “People’s confidence in “One Country, Two Systems””, conducted between January 1993 to December 2009.

Hong Kong Examinations and Assessment Authority, HKSAR Government, “Hong Kong Advanced Level Examination 2009”, Question Paper – A/AS-Level Government and Public Affairs (Paper 1), POP survey on “Popularity of Under Secretaries and Political Assistants” conducted on 22-24 October 2008.

Moral and Civic Education Section of Education Bureau HKSAR Government, Teaching aid on “Spreading Chinese Culture, Learn Ancient Wisdom Lively”, extensively citing POP’s report on the “Neighbourhood Relationship Survey”, permission granted by POP in July 2009.

HKSAR Government, “Report on Consultation on the Methods for Selecting the Chief Executive and for Forming the Legislative Council in 2012”, extensively citing various POP surveys on

Political Reform, permission granted by POP in February 2010.

Other intellectual property

POP writes its own software for computer assisted telephone interviews (CATI), online surveys, palm-top data input, and optical mark recognition (OMR) tasks.

VI. Activities

Social influence

A wisenews search of media coverage of POP activities during the period covered by this report gives 2,191 print reports, or around 183 print stories per month. This search excludes stories covered by the electronic media.

Commissioned research projects

During the period covered by this report, POP conducted over 70 projects commissioned by, or in collaboration with, outside organizations. The projects receive no university funding, but most of the output are placed in the public domain via the HKUPOP Site (<http://hkupop.hku.hk>). These projects are listed in the last section and are not repeated here.

Regular tracking polls

Apart from working on projects commissioned by outside parties, POP has self-funded a pool of almost 200 tracking questions which are repeated periodically. They relate to a spectrum of social issues in Hong Kong, such as the popularity of the Chief Executive and the HKSAR Government, reaction to policy and budget speeches, people's assessment of the political, economic and social conditions, freedom indicators, social indicators, and so on. POP self-funds these surveys as part of its community service. POP releases the findings of these tracking polls to the media and the public regularly on a complimentary basis. All materials are also uploaded to POP Site (<http://hkupop.hku.hk>) for public consumption.

Lectures, talks and workshops

“The Idea and Practice of Deliberative Poll” A lecture invited by the State Innovative Institute for the Studies of Journalism & Communication and Media Society at Fudan University, Shanghai, July 5, 2010.

“The IQ of Opinion Research” A lecture for marketing, planning and administrative executives, organized by the Hong Kong Institute of Marketing, May 27, 2010.

“Deliberative Democracy and Public Consultation Intensive Retreat (DPPCI Retreat)” An intensive training on deliberative polling, co-organized by Center for Deliberative Democracy of Stanford University and Public Opinion Programme of the University of Hong Kong, March 19-21 and March 16-28, 2010.

“Macau Legislative Assembly Election Project 2009: A Wrap-up” A lecture organized by Macao Polytechnic Institute, March 15, 2010.

“Constitutional Reform in Hong Kong: Where Do We Go?” A seminar organized by Hong Kong Institute of Asia-Pacific Studies, The Chinese University of Hong Kong, February 12, 2010.

“Audience Analysis and Media Strategies: Television Appreciation Index Research” A lecture for the City University of Hong Kong students taking the course COM2116 Audience Analysis and Media Strategies Organized by the Department of Media and Communications, City University of Hong Kong, February 9, 2010.

“RTHK-POP Deliberative Forum” A deliberative forum studies on Political Reform, co-organized by Radio Television Hong Kong and Public Opinion Programme of the University of Hong Kong, February 6, 2010.

“Job Satisfaction and Employment Engagement: HeadlineJobs Quality Workplace Index (2009H2) ” A presentation at the “Employee Engagement Summit 2009”, organized by A-Performers.com, December 3, 2009.

“Job Satisfaction and Employment Engagement: HeadlineJobs Quality Workplace Index (2009H2)” A presentation at the “29th HKIHRM Annual Conference & Exhibition: "WWW@Changing World (Winning Organization. Winning People. Winning Society)”, organization by Hong Kong Institute of Human Resource Management, November 25, 2009.

“Macau Legislative Assembly Election Project 2009: An Introduction”. A lecture organized by Macao Polytechnic Institute, September 17, 2009.

“How Happy are Your Employees? – “HeadlineJobs Quality Workplace Index 2009”” A presentation at the “Greater China Talent Management Summit 2009”, organized by A-Performers.com, July 10, 2009.

VII. Collaborations

POP has worked with the WorldPublicOpinion.org (WPO) to globally conduct and release survey findings via our “World Public Opinion Platform” accessible through our POP Site and the “Hong Kong People’s Opinion Platform” at <http://www.hkupop.hk>. POP also hosts the Chinese website for WPO, coordinates organizations in the Greater China Region (GCR) to participate in the WPO project, and maintains a GCR opinion research network website. POP is an active participant of the World Association for Public Opinion Research (WAPOR) and the 2012 WAPOR Annual Conference is scheduled to be held in Hong Kong. During the report period, POP worked closely with Stanford University to introduce the concept of Deliberative Poll, and also with Fudan University on the development of opinion polling in Mainland China.

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