

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

PUBLIC OPINION PROGRAMME

Annual Report for July 2010 to June 2011

I. Preamble

This is the fourth annual report of the Public Opinion Programme (POP) compiled for the Faculty, as a regular exercise which started three 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, real or virtual, 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 and public education programmes 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 1,200 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 and medium enterprises, local and overseas media organizations, overseas universities, as well as international associations.

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.

Two years 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 gathered, 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 180 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, deliberative forums and election night early returns 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 POP will host the next WAPOR Annual Conference in Hong Kong in June 2012.
- 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 continues to aspire 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 look forward to more exchanges with different stakeholders to develop an outline of liberal studies using opinion research techniques.

- International connections – POP already has strong connections with institutions in Taiwan, Macau and Mainland China. POP is developing connections in Europe, America, East Asia, South Asia and Southeast Asia over the last few years, POP has been working closely with Stanford University and Fudan University on a number of projects and initiatives. The Director of POP now sits in the WAPOR Council, and will continue to strengthen these regional and international ties.
- Teaching – Members of POP are happy to 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, (c) providing opportunities for student experiential learning, and (d) deploying students to overseas opinion research centres for internship. Last year, the Director of POP gave many guest lectures at different universities and education institutes.
- Synergy – POP will continue to collaborate with colleagues from different faculties and departments when called for, especially in terms of data collection and the provision 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, Pang K.K.L. is the Assistant Director of POP and Tai E.C.F. is the Senior Data Analyst of POP.

Publication

“Statistical Surveys”, an insert section for ‘Spare a Moment to Know More’, Mathematics in Action 6A (Compulsory Part), Pearson Hong Kong, 2010.

Column articles

Chung R.T.Y., Chan J.M. and Lee F.L.F. (2011), “Passing On June 4 Collective Memory: Results of the On-Site Survey of June Fourth Candlelight Vigil (2)” (Chinese article), July 1, 2011, 《六四集體記憶的代際承傳：燭光晚會現場調查結果（二）》，published in Ming Pao on July 1, 2011.

Chung R.T.Y., Chan J.M. and Lee F.L.F. (2011), “Anti-June 4 Remembering Discourse and Reinforcement of June 4 Collective Memory: Results of the On-Site Survey of June Fourth Candlelight Vigil (1)” (Chinese article), June 30, 2011, 《反六四論述與六四集體記憶的強化：燭光晚會現場調查結果（一）》，published in Ming Pao on June 30, 2011.

Pang K.K.L. (2011), “2011 TV Programme Appreciation Index: Overview of 1st Stage Survey Results” (Chinese article), June 2, 2011, 《2011 電視節目欣賞指數第一階段調查結果概述》，published in the June 2011 Issue of Media Digest.

Chung R.T.Y. and Tai E.C.F (2011), “Explaining QMI (Quality-Mass Index) of TV Programmes” (Chinese article), March 9, 2011, 《電視節目優眾指數解說》，published in the March 2011 Issue of Media Digest.

Pang K.K.L. (2011), “2011 TV Programme Appreciation Index: Overview of 4th Stage Survey Results and Overall Results of the Whole Year” (Chinese article), March 8, 2011, 《2010 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 March 2011 Issue of Media Digest.

Pang K.K.L. (2010), “2010 TV Programme Appreciation Index: Overview of 3rd Stage Survey Results” (Chinese article), December 6, 2010, 《2010 電視節目欣賞指數第三階段調查結果概述》, published in the December 2010 Issue of Media Digest.

Pang K.K.L. (2010), “2010 TV Programme Appreciation Index: Overview of 2nd Stage Survey Results” (Chinese article), August 11, 2010, 《2010 電視節目欣賞指數第二階段調查結果概述》, published in the August 2010 Issue of Media Digest.

Public research reports

POP compiled and delivered over 90 research 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
27-06-2011	Ad hoc Survey on Government's Proposal to Scrap By-Elections
21-06-2011	Ad hoc Survey on 2012 Chief Executive Election
13-06-2011	Hong Kong and Macau Survey on Awareness on Cardiovascular Disease
10-06-2011	Opinion survey coded as "Survey Q 2011" - June Survey
04-06-2011	June 4 Onsite and Online Surveys 2011
06-2011	Television Audience Survey@PopCon e-platform - June to November 2011
06-2011	TV Audience Studies 2011 - June Survey
30-05-2011	Public Sentiment Index (PSI) 2011 - June Survey
30-05-2011	Survey on Political Legitimacy in Hong Kong
26-05-2011	Opinion Survey on School Principals' Ranking of Universities in Hong Kong 2011
25-05-2011	Opinion Survey on the Public Ranking of Universities in Hong Kong 2011
23-05-2011	Survey on People's Preferences on Chief Executive Election - 4th Wave Survey
17-05-2011	Telephone Survey on Electricity Policy
16-05-2011	Tracking Surveys on Chief Executive Election in 2012 - 8th Wave Survey
11-05-2011	Public Survey on Knowledge of Cancer and related Treatments
19-05-2011	Opinion Survey on Currency Notes in Circulation 2011 - Third Round
05-2011	TV Audience Studies 2011 - May Survey
26-04-2011	Survey on People's Preferences on Chief Executive Election - 3rd Wave Survey
26-04-2011	Public Sentiment Index (PSI) 2011 - May Survey
22-04-2011	Survey on Middle Age People's Health Concern
22-04-2011	Ocean Protection Survey
14-04-2011	2011 TV Programme Appreciation Index Survey (1st Stage)

14-04-2011	Survey on NGOs' IT Application 2011
11-04-2011	Radio Audience Survey 2011
08-04-2011	Survey on HK Citizens' Views on Losing Teeth and Repair Treatment 2011
04-2011	TV Audience Studies 2011 - April Survey
28-03-2011	Survey on People's Preferences on Chief Executive Election - 2nd Wave Survey
25-03-2011	Survey on Image Attributes of a Statutory Body
21-03-2011	Public Sentiment Index (PSI) 2011 - March Survey
21-03-2011	Ad hoc Survey on the Appraisal of Financial Secretary John Tsang
21-03-2011	Opinion survey coded as "Survey Q 2011" - March Survey
18-03-2011	Survey on Employees' Job Satisfaction 2011
15-03-2011	Survey on Public Awareness of Teeth Irregularities and Dental Health
08-03-2011	Survey on People's Preferences on Chief Executive Election - 1st Wave Survey
07-03-2011	Effectiveness of Love Teeth Campaign 2010/11 - Post-campaign Survey
04-03-2011	Survey on Dentine Hypersensitivity and Self-destructive Behaviours
03-2011	TV Audience Studies 2011 - March Survey
24-02-2011	Public Sentiment Index (PSI) 2011 - February Survey
23-02-2011	Instant Poll for Budget 2011
14-02-2011	Tracking Surveys on Chief Executive Election in 2012 - 7th Wave Survey
06-02-2011	Survey on Radio Programmes 2011
02-2011	Recruitment for Project EcSS Pilot Study
02-2011	TV Audience Studies 2011 - February Survey
26-01-2011	Public Opinion Survey on West Kowloon Cultural District Development
25-01-2011	Public Sentiment Index (PSI) 2011 - January Survey
19-01-2011	Survey on Public Awareness of the Safety Limits of Alcohol Consumption and Alcoholic Liver Disease
13-01-2011	Survey on People's State of Mind and Preference when Choosing Partners
10-01-2011	2010 TV Programme Appreciation Index Survey (4th Stage)
04-01-2011	Public Opinion Survey on Nutrition Label
03-01-2011	Survey on Hong Kong People's Fear towards Flu
01-2011	Opinion Survey on 2023 Asian Games Bid
01-2011	TV Audience Studies 2011 - January Survey
21-12-2010	Second Telephone Survey on Family Harmony (i.e. the "HIInTS" Project)
07-12-2010	Radio Focus Groups
18-11-2010	Teacher Survey on Policy of Debundling Textbooks and Teaching Resources for Pricing
18-11-2010	Women Survey on Osteoporosis
17-11-2010	Tracking Surveys on Chief Executive Election in 2012 - 6th Wave Survey
17-11-2010	Colon and Rectal Cancer (CRC) Patient Survey

15-11-2010	Radio Audience Survey 2010
08-11-2010	Telephone Survey on MiniBus Charges
04-11-2010	Public Survey on Prostate Cancer
01-11-2010	Project on Wealth Management for Elderly
11-2010	Children's Electronic Device Usage Behavior Survey
29-10-2010	Children Near Sightedness Survey
26-10-2010	Research on Local NGOs' Current Needs, Purposes and Challenges related to IT Infrastructure 2010
26-10-2010	Public Survey on Taxation Deduction for Medical Insurance
14-10-2010	Breast Cancer Awareness Survey
13-10-2010	Opinion Survey on Poverty Issues in Policy Address 2010-11
11-10-2010	2010 TV Programme Appreciation Index Survey (3rd Stage)
10-2010	Public Opinion Survey on Enhanced Regulatory Requirements on the Sale of Investment Products
10-2010	Survey on Hong Kong Service Industry Excellence Index
10-2010	Survey Design, Development and Administration of Force Surveys for a Disciplinary Force
24-09-2010	Questionnaire Survey on Contact Lens Users
18-09-2010	Opinion Survey on Excessive Body Heat (from Traditional Medicine perspective)
14-09-2010	Opinion Survey coded as "Survey Q 2010" - December Survey
13-09-2010	Effectiveness of Love Teeth Campaign 2010/11 - Pre-campaign Survey
09-09-2010	Survey on Employees' Job Satisfaction 2010 - Second Half
03-09-2010	Parent Survey on Breakfast Preparation for their Children
09-2010	Survey on Service Excellence Index - Government Services
23-08-2010	2010 Audience Survey for Metro Info
19-08-2010	Opinion Survey on Employees' and Employers' view on MPF
18-08-2010	Opinion Survey on Dentine Hypersensitivity
17-08-2010	Survey on Housing Issues
16-08-2010	SME Survey on Minimum Wage 2010
10-08-2010	Establishment Pre-Campaign Survey for JETCO
05-08-2010	Research on Democratization in Hong Kong 2010
10-08-2010	Tracking Surveys on Chief Executive Election in 2012 - 5th Wave Survey
30-07-2010	Survey on Credit Debts, Interest Rates and Unexpected Payments for Credit Card Users
20-07-2010	Work Life-Balance Survey of the Hong Kong Working Population 2010
20-7-2010	2010 Avian Flu Survey
12-07-2010	2010 TV Programme Appreciation Index Survey (2nd Stage)
01-07-2010	July 1 Onsite and Online Surveys 2010

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
15/6/2010	Opinion Survey Coded as "Survey Q 2010 - First Wave"
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
3/6/2010	Pilot Implementation of the Public Consultation Study for the Electronic Health Record (eHR)

Other intellectual property

POP writes its own software for computer assisted telephone interviews (CATI), online surveys, mobile device 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 2,167 print reports, or around 180 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 90 projects commissioned by, or in collaboration with, outside organizations. The projects receive no university funding, but most of the outputs 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

"Dos and Don'ts of Opinion Surveys" A lecture invited by Macau Civil Servant's Association (ATFPM) for their members, presented at the office of ATFPM, Macau, June 18, 2011.

"TV Audience Studies: TVAI and QMI" A lecture for the City University of Hong Kong students taking the course "Audience Analysis and Media Strategies (COM2116)", organized by the Department of Media and Communication, City University of Hong Kong, May 25, 2011.

“From TVAI to QMI” A lecture for the Hong Kong Baptist University Master of Arts (Film & TV) second year students taking the course “Graduate Seminar on HK Television Industry”, organized by the Hong Kong Baptist University, March 23, 2011.

“Contemporary Public Opinion Research: Hong Kong Experience” A lecture for the Deliberative Democracy and Public Consultation Intensive Workshop, organized by the Center for Deliberative Democracy at Stanford University and School of Journalism and Communication at the Remin University of China, Beijing, January 11, 2011.

“Deliberative Forum on 2023 Asian Games Bid” A deliberative forum study on 2023 Asian Games Bid, co-organized by Radio Television Hong Kong and Public Opinion Programme of the University of Hong Kong, January 9, 2010.

“Can Public Opinion be more “Precise” & “Meaningful”? Implications and Applications of Deliberative Polling (DP) in Hong Kong” A lecture for the Chu Hai College students, organized by Chu Hai College, December 20, 2011.

“Retention of Young Talents: Job Satisfaction, Engagement and Retention – HeadlineJobs Quality Workplace Index (2010 2nd Half)” A presentation at the “Employee Engagement Summit 2010”, organized by A-Performers.com, December 3, 2010.

“Mutual Understanding between the Community and the Police” A presentation at “Seminar on Community Policing”, organized by the Hong Kong Police College as part of its Management Development Programme, September 20, 2010.

“A New Era of Opinion Studies in Hong Kong and Macau” A lecture series on “How to Conduct Scientific Polls Lecture” organized by the Macao Public Survey Center and co-organized by the Macao Polling Research Association, held at Pui Ching Middle School, Macau, July 31, 2010.

“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.

VII. Collaborations

POP hosts the Chinese website of the WorldPublicOpinion.org (WPO) which conducts opinion surveys globally. POP is also an active participant of the World Association for Public Opinion Research (WAPOR) and the next WAPOR Annual Conference will be held in Hong Kong in June 2012. 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.

To actualize this mission, the Director of POP had accepted a visiting scholarship from the State Innovative Institute for the Studies of Journalism, Communication and Media Society at Fudan University, Shanghai, from 27 June to 26 July 2010. He had attended a number of lectures and intellectual exchange sessions with the local students, teachers and researchers. He was also appointed as the Institute’s Senior Research Fellow during this visiting scholarship.

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