

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

PUBLIC OPINION PROGRAMME

Annual Report for July 2013 to June 2014

I. Preamble

This is the seventh annual report of the Public Opinion Programme (POP) compiled for the Faculty, as a regular exercise which started in 2008. Around that time, the University (HKU) conducted an internal audit of POP. In 2009, the University also 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 no direct funding from the University, no one-line budget and no research grant. Nevertheless, POP does not take on pure commercial or consultancy projects. POP also 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 **1,400 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.

In 2009, during the University's review of POP, a 5-year development plan for POP was laid down. Since then, POP has structured itself to progressively develop along the following directions:

- 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 280 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, electronic voting, civil referendums and election night early returns to the local media. POP will continue to pay effort to further introduce deliberative polls and panel studies 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), Asian Network for Public Opinion Research (ANPOR) and an emerging network of public opinion researchers in the Greater China Region. The Director of POP has been re-elected several times as the Chair of the Liaison Committee of WAPOR, and his current term will expire at the end of 2015.
- 5) Teaching within HKU – Members of POP have been engaged in university teaching for more than a year. If needed, we can go further to (a) design more courses, (b) provide datasets for secondary analysis and student projects, (c) provide opportunities for student experiential learning, and (d) deploy students to overseas opinion research centres for internship.
- 6) Synergy within HKU – POP is already collaborating with colleagues from different faculties and departments. We will continue to provide as much support as possible to colleagues and students within HKU.

IV. Director's Reflection

Corresponding to the six lines of development mentioned in the last section, POP has made

significant achievements over the last academic year, especially in taking up formal teaching in the University since September 2013. POP continues to aspire to becoming an internationally recognized opinion research centre with high impacts 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 9 newspaper stories on POP surveys each calendar day. We will continue our self-funded tracking polls, exit polls, rally headcounts, civil referendums and other special projects 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 in 1991. 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 on a number of projects and initiatives. The Director of POP now sits in the WAPOR and ANPOR Councils, and will continue to strengthen these regional and international ties. The first ANPOR Annual Conference was held in Seoul last November. More meetings and conferences will be organized in future to facilitate intellectual exchange and professional connections in this region.
- Teaching – For the academic year 2013-2014, POP members have taught one course in the Faculty of Social Sciences, namely, “*Politics and Public Opinion*” in the Department of Politics and Public Administration. For the academic year 2014-15, POP members will teach two courses, one being “*Social Policy and Public Opinion*” in the Department of Social Work and Social Administration in the First Semester, and repeat the course on “*Politics and Public Opinion*” in the Department of Politics and Public Administration in the Second Semester.
- 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. Our relocation to the Centennial Campus has given us more momentum in this aspect.

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, Ma J. is the IT Manager of POP, Lee F.W.K. and Lee W.W.Y. are Research Managers of POP and Tai E.C.F. is the Senior Data Analyst of POP.

Conference presentations

Chung R.T.Y. (2014), “Electronic Platforms and Civil Referendums”, presented at the Conference on Media Impact & Public Opinion Representation, organised by Shih Hsin University, held at Shih Hsin University, Taiwan, March 20-21, 2014.

Chung R.T.Y. (2013), “The Preliminary Results of the Joint Survey in the Greater China Region 2013”, presented at the Asia Conference on Public Opinion Research 2013, organised by Asian Network for Public Opinion Research (ANPOR), held at Seoul International University, South Korea, November 21-23, 2013.

Chung R.T.Y. and Lee W.W.Y. (2013), “Deliberative Opinion Research in Hong Kong”, presented at the Asia Conference on Public Opinion Research 2013, organised by Asian Network for Public Opinion Research (ANPOR), held at Seoul International University, South Korea, November 21-23, 2013.

Lectures, talks and workshops

Chung R.T.Y. (2014), “Public Opinion in the Balance”. A presentation at the “Symposium on Police Complaints in Hong Kong: Where Are We Heading?”, organized by Independent Police Complaints Council and Centre for Comparative and Public Law of The University of Hong Kong, held at The University of Hong Kong, May 27, 2014.

Chung R.T.Y. (2014). A current affairs forum on “Academic Freedom”, organised by HKUSU, held at The University of Hong Kong, March 18, 2014.

Chung R.T.Y. (2014), “The Prospects and Strategies to Freedom of Academic and Speech”. A seminar on “Looking into Freedom of Speech through the Kevin Lau Incident”, organised by Independent Commentators Association and Institute of Journalism and Society, held at Hong Kong Baptist University, March 15, 2014.

Ma J. (2014), “eDP Arrangement”. A guest lecture for around 40 students taking the Workshop in Managerial Skills (2013-2014) POLI8026, Joint HKU POP-MPA Civic Engagement Workshop, invited by Ms Rikkie Yeung, Lecturer, Department of Politics and Public Administration of The University of Hong Kong, held at The University of Hong Kong, March 8, 2014.

Chung R.T.Y. (2014), “Experimental DP on Constitutional Reform in HK”. A guest lecture for around 40 students taking the Workshop in Managerial Skills (2013-2014) POLI8026, Joint HKU POP-MPA Civic Engagement Workshop, invited by Ms Rikkie Yeung, Lecturer, Department of Politics and Public Administration of The University of Hong Kong, held at The University of Hong Kong, March 8, 2014.

Chung R.T.Y. (2013-2014). A mentor for the “North Star Programme” of the Hong Kong University Graduates Association (HKUGA) College, organized by the HKUGA College, Wong Chuk Hung,

Hong Kong, October 2013 - March 2014.

Chung R.T.Y. (2013), “The Latest Development of Hong Kong’s Public Opinion”. A forum for “Discuss the Development of China's Public Opinion”, organized by The State Innovative Institute for the Studies of Journalism & Communication and Media Society at Fudan University, held at Shanghai Jiaotong University, November 8-10, 2013.

Chung R.T.Y. (2013), “Public Opinion Poll to Public Engagement”. A workshop for Innovative Leadership Programme (ILP) by Civil Service Training & Development Institute, Civil Service Bureau, HKSAR Government, organised by Civil Service Training & Development Institute Civil Service Bureau, HKSAR Government, held at North Point Government Office, October 7, 2013.

Chung R.T.Y. (2013), “A Multiple Perspective on Public Opinion Research: A Hong Kong Experience”. A talk for an annual forum cum summer school for postgraduates majored in journalism and communication all over the country, especially from Shanghai, organized by Shanghai Municipal Commission of Commerce, Institute of Arts and Humanities and Research Institute of Shanghai Jiaotong University, held at Shanghai Jiaotong University, July 12-24, 2013.

Visitations

To facilitate more intellectual exchange with local and international scholars, researchers, administrators, think tank members, consulate representatives, and people from different sectors who are interested in our work, POP has over the years received many visitors individually and in groups. During the period covered by this report, POP received the following visitors among others, normally with briefings, question and answer sessions, and onsite tours:

Cheong A.W.H. (Macau), the Founder and Research Director of ERS e-Research & Solutions Macau, also a part-time Assistant Professor at the Department of Communication of Faculty of Social Sciences and Humanities at the University of Macau (UM), and a visiting scholar of Communication at the School of Communication of Hong Kong Baptist University (HKBU), led a group of HKBU postgraduate students to visit POP on November 13, 2013.

Eighteen undergraduate students and the Teaching Assistant Cheung Gabrielle (Hong Kong) of the course “*Politics and Public Opinion*” in the Department of Politics and Public Administration of The University of Hong Kong had a study tour of POP Offices on October 24, 2013.

Lilas Bernheim (French), Consulate of General of France in Hong Kong and Macau, visited POP on September 26, 2013.

Shigehiro Nishiumi (Japanese), Consulate of General of Japan in Hong Kong, had a lunch meeting with the Director of POP in Admiralty on September 6, 2013.

Column articles

Chung R.T.Y. (2013), “Insights from The Emperor’s New Clothes” (Chinese article), March 24, 2014, 《從國王的新衣說起》, published in the March 2014 Issue of Media Digest.

Ma J. (2014), “Explore the Electronic Voting System of the PopVote Civil Referendum Project” (Chinese article), February 28, 2014, 《探究「民間全民投票計劃」電子投票系統》, published in the January 2014 Issue of Media Digest.

Lee F.W.K. (2013), “2013 TV Programme Appreciation Index: Overview of 3rd Stage Survey Results” (Chinese article), December 27, 2013, 《2013 電視節目欣賞指數第三階段調查結果概述》, published in the December 2013 Issue of Media Digest.

Chung R.T.Y. (2013), “Latest Survey Findings of Media Performance” (Chinese article), November 30, 2013, 《傳媒表現最新調查結果》, published in the November 2013 Issue of Media Digest.

Lee F.W.K. (2013), “2013 TV Programme Appreciation Index: Overview of 2nd Stage Survey Results” (Chinese article), September 26, 2013, 《2013 電視節目欣賞指數第二階段調查結果概述》, published in the September 2013 Issue of Media Digest.

Chung R.T.Y., Ma J. and Lee W.W.Y. (2013), “PopVote: A Revolution in Gathering Opinions in Hong Kong”, September 2, 2013, 《民間全民投票計劃: 收集香港民意的革命》, published in the August 2013 Issue of Media Digest.

Chung R.T.Y. and Lee F.W.K. (2013), “The Impact of POP’s Election Polls in Hong Kong”, July 20, 2013, 《傳媒效應、議程設定、框架及提示》, published in the July 2013 Issue of Media Digest.

Public research reports

POP compiled and delivered 88 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
1	27-Jun-14	Female Survey on Skin Immunity
2	26-Jun-14	Monthly Survey on Wealth Blog – June 2014
3	19-Jun-14	Digital Radio Audience Survey 2014
4	14-Jun-14	TVAI Survey 2014 (Wave 2)
5	13-Jun-14	Survey on Respiratory Symptoms & Health Behavior
6	12-Jun-14	Radio Rating Survey 2014
7	10-Jun-14	Survey on Behavior of MPF Members in Hong Kong
8	9-Jun-14	Survey on Mainland Tourists Policy
9	28-May-14	Survey on “Conservation Organization”

	Start Date	Project Title
10	28-May-14	Opinion Survey on the Public Ranking of Universities in Hong Kong 2014
11	27-May-14	Survey on Political Reform 2014
12	26-May-14	Monthly Survey on Wealth Blog – May 2014
13	23-May-14	Survey on Child Care Service for Low Income Families in Hong Kong
14	23-May-14	Survey on Political Reform 2014 (Fifth Round)
15	23-May-14	Survey on Pension Reform
16	15-May-14	Music Awards 2014 – Public Surveys (Round 1)
17	14-May-14	Ad hoc Survey on Chief Executive Election 2017 (Fifth Round)
18	12-May-14	Survey on Retirement 2014
19	9-May-14	Telephone Survey on Risk Communication, Psychological and Behavioral Responses to Avian Influenza (H7N9) in Hong Kong
20	25-Apr-14	Monthly Survey on Wealth Blog – April 2014
21	22-Apr-14	Convoy Survey on Public Attitude towards Financial Management
22	17-Apr-14	Survey on Workplace Productivity Losses related to Acute Upper Respiratory Tract Infections among Health Care Workers in Hong Kong
23	17-Apr-14	June 4 On-Site Survey 2014
24	14-Apr-14	TVAI Survey 2014 (Wave 1)
25	9-Apr-14	Survey on Delayed Payment Problems and Debt Collection Services 2014
26	27-Mar-14	Survey on Political Reform 2014 (Fourth Round)
27	26-Mar-14	Monthly Survey on Wealth Blog – March 2014
28	26-Mar-14	Rating Survey for a Digital Radio Broadcaster 2014
29	19-Mar-14	Survey of Public Attitudes towards Psychosis in Hong Kong
31	18-Mar-14	Colorectal Cancer Screening Survey
32	13-Mar-14	Doctor Survey on Fungal Nail Infection and Patient Behavior
33	3-Mar-14	Provision of Design and Survey Services to Compile and Analyse Performance Index for Business Licensing Services in Hong Kong (2013-2014)
34	26-Feb-14	Monthly Survey on Wealth Blog – February 2014
35	26-Feb-14	Monthly Survey on Political Reform 2014
36	25-Feb-14	Radio Audience Survey 2014
37	19-Feb-14	Deliberative Forum on Political Reform for “Voices from the Hall”
38	12-Feb-14	H7N9 Avian Flu Survey (Fifth Round)
39	24-Jan-14	Monthly Survey on Wealth Blog – January 2014
40	21-Jan-14	Ad hoc Survey on Chief Executive Election 2017 (Fourth Round)
41	20-Jan-14	Public Survey on Top Challenges for Career Moms
42	16-Jan-14	Public Opinion Survey on Rescue Drug Testing Scheme
43	14-Jan-14	TVAI Survey 2013 (Wave 4)
44	11-Jan-14	H7N9 Avian Flu Survey – (Fourth Round)
45	8-Jan-14	Survey on Constitutional Reform (Third Round)

	Start Date	Project Title
46	31-Dec-13	Provision of Survey on Effectiveness of Publicity Activities for Offender Rehabilitation
47	31-Dec-13	Survey on Gum Bleeding
48	27-Dec-13	Monthly Survey on Wealth Blog – December 2013
49	27-Dec-13	Policy Address Survey 2014
50	18-Dec-13	Opinion Survey on Large-scale Live Music Show / Festivals in Hong Kong
51	27-Nov-13	Public Opinion Survey on Monetary Issues in Hong Kong - December 2013
52	27-Nov-13	Zuni Audience Survey 2013
53	27-Nov-13	Music Award 2013 – Public Survey
54	26-Nov-13	Monthly Survey on Wealth Blog – November 2013
55	25-Nov-13	Hong Kong Government Service Excellence Index 2013 (HKGovSEI 2013)
56	12-Nov-13	IPCC Public Opinion Survey 2014
57	11-Nov-13	Press Freedom Survey 2013
58	6-Nov-13	Survey on Constitutional Reform (Second Round)
59	6-Nov-13	Audience Recruitment for “Voices from the Hall” a Radio Programme on Policy Address 2014
60	6-Nov-13	Blood Test Subject Retirement 2013
61	30-Oct-13	Staff Opinion Survey (2013) and Customer Satisfaction Survey (2014) for a Disciplinary Force
62	26-Oct-13	Monthly Survey on Wealth Blog – October 2013
63	25-Oct-13	Survey for “Dreams Come True”
64	23-Oct-13	General Practitioners Survey on Hepatitis B Management
65	17-Oct-13	Ad hoc Survey on Free TV Licensing
66	16-Oct-13	Survey on Hong Kong Public’s Attitudes Towards Rights of People of Different Sexual Orientations
67	11-Oct-13	Survey on Family Planning & Contraception among University Students
68	2-Oct-2013	Ad hoc Survey on Chief Executive Election 2017 (Third Round)
69	2-Oct-13	Survey on Local Women’s Awareness of Nutrition Intake during Pre-pregnancy Stage
70	30-Sept-13	Trust Survey on Nuclear Contingency Plan Governance
71	26-Sept-13	Monthly Survey on Wealth Blog – September 2013
72	13-Sept-13	Telephone Survey on Prostate Cancer Awareness Campaign
73	11-Sept-13	Survey on Self Diagnosis, Self Medication & Misconception on Medical Information
74	4-Sept-13	Fourth Telephone Survey on Family Harmony 2013
75	26-Aug-13	Monthly Survey on Wealth Blog – August 2013
76	23-Aug-13	Survey on Public Aspiration of Insurance & Financial Planners

	Start Date	Project Title
77	15-Aug-13	Breast Cancer Survey
78	7-Aug-13	Survey on Misconception on Early Prostate Cancer
79	6-Aug-13	Survey on Constitutional Reform (First Round)
80	2-Aug-13	Work Life Balance of the Hong Kong Working Population 2013
81	31-Jul-13	Survey on North East New Territories Development Areas
82	30-Jul-13	Radio Rating Survey 2013
83	25-Jul-13	Deliberative Forum on Expansion of Landfills for “Voices from the Hall”
84	16-Jul-13	Public Opinion Survey on Monetary Issues in Hong Kong - August 2013
85	9-Jul-13	Survey on Budget Airline (Low Cost Carrier) in Hong Kong
86	4-Jul-13	Credit Card Survey 2013
87	3-Jul-13	Ad hoc Survey on Chief Executive Election 2017 (Second Round)
88	2-Jul-13	Survey on Member Behaviour in time of MPF Employee Choice Arrangement

Other intellectual property

POP writes its own software for computer assisted telephone interviews (CATI), online surveys, online voting system, smartphone applications named “POP” and “PopVote”, mobile device data input, and optical mark recognition (OMR) tasks.

VI. Activities

Overall social influence

A wisenews search of media coverage of POP activities during the period covered by this report gives 3,378 print reports, or around 280 print stories per month, representing a jump of 31% from the last reporting period (2,569 reports). This search excludes stories covered by the electronic media.

Deliberation series and civil referendums

Commissioned by the Secretariat of the “Occupy Central with Love and Peace” (OCLP), POP held the Second Deliberative Poll (DP2) under the “OCLP Deliberation Series” at the Centennial Campus of HKU on September 29, 2013. The event used the concept of “deliberative democracy” established by Stanford University as a blueprint, and invited randomly selected members of the general public via random telephone calls to join the event, in order to deliberate and then formulate proposals for the 2017 CE Election through rational discussions. Nearly 200 public members joined this DP2, which attracted over 50 local and international media to cover the event, which became headline stories in almost all newspapers the following day.

Again commissioned by the Secretariat of OCLP, POP and the Centre for Social Policy

Studies (CSPS) at The Hong Kong Polytechnic University conducted a “New Year Civil Referendum” on January 1, 2014. The topic of this civil referendum was “Principles of CE Election”, with a total of 3 propositions for the public to vote on. Over 62,000 people cast their votes, around 40,000 of whom used mobile applications, around 20,000 used website, and around 3,000 voted on-site at our physical polling station inside Victoria Park.

Another OCLP voting event was held on May 4 and 6, 2014, namely, “Constitutional Reform Deliberation Day Voting”, where OCLP supporters were invited to deliberate and then vote on 15 proposals for the 2017 CE Election. The aim was to shortlist the 3 most popular proposals for next round’s public voting. At the end, a total of 2,594 people participated in this event, at 6 polling stations manned by POP in different parts of Hong Kong, plus 1 overseas station in Toronto organized by the OCLP Secretariat.

“622 Civil Referendum” was the highlight event of the year for the OCLP Campaign. This civil referendum, again co-organized by POP and CSPS, was held during June 20-29, 2014. All registered voters of age 18 or above in Hong Kong were invited to vote on 2 motions about CE Election. Motion 1 was to select one single proposal out of the 3 shortlisted by OCLP. Motion 2 was to vote on what LegCo members should do if the government proposal would not satisfy international standards of universal suffrage. Citizens could choose to vote online via our mobile applications or website, or to vote in person at physical polling stations spread across the territory. Finally, over a span of 10 days, a total of 792,808 people cast their votes (after eliminating duplicate votes), with around 500,000 using mobile applications, around 240,000 via website, and around 70,000 voted in person at the polling stations. A number of press conferences were organized for this “622 Civil Referendum” event and the voting results were announced one hour after the polling stations were closed on June 29, 2014. More than 100 local and foreign media came to HKU to cover this press conference and the event became the headline stories in literally all newspapers throughout the event period.

All in all, POP was providing a professional service to the OCLP Secretariat in order to organize the “OCLP Deliberation Series” and “Civil Referendums” according to international standards. POP stays politically neutral to the OCLP Campaign *per se*, and the OCLP Secretariat has pledged to give POP full autonomy in designing and conducting these activities.

Commissioned research projects

During the period covered by this report, POP conducted 88 projects in collaboration with outside organizations or departments within the University. Most of the outputs are placed in the public domain via the HKUPOP Site (<http://hkupop.hku.hk>). These projects are listed in the previous section and will not be repeated here.

Regular tracking polls

Apart from working on commissioned projects, 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, for over 23 years now. 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.

Panel formation

POP started to construct a "POP Panel" in mid-2013 after studying the design of panel studies in other countries. We intend to recruit Hong Kong households into the POP Panel through a consent question at the end of our random telephone surveys, and we aim at recruiting 2,000 households representative of the Hong Kong population. Panel members will be invited to take part in different research projects designed and conducted by POP from time to time. This POP Panel is still at experimental stage.

VII. Collaborations

Over the past many years, POP has collaborated with hundreds of public and private organizations locally, regionally and internationally. They include university departments and units, 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, and many international associations. According to POP's "service policy", we never give up our research autonomy and intellectual property rights when collaborating with project partners, so the relationship is never money-oriented.

a. Inter-departmental collaborations within the University

Excluding projects which call on POP purely for data collection, in the year past, we have been working closely with colleagues from 1) School of Business, 2) School of Public Health, 3) School of Nursing, 4) Department of Psychiatry, 5) Department of Anaesthesiology, 6) Institute of Medical and Health Sciences Education, 7) Sau Po Centre on Ageing, 8) Department of Electrical & Electricity Engineering, and 9) Faculty of Law on a variety of research projects to which we contribute significantly in terms of research design and technical support.

b. Collaboration with local organizations

In the year past, POP has completed nearly **100 research projects** in collaboration with 1) local government departments such as Hong Kong Police Force, Correctional Services Department, Narcotics Division of Security Bureau, Civil Service Bureau, Department of Health, Hong Kong Monetary Authority, and Radio Television Hong Kong, 2) leading business firms like Microsoft, Hongkong and Shanghai Banking Corporation (HSBC), GlaxoSmithKline (GSK), and Sanofi Hong Kong, 3) non-government organizations like Independent Police Complaints Council (IPCC), Hong Kong Journalists Association (HKJA), Hong Kong Council of Social Service (HKCSS), The Hong Kong Academy for Performing Arts (APA), Community Business, Ocean

Park and Hong Kong Cancer Fund, 5) Offices of Legislative Councillors such as Dr Leung Ka-Lau, Cyd Ho Sau-Lan, and Gary Fan Kwok-Wai, 6) media conglomerates such as Television Broadcast Limited (TVB), Asia Television (ATV), Now TV, Cable TV, Metro Broadcast, Digital Broadcasting Corporation (dbc) and many local newspapers, and also 7) other tertiary institutions like The Chinese University of Hong Kong (CUHK), The Hong Kong Polytechnic University (PolyU), City University of Hong Kong (CityU), and The Hong Kong Institute of Education (HKIEd).

c. Regional collaboration

POP continues to maintain strong connections with leading academic and media institutions in Taiwan, Macau and Mainland China in the area of public opinion research. Intellectual exchange and project collaborations take place regularly with institutes like 1) Fudan Media and Public Opinion Research Center at Fudan University (Shanghai), 2) Election Study Centre at National Chengchi University (Taiwan) and 3) Macao Polling Research Association (Macau). POP has earned high reputation among these institutes in the Greater China Region. Moreover, the Director of POP is the Founder and Secretary-Treasurer of the Asian Network for Public Opinion Research (ANPOR). The first ANPOR Annual Conference was successfully held in Seoul last November, and the second ANPOR Annual Conference is going to be held in Japan this November. The Director of POP is also closely connected to major public opinion researchers in the whole of Asia.

d. International associations and networks

Over the past few years, POP has worked closely with the Center for Deliberative Democracy at Stanford University on promoting deliberative democracy and deliberative polling in Hong Kong. Moreover, a cross-country comparison study on social conditions and global warming jointly designed and conducted by POP and Cornell University has been conducted in Hong Kong and USA in parallel last September-November. Moreover, the Director of POP is an active participant of the World Association for Public Opinion Research (WAPOR) and has been re-elected several times as the Chair of the Liaison Committee of WAPOR. His current term will expire at the end of 2015.

October 21, 2014

----- End of Report -----