

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

PUBLIC OPINION PROGRAMME

Annual Report for July 2014 to June 2015

I. Preamble

This is the eighth 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 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 projects, consultancy studies, or contract research. POP is unique in that it adheres to its own "service policy" which requires all project partners to give POP full autonomy in designing its studies, and publishing the results. In almost all of the studies conducted, POP retains the copyright of the data collected to facilitate further studies. 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 **1,500 independent surveys** and other kinds of research, almost all of which are funded by outside sources. POP's project partners 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 (to be relocated to Cornell University on November 7, 2015), 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 275 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 regular university teaching for more than two years. If needed, we can go further to (a) design more courses and workshops, (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 has been collaborating with colleagues from different faculties and departments for years. 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 developing formal teaching of public opinion and civil engagement. POP continues to aspire to becoming an internationally recognized opinion research centre with high impacts on local and regional developments.

- 1) 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.
- 2) 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.
- 3) 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 in November 2013, the second Annual Conference was held in Niigata, Japan in November 2014 and the third one will be held in Bangkok, Thailand this coming November. More meetings and conferences will be organised in future to facilitate intellectual exchange and professional connections in this region.
- 4) Teaching – For the academic year 2014-2015, POP members have taught two courses, namely, “*Social Policy and Public Opinion*” in the Department of Social Work and Social

Administration in the First Semester, and “*Politics and Public Opinion*” in the Department of Politics and Public Administration in the Second Semester. POP members also annually run a Joint HKU-MPA Civil Engagement Workshop as part of the course requirement of “*Workshop in Managerial Skills*” run by the Department of Politics and Public Administration for its MPA students.

- 5) 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 since July 2012 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.

Book chapter

1. Chung R.T.Y. and Tai E.C.F. (2014). Ethnic Identity of Hong Kong People - An Academic Question Turned Political. In Jenn-hwan Wang (Ed.), *Border Crossing in Greater China: production, community and identity* (pp. 219-239). London & New York: Routledge.

Conference presentations

1. Chung R.T.Y. (2015), “Technology and Society”, presented at the Hong Kong Spring Conference 2015, organised by Harvard College in Asia Program (HCAP), held at The University of Hong Kong, 20 March, 2015.
2. Chung R.T.Y. and Lee W.W.Y. (2014), “Political Efficacy and Participation in Hong Kong: Quality versus Quantity”, presented at the Asian Network for Public Opinion Research 2nd Annual Conference, organised by Asian Network for Public Opinion Research (ANPOR), held in Niigata, Japan, November 28-30, 2014.
3. Cheong A.W.H., Chung R.T.Y., Yu, C.H., Yu, E., and Zhou B.H. (2014), “Citizen’s Political Efficacy and Participation: Comparing the Perspectives of Shanghai, Hong Kong, Macau, and Taipei”, presented at the Asian Network for Public Opinion Research 2nd Annual Conference, organised by Asian Network for Public Opinion Research (ANPOR), held in Niigata, Japan, November 28-30, 2014.
4. Chung R.T.Y., Lee F.W.K. and Ma J. (2014), “Electronic Voting and Civil Referendums in Hong Kong”, presented at the Asian Network for Public Opinion Research 2nd Annual Conference, organised by Asian Network for Public Opinion Research (ANPOR), held in Niigata, Japan,

November 28-30, 2014.

5. Chung R.T.Y. (2014), “The Current Situation and Issues of Public Opinion Research in Hong Kong”, presented at the Japan Association for Public Opinion Research 70th Memorial Meeting, organised by Japan Association for Public Opinion Research (JAPOR), held at Tokyo, Japan, November 13-14, 2014.
6. Chung R.T.Y., Lee W.W.Y. and Tai E.C.F. (2014), “Deliberate or Not Deliberate? Analysis of Cooperation and Drop-out Rates in Deliberative Activities in Hong Kong”, presented at the World Association for Public Opinion Research 67th Annual Conference, organised by World Association for Public Opinion Research (WAPOR), held in Nice, France, September 4-6, 2014.

Public report

1. Chung, R.T.Y., Li, A.H.F., Heung, S.T.H., Ho, K.K.H. (2015). People's Public Sentiment Report, published on the websites of The Hong Kong Council of Social Services, the Hong Kong Christian Council and the HKUPOP Site, February 17, 2015. Civil Society Joint Action.

Lectures, talks and workshops

1. Chung R.T.Y. (2015), “An Introduction to Election Polls”, presented at the Hong Kong Teenage Democracy Workshop 2015, organised by Power of Democracy and New School for Democracy, held at The City University of Hong Kong, April 11, 2015.
2. Chung R.T.Y. (2015), “Hong Kong Agenda: Archiving the Occupy Movement”, presented at HKU General Education Forum: Archiving the Occupy Movement, a forum organised by the General Education Unit, The University of Hong Kong, held at The University of Hong Kong, March 25, 2015.
3. Chung R.T.Y. (2015), “Experimental DP on Old Age Income Protection in HK”, A guest lecture for around 40 students taking the Workshop in Managerial Skills (2014-2015) POLI8026, Joint HKU-MPA Civil Engagement Workshop, invited by Ms Rikki Yeung, Lecturer, Department of Politics and Public Administration of The University of Hong Kong, held at The University of Hong Kong, January 17, 2015.
4. Ma J. (2015), “eDP Arrangement”, A guest lecture for around 40 students taking the Workshop in Managerial Skills (2014-2015) POLI8026, Joint HKU-MPA Civil Engagement Workshop, invited by Ms Rikki Yeung, Lecturer, Department of Politics and Public Administration of The University of Hong Kong, held at The University of Hong Kong, January 17, 2015.
5. Chung R.T.Y. (2014), “Engagement Day”, a forum organised by Civil Society Joint Action, held at The Duke of Windsor Social Service Building, December 20, 2014.
6. Chung R.T.Y. (2014). A forum named “Walk Along with the experience of Occupy Movement: From the investigation of occupied area to learn about the participants of Occupy Movement”,

organised by Civil Society Joint Action, held at Tamar Park, December 7, 2014.

7. Chung R.T.Y. (2014-2015). A mentor for the “North Star Programme” of The Hong Kong University Graduates Association (HKUGA) College, organised by the HKUGA College, Wong Chuk Hung, Hong Kong, December 2014 - March 2015.
8. Chung R.T.Y. (2014), “The Science and Philosophy of Opinion Polling”, presented at lecture “CUHK GE Salon 2014-15: “Pursuit for Truth”, organised by The Chinese University of Hong Kong, held at The Chinese University of Hong Kong, October 16, 2014.
9. Chung R.T.Y. and Ma J. (2014), “POPVote Technical Sharing Seminar” presented at “POPVote Technical Sharing Seminar”, organised by Internet Society Hong Kong, held in The Hong Kong Polytechnic University, September 20, 2014.

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:

1. Janaline Oh and Phoebe Smith (Australian), Deputy Consul-General and Consul (Political-Economic) of Australia in Hong Kong, visited POP on March 19, 2015.
2. Viviane Huang and Lin Ken Cheng (Taiwanese), Director of General Affairs Division and Deputy Project Supervisor of Taipei Economic and Cultural Office, visited POP on March 11, 2015.
3. Matthew Prince (American), Co-founder and CEO of Cloudflare, had a lunch meeting with the Director of POP, together with the Assistant Director, IT Manager, Research Manager and Senior Data Analyst of POP in The Hong Kong Polytechnic University on August 16, 2014.
4. Claudia Reinprecht (Austrian), Austrian Consul General in Hong Kong, visited POP on July 11, 2014.

Column articles

1. Lee F.W.K. (2015), “2015 TV Programme Appreciation Index: Overview of 1st Stage Survey Results” (Chinese article), June 5, 2015, 《2015 電視節目欣賞指數 第一階段調查結果概述》, published on the website of Media Digest.
2. Lee F.W.K. (2015), “2014 TV Programme Appreciation Index: Overview of Whole Year Survey Results” (Chinese article), April 30, 2015, 《2014 電視節目欣賞指數 全年綜合結果概述》, published on the website of Media Digest.
3. Lee F.W.K. (2015), “2014 TV Programme Appreciation Index: Overview of 4th Stage Survey

Results” (Chinese article), March 9, 2015,《2014 電視節目欣賞指數 第四階段調查結果概述》, published on the website of Media Digest.

4. Lee F.W.K. (2014), “2014 TV Programme Appreciation Index: Overview of 3rd Stage Survey Results” (Chinese article), December 1, 2014,《2014 電視節目欣賞指數 第三階段調查結果概述》, published on the website of Media Digest.
5. Lee F.W.K. (2014), “2014 TV Programme Appreciation Index: Overview of 2nd Stage Survey Results” (Chinese article), September 4, 2014, 《2014 電視節目欣賞指數 第二階段調查結果概述》, published on the website of Media Digest.

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

Research projects

POP’s core activities have all the time aligned with our long-term strategy, that is to collect and study public opinion on virtually all topics, which are of interest and value to academics, journalists, policy-makers and the general public, provided that they allow POP to design and conduct the research independently, and to bear the final responsibilities. POP also insists that the data collected should be open for public consumption in the long run.

During the year past, we continued to provide quality survey services to a wide range of public, private and media organizations as well as academic colleagues. As shown in the list below, we partnered with different people and organizations to conduct nearly 80 research projects during the 12-month period covered by this report. Many research reports are available online at the HKUPOP Site (<http://hkupop.hku.hk>) for public consumption.

- i) Funded by partners in the public sector:

	Project Start Date	Project Title
1	9-Jun-15	Survey on Pangolin Consumption in Hong Kong
2	18-Apr-15	Survey on 2017 Chief Executive Election Proposal
3	10-Apr-15	Survey on Renewable Energy
4	10-Mar-15	Ad hoc Survey on Constitutional Reform Consultation 2015
5	11-Feb-15	Image Survey for a Political Party 2015
6	12-Jan-15	Survey on people’s view towards various monetary issues and affairs in Hong

	Project Start Date	Project Title
		Kong
7	5-Jan-15	Survey on Elderly Health Care Voucher & Voluntary Health Insurance Scheme
8	23-Dec-14	Survey on Political Reform – Dec 2014
9	19-Dec-14	Tobacco Control Policy-related Survey 2014-2015
10	18-Dec-14	Policy Address Survey 2015
11	17-Dec-14	Press Freedom Survey 2014
12	25-Nov-14	Survey on Political Reform – Nov 2014
13	18-Nov-14	Independent Police Complaints Council Public Opinion Survey 2015
14	3-Nov-14	Survey on Macau people's attitude towards political reform 2014
15	23-Oct-14	Survey on Political Reform – Oct 2014
16	23-Sep-14	Survey on Political Reform – Sep 2014
17	25-Aug-14	Work Life Balance of the Hong Kong Working Population 2014
18	22-Aug-14	Survey on Political Reform – Aug 2014
19	21-Aug-14	Hong Kong Social Security Society Survey 2014
20	21-Aug-14	Survey on Ivory Consumption Trends in Hong Kong
21	4-Aug-14	Survey on the Effectiveness of Love Teeth Campaign 2014-15

ii) Funded by partners in the private sector:

	Project Start Date	Project Title
1	22-May-15	Survey on Behaviour of MPF Members in Hong Kong 2015
2	24-Apr-15	Survey on Public Attitude towards Financial Management 2015
3	9-Apr-15	Survey on Flulike Illness
4	23-Mar-15	Provision of Design and Survey Services to Compile and Analyse Performance Index for Business Licensing Services in Hong Kong
5	13-Mar-15	Survey on Central Obesity and Weight Management
6	12-Mar-15	Survey on Renminbi (RMB) Investment
7	12-Feb-15	Survey on Wealth and Health Management of Post 80 & 90 Generations
8	30-Jan-15	Survey on Sunscreen Products Usage and Fungal Nail Products Regulation
9	19-Dec-14	Female Survey on Personal Hygiene
10	17-Dec-14	Survey on Children Allergy
11	17-Dec-14	Survey on Mood Disorder (data analysis)
12	24-Nov-14	Hong Kong Government Service Excellence Index 2014
13	27-Oct-14	Convoy Survey on MPF Issues
14	13-Oct-14	Cancer Patients Survey (data analysis)
15	11-Sep-14	Survey on Intravitreal Injection
16	29-Aug-14	Survey of Corporate Credit Risk Management in Hong Kong 2014

	Project Start Date	Project Title
17	27-Aug-14	Survey for Airway Diseases
18	11-Aug-14	Female Survey on Skin Immunity
19	5-Aug-14	Focus group on Learning English in China
20	4-Aug-14	Qualitative Research on Digital News Gathering in China
21	2-Aug-14	Survey on colorectal cancer Screening
22	22-Jul-14	Credit Card Survey 2014
23	4-Jul-14	Post Event Survey for 1600 Pandas World Tour in Hong Kong: Creativity Meets Conservation
24	3-Jul-14	Dentist Survey

iii) Funded by media partners:

	Project Start Date	Project Title
1	2-Jun-15	Digital Radio Audience Survey for 2015
2	29-May-15	Provision of Deliberative Polling Service (June 2015)
3	14-May-15	Public Voting for Music Awards 2015
4	14-May-15	Radio Audience Survey 2015
5	22-Apr-15	Joint-University Rolling Survey on 2017 Chief Executive Election Proposal – Media subscription
6	22-Apr-15	Ad hoc Survey on 2017 Chief Executive Election Proposal
7	15-Apr-15	TVAI Survey 2015 (Wave 1 & 2)
8	16-Feb-15	Provision of Deliberative Polling Service (Mar 2015)
9	7-Jan-15	Ad hoc Survey on Chief Executive Election 2017 – Jan 2015
10	5-Jan-15	Provision of Deliberative Polling Service (Jan 2015)
11	11-Dec-14	Investor Survey on Information Seeking Behavior and Preferences
12	24-Nov-14	Tracking Surveys on Corporate Social Responsibility (CSR)
13	30-Oct-14	Ad hoc Survey on Chief Executive Election 2017 – Oct 2014
14	19-Sep-14	Provision of Deliberative Polling Service (Sep 2014)
15	15-Sep-14	TVAI Survey 2014 (Wave 3 & 4)
16	5-Sep-14	Ad hoc Survey on Political Reform
17	3-Sep-14	Ad hoc Survey on Chief Executive Election 2017 – Sept 2014
18	14-Aug-14	Ad hoc Survey on Sino-Hong Kong Relationship 2014
19	25-Jul-14	Monthly Surveys on Wealth Blog
20	14-Jul-14	Radio Programme Focus Groups
21	7-Jul-14	Radio Audience Survey 2014-15

iv) Funded by academic partners including HKU colleagues:

	Project Start Date	Project Title
1	11-Jun-15	Graduate Employment Survey 2015
2	8-Jun-15	Quality of Urban Life Survey
3	21-May-15	Opinion Survey on the Public Ranking of Universities in Hong Kong 2015
4	11-May-15	June 4 Onsite Survey in 2015
5	11-Mar-15	Rule of Law and Legal Culture Project
6	12-Feb-15	Survey on Health Care Financing Reform 2015
7	18-Dec-14	Blood Test Subject Recruitment 2014-15
8	6-Nov-14	Telephone Surveys on Risk Communication, Psychological and Behavioral Responses to Avian Influenza (H7N9) in Hong Kong
9	28-Oct-14	Survey on Preventive Behaviors in a Public Emergency
10	26-Sep-14	Survey on Hong Kong People's Ethnic Identity 2014
11	25-Aug-14	Hong Kong User Survey on Legal Services
12	21-Aug-14	Survey on Public Support for Vocational Training in Hong Kong
13	18-Jul-14	2-Year Follow-up Survey on Sleep Quality

The “Name of Project Holder” is the same for all projects listed above, i.e. the Director of POP and all project incomes are paid to the HKU central account kept by the Finance and Enterprises Office (FEO) and then transferred to POP’s account after deducting the university overheads. FEO has the full record of all project income and POP has no objection in providing these information to colleagues on a “need to know” basis. In any case, following our “service policy”, we never give up our research autonomy and intellectual property rights when working with our partners, so the relationship is never money-oriented.

v) Self-funded / Pro-bono projects:

Apart from working on the 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, POP has been self-funding these tracking surveys for over 24 years now. We release the findings of these surveys to the public every single week on a complimentary basis. The latest results, questionnaires, press releases, and related materials are regularly uploaded to POP Site (<http://hkupop.hku.hk>) for public consumption. All our tracking poll series are listed below, together with some important social projects which POP has undertaken voluntarily for many years as part of our community service:

	Project Title	Frequency	Nature
1	Popularity of Chief Executive (or Governor)	Twice a month	POP's tracking poll
2	Popularity of Government	Monthly	POP's tracking poll
3	Popularity of Principal Officials	Monthly	POP's tracking poll
4	Trust in Different Governments	Every 3 months	POP's tracking poll
5	Popularity of Legislative Councillors	Every 3 months	POP's tracking poll
6	Confidence in Future and "One Country, Two Systems"	Every 3 months	POP's tracking poll
7	Popularity of Executive Councillors (Non-Official Members)	Every 6 months	POP's tracking poll
8	Popularity of Political Groups	Every 6 months	POP's tracking poll
9	Popularity of Political Figures	Every 6 months	POP's tracking poll
10	Popularity of Cross-Strait Political Figures	Every 6 months	POP's tracking poll
11	Popularity of Disciplinary Forces and PLA	Every 6 months	POP's tracking poll
12	Freedom indicators	Every 6 months	POP's tracking poll
13	Appraisal of Society's Current Conditions	Every 6 months	POP's tracking poll
14	Social Indicators	Every 6 months	POP's tracking poll
15	Media Performance	Every 6 months	POP's tracking poll
16	Ethnic Identity	Every 6 months	POP's tracking poll
17	Taiwan and Tibet	Every 6 months	POP's tracking poll
18	Feelings towards Different Governments and Peoples	Every 6 months	POP's tracking poll
19	June Fourth Incident	Yearly	POP's tracking poll
20	Policy Address	Yearly	POP's tracking poll
21	Budget Speech	Yearly	POP's tracking poll
22	HKSAR Anniversary	Yearly	POP's tracking poll
23	Macau Anniversary	Yearly	POP's tracking poll
24	Year-End Review and Forecast	Yearly	POP's tracking poll
25	July 1, 2014 Rally	Yearly	Rally headcount
26	February 1, 2015 Rally (postponed from January 1,	Yearly	Rally headcount

	Project Title	Frequency	Nature
	2015 due to the Occupy Movement)		
27	Islands District Council Peng Chau and Hei Ling Chau By-election (on September 7, 2014)	Every election / by-election	Exit poll

PopCon surveys on Occupy Movement

In light of numerous public requests received by our team during the Movement, asking us to conduct timely surveys on the current situation, POP had opened a new feature page at our “PopCon” public consultation website (<https://popcon.hkupop.hku.hk/>) inviting public members to propose opinion questions to us. POP then selected some good questions stemming from the public and conducted three rounds of representative surveys using our standard methodologies. All survey results were released to the public as soon as the data collection finished, as a timely reflection of the public sentiments then.

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.

Overall social influence

With the above-mentioned activity level of our team, a wisenews search of media coverage of “POP” during the period covered by this report gives 3,295 print reports, or around 275 print stories per month. This search excludes stories covered by the electronic media.

VII. Teaching

For the academic year 2014-2015, POP members have taught two Undergraduate courses:

1. “Social Policy and Public Opinion” for the Department of Social Work and Social Administration (First Semester)
2. “Politics and Public Opinion” for the Department of Politics and Public Administration (Second Semester)

We have also run a workshop for the following Postgraduate Programme:

3. “POLI8026 Workshop in Managerial Skills (2014-15): Joint HKU POP-MPA Workshop on

Civic Engagement & Deliberative Polling” for the Master of Public Administration Programme of the Department of Politics and Public Administration (Second Semester).

VIII. Collaborations

a. Collaborations within HKU

Excluding projects which call on POP purely for data collection, in the year past, we have been working closely with colleagues from School of Public Health, Faculty of Law, Department of Geography and Department of Psychiatry on a variety of research projects to which we contribute significantly in terms of research design and technical support.

b. Community level collaborations

In the year past, we have been working closely with tens of project sponsors / collaborators from different sectors (public, private or academic) in the community, such as several disciplinary forces and government departments, many public organizations, non-government organizations, professional bodies, political groups, financial institutes, and all leading media organizations. Despite money is involved, according to our self-imposed “service policy”, we have insisted to keep our research autonomy and independence as well as a shared copyright of the data collected for all research projects, so the relationship with our partners is never money-oriented but more collaborative in nature. Besides, we do not mind sharing our research methodologies, innovations and technical know-hows with other keen researchers, no matter which sector they come from, as long as they are interested to learn more about professional research.

One typical example of such successful collaboration is the “Joint University Rolling Survey on 2017 Chief Executive Election Proposal” where POP has lined up The Centre for Communication and Public Opinion Survey (CCPOS) of The Chinese University of Hong Kong (CUHK) and the Centre for Social Policy Studies (CSPS) of Hong Kong Polytechnic University (PolyU) to jointly conduct a large-scale telephone survey which set out to collect scientific opinion data on a daily basis, starting from the day the government announced the proposal, up to the day before Legco casted its vote (i.e. from April 23 to June 16, 2015). Our aim was to provide scientific and reliable data to the community, as well as to promote professional standards of opinion research. All three university teams had followed the standards laid by the World Association for Public Opinion Research (WAPOR) in conducting and releasing this Joint Survey. This project was partially sponsored by some local media and the resources were allocated equally among the three university teams, although POP has taken a leader role in coordinating, designing and executing this whole survey.

c. Regional collaborations

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 Fudan Media and Public Opinion Research Center at Fudan University (Shanghai), Election Study Centre at National Chengchi University (Taiwan) and Macao Polling Research Association (Macau). POP has earned high reputation in the Greater China Region via these connections.

A Joint Survey named “Citizen’s Political Efficacy and Participation: Comparative Perspective in Shanghai, Hong Kong, Macau, and Taipei” was conducted in collaboration with our partners in Shanghai, Taiwan and Macau. Fieldwork was carried out during August 28 to November 14, 2014 in all four places and the findings were presented at the Asian Network for Public Opinion Research (ANPOR) 2nd Annual Conference, held in Niigata, Japan, November 28-30, 2014.

Moreover, the Director of POP is the Founder and Secretary-Treasurer of the Asian Network for Public Opinion Research (ANPOR). The first and second ANPOR Annual Conference was successfully held in Seoul and Niigata in 2013 and 2014 respectively, and the third ANPOR Annual Conference is going to be held in Bangkok 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

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. Moreover, in the past many years, POP has become a close partner with the Center for Deliberative Democracy at Stanford University on promoting deliberative democracy and deliberative polling in Hong Kong. The deliberative forums, jointly organized by POP and RTHK, on many important social or political topics in the past few years were one successful example which stemmed out from such international network.

October 23, 2015

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