

## Opinion Survey for School Principals on the Ranking of Universities in Hong Kong 2007

Remark: please put a “✓” inside the \_\_\_\_\_ or fill in your answers directly as appropriate.

Q1. Please use a scale of 0-10 to evaluate the overall performance of each institution of higher education funded through UGC after taking into consideration its local and international reputation, facilities and campus environment, qualification of its teaching staff, academic research performance, conduct and quality of students as well as its learning atmosphere, diversification and level of recognition of its courses, with 0 representing the worst, 10 representing the best and 5 being half-half. **How would you rate the following institutions?**

Institutions (in alphabetical order)	Rating (0-10 marks)	Don't know
City University of Hong Kong (CityU)	_____	
Hong Kong Baptist University (HKBU)	_____	
Lingnan University (LU)	_____	
The Chinese University of Hong Kong (CUHK)	_____	
The Hong Kong Institute of Education (HKIEd)	_____	
The Hong Kong Polytechnic University (PolyU)	_____	
The Hong Kong University of Science and Technology (HKUST)	_____	
The University of Hong Kong (HKU)	_____	

Q2. Please use a scale of 0-10 to evaluate the overall performance of Vice-Chancellor / President of each institution while taking his local and international reputation, approachability to the public, leadership, vision, social credibility and public relations into consideration, with 0 representing the worst, 10 representing the best and 5 being half-half. **How would you rate the following Vice-Chancellors / Presidents?**

Vice-Chancellor / President (in same order as in Q1)	Rating (0-10 marks)	Don't know
CityU – Prof Richard Y.K. HO	_____	
HKBU – Prof Ching-fai NG	_____	
LU – Prof Edward K.Y. CHEN	_____	
CUHK – Prof Lawrence J. LAU	_____	
HKIEd – Prof Paul MORRIS	_____	
PolyU – Prof Chung-kwong POON	_____	
HKUST – Prof Paul C.W. CHU	_____	
HKU – Prof Lap-chee TSUI	_____	

Q3. What do you think are the qualities which most Hong Kong university students lack of? You may check as many choices as you like.

Conduct, honesty	Social / work experience	Self-confidence
Proficiency in Chinese, English and Putonghua	Critical thinking and problem-solving ability	Academic and professional knowledge
Emotion stability	Communication skills	Global prospect / foresight
Work attitude	Commitment to society	Creativity
Social / interpersonal skills	Computer proficiency	Job opportunity
Financial management	Not lack of anything	Don't know
Others (please specify): _____		
_____		

Q4. Which one of the following institutions do you think is **most supportive to local secondary schools**? You can **only choose one institution**.

Institutions (in alphabetical order)
City University of Hong Kong (CityU)
Hong Kong Baptist University (HKBU)
Lingnan University (LU)
The Chinese University of Hong Kong (CUHK)
The Hong Kong Institute of Education (HKIED)
The Hong Kong Polytechnic University (PolyU)
The Hong Kong University of Science and Technology (HKUST)
The University of Hong Kong (HKU)
Hard to say

Q5. Is there any other opinion you would like to bring to the attention of the researchers?

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 This is the end of the survey. Thank you for completing the questionnaire.



THE UNIVERSITY OF HONG KONG  
PUBLIC OPINION PROGRAMME  
香港大學 民意研究計劃



13 June 2007

Dear Principal,

**Invitation to Participate in Opinion Survey for School Principals  
on the Ranking of Universities in Hong Kong 2007**

You are cordially invited to take part in the Opinion Survey for School Principals on the Ranking of Universities in Hong Kong 2007. This survey aims to study local school principals' perception towards the eight institutions of higher education which are funded through the University Grants Committee (UGC). The information collected will be inputted and processed by Public Opinion Programme at the University of Hong Kong independently and will be used by the Education18.com to compile an overall ranking of local universities. All you need to do is to complete the simple 2-paged questionnaire attached, and return the questionnaire by fax to 2803 2055 or 2782 0497 on or before 25 June 2007.

It will probably take you less than 5 minutes to complete the questionnaire, but your views would be critical to this survey. Also, please rest assured that your responses will be kept strictly confidential within our research team, and will be used only for computing aggregate statistics. The questionnaire serial number will only be used for networking and chasing questionnaires, if necessary. Opinions will not be mapped to any individual identity.

For any enquiry regarding the background of this survey, please feel free to contact Mr Paul Lam at 2782 2433 ext 300. Thank you for your participation.

Yours sincerely,

Dr Robert Ting-yiu Chung  
Director of Public Opinion Programme  
The University of Hong Kong

Dr Joy Shi Mei-chun  
Director  
Education18.com