港人眼中的大專院校排名調查 **2010**
調查問卷

第 一 部 分　　　自 我 介 紹

喂，先生/小姐/太太你好，我姓＿＿＿＿，我係香港大學民意研究計劃既訪問員黎既，我地想訪問你對一 D 大專院校既意見，我地只會阻你幾分鐘時間。請你放心，你既電話號碼係經由我地既電腦隨機抽樣抽中既，而你提供既資料只會用作綜合分析，並且會絕對保密既。如果你對今次既訪問有任何疑問，你可以打 xxxx xxxx 同我地既督導員 xxx 聯絡，或者喺辦公時間致電 xxxx xxxx 向香港大學非臨床研究操守委員會查詢呢次既調查。為左保障數據既真確性，我地既訪問可能會被錄音，但只會用作品質管制用途，並會係短期內銷毀。

[S1]　　請問可唔可以開始訪問呢?

可以
唔可以 (skip to end)

[S2]　　請問你既電話號碼係唔係 xxxx xxxx?

係
唔係 (skip to end)

第 二 部 分　　　選 出 被 訪 者

請問你屋企而家有幾多位 18 歲或以上既香港居民係度?(訪問員可直接問是否只有一位符合資格既人係屋企，如果是，可立即訪問那位人士。)因為我地要隨機抽樣，如果多過一位，請你叫即將生日果位黎聽電話。(訪問員可舉例說明:『即係有冇 **6** 月或未來三個月內生日既人係度?』)【如果戶中冇成年人，訪問告終;多謝合作，收線。】

有
冇 (訪問告終)

第 三 部 分　　　問 卷 部 分

調查開始前，訪問員必須讀出:『我地係一個立場絕對中立既研究小組，你回答問題時唔好因為我地屬於香港大學而影響你原本既意見，請你務須如實作答，否則就冇參考價值。』

[Q1]　首先，請你用 0-10 分形容你對香港各間大專院校的整體評價，0 分代表極差，5 分代表一半半，10 分代表極佳。請你綜合有關學校既本地與國際聲譽及名氣、設備及校園環境、教職員資歷、學術研究表現、學生成績及品行質素、學習氣氛與課程多元化及認可度等等，然後作出評分。請問你會俾（**九間大專院校輪流轉換次序**）幾多分呢？
〔97＝ 不認識該院校；98＝ 唔知道／難講；99＝ 拒答〕

中文大學　　　　　　　　香港大學　　　　　　　　理工大學
城市大學　　　　　　　　浸會大學　　　　　　　　嶺南大學
科技大學　　　　　　　　教育學院　　　　　　　　樹仁大學

[Q2]　請你再用 0-10 分評價各院校校長既整體表現，0 分代表極差，5 分代表一半半，10 分代表極佳。請你綜合有關校長既本地及國際知名度、親民度、領導能力、洞察力、社會公信力及對外公共關係等等，然後作出評分。請問你會俾（**九間大專院校校長輪流轉換次序**）幾多分呢？
〔96＝ 不認識該校長；97＝ 不認識該院校；98＝ 唔知道／難講；99＝ 拒答〕

中文大學　劉遵義教授　　　　　　浸會大學　吳清輝教授
理工大學　唐偉章教授　　　　　　教育學院　張炳良教授
香港大學　徐立之教授　　　　　　城市大學　郭位教授
嶺南大學　陳玉樹教授　　　　　　科技大學　陳繁昌教授
樹仁大學　鍾期榮博士　　　　　　[註: 陳繁昌教授剛於 09 年 9 月 1 日
　　　　　　　　　　　　　　　　接替朱經武成為新任科大校長]

[Q3]　請問你認為宜家香港既大學生最欠缺 d 乜野？【不讀答案，可選多項】

品德、誠實
中、英文及普通話能力
思考及解決問題能力
工作態度（例如：認真、熱誠、勤奮、有責任感、上進）
待人接物態度
社會／工作經驗
情緒控制
溝通技巧
學術能力、專業知識
電腦應用能力
自信
對社會的承擔
國際視野／遠見
創意
就業機會
理財能力
多方面知識

危機感／逆境處理能力
獨立／自主
理想／夢想
公民意識／教育
領導才能
其他 (請註明)
沒有欠缺任何野
唔知道／難講
拒答

[Q4] 請問係你既工作範圍內，你有冇權聘請或者參與聘請僱員呢？包括聘請教師在內。

有
冇 (跳至 D1)
拒答 (跳至 D1)

[Q5] [只問有權聘請或者參與聘請僱員之被訪者] 如果要你選擇，你會比較喜歡邊間院校既畢業生呢？【不讀答案，只選一項】

中文大學
城市大學
科技大學
香港大學
浸會大學
教育學院
理工大學
嶺南大學
樹仁大學
其他海外大學
唔會聘請大學畢業生 (跳至 D1)
其他 (請註明)
唔知道／難講 (跳至 D1)
冇所謂 (跳至 D1)
拒答 (跳至 D1)

[Q6] [只問有權聘請或者參與聘請僱員及較喜歡某大學畢業生之被訪者] 點解你比較喜歡呢間院校既畢業生呢？【不讀答案，可選多項】

以往該院校的畢業生表現良好
人際關係良好
工作態度認真
有領導才能

勤奮、上進
語文能力佳
具有與工作相關的知識
對外聯繫廣（例如：大學與企業、公司或廠商連系多、畢業生多）
薪酬與能力相稱
舊生／校友
有名氣
其他(請註明)
沒有任何原因
唔知道／難講
拒答

第 四 部 分　　個 人 資 料

我想問你些少個人資料，方便分析。

[D1] 性別

男
女

[D2] 年齡（準確數字）
【99=唔肯講】

[D3] 教育程度

小學或以下
中學
預科
專上非學位
專上學位
研究院或以上
拒答

[D4] 請問你住緊既單位係：

自置，定係
租住既呢？
拒答

[D5] 咁係咩類型既房屋呢？

公營租住房屋
房屋委員會補助出售單位

房屋協會補助出售單位
私人住宅單位
村屋：別墅／平房／新型村屋
村屋：簡單磚石蓋搭建築物／傳統村屋
員工宿舍
其他
拒答

[D6] 職業

經理及行政人員
專業人員
輔助專業人員
文員
服務工作及商店銷售人員
漁農業熟練工人
手工藝及有關人員
機台及機器操作員及裝配員
非技術工人
學生
家庭主婦
不能辨別
其他（包括失業、已退休、及其他非在職者）
拒答

[D7] [只問職業為專業人員及輔助專業人員者] 請問你係唔係教育界人士？

係－小學教職員（包括老師及校長）
係－中學教職員（包括老師及校長）
係－大專院校教職員
其他
唔係
拒答

[D8] 最後，請問你有冇子女仲讀緊書？

有
冇
拒答

> 多謝你接受訪問。如果你對呢個訪問有任何疑問，可以打熱線電話 xxxx-xxxx 同我地既督導員聯絡，或於辦公時間內致電 xxxx-xxxx 查詢今次訪問既真確性同埋核對我既身分。拜拜！

Opinion Survey on the Public Ranking of
Universities in Hong Kong 2010
Survey Questionnaire

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   Section I          Self Introduction
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Self-introduction-- Good evening!   My name is X. I am an interviewer at the Public Opinion Programme of the University of Hong Kong.   We are conducting an opinion survey related to institutions of higher education. I would like to invite you to participate in an interview which will take only a few minutes.   I would like to stress that your telephone number was randomly selected by our computer and all information you provide will be kept strictly confidential and used for aggregate analysis only.   If you have any concerns, you can call xxxx xxxx to talk to our supervisor XXX, or the Human Research Ethics Committee for Non-Clinical Faculties of the University of Hong Kong at xxxx xxxx during office hours. For quality control purpose, our conversation may be recorded but will be destroyed shortly after the QC is done.

[S1]   Is it okay for us to start this survey?

Yes
No (skip to end)

[S2]   Is your phone number xxxx-xxxx?

Yes
No (skip to end)

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   Section II        Selection of Respondent
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How many members are there in your household aged 18 or above at this moment? (Interviewers can directly ask if there is only one qualified respondent at home. If so, interviewer can interview him / her at once.) Since we need to conduct random sampling, if there is more than one available, I would like to speak to the one who will have his / her birthday next. (Interviewer can illustrate with examples: "that means is there anyone who will have his / her birthday in June or the coming three months?") [If there is no household member aged 18 or above, terminate the interview.]

Yes
No (terminate)

> ## *Section III   The Questionnaire*

Before the survey starts, interviewers must read out, "We are an independent research team.   You should simply report honestly what you feel regardless of the fact that we belong to the University of Hong Kong, otherwise, the information will be of no reference value."

[Q1]   Please use a scale of 0-10 to evaluate the overall performance of each institution of higher education taking 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 the courses into consideration, with 0 representing the worst, 10 representing the best and 5 being half-half.   How would you rate **(nine institutions in rotation**)? [97 = Don't know the university; 98 = Don't know / hard to say; 99 = Refused to answer]

City University of Hong Kong (CityU)   Hong Kong Baptist University (HKBU)
Hong Kong Shue Yan University (HKSYU)   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
The University of Hong Kong (HKU)   Technology (HKUST)

[Q2]   Please use a scale of 0-10 to evaluate the overall performance of Vice-Chancellor/President/Principal 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 Vice-Chancellors/Presidents/Principal of **(nine Vice-Chancellors/Presidents/Principal in rotation**)? [96 = Don't know the Vice-Chancellor/President; 97 = Don't know the university; 98 = Don't know / hard to say; 99 = Refused to answer]

CUHK – Prof Lawrence J. LAU   HKIEd – Prof Anthony B.L. CHEUNG
HKBU – Prof Ching-fai NG   HKUST – Prof Tony F. CHAN
HKSYU – Dr Chi-yung CHUNG   LU – Prof Yuk-shee CHAN
HKU – Prof Lap-chee TSUI   PolyU – Prof Timothy W. TONG
CityU – Prof Way KUO

[Q3]   What do you think are the qualities which most Hong Kong university students lack of? (Do not read out the answers, multiple responses allowed)

Conduct, honesty
Proficiency in Chinese, English and Putonghua
Critical thinking and problem-solving ability
Work attitude (e.g. serious, enthusiastic, diligent, responsible, motivated)
Social/interpersonal skills
Social/work experience
Emotion stability

Communication skills
Academic and professional knowledge
Computer proficiency
Self-confidence
Commitment to society
Global prospect / foresight
Creativity
Job opportunity
Financial management
All-roundness
Alertness to risk / handling adverse conditions
Independence
Self-expectations / dreams
Civil awareness
Leadership skills
Others (please specify)
Not lack of anything
Don't know / hard to say
Refused to answer

[Q4]   Under your job specifications, are you involved, in any way, in the recruitment process of new staff, including teachers?

Yes
No (Skip to D1)
Refused to answer (Skip to D1)

[Q5]   [Only for those who are involved in the recruitment process of new staff] If you looked for a new employee, which institution's graduates would you prefer most? (Do not read out the answers, single response only)

City University of Hong Kong
Hong Kong Baptist University
Hong Kong Shue Yan University
Lingnan University
The Chinese University of Hong Kong
The Hong Kong Institute of Education
The Hong Kong Polytechnic University
The Hong Kong University of Science and Technology
The University of Hong Kong
Other overseas universities
Won't employ graduates (Skip to D1)
Others (please specify)
Don't know / hard to say (Skip to D1)
No preference (Skip to D1)
Refused to answer (Skip to D1)

[Q6]   [Only for those who are involved in the recruitment process and have preference over a specific university's graduates] Why would you prefer the graduates of the chosen institution? (Do not read out the answers, multiple responses allowed)

Good performance of previous graduates
Good social relationship
Good work attitude
Good leadership
Diligent, motivated
Good language ability
Good knowledge in job-related areas
Good connection with outside (e.g., a university's extensive connection with enterprises, companies, or industrial firms; large number of graduates)
Salary matches ability
Alumni
Reputation
Others (please specify)
No specific reasons
Don't know / hard to say
Refused to answer

Section IV   Personal Particulars

Interviewer: I'd like to know some of your personal particulars in order to facilitate our analysis.

[D1] Gender

Male
Female

[D2] Age (exact number)
        99 = Refused to answer

[D3] Education Attainment

Primary or below
Secondary
Matriculated
Tertiary, non-degree course
Tertiary, degree course
Postgraduate or above
Refused to answer

[D4] The type of ownership of your house is:

Self-purchased, or
Rent?
Refused to answer

[D5] House type

Public housing estate
Housing Authority subsidized sale flats
Housing Society subsidized sale flats
Private housing
Village: villas / bungalows / modern village houses
Village: simple stone structures / traditional village houses
Staff quarters
Others
Refused to answer

[D6] Occupation

Managers and administrators
Professionals
Associate professionals
Clerks
Service workers and shop sales workers
Skilled agricultural and fishery workers
Craft and related workers
Plant and machine operators and assemblers
Non-skilled workers
Students
Housewives
Unclassified
Others (unemployed, retired, etc.)
Refused to answer

[D7]   [Only for those who are professionals or associate professionals] Are you working in the academy?

Yes-Teaching staff of primary school (including teachers and principal)
Yes-Teaching staff of secondary school (including teachers and principal)
Yes-Teaching staff of university
Others
No
Refused to answer

[D8] Lastly, do you have any children who are still studying in schools?

Yes
No
Refused to answer

Thank you for your time. If you have any questions regarding this interview, you can contact our supervisor at xxxx-xxxx or call xxxx-xxxx during office hours to verify this interview's authenticity and confirm my identity. Bye bye.