

HKUPOP Student Research Project

Project DC08 Wong Tai Sin District Council Tsz Wan West Constituency

Final Assignment

Hong Kong University Public Opinion Program was established in June 1991, aimed at serving the academia, the media, policy makers and the public opinion to provide useful information for the community. At first, opinion poll was conducted by the University of Hong Kong under the Social Sciences Academy of Social Sciences Research Center, in May 2000, it was conducted by the University of Hong Kong News Media and Research Centers, in January 2002, and it was then conducted by the Hong Kong University Social Sciences Jurisdiction.

University of Hong Kong opinion polls collect data for the Legislative Council polling. Since the beginning of 1999, five e-sponsored media could release the exit poll data after each election, but they could only announce the probability of winning after the election ended. In these years, the Hong Kong University Public Opinion Plan did not pay attention to the voter turnout; there only projected of the chance of winning.

The overall responsibility for the investigation should be open. However, in order to let sponsors to make good use of the findings, Public opinion research will be solely responsible for the design of the study, including sampling, questionnaire design, and supervision of investigations, data analysis and report writing.

As to ensure the methods are reasonable and do not undermine the original design, the team has the right to raise sponsors' interest in the views outside the scope of the subject or background of the respondents. Public opinion research team will retain the copyright to the survey conducted and may also have co-sponsors.

People who wish to make future use or reference of all or part of the data can access to Library of University of Hong Kong. (Coca)

Firstly, we know that the Hong Kong University Public Opinion Program is experienced in the polling activities, and they collected data for academic use. However, in our observation, we find that the other polling group seemed not to be professional and we have never heard that they would use their data for academic use

nor to disclose to the mass media.

Secondly, in the process of the polling, we observed that the helpers of the other polling group did not have a systematic reporting system. They just asked the voters which candidate they had voted for. Also, in the reporting process, we found that they did all voters polling which seemed that they think the voting result is not only for academic use. Moreover, when we took photos and asked them some questions about the voting, they were so scared. On the other hand, we discovered one interesting thing that we saw a polling helper talked to candidate helper and gave him a paper. We think that this may not be an appropriate action.

Thirdly, compare with the Hong Kong University Public Opinion Program and the other polling group in this voting, we found that the other polling group may use the polling as a way for “commercial building”. We do not think the group is an academic group. Also, after finishing the voting, the Hong Kong University Public Opinion Program invited the mass media to report their polling result. However, the other group still has not done the same thing till now, 15th of December. (Quby & Hoyi)

We hope that the government and the society arouse the below questions:

1. What is the main purpose for the polling? Is it for academic use or providing information for other candidates as to change their strategy if applicable?
2. Does the government need to supervise the polling group? Say, should the Hong Kong University Public Opinion Program be the only one polling group in future?
3. In the voters view, do they need to tell truly which candidates they voted for to the polling helpers?

In conclusion, we hope that through the voting of the legislative council, the government and the society would soon start to think of the value of a polling system and supervision over the polling group. (Dick)