

HKUPOP Student Research Project

Project DC08 Wong Tai Sin District Council Tsz Wan West Constituency

Pre Election Fieldwork Report Form (Group 1)

1. Name of student(s), group leader first:

Cheung Yuk Man, Coca
Lam Yin Shan, Jacqueline
Chiu Chui Hung, Chloe
Kau Chun Chuen, Arthas

2. Details of Field trip:

Date and Time of visit: At 11:00-13:00 on 27th November 2008
Venue: Tsz Wan West Constituency
Location: Tsz Lok Estate

3. Brief descriptions or narrations of the visit.

Three members of our group went to the constituency for this project on Thursday. Our visit lasted for about two hours. The visit started from Wong Tai Sin MTR station until we reached the polling station in Ho Lap Primary School (Sponsored by Sik Sik Yuen). We visited the polling station and walked around the constituency and spent more time in Tsz Lok Estate.

All the places that we visited in the fieldwork trip is in the Tsz Wan West Constituency, namely Yuk Wha Street, Wan Wah Street, Sheng Fung Street, Song Wah Street and Tse Lok Estate etc. The main focus of the fieldwork trip is residential building, shopping centre and streets.

Since it was a normal working day, we walked along several streets to see whether there were any election activities or related propaganda. Not many banners could be observed easily on the streets and there were no campaign activities. It is very quiet and the election atmosphere was weak. There was only a few banners for each candidates on streets.

Moreover, during the fieldwork trip period, we were disappointed that no campaign materials can be collected as reference and no information about the By-election was given. They lacked of dissemination, it caused some citizens unawareness of the candidates.

There were some old residents helping the number 2 candidate to set up some campaign banner Friday afternoon. Whilst, we only observed that a few teenagers were

involved in the campaign. In addition, when I was observing the process of the campaign, a campaign worker asked me 'Who are you?' It showed that they were very sensitive.



The polling station, Ho Lap Primary School (Sponsored by Sik Sik Yuen)

4. Main purpose of Field trip:

Please record the main purpose of your field trip by ticking on one or more of the following objectives:

- To count, record, and analyze the content of campaign leaflets, posters, banners etc. (V)
- To observe campaign activities, like forums, door-to-door visits, petitions, on-street broadcast, etc. ()
- To take pictures, or collect campaign materials for scanning. (V)
- To interview electors and/ or other ordinary residents. (V)
- To interview candidates and/ or their campaign workers. ()
- Other purposes (please specify) : To observe the environment of the pre-election

5. Recording the basic figures – like how many posters and where, how many people attended the forum during different time period...etc.

It was quite silent on the street and in the estate. We saw small posters, flags and no candidates promoting their platform strongly. We just spotted less than 5 banners for each candidate around this area. We can see each candidate's posters were put on the windows of the minibus (37M).

The major color of the poster of Candidate No.1 was green and white, which let people feel refresh and it showed energy of this candidate. His slogan was “年青有學識，拚搏為社區”，but he did not gain much district experience.

Candidate No. 3 Lee Ling Fung is a woman who stressed that she lived in this district and grown up with the residents and therefore can best help them. All her posters and banners used warm colours such as pink, violet, soft red let people feel warm. Her gesture in the posters conveyed similar message as being friendly and familiar with Tsz Wan Shan residents. The slogan was “情繫慈雲，扎根社區” “建社區，愛家園”.

In Candidates No.1's poster, he tried to tell voters that he would really work hard for the district even though he lost the last election. He showed that what he did for the resident during these year were practical to local development. There were posters showing that other DAB members support him. He promised the voters: “I'll do better.”



These are the banners of the candidates and are placed near the polling station.





From the photo, we can see that there are only few banners.
More photos here: <http://picasaweb.google.com/hk/chloe1022/PreElection>

Description of the findings – could be in the form simple narrations, or in the form of questions and answers.

We interviewed Miss Leung in the playground who is a mother of two sons. She was confused by background of the candidate. In fact, Tam Yuet Ping's husband supports the candidate No.1 Lui Wing Kei. But Miss Leung misunderstood the relationship between Lui Wing Kei and Tam Yuet Ping. She thought that they are couples. It goes without saying that there were some residents who were also not clear about the candidate background. Moreover, Miss Leung said there was a little campaign these days. These candidates usually promote their platform at around seven o'clock to ten o'clock in the morning and five o'clock to eight o'clock in the evening. The candidates came to the registrant's home and asked them to vote.

6. Conclusions drawn from your observations.

According to our observation, By-election rarely arouses people's interest. Even the citizens living in the electoral district were unfamiliar with the by election. There were no citizen discuss the election.

New questions generated from your observations or findings.

- Why the campaign was carried out only a few days before the election?