

HKUPOP Student Research Project

Project DC09 Wan Chai District Council Canal Road Constituency

Fieldwork Report Form

This form can be downloaded from the project webpage. It should be completed on the day of each fieldwork session and submitted to the project organizer by email to edward.tai@hkupop.hku.hk or edward.tai.2000@gmail.com within 24 hours.

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

Chan Lai Him, Lee Ka Wa

2. Details of Field trip:

Date and Time of visit: At 14:00 on 19th June, 2009

Venue: Canal Road Constituency

Location: Tang Shiu Kin Building, the scout association of HK Island Regional Headquarters, Oi Kwan Road 34.

3. Brief descriptions or narrations of the visit.

We started our visit from Oi Kwan Road to Percival Street. We saw a number of posters and banners during our visit. The characteristics of Chung's posters are as follows:

1. The posters emphasizes the hot issues in Wan Chai

Chung's posters mentioned her future perspective in Wan Chai like to improve traffic jam, environmental hygiene and underground construction at Canal Road. Also, Chung's

detailed information have been included in the banners, for instance, we discovered that Chung is currently a registered social worker, and she has been working for Wan Chai residents for 12 years.

2. The design of Chung's posters

Chung's posters were quite colourful and well-organized. There were graphics and cartoon posters ahead. More importantly, the location and date of the Wan Chai District Council Canal Road constituency have been represented in each poster, people may be attracted by those posters.

3. Bowrington Road Market is the platform of promoting Chung's by-election

Regarding to our observations, it can be seen that Chung's popularity in Wan Chai. There were 28 posters at Bowrington Road Market, it showed that Bowrington Road Market is a platform of promoting Chung's by-election of the Wan Chai District Council Canal Road constituency. All in all, majority of Wai Chai residents gave her fully support based on her public service achievements in Wan Chai, that's why there were a large banner and 2 posters outside Kai-Fong Welfare Association as well.

The characteristics of Kwan's posters are as follows:

Kwan's posters were different than Chung's. His posters were not colourful, and, not many wordings included in the banners. However, we saw a strong message conveying from Kwan's poster -- A Wan Chai resident is working for Wan Chai residents. Kwan has no unions, associations and well-known people to support his by-election besides LSD. It

can be seen that no detailed election platform included in the banners. In fact, Kwan's election platforms have been mentioned on Facebook and My Radio.

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.
- ☐ To observe campaign activities, like forums, door-to-door visits, petitions, on-street broadcast, etc.
- ☐ To take pictures, or collect campaign materials for scanning.
- ☐ To interview electors and/ or other ordinary residents.
- ☐ To interview candidates and/ or their campaign workers.
- ☐ Other purposes (please specify) :

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

We were going to count posters and banners of two candidates at Leighton Road, Bowrington Road Market, Canal Road, Canal Road Kai Fong Welfare Association and Percival Street. Our observations are as follows: At Leighton Road, there were 4 League of Social Democrats (LSD) and 4 Democratic Alliance for the Betterment and Progress of Hong Kong (DAB) banners; there were 28 DAB posters at Bowrington Road Market, however, there was no any LSD stuff inside the market; there were 4 LSD and 3 DAB banners at Percival Road, and 1 DAB poster has been removed at that time; there were 4

DAB and 4 LSD banners respectively at Canal Road. Finally, we came to Happy Valley & Canal Road district Kai-Fong Welfare association, we saw that there were 2 DAB posters and 1 banner outside the front door, again, there was no any LSD stuff at Kai-Fong Welfare association.

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

The number of DAB Chung' banners is twenty in total; also, there were 28 posters at the market and 2 outside the welfare association in Canal Road. LSD has 12 banner at Leighton Road, Percival Road and Canal Road, just as the same as DAB. However, we were not seeing any poster of Kwan in main streets during our visit. Along with this point, it can be seen that the number of promotions of DAB is more than LSD's, and the popularity of two candidates were different, for instance, LSD has no unions, associations and famous people to support the by-election, for instance, at Bowrington Market, we could see nothing related to LSD; at Kai-Fong welfare association, we were see a large banner and 2 poster outside the front door, but nothing related to LSD. We could not see any LSD posters and banners in main streets, we saw a few LSD posters posted outside old buildings though. From the above, it could be concluded that Chung would be gained more supporters and voters, and the number of Kwan's supporters are still unknown.

6. Conclusions drawn from your observations.

It is not clear that either LSD Kwan or DAB Chung wins the constituency on this coming Sunday. Regarding to our observations, the number of DAB banners is twenty in total, 28

posters at the market and 2 at the welfare association. LSD has 12 banner at Leighton Road, Percival Road and Canal Road, just as the same as DAB. However, we were not seeing any banner of Kwan in main streets and associations during our visit. Along with this point, it can be seen that the number of promotions of DAB is more than LSD's. According to Candidate Chung's banners and posters, it shows that Chung has been working in Wan Chai for 12 years, she would be carried a number of popularity in Wai Chai. Additionally, her supporters not only Wan Chai residents but also famous persons as two posters at Canal Road show that Legco member Regina Ip and Silent Witness owner Arthur Antonio da Silva are also the supporters of Chung. Let's turn back to LSD's banners, it can be seen that no election platform included in his banners. The design of those banners is quite simple. All of them only a short phrase "a Wan Chai resident is working for Wan Chai resident" is existed in the banners. Indeed, Kwan's election platform has been mentioned on Facebook and My Radio, it is hard for non-facebook user to get the message from Kwan, and if people have never listened to My Radio, they are not able to get the message from Kwan as well. Along with our observations, it can be concluded that the two candidates have different ways of promoting their election platform, owing to two candidates' popularity in Wan Chai, Kwan would be gained less advantage than Chung.

New questions generated from your observations or findings.

Question 1.

As candidate Chung Ka-man has gained more supports from different areas, will Chung make use of those supporting?

Question 2.

If Chung wins the by-election, will she achieve all stuffs she wrote on her election profile?

Open questions raised for discussion among team members.

Question 1. Mr. Suen Kai-cheong is currently a chairman of the Wan Chai District Council, he is also a member of DAB. Will he play a fair role in this coming Sunday by-election?
