HKUPOP Student Research Project

Project DC10 Kwai Tsing District Council Kwai Shing East Estate

Fieldwork Report Form

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

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2. Details of Field trip:

(a) Pre-election Observation

Date and Time of visit: Between 17:30-19:30 on 4 September 2009

Venue: Kwai Shing East Estate

Location: Kwai Shing East Estate Constituency, Kwai Shing East Estate Market, Shing Wo House

(b) Election Day Observation

Date and Time of visit: Between 15:00-22:00 on 6 September 2009

Venue: Kwai Shing East Estate

Location: Kwai Shing East Estate, polling station of Tung Wah Group Hospitals Chen Zao Men College, Shing Yat House, Shing Lok House, Shing Fu House and Kwai Shing East Estate Market

3. Brief descriptions or narrations of the visit.

Three members of our group went to Kwai Shing East Estate, Kwai Shing District, for this pre-election observation project on Friday, 4 September 2009. Our visit lasted for about two hours. The visit took the route from Kwai Shing East Estate Shopping Centre until we reached the polling station at Tung Wah Group Hospitals Chen Zao Men College.

The places that we pursued observation include: Shing Yat House, Shing Wo House, Shing Keung House, Shing Hing House, Shing Lok House, Shing Fu House, Shing Hei House, Kwai Shing East Estate Shopping Centre.

(Left)The polling station at Tung Wah Group Hospitals Chen Zao Men College
(Right)Kwai Shing East Estate Shopping Centre

On the eve of the by-election, we walked along several streets and blocks of Kwai Shing East Estate to observe whether there were any election activities or related propagandas. We heard some noise across the roads near Kwai Hing MTR Bus Terminus. We saw candidates No.2 Chow Wai Hung and No.3 Lai Fan Fong standing on those roads. And we also saw that many helpers of candidates No.2 and No.3 were shouting and distributing leaflets in the streets. Among the helpers of candidate No.2 Chow Wai Hung, some were the ethnic minorities and they were busy at distributing leaflets. And candidate No.1 Li Chi Fai stood near Kwai Hing MTR Station Bus Terminus. We heard the broadcast about the election platform of candidate No.1.

Then we walked around the nearby areas of the constituency. We felt that the pre-election atmosphere was not ardent and the residents went home quickly. We talked to candidate No.2 Chow Wai Hung for twenty minutes. Moreover, we went to Kwai Shing East Estate Shopping Centre and found the offices of those candidates located in there.

6 September 2009, Sunday, was the by-election Day of Kwai Tsing District. All three members of this group together with another group's members and HKUPOP staff gathered at Kwai Shing Estate. We met outside of the main entrance of Tung Wah Group Hospitals Chen Zao Men College that was one of the polling stations, where we had a briefing and stayed for about two hours. We found there were not many voters coming to this polling station between 15:40pm and 18:00pm. Then all of us, including two other group's members and HKUPOP staff, started to walk around and observe the estate. We took photos of those candidates' banners, flags, and talked to a number of helpers of No.1 candidate.

During the observation, we saw legislative councilor Leung Yiu-chung shook hands with residents and yelled support to candidate No.2. We then talked to Leung Yiu-chung and took photos with him.

At the pavement near the zebra-crossing, we noticed that on our left and right hand sides, there were full of election campaign stuff, such as posters and flags. Judging from the contents of those campaign materials, we confirmed that the stuff represented all three candidates. Helpers of individual candidates were busy at holding banners and flags, asking for support and giving out leaflets. Furthermore, we came across that the helpers of candidate No.3 were early teens and elder people, and they distributed election materials and yelled: “Please support candidate No.3.” We met two teenager helpers of candidate No.3 and had a conversation with them. They told me that their mothers support No.3 so they came out to yell and circulate the leaflets to residents.

On the way back to the Estate Shopping Centre, we saw some shops such as one stationery shop stuck one candidate’s posters. Later, we came across that election activities were most noisy near the Shopping Centre. And we thought it would be the best place for our observation.

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. (V)
- 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. (V)
- Other purposes (please specify) :

- To observe the Pre-election and Election atmosphere of Kwai Shing East Estate.

- To observe election helpers in what ways they did to promote the election campaign.

- To observe what kind of political stars candidate No.3 could mobilize.

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

The main difference between the pre-election and election days was the atmosphere. The Election Day was more bustling than the pre-election day that we had observed. There were more people walking in the streets on the Election Day than the pre-election day. In contrast, when we visited the voting area on our pre-election day visit at 6 pm on Friday (4th September), there were not many people walking in the streets and people seemed not very interested to know the election even though some candidates tried hard to promote themselves.

We visited the same area on the Election Day at 3 pm, Sunday (6th September). There were more people around and more were involved in the voting activities, possibly due to the noise made by some candidates' helpers.

Besides, there were more promotional stuff distributed election materials on the Election Day than the pre-election day.

Moreover, the campaign tactics of the three candidates were different between the pre-election and the Election Day. For the pre-election day, candidate No.1 Li Chi Fai was standing near the bus terminus outside of Kwai Shing East commercial centre, separated from the other two candidates independently with his helpers. He shouted with a loud speaker to promote himself. Leaflets and posters were also circulated to passerby.

Three candidates said hello to us and asked us to give them a vote when we were walking through. We noticed that not many people responded to them. On the Election Day, Li Chi Fai did not appear frequently with his team at the bus terminus. Instead, he gathered with some teammates at the stands around the voting area sometimes. For the whole afternoon on the Election Day, we seldom saw him around and not much his campaign broadcast was heard.

Candidate No.1-leaflets

A5 size: 6000 pieces **A5 size : 1000 pieces**

“選情告急”, Urgent leaflet appear in the afternoon.

Flags

Banners

Device

李志輝
愛心盡力
服務荃盛乘

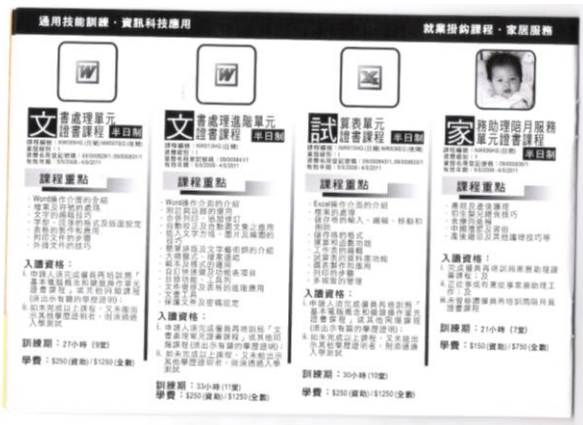
9月6日補選日
多謝支持
李志輝

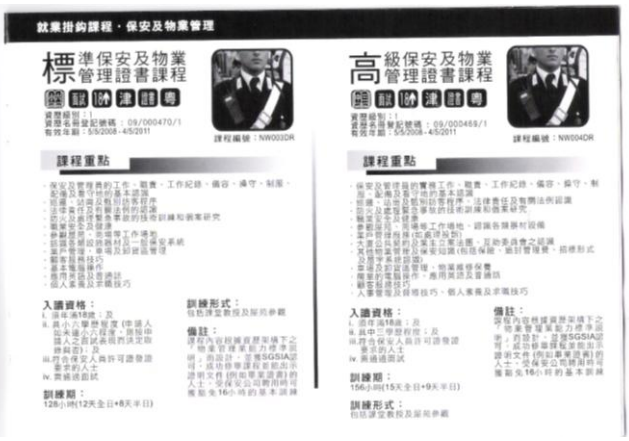
On the other hand, candidate No.2 Chow Wai Hung put a lot of effort to promote himself in various ways. As we could observe, the most attractive point was that he appeared nice and always tried to communicate and greet those residents around lively and actively. An image of being nice to people and willing to serve was presented.

Candidate No.2-leaflet

Leaflet of NWSC

Book of NWSC





***The book didn't directly help Chow but promote NWSC.**

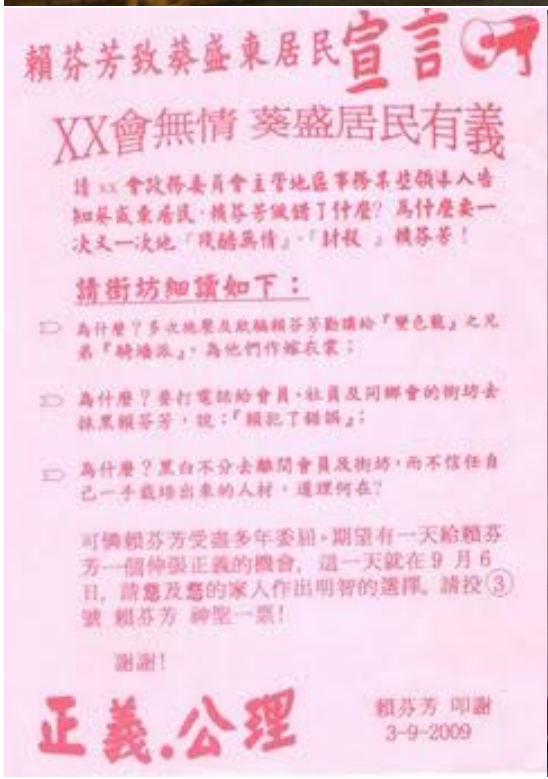
Banners and device

Flags

On the pre-election day, at about 6 pm, Chow was standing on the roadside together with candidate No.3. At around 8 pm, he moved his campaign stand to the other side of the voting area, just in front of the elevator and stayed there alone. We chatted with him for a short interview. He tried to be nice to us and answered our questions patiently. His teammates also tried to be nice. On the Election Day, we observed that his team had set up stands even near Kwai Shing MTR station. Beautiful leaflets and promotional booklets for the working class were handed round. He stood most near to the voting station frequently for the whole afternoon. He always smiled and talked to the voters. Many his teammates stood around as backup. We also saw that the amount of his posters, which is a sharp yellow backdrop to boost up his smart-study look, was the most posted on mini-buses running around the Kwai Shing area.

Furthermore, during our observation, candidate No.3 Lai Fan Fong appeared the least among the three candidates for both the Pre-election and Election Days. She set up a stand with her teammates on the roadside at 6 pm on the pre-election day for a while. Later on of the night, we never saw her again. On the Election Day, she stood on the roadside and smiled brightly to the voters occasionally. Leaflets and posters were also distributed to the passerby. We found that one of her promotional materials - the calendar card - was very beautiful and attractive. Besides, she asked a lot of children to help promote. They were lovely and always smiled nicely.

Candidate No.3-leaflets and calendars



賴芬芳致葵盛東居民宣言

XX會無情 葵盛居民有義

請 XX 會改務委員會主管地區事務某楚領導人告知葵盛東居民，賴芬芳做錯了什麼？為什麼要一次又一次地「殘酷無情」、「討伐」賴芬芳！

請街坊細讀如下：

- 為什麼？多次地聖及欺騙賴芬芳動員給「變色龍」之兄弟「騎墻派」，為他們作嫁衣裳；
- 為什麼？要打電話給會員、社員及同鄉會的街坊去抹黑賴芬芳，說：「賴犯了錯誤」；
- 為什麼？黑白不分去聯問會員及街坊，而不信任自己一手栽培出來的人材，道理何在？

可憐賴芬芳受盡多年委屈，期望有一天給賴芬芳一個伸張正義的機會，這一天就在 9 月 6 日，請您及您的家人作出明智的選擇，請投③號 賴芬芳 神聖一票！

謝謝！

正義.公理

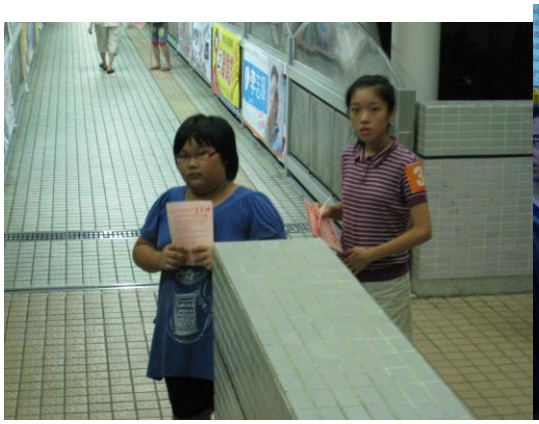
賴芬芳 叩謝
3-9-2009

Flags

Banners

Flag: orange

Helpers: little girls



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

- **IMAGE**---Candidate No.1 Li Chi Fai promoted his master degree qualifications and projected his image as a professional social worker. Candidate No.2 Chow Wai Hung emphasized himself as an impartial person, and he said he had become very close to Kwai Shing East Estate residents as a local community affairs organizer. Candidate No.3 Lai Fan Fong said she had been an independent volunteer who loves China and Hong Kong. She claimed that she represented woman's power and her policies focused on the local area.

The three candidates had showed up with normal and casual wear in the pre-election and election days.

Li Chi Fai, once a Councilor of Shek Yam Estate of Kwai Tsing District, acted as a successor to Kwai Shing East Estate Ex-Councilor Leung Kwong Cheong. On the pre-election day, we could see that he had gathered some assistants to organize the campaign. On the Election Day, he became active on the promotion activities and handshaking. Claiming to be an independent candidate, Li Chi Fai is a member “Livelihood force of Kwai Ching” and this organization vowed support to him.

Chow Wai Hung wore NWSC T-shirt on the Pre-election and Election Days, he seemed enthusiastic about promoting his election personally. Chow emphasized his NWSC background and tried to appear in the Estate to remind the residents of his presence. Chow is an Internet radio DJ.

Lai Fan Fong appeared to have a complicated background but she reported she was neutral. We could see that the image she showed to the people and during the campaign she dressed like local residents.

- **CAMPAIGN ADVERTISEMENT** --- on the pre-election day, we traveled by bus to the Kwai Shing East Estate. We had seen three candidates and their campaigns on the way. Candidate No.2 Chow and Candidate No.3 Lai, together with their campaigners, were giving leaflets to local residents in front of the voting station. Furthermore, there were not much promotion banners and flags hoisted that day. Candidate No.1 Li and his campaigners settled themselves near the bus terminus. His posters stated cases about his achievements in his Kwai Shing East Estate’s career, and he said he would be the most suitable person to become a Kwai Shing East District Councilor.

Candidate No.1 Li said,「相識相知相交 長期爲民生 盡心盡意盡力 服務葵盛東。」

Candidate No.1 Li's leaflets and small posters said about his academic background and his achievements. The achievements, for example, were about the Estate facilities that got improvement under his pursuance. The promotion items also showed he got support from the estate residents. On the Election Day, leaflets about asking for urgent help were started giving out in the afternoon.

Candidate No.2 Chow said,「齊來共建葵盛東」

Candidate No.2 Chow emphasized a NWSC background in his articles. He did not detail much his

own history in Kwai Shing East Estate. His slogan was “齊來共建葵盛東”, it meant he was going to “change” the Estate. Compared with other two candidates, it showed that he valued the future more than the past history. His campaign promotion items circulated on the pre-election and election days were the same.

Candidate No.3 Lai said,「不要讓賴芬芳傷心離去」

Candidate No.3 Lai Fan Fong had a number of almanac slogans stating “我會做得更好”, and some small posters slogans urging “緊急搶救！賴芬芳” and “不要讓賴芬芳傷心離去”, the wording implied threaten. Similar to candidate No.1 Li Chi Fai, Lai Fan Fong told residents her history in the leaflets and her slogans bore a hidden meaning, implicating that if she lost she would leave Kwai Shing East Estate.

←Two South Asians vote on the Election Day, there is a number of South Asian live in Kwai Shing East Estate.

- **SUPPORT**--- on the Pre-Election day, candidate No.2 Chow Wai Hung stayed in front of the voting station with a desk and some simple items. We noticed that there were some South Asian children giving out posters. Next to Chow was candidate No.3 Lai Fan Fong. She had quite lot helpers including women and elderly. Near the bus terminus, Lai's speakers broadcast about her career and advantages by her campaign manager. In the same place, candidate No.1 Li Chi Fai's campaign had some helpers giving posters. All the three candidates left after we stayed there for a while.

On the Election Day, legislator Leung Yiu Chung and other members of NWSC showed support to candidate No.2 Chow Wai Hung's campaign. Leung Yiu Chung was the only political star we could spot that day. We can see that Chow had an explicit support from NWSC, many of those staff and members were swinging flag, giving posters, leaflets, and shouting. Candidate No.1 Li was supported by Kwai Shing East Estate Ex-Councilor Leung Kwong Cheong, but Leung did not show up to give it a boost. Li had some helpers from "The Livelihood force of Kwai Ching" which is a local organisation that Li represented in this election. Candidate No.3 Lai Fan Fong was an independent candidate. During our observation, we could see that she had some solid support especially from women.

←Candidate No.1 Li mainly use blue and green

←Candidate No.1 Chow mainly use yellow and red

←Candidate No.1 Lai mainly use orange

- **Colors---** Candidate No.1 Li Chi Fai mainly used blue and green. For the leaflets and posters, his name and title were in blue, and “The Livelihood Force of Kwai Ching” was in green. Candidate No.2 Chow Wai Hung used yellow as the background colour and red on the important information. Candidate No.3 Lai Fan Fong used Orange, for example the calendar. Candidate No.1 mainly wore blue clothes for his campaign. Candidate No.2 mainly wore yellow clothes for his campaign and candidate No.3 wore orange clothes.

New questions generated from your observations or findings.

(a) The result of election beside the promotion of invest is not proportionally.

(b) Why did the campaign flags of candidates No.1 and No.2 show similarity? Sometimes, we saw the flags bore Li Chi Fai’s name, and sometimes we saw “街坊工友服務處” was on another flags? Was it difficult to distinguish different parties while they were pooled together?

1. **Open questions rose for discussion among team members.**

(a) What were the key elements for the decision making of giving a vote?

(b) Why did the candidates give out those “告急” leaflets around 5-6 pm? Was it too early to do that?