

HKUPOP Student Research Project

Project DC09 Kwai Tsing District Council Kwai Shing East Estate

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.

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

Chiu Chui Hung ,Chloe

Cheung Wing See, Wincy

2. Details of Field trip:

Date and Time of visit: At 3:00p.m to 10:00p.m on Sunday, 9th
September.2009

Venue: Kwai Shing East Estate

Location: Kwai Shing East Estate, Kwai Hop Street

3. Brief descriptions or narrations of the visit.

When I arrived Kwai Shing East Estate at 2:45p.m, I saw that there hasn't any "election atmosphere" on the street. It was just a quiet street and no candidates walked on the street to communicate with the voters. There were many flags, banners and posters including slogans, candidate's no, names and photos on the street.

For the supporters of candidates, their age group were nearly above 65 years old, some of the supporters gave the leaflets to the voters and some of supporters were just sitting on the chair and chat with the others. Besides, different candidate's supporters wore different colour jackets. For candidate one's supporters, they dressed purple colour jackets (to let voters felt that the candidate is a steady person); For candidate two's supporters, they dressed yellow colour jackets (as this is represented the candidate's political affiliation--"Neighborhood and Worker's Service Center"). For candidate three's supporters, they dressed orange colour jackets (to catch up voters' attention).

For the voters, the age group was nearly 65 years old. There were a few voters when to the vote port to vote the candidate. We guessed that it is because the middle agers and teenager's voters were not in the estate or because of the hot weather.

The street was being bustling at 5:00p.m. The candidate one and two were on the street to encourage the voters to vote them.

For supporters of candidate one and two, their age group was become lower. More teenagers and middle-agers walked on the street to support the candidates. They raised up the slogan, posters and shouted the candidate's name. When we wanted to take photos, they were very friendly and cooperate and let us to take photos on them. I asked one of the supporters of candidate one for the reasons of supporting candidate one and she answered that because of the sincere of the candidate one. (She thought that candidate one always help the residents of Kwai Shing East Estate and so she support candidate one to do the district councilor.)

Candidate three didn't walk on the street on that day. For candidate three's supporters, the age group of them was above 65. They just give leaflets to us, when we pick up their leaflets, they will feel very happy and said, "Thank You to choose candidate three!"

We could also see the supporters out of "Kwai Shing East Shopping Mall". The supporters of candidate one are all teenagers. We could see that they use the microphone to broadcasting the candidate's political programs. The medium of broadcasting were Cantonese, English and Chiuchow. One of the supporters described the candidate's political background when we took the photos.

The supporters of candidate two were teenagers and middle agers. Some of them gave the leaflets to the voters and encourage them to support candidate two. Some of them raised up the poster and shouted the candidate's name. The supporters of candidate three were all elders. They also walked on the road and give the leaflets to voters.

We also went to the resident area. When we went there, we could see that were many candidates' supporters too. For the supporters of candidate one and two, they were elders and middle agers and they sit in the counters and gave the leaflets for voters.

For candidate three's supporters, the age group was lower than other area as we can see that there were many children and teenagers were giving the leaflet to the voters but there is some elders were sitting in the counter. When we took the photos to counter, the supporters were very rude as they shout that they would take a photo on us.

While we left the estate at 10:00p.m, when we back to the street and Shopping Mall area, the supporters were just sitting in the resting places and we can see that the supporters of candidate one and two were sitting together.

At that time, we also interviewed one of the supporters of candidate two--- Leung Yi Chung. He told us that he advice other supporters not to argue with other candidate's supporters. He also told us that the left-wing's members have taken the voting data by doing the interviews with the voters.

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 analysis the images and the behavior of the candidates and the voters
exception of district councilor by the result.

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

Notice: We didn't count the supporters of the candidates but we can see that most of the supporters were belong to candidate two and candidate three has a few supporters on the street.

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

From the image of candidate one, Li Chi Fai, he is a social worker and the member of Kwai Ching Men Shang Dong Ni (葵青民生動力) in which is one of the left-wing political group. He has 4 election platforms. In his election platforms, he has mentioned elders, marginal groups and workers as it can certify that they are the targets of candidate one. He always mentioned that he

is a social worker, Christian, father and the political achievements (e.g: records of demonstrations) in that sense he wants to build up a kind and helpful image. He emphasis his political experience (Kwai Ching District Councilor from 2000 to 2003) and his qualification (Bachelor of Social Work and Master of Social Administration) to told the voters that he has a great experience for processing political and social issues.

When we watch the photos of candidate one, we will feel that he is a kind, stable, enthusiastic and professional candidate. He use blue, white and orange for his leaflet's main colour and can bring us to feel that he is a sober person(blue, white colour) and can attract people attention (orange colour). He teaches the voters how to vote him in the leaflet and it can "shows" that he is a attentive person.

He use yellow and red colour for his flags main colour. He wants the voters to feel that he is an enthusiastic person. Besides, the colour of flags is as same as candidate two's one so it can say that he wants to give a mistaken impression to the supporters of candidate two, to let them think that he is candidate two.

The candidate two, Chow Wai Hung, is a community Affairs Organizer. He is a member of "Neighborhood and Worker's Service Centre" in which it is a right-wing's party. He is the youngest candidate (41 years old) in this competition so that he always shows the voters that he is a smart candidate. From his profile photo, we can see that he wear a classes with a smart hair cut, and he wear a red t-shirt as we feel that he is a candidate with engry. In his 5 election platforms, we can see that he also choose marginal people (children and women) and blue collar workers as his targets.

For his leaflet, it used yellow, black and white colour for it's main colour. Black and white colour represent "Neighborhood and Worker's Service Centre" and yellow represent "engry" and "smart" image of candidate two. As we can see that from the photo in the leaflet, we can see there is a famous political star--"Leung Yi Chung" is near candidate's two and it is used to let the supporters of Leung Yi Chung to vote this candidate.

For the candidate three, Lai Fan Fong, she is a social services with “no political background”(and she said she is a “person of love China and Hong Kong”, and we all know that she was a member of “Democratic Alliance for the Betterment and Progress of Hong Kong”before). In her photo, we can see that she is dressing like a profession and she is a female candidate too. So, it can said to be that she is representing a image of feminism, that is, she can easily to let the women to support them. In that sense, in her election platform, we can easily find that “women” is her supporting target. On the other hand, she has 10 election platforms and it can let voters to think that she is the most powerful candidate.

From her leaflets and flags, we can see that she used red, pink and yellow colour for her leaflets’ main colour. Pink and red colour represent “feminist” and yellow colour represent “a light leader”. According to the leaflet, she emphasis that she always attacked by other candidate. In this case, we can see that she want to build up the “pity and rightful image” to draw voters’ attention.

6. Conclusions drawn from your observations.

As we all know that candidate three win this competition, we will know that people don’t like the “high-sounding words” candidates.

Although candidate one and two were really hard working to advice the voters to vote them, voters think that they are just doing a political show and will not do any practical duties when they are win.

For candidate three, although she didn’t walked on the street and their supporters was just giving the leaflets to the voters, voters think that she is not only want to do a political show but she is more practical than other two candidates.

Moreover, the “pity image” can successfully attract voters’ attention. Voters think that “politics” is complicated and it will let them to trust that other two candidates is really “attack” candidate three. So, it will let them to commiserate candidate three and then support her.

New questions generated from your observations or findings.

“How can we attract voters attention?”

“Should government draw up the rules to prevent supporters’ rude or unfair behavior?”

Open questions raised for discussion among team members.

<http://picasaweb.google.com.hk/chloe1022/KwaiShingEastEstateBYELECTION#>

<http://picasaweb.google.com/eunice2005hkhk/KwaiSingEastElection#>