

**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](mailto:edward.tai@hkupop.hku.hk).**

1. Name of student(s), group leader first: Lee Kin Wing, Yeung Mung Ying

2. Details of Field trip:

Date and Time of visit:

Pre-election observation: from 7:30pm to 9:30pm on 5<sup>th</sup> September, 2009

Election observation: from 3:00pm to 6:30pm on 6<sup>th</sup> September, 2009

Venue: Kwai Shing East Estate

Location: Bus Terminus, Shopping Centre, Footbridge near Shing Fu House, Footbridge outside Shing Keung House and the area outside Shing Yat House

3. Brief descriptions or narrations of the visit.

*Pre-election observation:* Our group consists of two members. For our first visit, we arrived at Kwai Shing East Estate at around 8pm. We walked around the estate and the shopping mall to observe the atmosphere of election and compare the promotion means of different candidates. By the end of our first visit, we luckily saw Candidate no. 2– Mr Chau Kwok Hung and his campaign workers, and we had conducted a short conversation with him.

*Election observation:* We arrived Kwai Shing East polling station at around 3pm. We compared the morale of three Candidates' teams and observed how they canvassed the voters to vote for them. We also collected promotion leaflets from each of the

candidates and compared their slogans and other promotions strategies.

#### 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) :  

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

**Pre-election observation:** Based on our observation, we found that the campaign advertisements were mainly located at four locations, which were the railings near the bus terminus, the footbridge connecting Shing Fu House and the lift tower, the footbridge connecting the lift tower outside Shing Keung House and the railings outside Shing Yat House.

There are variety kinds of campaign advertisement including banners, posters and flags. The number of advertising materials of Candidate Li Chi Fai was significantly more than the other two candidates, for example, there were some flags of Candidate Li Chi Fai of which the flags can be seen all around the estate, while no flags were posted by the other candidates. Besides, we found that Candidate Li got two styles of posters while others got one only. For everywhere they posted, there was an extra one for Candidate Li. Yet, Candidate Chow Wai Hung had the fewest types of advertisements among the three candidates.

Besides, there were just two shops in the shopping centre putting up the campaign

posters, where were the G/F and 1/F. The shop on the G/F is a stationary shop; although it only put up Li Chi Fai's and Chow Wai Hung's poster at the entrance, it put up the posters of all 3 candidates on the window. Also, the shop on the 1/F is an electric appliance store, and it only put on the poster of Chow Wai Hung.

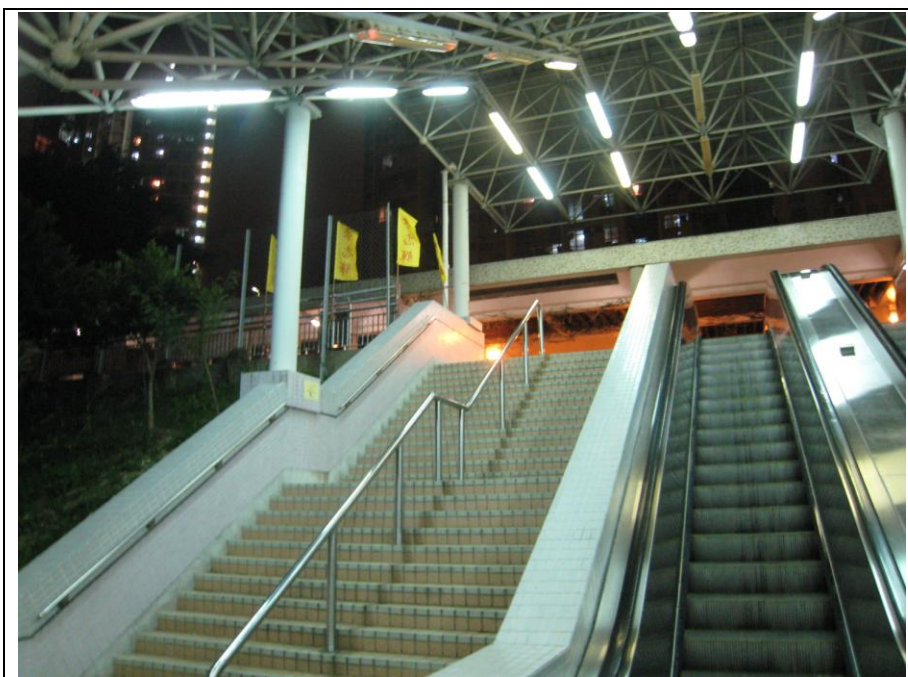


Railings near the bus terminus



Footbridge connecting Shing Fu House and the lift tower





Entrance of the footbridge



Window of the stationary shop



Entrance of the stationary shop



The electric appliance store on the 1/F

**Election observation:** In contrast to the condition we experienced in the pre-election observation, the atmosphere was more animated on the Election Day. The campaign advertisements increased markedly, especially the flags. Candidates 1 and 2 put up their own flags on the Election Day and there were quite a large number of flags tied on the



railings.

Besides, the campaign workers of the candidates came out to support their own candidate and persuade residents to vote. They mainly at the crossroad outside the YMCA NT Centre, the bus terminus and the entrances of lift towers.

The strategies of each candidate were different. Candidate 1 and 2 mobilized a lot of their supporters to deliver the leaflets to the pedestrian. The sphere of activities of Candidate 1 was mainly inside the estate while Candidate 2 mobilized his supporters and campaign workers to distribute leaflets and conduct propaganda at the minibus stop outside Kwai Hing MTR station and Kwai Fong Metroplaza.

Moreover, although the campaign strategy of Candidate 3 was relatively passive that she just mobilized a few of people, we could see competitive situation outside the shopping centre: Candidate 1 and Candidate 3 were using their own microphone to broadcast their propaganda recording in order to persuade the resident to vote them. We also noticed that the recording of Candidate 3 was in multiple languages and her broadcasting content targeted at different group.



We could see that some campaign workers of candidate 3 were gossiping.



Candidate 3 had just mobilized a few campaign workers



The situation outside the shopping centre

## 6. Conclusions drawn from your observations.

Generally speaking, the election atmosphere was quite silent which is out of our expectation. To our first visit, there were only around twenty something posters and flags posted on the rails without candidates and their campaign workers canvassing the voters. We walked around the only shopping mall there and found out that there were only two shops posting the candidates' posters. Though at the end of our visit we found Candidate no. 2 (Mr. Chow Kwok Hung) was promoting, the scene was quite silent. Mr. Chow even told us that whether he would win or not was decided by voters few weeks ago and at that time what he could do was to attract free radicals.

To our second visit (Election Day), we observed that each election campaign mobilized its campaign workers to stand along the street far from the hillside to the bus stop area next to the shopping mall; though the atmosphere was a bit animated than the pre-election day, many workers were just sitting there and were not proactive at all.

New questions generated from your observations or findings.

What make the By-election of Kwai Shing Estate not animated (at least less animated than that of Tai Wai as we know)? Is it related to the polling location? Or is it related to the background (working class) of the residents living there? Or something else?

Open questions raised for discussion among team members.

Candidate 3 won finally. What are the reasons behind?