

HKUPOP Student Research Project
Project DC10 Southern District Pokfulam 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.

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

Chan Siu Wing, Alex , Lau Kam Wing , Dave , Tse Mei Mei , Catherine

2. Details of Field trip:

Pre- election Observation:

Date and Time of visit: At 1430-1730 on 3 September 2010 (Friday)

Venue: Pokfulam Constituency

Location:

Caritas Wu Cheng- chung Secondary School ,Victoria Road and Baguio Villia

3. Brief descriptions or narrations of the visit.

Before the Election Day, our group spends around 3 hour's onsite observation. For the physical environment, we noted that there are Hong Kong University Hall and Upper Class housing. Additionally, we found the buildings and cars were luxurious. Moreover, there were foreign residents and foreign domestic helpers. We walked around the area nearby the polling station, we never saw any campaign team. The promotion atmosphere was quiet silent. It may be caused by the weather as raining and the typhoon signal number 1 was hoisted. We interviewed a teacher who from Caritas Wu Cheng-Chung Secondary school, he pointed out that the promotion events were held in the morning.

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 just found 8 posters on the Victoria Road at the opposite side the petrol station. Also, some posters posted on some minibus. Unfortunately, when we were underway of leaving by minibus, we saw the workers started to promote.



We found that posters of the two candidates were posted on the mini bus. These posters were A4 size and near the door.

There were not much posters, banners, flags and leaflets which were stuck on the walls of the streets. They were Candidate No. 1 and 2.

The type of poster Candidate No. 1 near the road.



Design.1

This poster is main focus on his promise to fight success- secured the permanent abandonment at the barging point. His Chinese name and English are at the same level . Also , it shown the slime facial expression on this poster.



Design.2

This poster is main focus on his slogan “Non-stop provide service”. This post design is very simple as it shown that his full Chinese name and English name. The platform slogan are at the upper level and lower level both Chinese and English respectively.



Design 3.

This poster is main focus on his promise- long term service to Pokfulam. We noted that his name size is bigger that his promise size.

The type of poster of Candidate No. 2 near the road.



Design 1.

This poster is main focus on responsible to work with Hong Kong residents. He claims “We all are Hong Kong resident, make an effort to residents”. We observation that his facial expression has shown he is nice and friendly. Also, at the below of right hand side we can found his e-mail and webpage contact.



Design 2.

This poster is main focus on his promise. Well planning in Pokfulam is one of his platforms in his political platform. He used red color to print out his full name which we think he want to attract resident attention.



Design 3.

This poster is main focus on his support team. At this poster, we can found Audrey Eu and Tanya Chan near Paul Zimmerman. As two supports near Paul Zimmerman it shown that they have same generation to help residents.



Design 4.

This poster just showed the big face of Paul Zimmerman and two supporters. The design is very nature and simple. Also, three people are shown the same facial expression as nice and friendly.

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

For the question about the amount of people was very less on that pre-election day, we think that this may be caused by the time period was working and schooling time. Also, the weather was raining and the typhoon signal number 1. Furthermore, the location was in the mountains, the road was inclined. It was quiet difficult to walk on the wet and inclined road. Also, the residents have their own car. Thus, they drive rather than walk. Even if they do not drive, they take taxi and minibus as the main transport at this area.

Moreover, another reason why we cannot found any campaign team stay around the polling area that we think they were waiting for the target group. They choose the strategy “Less time to get high efficiency” to save much time to do another things to help this election.

Furthermore, we noted that they had not use some voice tools such as speaker which we think that there are many upper class residents who living here were.



It showed many vehicles outside the housings, thus the residents have their own car. They do not need to walk on the walkway.



It showed there were many taxis on the road. We can guessed that the resident living in here are high income group mostly.



It showed road was wet and inclined on the pre-election day. Also, it shown the walkways were narrow.



It showed there was less infrastructural for residents to cross the road such as traffic light.

This foreigner needed to cross to opposite road by his awareness.

6. Conclusions drawn from your observations.

The two candidates have well planning for the promotion on the pre-election days. They used the most efficiency time, locations, and strategy. Also, they tried to avoid any troubles and complaints from the residents that affecting their reputation. Their promotion was environmental-friendly that avoiding noise pollution.

In addition, we noted that their promotion strategy and voting strategy were similar such as promotion time, ways and tools.

New questions generated from your observations or findings.

1. According to the past Election Day, there were many celebrities to support the candidates. Will these two candidates also have some celebrities to support them such as Ms Tanya Chan who were posted on the posters?
2. For our observation, we cannot found much of promotion. How to make the area voters to take the initiative to know their information no matter the political platform?
3. Will these two candidates vote by promotional car to drive around this election area on Election Day?

Open questions raised for discussion among team members.

Q1 What do you think can be effectively implemented platforms?

Q2 Do you think you have pressure on foreign participation in politics? (For Paul

Zimmerman)

Q3. Some residents may be disabled, why we cannot see their platform have any facilities is building for them ?