

HKUPOP Student Research Project
Project DC11 Sha Tin District On Tai 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): Sun Yi Chung

2. Details of Field trip:

Date and Time of visit: At 11:00a.m. on 3rd of Nov. 2012

Venue: On Tai Constituency

Location: Tak Shun School

3. Brief descriptions or narrations of the visit.

I walked around the whole On Tai Constituency. It is not big. The promotions mainly concentrated in the area near MTR station. And Tak Shun School did not set up yet.

4. Main purpose of Field trip:

- ✓ To count, record, and analyze the content of campaign leaflets, posters, banners 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.

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

On that day, the election didn't start. I went into Tak Shun School, but things were not

prepared. Only somebodies were ready to set up things. Then I walked around the area of On Tai Constituency. First off, I went into Kam Tai Court. There had no any promotional poster, banner and worker. Then I left there and started to walk though Ning Tai Road seaside. There have many private housing estates, including Sausalito, La costa, Oceanaire, Oceanview and Mountain Shore. But all those estates had no any promotional poster, banner and worker too. At the same time, when I walked though Ning Tai road seaside, every candidates posted posters and banners there. Almost every 100m, there had one of each candidates' banners. But no worker promoted in the seaside. After that, I went back to the MTR station side. There had more promotions, including the bus stop near MTR station and the subway. In the subway, there were so many posters and banners. Candidates and workers were giving out leaflets for promoting. In the subway, candidate 1 had three workers and 11 banners; Candidate 2 had nothing; Candidate 3 had four workers and four banners; Candidate 4 had nothing; Candidate 5 had one worker and six banners.

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

In Tak Shun School, I asked the helpers there. They said they would set up things at 2p.m.

In Kam Tai Court. There had no any promotional poster, banner and worker. So I asked the security, she said that the company didn't allow candidate to promote in Kam Tai Court.

Those private housing estates beside Ning Tai Road seaside, including Sausalito, La costa, Oceanaire, Oceanview and Mountain Shore had no any promotional poster, banner and worker too. I also asked the securities, but they all said that companies didn't allow candidates to promote in their areas.

In Ning Tai road seaside, candidates' put many posters and banners. But no worker promoted in the seaside.

In the bus stop near MTR station and the subway. In the subway, there were so many

posters and banners. Candidates and workers were giving out leaflets for promoting. I asked one of the candidate, and they said many people always walk pass the subway and that bus stop to go back home, shopping and ride MTR. So they chose those locations for promotion. On the other hand, they said not many people walk pass Ning Tai road seaside. So they didn't put many workers there. Moreover, I asked the residents in Sausalito, they said they didn't know there was an election on the next day. But some candidates said that the government sent letters to all residents already.

6. Conclusions drawn from your observations.

The promotions were not so much. Those posters could be receive easily, as well as the banners could not be seen easily, because workers didn't give out averagely around the constituency.

New questions generated from your observations or findings.

- What can the government do to ensure people who can vote knew there was an election again?
- Do people really know why there was an election again?

Open questions raised for discussion.

Are the promotions enough?









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1. Name of student(s): Sun Yi Chung

2. Details of Field trip:

Date and Time of visit: At 1200-1600 on 4th Nov. 2012

Venue: On Tai Constituency

Location: Tak Shun School

3. Brief descriptions or narrations of the visit.

I walked around Tak Shun School and near MTR station that was the hot spot of promotion. Much more promotions were done on that day.

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 take pictures, or collect campaign materials for scanning.
- ✓ To interview electors and/ or other ordinary residents.
- ✓ To interview candidates and/ or their campaign workers.

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

I mainly walked near MTR station, because there were the promotion hot spot. Outside the plaza of Kam Tai, there were all candidates' booths. All were shouting out, to told residents to vote them. Sometimes, there were some well-known politicians there to help their partners canvassing, like Ho Chun Yan helped candidate 5, and Fan Kwok Wai helped candidate 1. Inside some shops in Kam Tai plaza, there were candidate 1,3,5's posters. Finally, there were totally 4,407 people voted. Candidate 5 and 1 set some booths opposite Tak Shun School. And sometimes, candidate 3's workers who were holding a big flag walked around opposite Tak Shun School, and shouted out their slogans. And there were many posters to tell people where was Tak Shun School.

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

There were totally 4,407 people voted. I asked them if the information given for that election was enough. They said yes, because they received a letter from the government. I asked them was Tak Shun School accessible, they said yes.

6. Conclusions drawn from your observations.

The promotions were more that the last day. And they used different methods to promote.

New questions generated from your observations or findings.

What was the difference of their promotion methods between two days?

Open questions raised for discussion.

How did the promotion affect the election's result?



