

Opinion surveys reflect the public sentiment. Scientific opinion surveys reflect the public sentiment scientifically. In open societies, opinion survey has become an important tool for decision making. Not all surveys, however, are conducted scientifically. Worse still, in societies where social network and personal ties take precedence over professionalism and scientific knowledge, opinion surveys are often subdued to ex-scientific push and pull factors. In discussing the "Dos and Don'ts of Opinion Surveys", Dr Robert Chung would suggest some simple ways to differentiate good surveys from bad ones, and to separate the good and bad practices of using opinion surveys.

民調反映民意。科學民調可以科學地反映民意。在進步和開放的社會，民意調查已經變成公共決策的重要工具。可惜，並非所有民意調查都經得起科學的考驗。更有甚者，在一些講求人情關係多於科學方法和專業精神的社會，民意調查的發展，往往受掣於科學以外的推拉因素。透過討論「民意調查的該與不該」，鍾庭耀博士會建議一些方法，區別民意調查的優劣，以及正當和不正當使用民意調查的方法。