

## **Title of Lecture: "One World New Grounds: Breaking Surveys in Macau"**

### **Abstract:**

"One World New Grounds: Breaking Surveys in Macau" is another presentation by Dr Robert Chung, Director of Public Opinion Programme at the University of Hong Kong, on the latest development of public opinion research, after his talk on "Dos and Don'ts of Opinion Surveys" presented here in Macau on 18 June earlier this year. Dr Chung will explain the latest development of the "World Association for Public Opinion Research (WAPOR) 2012 Annual Conference" to be held in Hong Kong next year. He will also explain the rationale and operation of the "Government Officials Popularity Survey" which will be conducted in Macau soon. "One World New Grounds" means that opinion surveys around the world should follow a common set of professional standards, while "Breaking Surveys in Macau" is a discussion on how independent scientific opinion surveys can be developed in Macau.

## **講座題目：「民意無疆界，澳門新領域」**

### **內容簡介：**

「民意無疆界，澳門新領域」，是香港大學民意研究計劃總監鍾庭耀博士，在本年六月十八日在澳門主講「民意調查的該與不該」後，再次來到澳門介紹民意調查的最新發展。鍾博士將會講述明年在香港召開的「二零一二年世界民意研究學會年會」的進展情況，以及解釋即將在澳門開展的「政府官員民望調查」的理念和細節。「民意無疆界」，是指在所有地區進行的民意調查，都應遵照既定的國際標準和專業操守，而「澳門新領域」，就是要探討澳門地區可以如何開拓科學民調的發展空間和確立獨立民調的發展方向。