

*Dynamics of Image Creation on China in Comparative Perspectives*

*Seminar organized by*

*Institute for Advanced Studies on Asia, University of Tokyo*

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# **Report on Hong Kong**

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*The University of Hong Kong*

*25 October 2017*

# Questions to be Addressed...

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- \* “China factor” in which perspective? Political, economic, or social?
- \* “Image on China” according to which age cohort or generation?
- \* “Image formation” due to what factors? Inbound tourism, capital investment, international diplomacy, military presence, or cultural heritage?
- \* What are the national and regional differences in China image?
- \* What are the directions and hypotheses for future study?
- \* ----> **Pinning down the role of Hong Kong in China studies**

# Outline of Presentation...

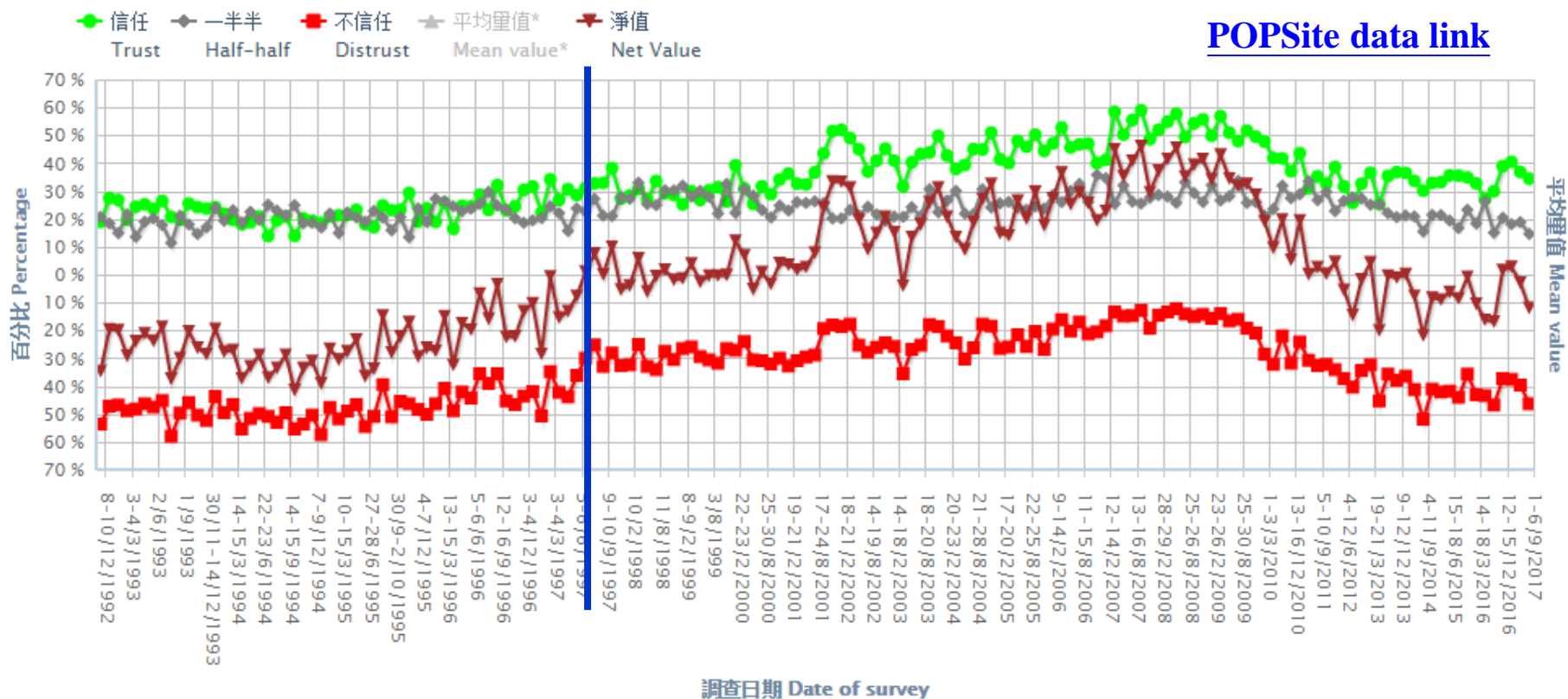
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- \* Hong Kong people's opinion, 1991 to 2017 (26 years)
  - \* Trust in Chinese government, satisfaction rates
  - \* Confidence in China, in “one country, two systems”
  - \* Ethnic identity, global perspectives
- \* Studying China from Hong Kong
  - \* HKU POP as a research engine
  - \* Hong Kong as a research hub
- \* Directions of further studies
  - \* WAPOR Asia as a regional platform

# **Hong Kong Findings**

<http://hkupop.hku.hk>

市民對北京中央政府的信任程度(按次計算)  
 People's Trust in the Beijing Central Government (per poll)  
 (12/1992 – 9/2017)



[POPSite data link](#)

\*平均量值是把所有答案按照正面程度，以1分最低5分最高量化成為1、2、3、4、5分，再求取樣本平均數值。

\*The mean value is calculated by quantifying all individual responses into 1, 2, 3, 4, 5 marks according to their degree of positive level, where 1 is the lowest and 5 the highest, and then calculate the sample mean.

「不信任」百分比以「負向百分比」表示。

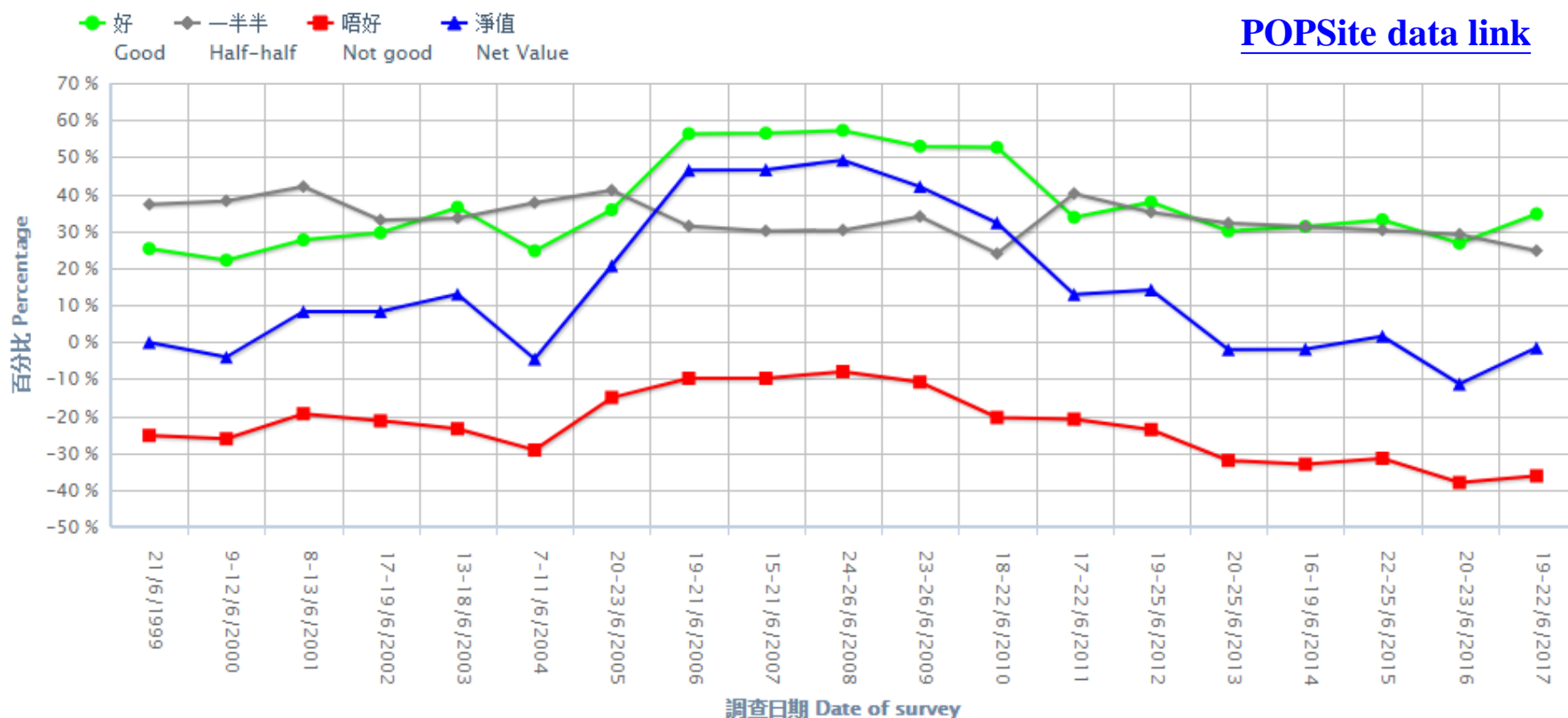
“% of 'Distrust'” is presented as “negative % of 'Trust'”.

### 你會點樣評價回歸以來中央政府對香港既政策?

How would you evaluate the policy of the Central Government on Hong Kong after the Handover?

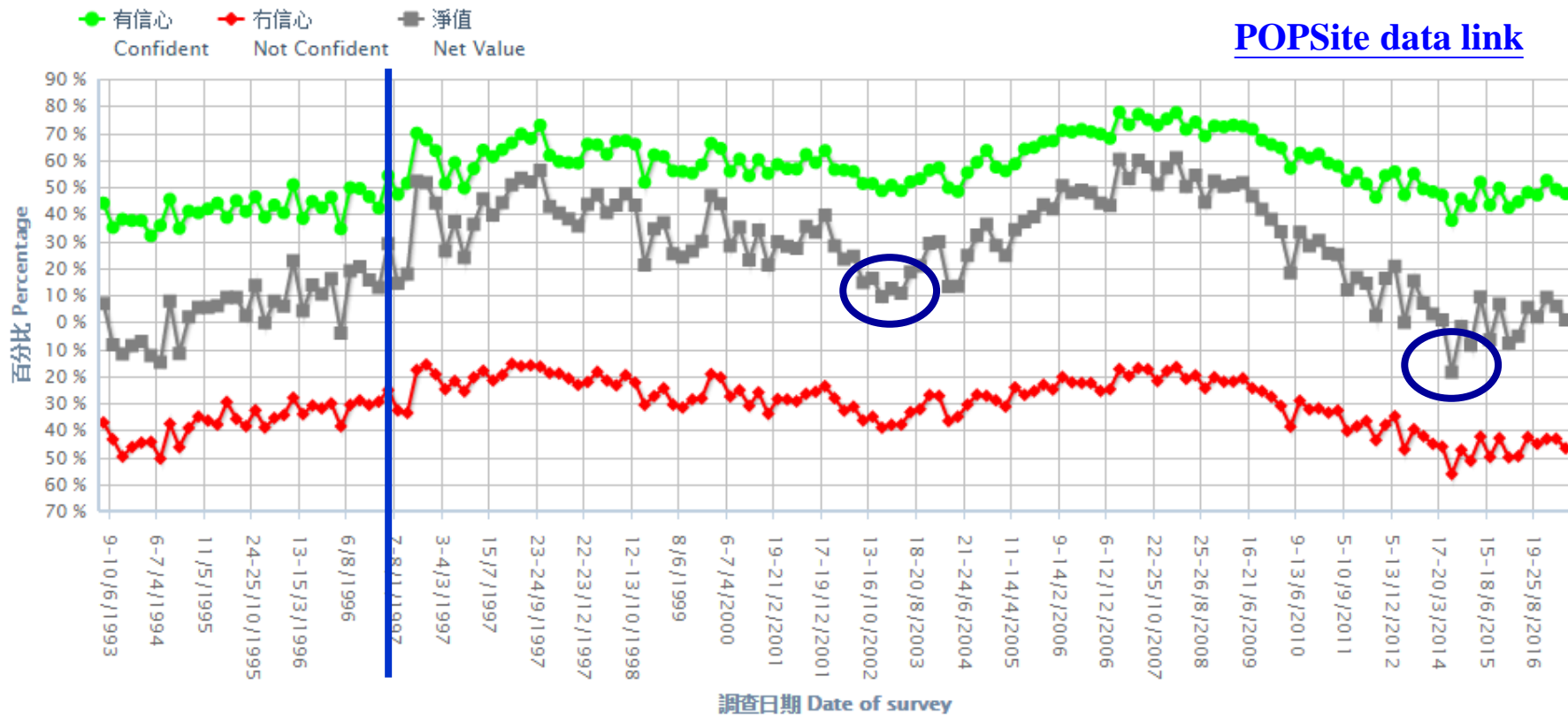
(6/1999 - 6/2017)

[POPSite data link](#)



「『唔好』百分比」以「負向百分比」表示。  
"% of 'No'" is presented as "negative % of 'Yes'".

市民對一國兩制的信心程度(按次計算)  
 People's Confidence in "One Country, Two Systems" (per poll)  
 (6/1993 – 9/2017)

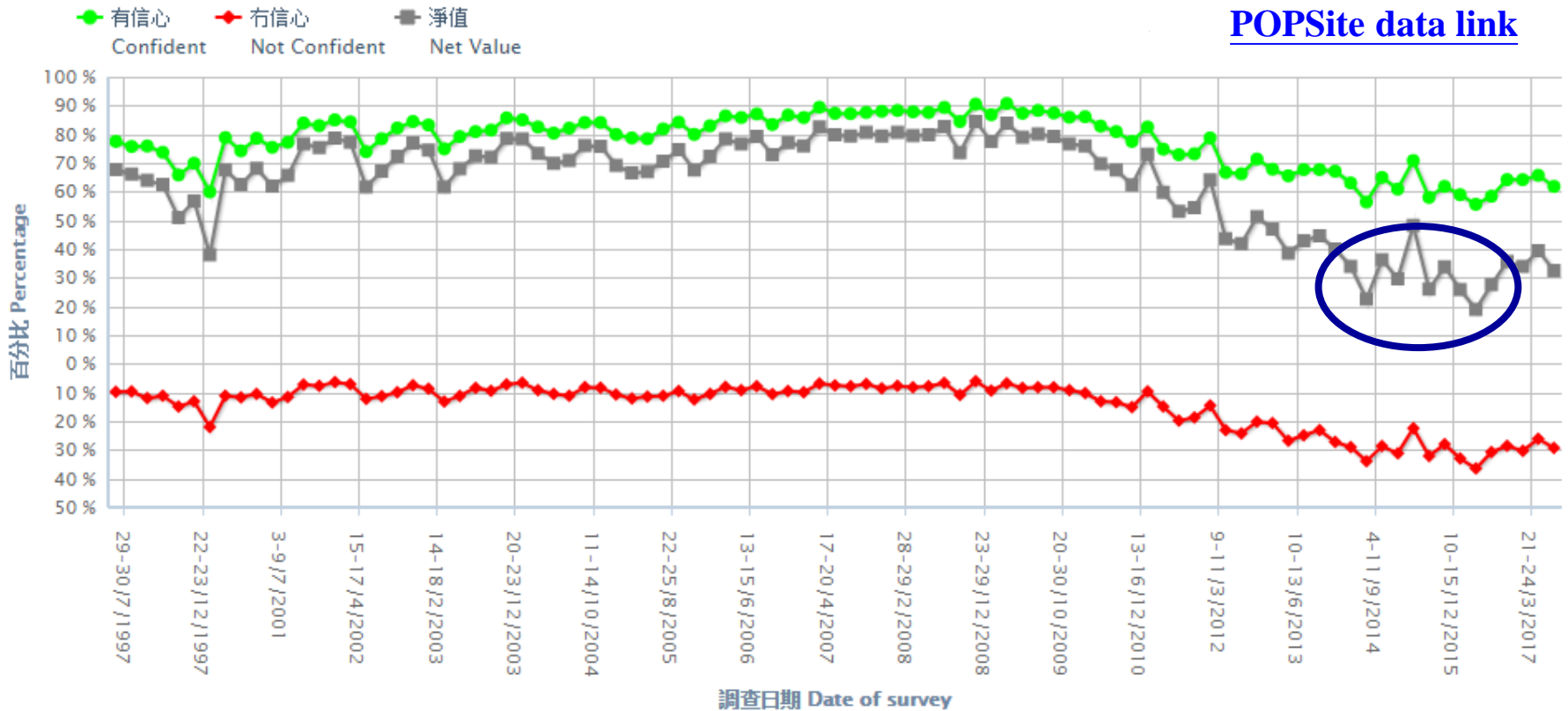


[POPSite data link](#)

「冇信心」百分比以「負向百分比」表示。  
 "% of 'Not Confident'" is presented as "negative % of 'Confident'".

市民對中國前途的信心(按次計算)  
 People's Confidence in China's Future (per poll)  
 (7/1997 - 9/2017)

[POPSite data link](#)



「冇信心」百分比以「負向百分比」表示。  
 "% of Not Confident" is presented as "negative % of Confident".

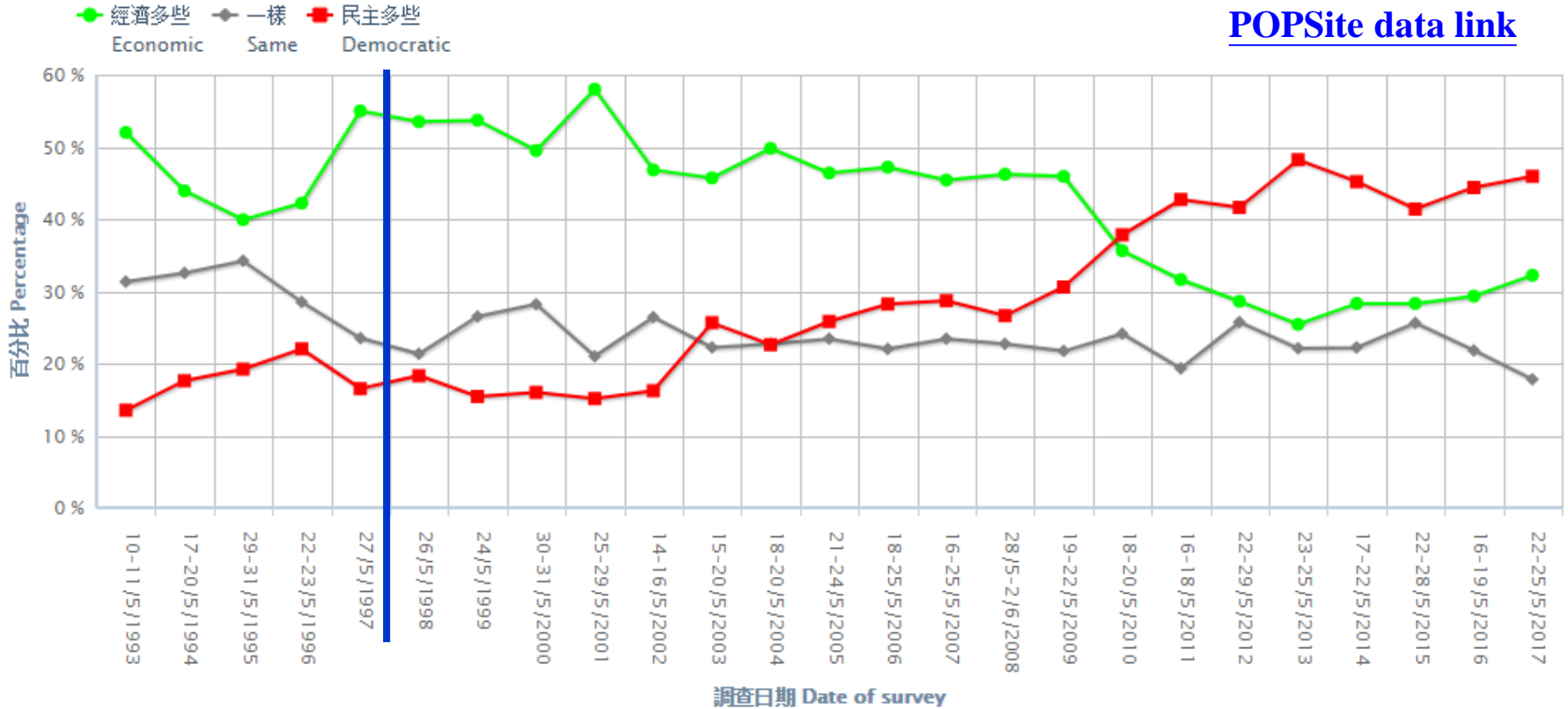


你覺得中國而家需要經濟發展多些定係民主發展多些？

Which do you think China needs more: economic or democratic development?

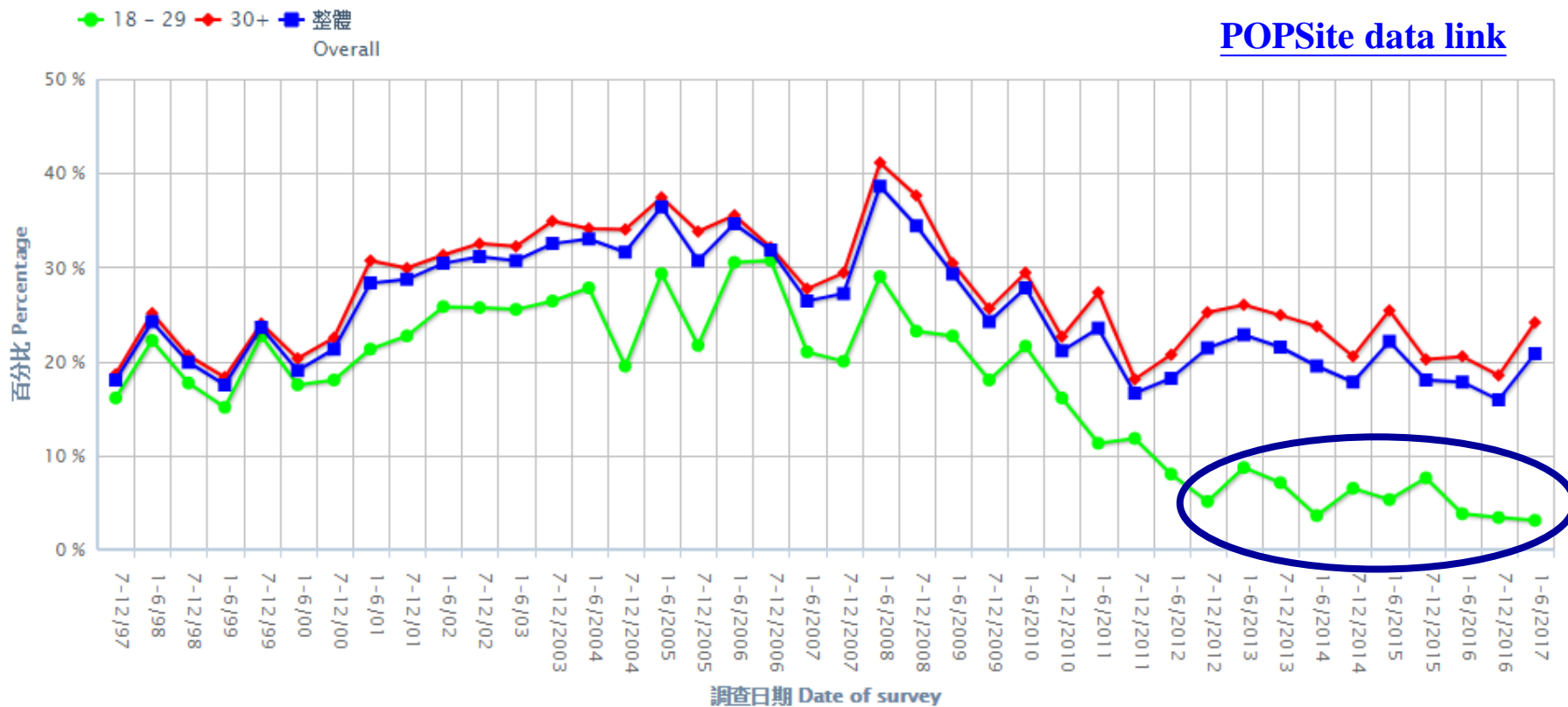
(5/1993 - 5/2017)

[POPSite data link](#)



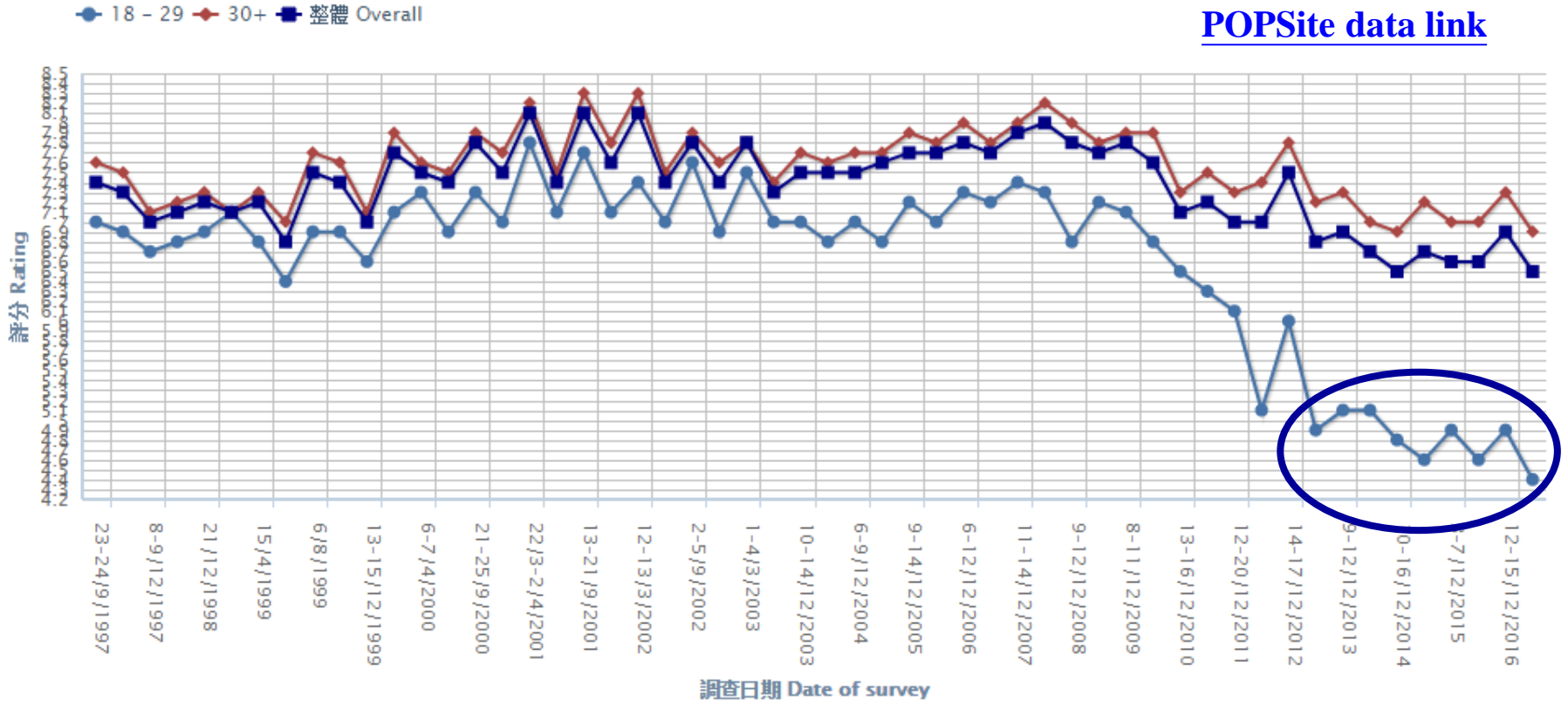
身分類別認同——「中國人」（半年結及按年齡組別）  
 Ethnic Identity – Chinese (half-yearly average, by age group)  
 (7-12/1997 – 1-6/2017)

[POPSite data link](#)



認同「中國人」身分的程度(按次計算)  
 Strength of Chinese Identity (per poll)  
 (8/1997 - 06/2017)

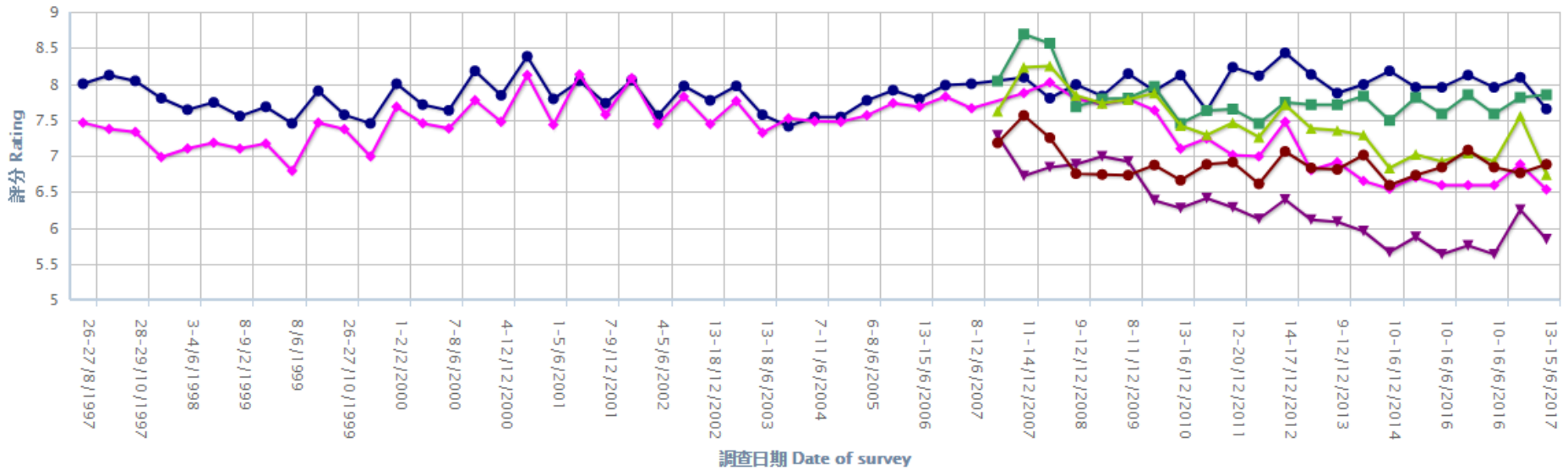
[POPSite data link](#)



身分認同程度 – 綜合圖表 (按次計算)  
 Strength of Identity – Combined Charts (per poll)  
 (8/1997 – 6/2017)

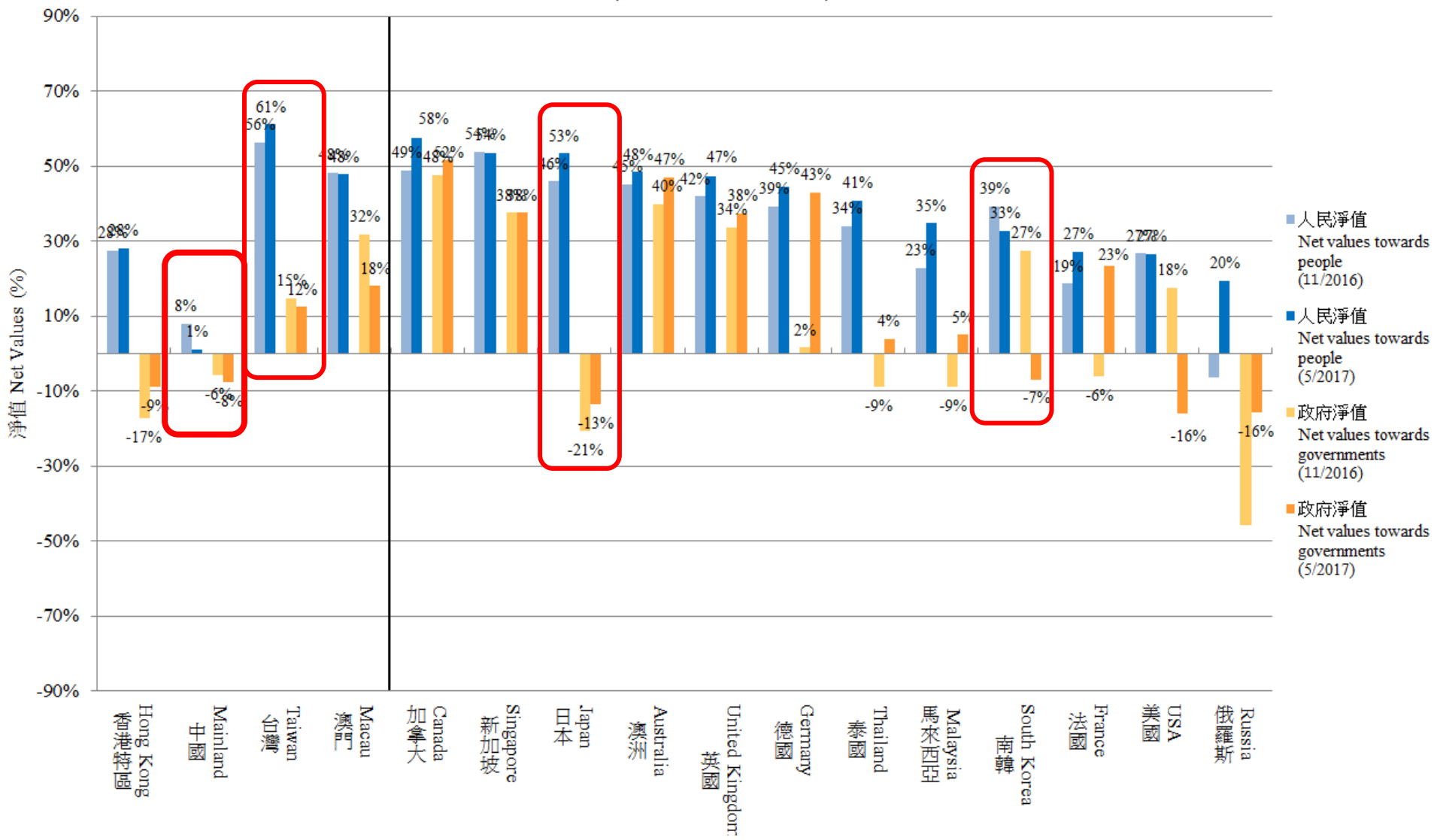
● 香港人評分    ◆ 中國人評分    ■ 亞洲人評分    ▲ 中華民族一份子評分    ▼ 中華人民共和國國民評分    ● 世界公民評分  
 Hongkonger Rating    Chinese Rating    Asians Rating    Members of the Chinese Race Rating    Citizens of PRC Rating    Global Citizens Rating

[POPSite data link](#)



# 香港市民對各地政府及人民觀感淨值

## The net values of Hong Kong people's feelings towards different governments and peoples (11/2016 - 05/2017)



**Public Opinion Programme  
The University of Hong Kong  
(HKUPOP)**

# About HKU POP

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- \* Established in June 1991. The first of its kind established within an academic institution in Hong Kong.
- \* Now directly under the Faculty of Social Sciences of The University of Hong Kong.
- \* To collect and study public opinion on a wide range of topics which are of interest to academics, journalists, policy-makers, and the general public.
- \* Project collaborators include public organizations, NGOs, government departments, media organizations, green groups, political parties, commercial firms, other universities as well as international associations.
- \* By 2017, POP has conducted over 1,600 independent surveys, mostly supported by outside bodies and funding.

# POP's Service Policy

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- \* POP adheres strictly to a set of self-imposed service policies designed to safeguard its independence, autonomy and shared copyrights of the research outputs it produces. All POP Polls are targeted for public consumption, but flexibility is allowed on the timing of release.
- \* POP bears full responsibilities of our research work, including the sampling design, questionnaire design, fieldwork operation, data analysis, and report writing.
- \* These service terms are the pillars of our credibility, and differentiate us from other research institutes.



# Snapshots of POP Head Office

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**HKU POP Site**  
(<http://hkupop.hku.hk>)



Search Wizard

Local Public Figures | Non-local Public Figures | Research on Politics and Policies | Social Research | Groups & Organizations

Rating of CE Carrie Lam  
10/10/2017

59.6 ▲ 3.2

Public Sentiment Index  
14/9/2017

114.4 ▲ 5.2

New Contents

PSI

Opinion Daily

The 19th National Congress of the Communist Party of China.

17/10/2017

Media continues to report on Chief Executive Carrie Lam's first Policy Address.

15/10/2017

Media continues to report on Chief Executive Carrie Lam's first Policy Address.

14/10/2017

Joshua Wong and the others found guilty of criminal contempt of court for obstructing bailiffs at Mong Kok rally site.

13/10/2017

Media continues to report on Chief Executive Carrie Lam's first Policy Address.

12/10/2017

最新數據 FINDINGS

2017施政報告專頁  
2017 Policy Address Feature Page

HKU POP releases the results of Policy Address first follow-up survey and people's appraisal of local news media

17/10/2017

Policy Address Satisfaction Rate



民意調查原始數據

New!

Opinion Survey Dataset

PopVote

民間全民投票

普及投票 VOTE



Search Wizard

Local Public Figures | Non-local Public Figures | Research on Politics and Policies | Social Research | Groups & Organizations

### POP Polls

[Back](#)

| [Listing according to topic and item](#) | [Listing according to last date of release](#) | [Archive - POP Polls](#) |

| [Reference - Collection of Findings for Ratings of Political Figures](#) | [Reference - Collection of Findings for Ratings of Political Groups](#) |

<b>Popularity of Chief Executive</b>	Description	First survey	Online since	Last survey	Last release
Module code: 01	FAQs	29-31/8/1996	17/11/2000	3-4/10/2017	10/10/2017
				Last survey	Last release
Support Rating of CE Carrie Lam	Content	Qn wording		3-4/10/2017	10/10/2017
Support Rate of Carrie Lam	Content	Qn wording		3-4/10/2017	10/10/2017
<b>Popularity of the Government</b>	Description	First survey	Online since	Last survey	Last release
Module code: 07	FAQs	8-10/12/1992	28/6/2000	19-22/6/2017	28/12/2016
				Last survey	Last release
Satisfaction with HKSARG's performance [+]				12-15/9/2017	26/9/2017
People's Trust in HKSARG	Content	Qn wording		13-15/6/2017	22/6/2017

# Sample Survey: “Ethnic Identity in Hong Kong, Taiwan, Macau and Okinawa”

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- \* International Survey on Ethnic Identity in Hong Kong, Taiwan, Macau and Okinawa 2005 (Chinese only)  
(<https://www.hkupop.hku.hk/english/release/release339.html>)
- \* International Survey on Ethnic Identity in Hong Kong, Taiwan, Macau and Okinawa 2006 (Chinese only)  
(<https://www.hkupop.hku.hk/english/release/release412.html>)
- \* International Survey on Ethnic Identity in Hong Kong, Taiwan, Macau and Okinawa 2007 (Chinese only)  
(<https://www.hkupop.hku.hk/english/release/release529.html>)

# **Regional/Global Connections**

# WAPOR's Annual Conference Hong Kong 2012

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- \* **Theme: The New World of Public Opinion Research**
- \* June 14 to 16, 2012
- \* 246 full participants coming from 37 different countries and regions, representing 137 different organizations.
- \* 117 paper presentations from 32 different countries and regions have been made, plus 8 poster presentations, 6 special panels, 2 plenary sessions, and a parallel workshop on deliberative democracy with 28 participants.
- \* [Conference website](#)

# **WAPOR Asia**



# About WAPOR Asia

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World Association for Public Opinion Research – Asia  
Chapter (WAPOR Asia)

## **Aims and objectives**

- \* a) to promote in each country or region in Asia the right to conduct and publish scientific research on what the people and its groups think and how this thinking is influenced by various factors;
- \* b) to promote the knowledge and application of scientific methods in this objective;

# About WAPOR Asia

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- \* c) to assist and promote the development and publication of public opinion research in Asia;
- \* d) to promote worldwide the publication of public opinion research on Asia; and
- \* e) to promote international cooperation and exchange among academic and commercial researchers, journalists and political actors, as well as between the representatives of the different scientific disciplines.

**WAPOR Asia Founding Meeting**  
**9 to 11 November 2017**  
**Dhaka, Bangladesh**



Russia

Kazakhstan

Mongolia

China

North Korea

Japan

South Korea

Iran

Pakistan

Bhutan

India

Nepal

Taiwan

Hong Kong

Macau

Hainan

Philippines

Laos

Thailand

Cambodia

Vietnam

Bangladesh

Sri Lanka

Brunei

Malaysia

Indonesia

Singapore

East Timor

Maldives

Yemen

Saudi Arabia

Oman

Iraq

Turkey

Jordan

Syria

Uzbekistan

Kyrgyzstan

Turkmenistan

Tajikistan

Afghanistan

# Concluding Remarks...

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- \* **The rise of China has a large impact on all societies in Asia and the world, starting from Hong Kong, then Taiwan, then East Asia and Southeast Asia.**
- \* **Other than studying “China factor” from the political and economic perspectives, including military, diplomatic and international angles, social and cultural factors must also be studied.**
- \* **“Image on China” is not only country-specific, it also varies across different generations, age groups and ethnicities, the study of which require different research tools and conceptual frameworks.**
- \* **Hong Kong at the forefront of “China influence” is providing ample opportunities for studying the mechanics and dynamics of such influence. Inbound tourism, capital investment and cultural heritage are important factors at work, where China image is concerned.**
- \* **Hong Kong’s connection to the world may provide a vantage point for many useful studies on this topic in the near future.**

**End of Presentation**  
**Thank you!**