

**THE UNIVERSITY OF HONG KONG
FACULTY OF SOCIAL SCIENCES**

**Public Opinion Programme
Activities in 1 July 2008 to 30 June 2009**

I. Preamble

This is the second annual report of the Public Opinion Programme (POP) compiled for the Faculty, incidentally, at the same time when University is reviewing POP. About a year ago, the University also conducted an internal audit of POP. While POP welcomes such reviews, it should be noted that POP differs significantly from other research centres in the following ways:

- POP's current *modus operandi* is like an independent research centre, although it is only a "research programme" in name. The original idea is to give POP the flexibility of operating under different centres, departments or even University-owned companies if and when deemed desirable. POP was established in June 1991 within the Social Sciences Research Centre under the Faculty of Social Sciences. It was transferred to the Journalism and Media Studies Centre in May 2000, and then back to the Faculty of Social Sciences in January 2002. Its status has remained unchanged since then.
- Although the principal activity of POP may be similar to some other research units, POP adheres strictly to a set of self-imposed service policies designed to safeguard its independence, autonomy and a share in the proprietary rights of the research output it produces.
- POP receives no direct funding from the University, neither any one-line budget nor research grant. Nevertheless, POP does not take on pure commercial or consultancy projects. POP also tries hard to avoid competition with similar research units in the University.
- POP uses its own budget to conduct tracking opinion surveys to serve the need of the community.

II. Mission

POP was established in June 1991 to collect and study public opinion on topics which could be of interest to academics, journalists, policy-makers, and the general public. Since its establishment, POP has been providing quality survey services to a wide range of public and private organizations. Up to this date, POP has conducted more than 1,000 independent surveys and other kinds of research, almost all supported by outside bodies and funding. POP's project collaborators include government departments, public organizations, non-government organizations, professional bodies, political groups, leading commercial firms, small and medium enterprises, as well as local and overseas media organizations.

III. Strategy

POP adheres strictly to a set of self-imposed service policies designed to safeguard its independence, autonomy and a share in the proprietary rights of the research output it produces. POP receives no University funding, is not a research centre, and does not take up projects solely for the generation of profits.

At this stage of development, POP is willing to operate modestly as a self-funded frontline research programme aiming at serving the needs of our local academia and society.

In the long run, POP aspires to become an opinion research centre like the National Opinion Research Center at the University of Chicago, or the Roper Center for Public Opinion Research at the University of Connecticut, just to mention two well-known overseas examples.

IV. Director's Reflection (1/2 page)

POP aspires to become an international level opinion research centre while maintaining its high impact on local and regional developments. Depending on the amount of University and community support provided, both tangible and intangible, we are ready to develop along the following lines:

- Impact - We will continue our self-funded tracking polls to maintain our impact on society.
- Knowledge transfer - We have introduced tracking polls, instant polls, exit polls, rolling polls and election night early vote counts to Hong Kong, and we intend to introduce deliberative polls, panel studies and civil referendums in future. We will also promote the adoption of international standards of professional ethics and practices by public opinion researchers.
- Public education – We will continue to work with academics, the business community and non-government organizations to construct and maintain scientific opinion indicators and indices. We will also step up our exchange of expertise with curriculum designers, textbook publishers and secondary school teachers in the area of liberal studies.
- International connections – We already have strong connections in Taiwan, Macau and Mainland China. The Director of POP is an active participant of WAPOR and the World Public Opinion Project. We will further strengthen these ties in the year ahead.
- Teaching - We are happy to be involved in the teaching of opinion research in a variety of ways, like (a) to design and teach a foundation course, (b) to provide datasets for secondary analysis and student projects, (c) to provide opportunities for student experiential learning, and (d) to deploy students to overseas opinion research centres for internship.
- Synergy – We look forward to more collaboration with colleagues across different faculties and departments especially in terms of research support and the use of data for secondary analysis by colleagues and research students.

V. Output

Journal publication

Chung K.F., Tso K.C. and Chung R.T.Y., Validation of the Mood Disorder Questionnaire in the general population in Hong Kong, *Comprehensive Psychiatry*. 2009, 50 (5): 471-476.

Scholarly book chapter

Chung R.T.Y., The Use of Elaboration for an Analysis of September 11th On-line Data, In: Hynek Jerabek, Petr Soukup (eds.), *Advanced Lazarsfeldian Methodology*. Charles University in Prague, Karolinum Press 2008, 160-187 (Chapter 7).

Conference paper

Chung, R.T.Y. (2008), “HeadlineJobs Quality Workplace Index 2008: A New Matrix of Employee’s Job Satisfaction Measurement”, Greater China Talent Management Summit 2008, organized by A-Performance.com, September 23, 2008.

Column articles

Chung, R.T.Y. (2008), “Exit Poll Series – Code of Conduct of Exit Poll” (Chinese article), September 10, 2008, 《票站調查系列 — 票站調查的專業操守》, published in the September 2008 issue of Media Digest.

Pang K.K.L. (2008), “2008 TV Programme Appreciation Index: Overview of 2nd Stage Survey Results” (Chinese article), August 29, 2008, 《2008 電視節目欣賞拍數第二階段調查結果概述》, published in the September 2008 issue of Media Digest.

Chung, R.T.Y. (2008), “Exit Poll Series – Overseas Experience of Exit Poll” (Chinese article), October 8, 2008, 《票站調查系列 — 票站調查的海外經驗》, published in the October 2008 issue of Media Digest.

Chung, R.T.Y. (2008), “Exit Poll Series – Exit Poll of the US Presidential Election” (Chinese article), November 10, 2008, 《票站調查系列 — 美國總統選舉票站調查》, published in the November 2008 issue of Media Digest.

Pang K.K.L. (2008), “2008 TV Programme Appreciation Index: Overview of 3rd Stage Survey Results” (Chinese article), December 9, 2008, 《2008 電視節目欣賞拍數第三階段調查結果概述》, published in the December 2008 issue of Media Digest.

Chung, R.T.Y. (2009), “Exit Poll Series – Problems Derived from Report of Electoral Affairs Commission” (Chinese article), January 8, 2009, 《票站調查系列 — 選管會報告書引申的問題》, published in the January 2009 issue of Media Digest.

Chung, R.T.Y. (2009), “Afterword of Exit-poll Survey Seminars” (Chinese article), March 3, 2009, 《票站調查研討會後記》, published in the March 2009 issue of Media Digest.

Pang K.K.L. (2009), “2008 TV Programme Appreciation Index: Overview of 4th Stage Survey Results and Overall Results of the Whole Year” (Chinese article), March 5, 2009, 《2008 電視節目欣賞拍數第四階段調查及全年綜合結果概述》, published in the March 2009 issue of Media Digest.

Pang K.K.L. (2009), “2008 TV Programme Appreciation Index: Overview of 1st Stage Survey Results” (Chinese article), June 5, 2009, 《2009 電視節目欣賞拍數第一階段調查結果概述》, published in the June 2009 issue of Media Digest.

Public research reports

POP compiled and delivered over 70 research reports of various types to project collaborators, many of which are available online at the HKUPOP Site (<http://hkupop.hku.hk>).

Extensive quotes in public examination papers

Hong Kong Examinations and Assessment Authority, Hong Kong Advanced Level Examination 2008, Question 5 of Liberal Studies (Hong Kong Studies), POP report on “Degree of Responsibility of the Local News Media in Their Reporting - Yearly Average”.

Hong Kong Examinations and Assessment Authority, Hong Kong Advanced Level Examination 2008, Question Paper of AS-Level Liberal Studies, POP report on “Reviewing HK’s Decade since the Handover”.

Hong Kong Examinations and Assessment Authority, Hong Kong Advanced Level Examination 2009, Question Paper of Government and Public Affairs (Paper 1), POP report on “Popularity of Political Assistants and Under Secretaries” conducted between 22-24 October 2008.

Extensive quotes in textbooks and teaching aids

International New Standard Press. Liberal Studies Textbook, POP report on “Survey on Chronic Pain among Hong Kong People”. Permission granted by POP in March 2009.

Hong Kong Examinations and Assessment Authority, Sample Paper 1 Question 2 of Liberal Studies, Hong Kong Diploma of Secondary Education Examination, POP report on “Information on ‘whether you are a Hong Kong Citizen, Chinese Citizen, Hong Kong Chinese Citizen or Chinese Hong Kong Citizen’”. Permission granted by POP in November 2008.

Liberal Study Section of Curriculum Development Institute of Education Bureau, “On-line Resource Platform for Liberal Studies” for Teachers, POP report on “Hong Kong People’s Ethnic Identity 1997-2008”. Permission granted by POP in September 2008.

Liberal Study Section of Curriculum Development Institute of Education Bureau, Teachers Manual, POP report on “Ethnic Identity 1997-2008”. Permission granted by POP in March 2009.

Liberal Study Section of Curriculum Development Institute of Education Bureau, “On-line Resource Platform for Liberal Studies” for Teachers, POP report on “Strength of Identity 2007-2008” compiled on June 17, 2008. Permission granted by POP in September 2008.

Liberal Study Section of Curriculum Development Institute of Education Bureau, Teachers Manual, POP report on “Strength of Identity 2007-2008” compiled on June 17, 2008. Permission granted by POP in March 2009.

Moral and Civic Education Section of Education Bureau. Teaching aid on “Spreading Chinese Culture, Learn Ancient Wisdom Lively”. POP report on “Neighbourhood Relationship Survey”. (in print)

Educational Technology and Publishing Unit at the Open University of Hong Kong, print and on-line teaching aids for Course B834C Human Resources Management, POP report on “Work-Life Balance Survey of the Hong Kong Working Population 2008”. Permission granted by POP in February 2009.

Stanley Ho Library, at the Open University of Hong Kong, Link to the Electronic Library of the Open University of Hong Kong, POP report on “Work-Life Balance Survey of the Hong Kong Working Population 2008”. Permission granted by POP in March 2009.

Other intellectual property

POP writes its own software for computer assisted telephone interviews (CATI), online surveys, palm-top data input, and optical mark recognition (OMR) tasks.

VI. Activities

Social influence

A wisenews search of media coverage of POP activities during the period covered by this report gives 2,284 print reports, or around 190 print stories per month. This search excludes stories covered by the electronic media.

Commissioned research projects

During the period covered by this report, POP conducted over 70 projects commissioned by, or in collaboration with, outside organizations. The projects receive no university funding, but most of the output are placed in the public domain via the HKUPOP Site (<http://hkupop.hku.hk>).

Regular tracking polls

Apart from working on projects commissioned by outside parties, POP has self-funded a pool of almost 200 tracking questions which are repeated periodically. They relate to a spectrum of social issues in Hong Kong, such as the popularity of the Chief Executive and the HKSAR Government, reaction to policy and budget speeches, people’s assessment of the political, economic and social conditions, freedom indicators, social indicators, and so on. POP self-funds these surveys as part of its community service. POP releases the findings of these tracking polls to the media and the public regularly on a complimentary basis. All materials are also uploaded to POP Site (<http://hkupop.hku.hk>) for public consumption.

Lectures, talks and workshops

“An Overture to Global Leadership: Summer School for Effective Leadership 2008: ‘Research Methods’”. A talk jointly organized by the Hong Kong Federation of Youth Groups and General Education Unit of the University of Hong Kong for F.5 and F.6 students, July 23, 2008.

“The Exit Poll Controversy of 2008”. A lecture for second-year students taking “Course POLI0062 Political Analysis” offered by the Department of Politics and Public Administration, the University of Hong Kong, September 19, 2008.

“HeadlineJobs Quality Workplace Index 2008: A New Matrix of Employee's Job Satisfaction Measurement”. A presentation at the “Greater China Talent Management Summit 2008: How Happy are Your Employees?” organized by A-Performance.com, September 23, 2008.

“Beyond the Opinion Survey: Academic Life and Living, Hong Kong’s Core Values and Passion of Birthplace”. A talk for the Hong Kong Chu Hai College students, under a seminar series entitled “Hong Kong’s Core Value”, Chu Hai College, November 21, 2008.

“Workshop on Deliberative Polling”. Conducted by the Center for Deliberative Democracy at Stanford University, co-hosted by the Public Opinion Programme and the Centre for Civil Society and Governance at the University of Hong Kong. Participants were academics, researchers and project directors from local government and non-government units, February 27, 2009.

“The Ethics and Politics of Social Research”. A lecture for the City University of Hong Kong students taking “Course COM2103 Quantitative Communication Research Methods”, organized by the Department of English and Communication, City University of Hong Kong, April 23, 2009.

“Public Opinion Studies and Lawyering”. A lecture for the Chinese University of Hong Kong students taking Courses SLW5003A and SLW5003B The Individual, the Community and the Law, Faculty of Law, the Chinese University of Hong Kong, June 15, 2009.

VII. Collaborations

POP has worked with the WorldPublicOpinion.org (WPO) to globally conduct and release survey findings via our “World Public Opinion Platform” accessible through our POP Site and the “Hong Kong People’s Opinion Platform” at <http://www.hkupop.hk>. POP also hosts the Chinese website for WPO, coordinates organizations in the Greater China Region (GCR) to participate in the WPO project, and maintains a GCR opinion research network website.

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