

HKU Student Research Team
Project DC03 Pre-election 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 hkusrt@hkupop.hku.hk, or by uploading to the project website directly.

Name of person(s) submitting these fieldwork notes : Liu Sau Wai, Wong Ho Yee

Name of constituency visited (please use one form for each constituency) : Central Western (A13: Tung Wah)

Field trip details –

Date : 12th Nov. 2003 Time : 1630-1800 Venue : Some streets in the constituency (mentioned below)

Description of the process (whether alone, accompanied by teammates, friends, campaign workers... etc.)

- A group of 2 teammates
- We started from Eastern Street (beside King George V Memorial Park HK)→Hospital Road→Caine Road→Shing Wong Street→Wing Lee Street→Bridges Street→Tank Lane→Rozario Street→ULam Terrance→Caine Lane→Po Hing Fong→Upper Station Street→Wa Ning Lane→Po Yan Street→Po Yee Street→New Street→Queen’s Road West→Eastern Street

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 posters, banners, leaflets, etc.
- To observe campaign activities, like forums, door-to-door visits, open petitions, on-street broadcast, etc.
- To interview candidates and campaign workers.
- To interview electors and ordinary residents.
- To take pictures, or collect campaign material for scanning.
- Other purposes (please specify) : _____

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

- **b-banner, p-poster; Lee- Lee Wing Fai, Ho- Ho Chun Kei**
- Near junction of High Street and Eastern Street (outside King George V Memorial Park HK): Lee (2b), Ho(2b)
- Hospital Road (near C & W District St. Anthony's School): Lee (2b), Ho(2b)
- Caine Road (opposite to Caine Park): Lee (2b), Ho(2b)
- Near junction of Caine Road and Ladder Street: Lee (3p), Ho(2p)
- Caine Road (outside a hair salon): Lee (2p), Ho(2p); outside a stationery shop: Ho(1p); outside a store: Lee(2p), Ho(1p), Cheng Lai King (candidate of Castle Road constituency, same party as Ho-1p);outside a residential building: Ho(1p), Cheng Lai King (candidate of Castle Road constituency-1p), Lee (4b), Ho(4b)
- Shing Wong Street: Lee (1p)
- Wing Lee Street: Lee (2p), Ho (3p+3 extra posters about 市區重建局聯合請願行動)
- Bridges Street: Lee (2p), Ho(1p), Yuen Bun Keung (Chung Wan constituency, same party as Ho-1p); outside a residential building: Lee (2p)
- Tank Lane, Rozaio Street: no posters or banners
- ULam Terrance: Lee (1p), Ho (2p)
- Caine Lane: no posters or banners
- Po Hing Fong: Ho (1p)
- Upper Station Street: no posters or banners
- Junction of Po Hing Fong and Pound Lane: Lee (1p), Ho (1p)
- Wa Ning Lane: no posters or banners
- Po Yan Street, Po Yee Street: no posters or banners
- Junction of Po Yan Street and New Street: Lee (2p)
- New Street: Lee (1p), Ho (2p)
- Junction of Queen's Road West and New Street: Lee (2p)
- Queen's Road West: Lee (1p); outside hair salon: Lee (1p), Ho (1p); Macro Garden: Ho (1p); Buddhist offerings shop: Lee (3p), Ho (1p); Joss stick shop: Lee (1p); Residential building: Lee (2p); Real estate agency: Lee (1b); Chinese clinic: Lee (1p); Residential building: Lee (1p)
- Eastern Street (outside food shop): Lee (1p), Ho (2p); bakery shop: Lee (1p)

Total: Lee has 11 banners and 33 posters; Ho has 10 banners and 22 posters + 3 posters

for activity promotion; 3 wrong posters

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

- Near junction of High Street and Eastern Street (outside King George V Memorial Park HK), there are 2 banners for each candidate. The 2 banners of Ho were torn off (the part of his face); A banner of Lee was destroyed with a toothpick stuck on his mouth
- Ho only has one banner style while Lee has two different banners
- A candidate's promotion products are usually found together with the opponent's

Conclusions drawn from your observation

- Their promotion products are usually found near the residential buildings. For instance, along Hospital Road, where hospitals and schools are located there, we could hardly find their promotion products.
- Based on the area that we have visited, Lee has more promotion products than Ho has.
- Destroyed banners were found for both candidates, the degree of damage is more serious for Ho

New questions generated from your observations or findings

- Who destroyed the banners? What's the reason behind?
- Why Cheng and Yuen's posters were found beside Ho's poster in Tung Wah constituency? Is it because they belong to the same party? Is it an effective strategy for Ho to gain more support?

Open questions for discussion by all team members

In our opinion, although there are many posters, some people (like those shopkeepers in the HK style café that we visited on 11/11) still said they didn't know about the election. It seems that the promotion products are not very effective to raise people's awareness. Are the resources (posters, banners, time and labor) wisely used?