

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 :

Pang Ka Ki, Christy ; Law Yee Hung, Yolanda

Name of constituency visited (please use one form for each constituency) :

Hong Kong East, Kam Ping

Field trip details –

Date : 14th November, 2003 Time : 2:30 – 4:30 p.m. Venue : Kam Ping District

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

We walked around the Kam Ping District. We counted the no. of poster and banner in that area for each candidate. We observed the different locations of the posters for each candidate and the quality of the posters. We also tried to observe any other kinds of promotion might be going on in the 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

~~For the banners, there were 2 for candidate No.1 Mr. Leung (梁國雄), 8 for candidate No. 2 Mr. Wong (黃成光) and also 8 for candidate No. 3 Ms. Choi (蔡素玉).~~

For the posters, there was none for candidate No. 1 all around the region, about 65 for candidate No. 2 and about 55 for candidate No. 3.

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

The design of the banner for Mr. Leung was so different from the others. All candidates would put up banners near the main road i.e. the King's Road and at the exit of MTR station.

Mr. Wong got most of the posters put up outside the real estate agency, while Ms. Choi got most of the posters put up at the entrance to buildings.

Conclusions drawn from your observation

~~Mr. Leung got a different approach in the publicity and the banner he put up emphasis the importance the background and political view of the candidates.~~

Mr. Wong got support mainly from the commercial sectors and it could be related to his previous work experience.

Ms. Choi got support from the owners associations of the building and that she could put up posters at the entrance of the buildings.

New questions generated from your observations or findings

How can Mr. Leung publicize himself among the community?

Did Mr. Wong concerned about the commercial sectors more and what he did for the electors?

How did Ms. Choi gain support from the owners association?

Open questions for discussion by all team members

How did the background of the candidates affect their approach to the electors?