

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 : Kwok Tsang Nga, Wu Ying Ying

Name of constituency visited : Mei Foo South , F 12

Field trip details –

Date : 12/11 Time : 1000-1040 Venue : around district area

Date : 15/11 Time : 1815-1900 Venue : around district area

Date : 19/11 Time : 1710-1750 Venue : around district area

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

- A group of 2 people
- 3 observations are made in different dates
- Purpose: to make a comparison about the number of posters, banners or any other promotion materials

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

- Result: (related photos are taken which would be in the album)

<i>Date</i>	<i>12/11</i>		<i>15/11</i>		<i>19/11</i>	
<i>Candidate number</i>	<i>1</i>	<i>2</i>	<i>1</i>	<i>2</i>	<i>1</i>	<i>2</i>
1) number of posters	12	7	31	16	52	34
2) number of banners	3	3	7	3	11	10
3) number of flags	0	0	4	0	8	7

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

- posters are usually found in shops and lift lobby of residential flats
- promotion materials are rarely found in other places because Mei Foo is a private estate, the management office restrict such kind of activities
- as the election day came closer, more promotion materials could be seen

Conclusions drawn from your observation

- in general, candidate 1 has more promotion materials than candidate 2 (especially the number of posters)

New questions generated from your observations or findings

- Why candidate 1 has more posters? (Is it because his assistants are more hard-working or he has better relationships with shop owners?)
- Did it mean that candidate 1 has a higher chance to win?

Open questions for discussion by all team members

- Do the number of banners, posters etc really matter?