

**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](mailto:hkusrt@hkupop.hku.hk), or by uploading to the project website directly.**

Name of person(s) submitting these fieldwork notes : Suen To Ham,  
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Name of constituency visited (please use one form for each constituency) : Kai Tak

Field trip details –

Date : 20/11/2003 Time : 2pm-3pm Venue : Kai Tak, Kowloon City

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

Both 2 members of the team participated in the trip.
Started the trip at Tam Kung Road at 2pm.
Walked along the roads in Kai Tak district.
Counted the number of posters and banners.
Observed other methods of promotion.
Some photos were taken.

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

Candidate No. 1: 41 posters, 1 banner  
Candidate No. 2: 16 posters  
Candidate No. 3: 95 posters  
A promotion van for Candidate No.3 was moving around the district and broadcasting promotion materials.  
1 old man and 1 middle-aged woman were distributing leaflets for Candidate No.3

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

The number of posters for No.3 is much greater than the other 2.  
There is more promotion for Candidate No.3

Unlike other districts, there are very few banners

The district is divided into residential area and industrial area.

In industrial area, there are nearly no posters

The design of the posters for Candidate No.2 is different the other 2 candidate's. His posters contain a detailed list of proposed policies.

This may be because Candidate No.2 has no party background (while the other 2 have) and so his stance need to be explained to the public in detail.

Conclusions drawn from your observation

The degree of promotion of the candidates is different.  
Candidate No.3 obviously has more promotion  
Posters are strategically posted at different areas..

New questions generated from your observations or findings

Open questions for discussion by all team members

Can posters increase the number of votes for a candidate?  
Why only very few banners are found?