

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 : Kenneth Chan, Isabelle Li

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

Field trip details –

Date : November 22 2003 Time : 17:30-19:30 Venue : Ping Sek (坪石)

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

We have two steps taken.
We were first with Chan Kam Lam (陳鑑林), a candidate of the constituency concerned, when he was canvassing votes in a public estate. This step took us 1.5 hours.
We then had observations on the advertising items displayed in public areas. This step took us another 0.5 hours.

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

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

Part I- observation of advertising items

A. BANNER DESIGN

- Lam Sam Shing (林森成):
- 4 different types of banners available, at least.
 - Different messages delivered in different banners.
 - Fighting for democracy;
 - Fighting against legislation of the article 23;
 - Living in Ping Sek;
 - Eager to help residents LIVING IN THIS DISTRICT cope with livelihood issues;
 - Eager to help the handicapped.

- Emphasizing the support gained from lawmakers, including Emily Lau, Lee Cheuk Yan, Szeto Wah.

- Chan Kam Lam (陳鑑林):
- 1 type of banner available only.
 - No mentioning on support gained from the heavyweights.

B. LEAFLET DESIGN

- Chan Kam Lam (陳鑑林):
- Emphasizing the support earned from certain groups; emphasizing the benefits brought for residents since elected 4 years ago.
 - ‘Praising words from residents’ published.

C. WHERE ARE THE BANNERS/POSTERS PLACED?

Most banners of the two candidates are placed in an open area.

Banner A of candidate A is placed adjacent to banner B of candidate B, hence forming an ABAB pattern in the way the banners are placed.

Around half of the shops in the district have posters of both candidates at the same time placed outside shop. Few shops have no poster pasted.

Part II – Observation of the vote-canvassing activities

- I. Chan focused on gaining support from the elderly.
- II. Chan showed care to the children, trying hard to act he is a buddy of them.
- III. Chan has never spoken ill of his opponent, Lam.
- IV. 1 elderly was with him throughout the period, requesting some many elderly for voting for Chan (we don't know if he is a voluntary helper as whether or not those elderly got requested are his friends).
- V. Chan canvassed votes in the lobby of the public estate.

Part III- Interviewing Chan

We chatted with Chan when he was canvassing votes in the public area.

The following are points Chan emphasized:

- I. He does place importance to democracy;
- II. He has helped residents deal with the livelihood issues for 4 years which they should have appreciated for what he has done;
- III. Residents will vote for candidates who can truly help them fix livelihood problems.
- IV. No heavyweight in DAB, including Jasper Tsang, has helped him canvass votes for this District Board election.
- V. He finds it important to understand what the residents think.


Conclusions drawn from your observation

Lam emphasizes he has the support earned from several heavyweights but Chan doesn't. Lam focuses on the point he is serving residents living in this district. He said he was living in Ping Sek and has the words 'SERVING RESIDENTS OF THIS DESTRICT' displayed in the poster.

New questions generated from your observations or findings

1. Advertising- Appearances of the candidates are shown in banners. 2 candidates were in formal dressings in the pictures shown in banners. Ping Sek is a district with few professionals living in and most citizens being engulfed in poverty. Why weren't the candidates in casual dressings in the pictures shown which, in my view, can help generate a warm feeling amongst the residents there?
2. Is there a limit on the total number of banners/posters that can be placed inside a district? If there is, what is the limit?
3. As aforementioned, the banners of the 2 candidates are placed in an ABAB pattern. Does it happen by chance?

Open questions for discussion by all team members

A large empty rectangular box with a black border, intended for team members to write open questions for discussion.