

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 : Chow Wing Fu

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

Field trip details –

Date : 17-11-2003 Time : 17:30 Venue : Tai Hing Estate

Date : 22-11-2003 Time : 8:30 Venue : Tai Hing Estate

Date : 23-11-2003 Time : 8:50; 2:10 Venue : Near the polling station

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

- Accompany: Alone
- Purpose: To collect and analyze leaflets
- Process: Walk to the campaign helpers and receive leaflets from them

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

- Nil

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

- The photos of those collected leaflets were attached in the picture form

- Total 6 leaflets were collected (1 one each day per candidate)
- Colour tone:
 - Candidate 1 (DBA) – orange and brown
 - Candidate 2 (independent & democratic) – no specific tone
- Quality:
 - Candidate 1 (DBA) – more colourful and using high quality paper
 - Candidate 2 (independent & democratic) – all are black and white; plain paper
- Contents:
 - Candidate 1 (DBA) – mainly on his policy outline, future plan and past working record, focusing on household (e.g. water, electric, traffic) matters but no political topic
 - Candidate 2 (independent & democratic) – no mention on past working record; list of future plan; heavy mentioning of political topic (like opposition to “pro-government party”; support democratic movement; opposition to Basic Law Article 23 legislation; “1/7”); highlighting that this candidate is a social worker

Conclusions drawn from your observation

- Difference in leaflet colour tone:
 - DBA is using orange as usual
- Difference in leaflet quality:
 - DBA’s candidate seems to have more financial mean => can afford better quality leaflet
 - Independent candidate lacks financial mean => poor quality leaflet
- Difference in leaflet content
 - DBA’s election strategy: focus on civil policy but not politics
 - Democratic independent candidate’s strategy: using “1/7”, Article 23 and democracy to mobilize voters’ support; focus on youth and energy (because candidate 2 is only 22 years old); not much focus on civil policy

New questions generated from your observations or findings

- It is clear that the independent candidate is using “1/7” effect and the DBA’s candidate is using his past working record as their selling points. Which strategy is like to work in this constituency (this constituency consisted of a private estate aged

over 10 years and a public estate aged over 20 years)?

Open questions for discussion by all team members

- Nil
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