

**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 : Chow Wing Fu

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

Field trip details –

Date : 22-11-2003 Time : 8:30 Venue : Whole constituency

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

- Accompany: Alone
- Purpose: To take photo, count and analyze banner and poster
- 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

- Number of poster around the constituency (rough figure)
  - Candidate 1 (DBA) – 130
  - Candidate 2 (independent & democratic) – 40
  - Posters are mainly posted within the public estate; poster can only be posted in restricted area within the private estate
- Number of banner around the constituency (rough figure)
  - Candidate 1 (DBA) – 13
  - Candidate 2 (independent & democratic) – 8

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

- The photos of poster and banner were attached in the picture form
- Banners
  - Colour tone:
    - ◆ Candidate 1 (DBA) – orange and brown
    - ◆ Candidate 2 (independent & democratic) – green
  - Quality:
    - ◆ Candidate 1 (DBA) – plastic sheet
    - ◆ Candidate 2 (independent & democratic) – plastic sheet
  - Contents:
    - ◆ Candidate 1 (DBA) – candidate name; candidate photo; candidate number; name of constituency; party name; slogan (willing to take responsibility; serving the community)
    - ◆ Candidate 2 (independent & democratic) – candidate name; candidate photo; candidate number; name of constituency; no party name (but no mention on independent candidate); candidate's job (social worker); people who support her (eminent democratic figures); slogan (democratic new generation; build the future with professional quality)
- Poster
  - Colour tone:
    - ◆ Candidate 1 (DBA) – orange and brown
    - ◆ Candidate 2 (independent & democratic) – green
  - Quality:
    - ◆ Candidate 1 (DBA) – paper
    - ◆ Candidate 2 (independent & democratic) – paper
  - Contents:
    - ◆ Candidate 1 (DBA) – exactly as those in banner
    - ◆ Candidate 2 (independent & democratic) – same as banner plus more personal information (age; academic qualification; professional qualification; working experience)

Conclusions drawn from your observation

- Difference in leaflet colour tone:
  - DBA is using orange as usual
  - Candidate 2's poster and banner give people an impression that she belongs to the Democratic Party because of 1) no mention of her independent status; 2) use green colour; 3) listing out the name of the leaders of Democratic Party; and 4) use of the word "democracy"
- Difference in leaflet content
  - Candidate 1's poster and banner are plain => Candidate 1 is quite confident in this election (he's the existing District Councilor in this district)
  - Candidate 2 listed out all of her selling point in the poster and banner; using eminent democratic figures to mobilize voters' support => Candidate 2 wants people to know her good side and uses democracy as a tool to generate support (she's new to this district and her name was not even heard of prior to the beginning of the election)

New questions generated from your observations or findings

- In terms of quantity and quality of the posters and banners, candidate from DBA (1) is doing much better than the independent candidate (2). Can this factor help the DBA candidate in winning the election?

Open questions for discussion by all team members

- Nil