

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 : 10-11-2003 Time : 18:45 - 19:15 Venue : Tai Hing Estate

Date : 17-11-2003 Time : 19:00 - 19:30 Venue : Tai Hing Estate

Date : 21-11-2003 Time : 08:15 - 08:45 Venue : Tai Hing Estate

Date : 22-11-2003 Time : 08:45 - 09:15 Venue : Tai Hing Estate

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

- Accompany: Alone
- Purpose: To observe on-street broadcast
- Process: Walking around the on-street broadcast counter

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...

- Totally 4 on-street broadcast by candidate 2 (independent democratic) were observed in the above date and time (when people were going to work in the morning or when people were going back home after work in the evening)
- The location of these 4 on-street broadcast were the same (next to one of the busiest zebra crossing within Tai Hing Estate)
- No on-street broadcast by candidate 1 (DBA) was noticed during the above date and time
- Democratic Party's Legislative Councilor (The New Territories West) Mr Ho Chun Yan was presented in the on-street broadcast on 10-11-2003. Mr Ho introduced candidate 2 to the passersby and asked for their support. However, passersby were not particularly moved by Mr Ho
- These four on-street broadcast were routine broadcast in which the candidate talked about her plan and ambition, asked for support, chatted with passersby with handshake
- As observed, no passerby refused to chat with the candidate
- Passersby's responses were varied. Cool and lukewarm responses were quite even. But no one response to the candidate enthusiastically
- Usually there were two other helpers helping the candidates and in the on-street broadcast on 22-11-2003 (the day before the election), there were totally three helpers.
- These helpers were in their 50s to 60s
- The on-street broadcast on 22-11-2003 lasted for more than 7 hours (morning and afternoon)

Conclusions drawn from your observation

- It is surprised that the DBA's candidate (1) did not hold any on-street broadcast during the observed periods because potential voters (the working class) were most likely to be on the street (going to work or going back home) during these observed periods (around 8-9am in the morning and around 6-7pm in the evening). There are three possible explanations:
 - The DBA's candidate was actually doing on-street broadcast in other place else not covered by my observation; or
 - The DBA's candidate was doing on-street broadcast at other time (may be earlier than 8am); or
 - The DBA's candidate did not think on-street broadcast was an effective way of

drawing support.

- The independent candidate (2) was more hardworking in doing on-street broadcast. This may be because she was new to this constituency and therefore she needed more chance to make contact with potential voters.

New questions generated from your observations or findings

- Is the time and place of holding on-street broadcast related to the characteristics of potential voters (e.g. for elderly voter – before 8am at the park; for student – around 4-6pm near school; for working class – around 8-9am and 6-7pm near transportation stations)?
- Is on-street broadcast an effective way to draw support from voters?

Open questions for discussion by all team members

- Nil
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