

**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 : 15:15 - 15:45 Venue : Tai Hing Estate

Date : 22-11-2003 Time : 19:00 - 19:15 Venue : Tai Hing Estate

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

- Accompany: Alone
- Purpose: To observe car broadcast
- Process: Standing within Tai Hing Estate and observe

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

- 1 car was moving around the Tai Hing Estate to secure support for candidate 2 (democratic independent)

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

- Car broadcast was seen only at the day before election and on the day of election.

Before that, there was no car broadcast. Also, there was no car broadcast by candidate 1 (DBA)

- In the afternoon (around 3pm), Democratic Party's Legislative Councilor (The New Territories West) Mr Ho Chun Yan was broadcasting within the car
- At night (around 7pm), candidate 2 herself was broadcasting within the car
- Content of broadcast was typical: introducing candidate 2 and asking for support
- The car not only broadcasted at the street people, but the car also stopped near the building of the estate and broadcasted to the residents

Conclusions drawn from your observation

- It seemed that only candidate 2 (democratic independent candidate and new to the constituency) adopted car broadcast strategy

New questions generated from your observations or findings

- Is car broadcast allowed? If allowed, is there any restriction, e.g. volume of the broadcast and time of doing the broadcast?
- Is car broadcast an effective way to draw support from voters?
- Is car broadcast more effective in drawing voters' support in the early period of election campaign or in the later period?
- Is there any difference between live broadcast and video-type broadcast? From the candidate's perspective (e.g. cost effectiveness)? From the voter's perspective (e.g. sincerity)?

Open questions for discussion by all team members

- Nil
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