THE UNIVERSITY OF HONG KONG
FACULTY OF SOCIAL SCIENCES

PUBLIC OPINION PROGRAMME

Annual Report for July 2012 to June 2013

I. Preamble

This is the sixth annual report of the Public Opinion Programme (POP) compiled for the Faculty, as a regular exercise which started in 2008. Also around that time, the University (HKU) conducted an internal audit of POP. Then, a year later in 2009, the University conducted a review of POP. While POP welcomes such reviews, it should be noted that POP differs significantly from other research centres, real or virtue, in the following ways:

- POP's current *modus operandi* is like an independent research centre, although it is only a "research programme" in name. The original idea is to give POP the flexibility of operating under different centres, departments or even University-owned companies if and when deemed desirable. POP was established in June 1991 within the Social Sciences Research Centre under the Faculty of Social Sciences. It was transferred to the Journalism and Media Studies Centre in May 2000, and then back to the Faculty of Social Sciences in January 2002. Its status has since then remained unchanged, for more than ten years now.

- Although the principal activity of POP may be similar to some other research units, POP adheres strictly to a set of self-imposed service policies designed to safeguard its independence, autonomy and a share in the proprietary rights of the research output it produces. It has effectively been involved in "knowledge exchange" activities since its establishment, way before the term itself becomes popular.

- POP receives no direct funding from the University, no one-line budget and no research grant. Nevertheless, POP does not take on pure commercial or consultancy projects. POP also tries hard to avoid competition with similar research units in the University.

- POP uses its own budget to conduct tracking opinion surveys and public education programmes to serve the need of the community.

II. Mission

POP was established in June 1991 to collect and study public opinion on topics which could be of interest to academics, journalists, policy-makers, and the general public. Since its establishment, POP has been providing quality survey services to a wide range of public and private organizations. Up to this date, POP has conducted more than 1,350 independent surveys and other kinds of

research, almost all of which are funded by outside sources. POP's project collaborators include government departments, public organizations, non-government organizations, professional bodies, political groups, leading commercial firms, small and medium enterprises, local and overseas media organizations, overseas universities, as well as international associations.

III. Strategy

At this stage of development, POP is willing to operate modestly as a self-funded frontline research programme serving the needs of our local academia and society. In the long run, POP aspires to become an opinion research centre like the National Opinion Research Center at the University of Chicago, or the Roper Center for Public Opinion Research at the University of Connecticut, just to mention two well-known examples overseas.

In 2009, during the University's review of POP, a 5-year development plan for POP was laid down, which brings it beyond its 20th anniversary in 2011. According to this plan, depending on the amount of university and community support gathered, POP is ready to develop along the following directions:

1) <u>Impact on Hong Kong society</u> – POP will continue its regular self-funded tracking poll series to provide credible opinion data for public consumption. The present level of media coverage of POP activities is around 220 print stories per month.

2) <u>Knowledge transfer to the local media</u> – POP has been the leader in introducing tracking polls, instant polls, exit polls, rolling polls, deliberative forums, electronic voting and election night early returns to the local media. POP intends to further introduce deliberative polls, panel studies and civil referendums to Hong Kong.

3) <u>Knowledge transfer to other local sectors</u> – POP will continue to work with fellow academics from all institutions, the business community and non-government organizations to construct and maintain scientific opinion indicators and indices, among other initiatives.

4) <u>Regional and international connections</u> – POP is an active participant of the World Association for Public Opinion Research (WAPOR), Asian Network for Public Opinion Research (ANPOR) and an emerging network of public opinion researchers in the Greater China Region. The Director of POP has just been re-elected several times as the Chair of the Liaison Committee of WAPOR, and his current term will expire at the end of 2015.

5) <u>Teaching within HKU</u> – If and when requested by the University, members of POP are happy to be involved in the teaching of opinion research in a variety of ways, like (a) designing and/or teaching a foundation course, (b) providing datasets for secondary analysis and student projects, (c) providing opportunities for student experiential learning, and (d) deploying students to overseas opinion research centres for internship. Formal classroom teaching and other untraditional ways are all welcomed.

6) <u>Synergy within HKU</u> – POP looks forward to more collaboration with colleagues across different faculties and departments especially in terms of research support and the use of data by research students.

IV. Director's Reflection

Corresponding to the six lines of development mentioned in the last section, POP has made significant achievements over the last academic year and is ready to open a new page by taking up formal teaching in the University. Alongside this new role, POP continues to aspire to becoming an internationally recognized opinion research centre with high impacts on local and regional developments.

- Impact – POP's influence in Hong Kong society is maintained at a very high level, there are on average about 7 newspaper stories on POP surveys each day. We will continue our self-funded tracking polls to maintain our impact on society.

- Knowledge exchange – Knowledge transfer and public education can now be broadly grouped under "knowledge exchange", which POP has been doing a lot since its establishment in 1991. To us, knowledge exchange includes the important elements of academic integrity and service quality. In the area of public opinion research, this includes the introduction of international standards of professional ethics and practices. Moreover, as our survey findings are increasingly used in secondary school textbooks and public examination papers, we look forward to more exchanges with different stakeholders to develop an outline of liberal studies using opinion research techniques.

- International connections – POP already has strong connections with institutions in Taiwan, Macau and Mainland China. POP is developing connections in Europe, America, East Asia, South Asia and Southeast Asia over the last few years, POP has been working closely with Stanford University on a number of projects and initiatives. The Director of POP now sits in the WAPOR and ANPOR Councils, and will continue to strengthen these regional and international ties. Frequent meetings and conferences will be organized in future to facilitate intellectual exchange and professional connections in Asia.

- Teaching – For the academic year 2013-14, POP members teach two courses in the Faculty of Social Sciences, namely, "*Politics and Public Opinion*" in the Department of Politics and Public Administration during the First Semester, and "*Special Topics in Policy Study: Social Policy and Public Opinion*" in the Department of Social Work and Social Administration during the Second Semester.

- Synergy – POP will continue to collaborate with colleagues from different faculties and departments when called for, especially in terms of data collection and the provision of data for secondary analysis by colleagues and research students. Our relocation to the Centennial Campus has given us more momentum in this aspect.

V. Output

In the following research output listing, Chung R.T.Y. is the Director of POP, Pang K.K.L. is the Assistant Director of POP, Ma J. is the IT Manager of POP, Lee F.W.K. and Lee W.W.Y. are Research Managers of POP, Tai E.C.F. is the Senior Data Analyst of POP, and Tse H.N.S. was our Student Research Helper.

Conference presentations

Chung R.T.Y., Pang K.K.L. and Tai E.C.F. (2013), "Work-life Balance: Attitude and Behavior in the Work Place, Maching Expectations and Closing Generation Gaps", presented at the 66th Annual Conference of World Association for Public Opinion Research (WAPOR), organised by WAPOR, held at the Bonston University, Massachusetts, United States, May 14-16, 2013.

Chung R.T.Y., Ma J. and Lee W.W.Y. (2013), "PopVote; A Revolution in Gathering Opinions in Hong Kong", presented at the 66th Annual Conference of World Association for Public Opinion Research (WAPOR), organised by WAPOR, held at the Bonston University, Massachusetts, United States, May 14-16, 2013.

Chung R.T.Y. and Lee F.W.K. (2013), "The Impact of POP's Election Polls in Hong Kong", presented at the 66th Annual Conference of World Association for Public Opinion Research (WAPOR), organised by WAPOR, held at the Bonston University, Massachusetts, United States, May 14-16, 2013.

Lee W.W.Y. (2012), "Opinion Polling in Hong Kong", presented at the Asia Conference on Public Opinion Research 2012, organised by Asian Network for Public Opinion Research (ANPOR), held at the University of the Thai Chamber of Commerce Thailand, The Boromarajonani College of Nursing Saraburi, Thailand, November 27-19, 2012.

Chung R.T.Y. (2012), "Public Trust and Public Sentiment", presented at "Conference on Trust-Building and Governance in Hong Kong and Macao", held at the Hong Kong Institute of Education, October 19-20, 2012

Chung R.T.Y. and Tai E.C.F. (2012), "Ethnic Identity of Hong Kong People: An Academic Question Turned Political", presented at conference on "Border Crossing in Greater China: Production, Community and Identity", organized by the Election Study Centre of the National Chengchi University, Taiwan, held at the National Chengchi University, Taiwan, September 13-14, 2012.

Lectures, talks and workshops

Chung R.T.Y. (2013), "How Figures Talk and Don't Talk". A panel presentation at the 2013 Annual General Meeting of the Hong Kong Political Science Association, organised by the Hong Kong Political Science Association, held at the University of Hong Kong, June 15, 2013.

Chung R.T.Y. and Pang K.K.L. (2013), "About HKUPOP Surveys". A lecture for around 100 HKU students taking the Common Core Course CCST9039 Statistics and Our Society, invited by Professor W.K. Lee, Lecturer, Department of Statistics and Actuarial Science of the University of Hong Kong, held at the University of Hong Kong, February 6, 2013.

Chung R.T.Y. and Pang K.K.L. (2013), "Between Public and Expert Opinion". A lecture for the Chief Executive, General Managers, Directors and other Senior Officers of Hong Kong Hospital Authority (HKHA), organized by the Chairman & CE's Office of HKHA, held at the Head Office of HKHA, March 22, 2013.

Chung R.T.Y. (2013), "Taster Programme of Hong Kong Institute of Technology". A workshop for students of the Hong Kong Institute of Technology, organized by Hong Kong Institute of Technology, held at Cheung Sha Wan Campus of the Hong Kong Institute of Technology, March 9, 2013.

Chung R.T.Y. (2012-2013). A mentor for the "North Star Programme" of the Hong Kong University Graduates Association (HKUGA) College, organized by the HKUGA College, Wong Chuk Hung, Hong Kong, October 2012 - March 2013.

Chung R.T.Y. and Tai E.C.F. (2012), 'The Challenge of Exit Polls". A seminar for Social Science Seminar Series: "The Challenge of Exit Polls", organized by Community College of City University of Hong Kong, held at the City University of Hong Kong, September 28, 2012.

Chung R.T.Y. and Lee W.W.Y. (2012), "Public Opinion Online: The Hong Kong Experience", presented at "The 4th International Workshop on Internet Survey Methods", organised by International Statistical Cooperation Division of Statistics Korea, held at Statistical Center in Daejeon, Korea, September 12-13, 2012.

Chung R.T.Y. (2012), "The Multifacets of Public Opinion: Hong Kong Experience". A talk for an annual forum cum summer school for journalism and communication postgraduates studying in Mainland China, organized by the Institute of Arts and Humanities and Far East Academy of Shanghai Jiaotong University, held at Shanghai Jiaotong University, July 16-29, 2012.

Visitations

To facilitate more intellectual exchange with local and international scholars, researchers, administrators, think tank members, consulate representatives, and people from different sectors who are interested in our work, POP has over the years received many visitors individually and in

groups. During the period covered by this report, POP received the following visitors among others, normally with briefings, question and answer sessions, and onsite tours:

Chan K.M. (Hong Kong), Associate Professor of Sociology at The Chinese University of Hong Kong and a member of the Advisory Committee of Beijing Normal University One Foundation Research Institute, led a group of scholars and researchers from Beijing Normal University to visit POP on June 11, 2013.

Miller Yasamin (United States), Director of Survey Research Institute (SRI) of Cornell University, Ithaca, New York, United States, visited POP on April 23, 2013.

Cheong A.W.H. (Macau), the Founder and Research Director of ERS e-Research & Solutions Macau, also a part-time Assistant Professor at the Department of Communication of Faculty of Social Sciences and Humanities at the University of Macau (UM), and a visiting scholar of Communication at the School of Communication of Hong Kong Baptist University (HKBU), led a group of HKBU postgraduate students to visit POP on April 9, 2013.

Column articles

Chung R.T.Y., Pang K.K.L. and Tai E.C.F. (2013), "Work-life Balance: Attitude and Behavior in the Work Place, Maching Expectations and Closing Generation Gaps", June 19, 2013, 《工作與生活平衡：分析辦公室內的態度及行為，配對期望及收窄世代分歧》, published in the June 2013 Issue of Media Digest.

Chung R.T.Y. (2013), "Deliberative Polling, Voices from the Hall, Occupy Central with Love and Peace: the Development of Deliberative Democracy" (Chinese article), June 19, 2013, 《慎思、眾言、佔中：商討民意的發展歷程》, published in the June 2013 Issue of Media Digest.

Lee F.W.K. (2013), "2013 TV Programme Appreciation Index: Overview of 1st Stage Survey Results" (Chinese article), June 19, 2013, 《2013 電視節目欣賞指數第一階段調查結果概述》, published in the June 2013 Issue of Media Digest.

Lee F.W.K. (2013), "2012 TV Programme Appreciation Index: Overview of 4th Stage Survey Results and Overall Results of the Whole Year" (Chinese article), April 2, 2013, 《2012 電視節目欣賞指數第四階段調查及全年綜合結果概述》, published in the March 2013 Issue of Media Digest.

Lee W.W.Y. and Tse H.N.S. (2013), "Media and Politics", April 2, 2013, 《傳媒及政治》, published in the March 2013 Issue of Media Digest.

Tai E.C.F. (2013), "New Indicator for Public Opinion Research: Public Sentlment Index (PSI)" (Chinese article), March 19, 2013, 《民意研究新指標：民情指數》, published in the February 2013 Issue of Media Digest.

Lee F.W.K. and Tai E.C.F. (2013), "'Six-four Split' and 'Zero Audience'" (Chinese article), January 30, 2013,《「四六開」和「零收視」》, published in the January 2013 Issue of Media Digest.

Lee W.W.Y. and Tse H.N.S. (2013), "Media Effects, Agenda Setting, Framing and Priming", January 30, 2013, 《傳媒效應、議程設定、框架及提示》, published in the January 2013 Issue of Media Digest.

Chung R.T.Y. (2012), "The Meaning and Establishment of the Asian Network for Public Opinion Research (ANPOR)" (Chinese article), January 1, 2013, 《亞洲民研網絡的成立過程和意義》, published in the December 2012 Issue of Media Digest.

Pang K.K.L. (2012), "2012 TV Programme Appreciation Index: Overview of 3rd Stage Survey Results" (Chinese article), January 3, 2012, 《2012 電視節目欣賞指數第三階段調查結果概述》, published in the December 2012 Issue of Media Digest.

Chung R.T.Y. and Tai E.C.F. (2012), "The Accuracy of Legislative Council Exit Polls" (Chinese article), November 26, 2012,《法會選舉票站調查準確程度》, published in the November 2012 Issue of Media Digest.

Chung R.T.Y. (2012), "The Accuracy of Legislative Council Rolling Polls" (Chinese article), September 9, 2012,《立法會選舉滾動調查準確程度》, published in the September 2012 Issue of Media Digest.

Chung R.T.Y. and Lee W.W.Y. (2012), "Exit Polling in the 21st Century: A Perspective from the USA" by Marjorie Connelly, The New York Times, USA, September 10, 2012, 《21 世紀票站調查：美國的角度 by Marjorie Connelly, The New York Times, USA》, published in the September 2012 Issue of Media Digest.

Chung R.T.Y. (2012), "How to Interpret Rolling Polls" (Chinese article), September 7, 2012,《如何解讀滾動調查》, published in Ming Pao on September 7, 2012.

Pang K.K.L. (2012), "2012 TV Programme Appreciation Index: Overview of 2nd Stage Survey Results" (Chinese article), September 5, 2012, 《2012 電視節目欣賞指數第二階段調查結果概述》, published in the September 2012 Issue of Media Digest.

Chung R.T.Y. (2012), "Letter to Hong Kong: The Deeper Meaning of Conducting Exit Polls" (Chinese article), September 1 , 2012,《香港家書: 堅持票站調查的深層意義》, the audio version of the article was broadcast by RTHK in its programme "Letter to Hong Kong" on September 1, 2012.

Chung R.T.Y. and Lee W.W.Y. (2012), "Exit Polling in the 21st Century: A Perspective from the USA" by Michael W. Traugott, University of Michigan, USA, Paul J. Lavrakas, AAPOR, USA and Trevor N. Tompson, NORC at the University of Chicago, USA, August 7, 2012, 《21 世紀票站調查：美國的角度 by Michael W. Traugott, University of Michigan, USA, Paul J. Lavrakas, AAPOR,

USA and Trevor N. Tompson, NORC at the University of Chicago, USA》, published in the August 2012 Issue of Media Digest.

Chung R.T.Y. (2012), "The latest development of Legislative Council Exit Poll" (Chinese article), August 7, 2012,《立法會選舉票站調查最新發展》, published in the August 2012 Issue of Media Digest.

Chung R.T.Y. and Lee W.W.Y. (2012), "The Historical Significance of the WAPOR Hong Kong Conference" (Chinese article), July 9, 2012,《世界民研學會香港會議的歷史意義》, published in the July 2012 Issue of Media Digest.

Chung R.T.Y. and Tai E.C.F. (2012), "The Scientific Spirit of the July 1 Rally Headcount" (Chinese article), July 9, 2012,《七一遊行的科學精神》, published in the July 2012 Issue of Media Digest.

Public research reports

POP compiled and delivered 92 research reports of various types to project collaborators, many of which are available online at the HKUPOP Site (http://hkupop.hku.hk). Herewith a list of surveys which were active during the 12-month period covered by this report.

Start Date	Project Title
27-Jun-13	Opinion Survey on Polymer HK$10 notes 2013
27-Jun-13	Survey on Member Behaviour in time of MPF Employee Choice Arrangement
26-Jun-13	Monthly Survey on Wealth Blog – June 2013
13-Jun-13	Ad hoc Survey on Whistle-blower: Edward Snowden
11-Jun-13	Graduate Employment Survey 2013-2015
10-Jun-13	Public Survey on Adult ADHD
31-May-13	Free TV Licensing Survey - 3rd Round
29-May-13	Survey on Electricity Consumption Preference
27-May-13	Opinion Survey on the Public Ranking of Universities in Hong Kong 2013
26-May-13	Monthly Survey on Wealth Blog – May 2013
10-May-13	Survey on Herpes Zoster Vaccine
6-May-13	Survey on Home Safety Situation and Door Lock Usage in Hong Kong
26-Apr-13	Monthly Survey on Wealth Blog – April 2013
22-Apr-13	June 4 on Site Survey 2013
17-Apr-13	Survey on Hong Kong People's Attitude and Preference towards RMB Products
16-Apr-13	Survey on Delayed Payment Problems and Debt Collection Service 2013
16-Apr-13	Provision of Deliberative Service for RTHK Programme "Hall of Voices"
15-Apr-13	Ad hoc Survey on Chief Executive Election 2017
2-Apr-13	Ad hoc Survey on Political Reform and Universal Suffrage for CE Election 2017
27-Mar-13	Sub-Health Survey
26-Mar-13	Monthly Survey on Wealth Blog – March 2013

Start Date	Project Title
26-Mar-13	Public Survey on Health Related Issue
26-Mar-13	Telephone Survey on Nuclear Power
21-Mar-13	Reviewing the Design of a Self-Assessment Tool
14-Mar-13	Survey on Pain Problems among Hong Kong People
14-Mar-13	TVAI Survey 2013
13-Mar-13	Ad hoc Survey on Chief Executive Election 2017
28-Feb-13	Free TV Licensing Survey – 2nd Round
28-Feb-13	Survey on Poverty 2013
28-Feb-13	Telephone Survey on Public Awareness of Meningitis in Hong Kong
21-Feb-13	MPF Survey 2013
8-Feb-13	Survey on post 80 & 90 generations
5-Feb-13	Survey on Local NGOs' Use of Mobile Device and Social Media for Youth Service
4-Feb-13	Survey on Business Licensing Services in Hong Kong 2013
4-Feb-13	Radio Focus Groups
4-Feb-13	Radio Audience Survey 2013
17-Jan-13	SME Survey on Expenditure, Cash Flow and Delayed Payment
16-Jan-13	Public Opinion Survey on Wealth Succession Planning
14-Jan-13	Instant Poll for Policy Address 2013
3-Jan-13	Liver Health Survey for Macau Gaming Industry
20-Dec-12	Survey on Consumers' Usage Pattern of Computer and Mobile Devices
20-Dec-12	Policy Address Survey 2013
12-Dec-12	Post-SARS Survey on Flu-like Disease Prevention Behavior and Misconceptions on Prevention
10-Dec-12	Survey on Free TV Licensing – 1st Round
10-Dec-12	Mother Survey on HPV Vaccination
7-Dec-12	Survey on Community Fund - Post Campaign Evaluation
4-Dec-12	Survey on Teachers' Behavior on Photocopying & Scanning and their Opinion on Reprographic Rights License for Schools
29-Nov-12	Survey on Illegal Resident Building Works of CE CY Leung
27-Nov-12	Parent Survey on Hong Kong Code of Marketing and Quality of Formula Milk and Related Products, and Food Products for Infants & Young Children
23-Nov-12	Survey on Lung Mei Seaside
22-Nov-12	Public Opinion Survey on the Revenue System in Hong Kong
16-Nov-12	Public Opinion Survey on Monetary Issues - December 2012
16-Nov-12	Survey Service for Policy Address Consultation Special Programme
6-Nov-12	Survey on Free TV Stations Licensing
6-Nov-12	Independent Police Complaints Council Brand Tracking Survey 2013
5-Nov-12	Public Survey on Egg Eating Habit
5-Nov-12	Hong Kong Government Service Excellence Index 2012
5-Nov-12	Survey on Public Perception of Housing Society 2013

Start Date	Project Title
1-Nov-12	Survey on Hong Kong People's Ethnic Identity
31-Oct-12	Survey on Waste Charging
24-Oct-12	Survey on Hong Kong Public's Attitudes Towards Rights of People of Different Sexual Orientations
16-Oct-12	Survey on Electricity Pricing
4-Oct-12	Ad hoc survey on CY Leung's first 100 days as Chief Executive – 2nd Round
26-Sep-12	Survey on Tomb-Sweeping Customs and Demands on Columbarium
25-Sep-12	Patient Survey on Age-Related Macular Degeneration
25-Sep-12	Ad hoc survey on CY Leung's first 100 days as Chief Executive – 1st Round
17-Sep-12	Survey on Eating Habit
14-Sep-12	Satisfaction Survey on a Disciplinary Force
7-Sep-12	Survey on Pattern of Influenza Vaccination in Hong Kong
3-Sep-12	Ad hoc question on the Super DC for 2012 Legislative Council Election
15-Aug-12	Opinion Survey on Polymer HK$10 Notes 2012
13-Aug-12	Patient Survey on Rheumatoid Arthritis
9-Aug-12	Public Opinion Survey on Monetary Issues - September 2012
9-Aug-12	Radio Audience Surveys 2012 and 2013
9-Aug-12	Popularity Survey on Potential Legislative Council Election Candidates in Macau
7-Aug-12	Ad hoc Survey on National Education - 3rd and 4th Rounds
1-Aug-12	Ad hoc Survey on National Education - 1st and 2nd Rounds
1-Aug-12	Rolling Polls for Legislative Council Election 2012
1-Aug-12	Survey on Hepatitis B and Liver Cancer
27-Jul-12	Survey on Metabolic Syndrome and Related Urological Diseases
25-Jul-12	Graduate Employment Survey 2012
23-Jul-12	Survey on Hong Kong People's Ethnic Identity 2012
19-Jul-12	Credit Card Survey 2012
17-Jul-12	Survey on Retirement Saving and Financial Literacy
16-Jul-12	Survey on Working People's Working Hour and Work Stress
10-Jul-12	Survey on the Sexual Conviction Record Check (SCRC) Scheme
1-Jul-12	TV Audience Studies 2012-2013 - Telephone Surveys & Online Platform

Other intellectual property

POP writes its own software for computer assisted telephone interviews (CATI), online surveys, online voting system, smartphone applications named "POP App", mobile device data input, and optical mark recognition (OMR) tasks.

VI. Activities

Social influence

A wisenews search of media coverage of POP activities during the period covered by this report gives 2,569 print reports, or around 217 print stories per month. This search excludes stories covered by the electronic media.

Commissioned by the Secretariat of the "Occupy Central with Love and Peace" (OCLP), POP held the First Deliberation Day (DDay 1) of the "OCLP Deliberation Series" at the Centennial Campus of HKU on June 9, 2013. The event used the concept of "deliberative democracy" established by Stanford University as a blueprint, and invited randomly selected members of the general public, and networked campaign supporters to join the event in order to look for solutions through rational discussions. For the general public, POP invited Hong Kong citizens to participate in the event via random telephone calls, while for the campaign supporters, they were invited by the OCLP Secretariat. Altogether almost 700 participants joined this DDay 1, attracting over 100 local and international media to cover the event which became headline stories in literally all newspapers the following day.

POP aims at providing the OCLP Secretariat a professional service to organize the "OCLP Deliberation Series", in the hope of raising the operation and result of these deliberation activities to international standards. POP stays politically neutral to the OCLP Campaign *per se*, and the OCLP Secretariat has pledged to give POP full autonomy in designing and conducting all activities in the Deliberation Series. More deliberation days and other large scale voting activities are expected to be carried out in the coming year.

Commissioned research projects

During the period covered by this report, POP conducted 92 projects commissioned by, or in collaboration with, outside organizations. The projects receive no university funding, but most of the outputs are placed in the public domain via the HKUPOP Site (http://hkupop.hku.hk). These projects are listed in the last section and are not repeated here.

Regular tracking polls

Apart from working on projects commissioned by outside parties, POP has self-funded a pool of almost 200 tracking questions which are repeated periodically. They relate to a spectrum of social issues in Hong Kong, such as the popularity of the Chief Executive and the HKSAR Government, reaction to policy and budget speeches, people's assessment of the political, economic and social conditions, freedom indicators, social indicators, and so on. POP self-funds these surveys as part of its community service. POP releases the findings of these tracking polls to the media and the public regularly on a complimentary basis. All materials are also uploaded to POP Site (http://hkupop.hku.hk) for public consumption.

VII. Collaborations

Over the past many years, POP has collaborated with hundreds of public and private organizations locally, regionally and internationally. They include university departments and units, government departments, public organizations, non-government organizations, professional bodies, political groups, leading commercial firms, small and medium enterprises, local and overseas media organizations, overseas universities, and many international associations. According to POP's "service policy", we never give up our research autonomy and intellectual property rights when collaborating with project partners, so the relationship is never money-oriented.

a. Inter-departmental collaborations within the University

Excluding projects which call on POP purely for data collection, in the year past, we have been working closely with colleagues from 1) School of Business, 2) School of Public Health, 3) School of Nursing, 4) Department of Psychiatry, 5) Department of Anaesthesiology, 6) Department of Social Work & Social Administration, 7) Department of Electrical & Electricity Engineering, and 8) Faculty of Law on a variety of research projects to which we contribute significantly in terms of research design and technical support.

b. Collaboration with local organizations

In the year past, POP has completed around 100 research projects in collaboration with 1) local government departments such as Hong Kong Police Force, Civil Service Bureau, Department of Health, Hong Kong Hospital Authority, Hong Kong Monetary Authority, and Radio Television Hong Kong, 2) leading business firms like Visa, Microsoft, Hongkong and Shanghai Banking Corporation (HSBC), Hang Seng Bank, and Hong Kong General Chamber of Commerce, 3) non-government organizations like Independent Police Complaints Council, Hong Kong Council of Social Service, Community Business, Hong Kong Cancer Fund, Greenpeace, and Friends of the Earth, and 5) media conglomerates such as Television Broadcast Limited (TVB), Asia Television (ATV), Now TV, Cable TV, Metro Broadcast and many local newspapers.

c. Regional collaboration

POP continues to maintain strong connections with leading academic and media institutions in Taiwan, Macau and Mainland China in the area of public opinion research. Intellectual exchange and project collaborations take place regularly with institutes like 1) Fudan Media and Public Opinion Research Center at Fudan University (Shanghai), 2) Election Study Centre at National Chengchi University (Taiwan) and 3) Macao Polling Research Association (Macau). POP has earned high reputation among these institutes in the Greater China Region. Moreover, the Director of POP is the Founder and Secretary-Treasurer of the Asian Network for Public Opinion Research (ANPOR), and is closely connected to major public opinion researchers in the whole of Asia.

d. International associations and networks

In the year past, POP has worked closely with the Center for Deliberative Democracy at Stanford University on promoting deliberative democracy and deliberative polling in Hong Kong. Moreover, a cross-country comparison study on social conditions and global warming jointly designed and conducted by POP and Cornell University will be conducted in Hong Kong and USA in parallel sometime this year. Moreover, the Director of POP is an active participant of the World Association for Public Opinion Research (WAPOR) and has just been re-elected several times as the Chair of the Liaison Committee of WAPOR. His current term will expire at the end of 2015.

November 22, 2013
Revised May 16, 2014

---------- End of Report ----------