

THE UNIVERSITY OF HONG KONG

香港大學



FACULTY OF SOCIAL SCIENCES
社會科學學院

Press Release

Future development of HKU Public Opinion Programme announced

The Faculty of Social Sciences at the University of Hong Kong (HKU) today (April 23) announced that its Public Opinion Programme (POP) will spin off from HKU into a new independent organisation, the Hong Kong Public Opinion Research Institute (PORI). This ongoing process is expected to be completed by June 30, at which time POP will be disestablished by the Faculty of Social Sciences. PORI intends to undertake work similar to POP but shall be an autonomous and independent entity separate from the University of Hong Kong.

Since its inception in 1991, POP has been a self-financed unit housed within the Faculty of Social Sciences. It has conducted research across a wide range of topics, developing significant expertise in polling and survey methodology.

With the impending retirement of POP Director Dr. Robert Chung and in arranging for succession planning arising therefrom, it was agreed through discussions with the Faculty of Social Sciences that the best way to maintain the various key features of the work of the POP programme is to set up PORI to takeover its original mission. Headed by Dr. Chung, PORI will continue to conduct high quality surveys of both public and commercial interest as was performed at POP. As a private organisation, it will have more freedom to source fundings to cover the costs of its activities.

The Dean of the Faculty of Social Sciences, Professor William Hayward, said: “POP has been an important member of the Faculty of Social Sciences for almost three decades. During that time, POP has played a significant role in civil and political discourse in Hong Kong, organising opinion polls on a wide range of important topics to gauge public sentiment and to serve civil society. With Dr Chung’s imminent departure, we think the establishment of the Hong Kong Public Opinion Research Institute is the right solution for both Dr Chung and Hong Kong. We will continue to work closely with POP to ensure a smooth transition.”

The Director of POP, Dr Robert Chung, said: “I am honoured to be associated with HKU and this Faculty for over four decades. I am glad that PORI will take over what POP has been doing in HKU for Hong Kong with the same degree of integrity and quality. I am most grateful for the Dean’s promise to help PORI achieve its mission. Our research team will continue to do our best to serve the community at PORI.”

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All existing research contracts of POP will be honoured. Existing POP contracts which are expected to be completed after June 30 will either be completed at HKU or be transferred to PORI for completion, subject to discussion with clients.

All existing staff contracts with POP will also be honoured until they expire. The Faculty of Social Sciences and POP will discuss with staff possible opportunities of moving to PORI or staying at HKU upon conclusion of their contracts.

POP has a long legacy, having gathered a great deal of data on issues of community interest. Both the Faculty of Social Sciences and POP are committed to open scholarship, and so will collaboratively ensure that these data are made available to scholars and to the general public.

The Faculty of Social Sciences at HKU will continue to be a leading global centre of social science research, and will maintain a research focus on political and civil issues in Hong Kong. As such, it will continue to conduct surveys and polls as part of its ongoing research mission. These will be guided by the academic staff and researchers within the Faculty, who will decide, as they do now, the most appropriate way to conduct their research efforts.

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