



HONG KONG PUBLIC OPINION PROGRAM
HONG KONG PUBLIC OPINION RESEARCH INSTITUTE
香港民意研究所 之 香港民意研究計劃

INFORMATION SHEET

The Hong Kong Public Opinion Research Institute (HKPORI) was officially registered in Hong Kong on 19 February 2019 as a limited company. It is scheduled to start operating on 4 May 2019 and its first public activity is scheduled to be held on 1 July 2019. The transition period from 19 February to 1 July is used to consolidate the vision and mission of HKPORI, to set up the governance structure of HKPORI, and to raise resources for its startup operation.

In its full-fledged development, HKPORI will have different arms of operation including public opinion research, market research, policy research, electronic voting, civil referendum, social engagement, panel study, election study, deliberation study, consultancy study, data archiving, big data mining, regional networking, international cooperation, and many others. In its initial stage of operation, HKPORI will focus on developing its Hong Kong Public Opinion Program (HKPOP) as a continuation of the Public Opinion Programme currently under the Faculty of Social Sciences of The University of Hong Kong, commonly known as HKUPOP. Since its establishment in 1991, HKUPOP has conducted over 1,800 independent surveys and other kinds of research while adhering 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 generated. Integrity and Quality (IQ) has been the motto of HKUPOP and will continue to be the motto of HKPOP and HKPORI.

HKPORI aims at becoming a civil society conscientious enterprise (公民社會良心企業) meaning that its primary objective is to further the interest of civil society, while at the same time it would fulfill every corporate social responsibility required of social enterprises, in treating its volunteer helpers, staff members, clients, collaborators, the bigger community and the society. When conducting public opinion and market research, it will comply with the highest standards of ethical principles and professional practices prevailing in the international community.

For HKPOP under HKPORI, it will continue to follow the self-imposed policy of HKUPOP which safeguards POP's independence and autonomy, plus the promotion of open data. In specific terms, the service policy of HKPOP is as follows –

- All HKPOP studies shall be published for public consumption preferably as soon as they are completed but in no way longer than 6 months after a study is completed.
- HKPOP shall be fully responsible for the research design, including but not restricted to the sampling method, questionnaire design, fieldwork operation, data analysis, and report writing.
- HKPOP reserves the right to add opinion or demographic questions to a survey study which may



HONG KONG PUBLIC OPINION PROGRAM
HONG KONG PUBLIC OPINION RESEARCH INSTITUTE
香港民意研究所 之 香港民意研究計劃

not be of interest to the collaborator, provided that such questions are methodologically sound and do not impair the original design.

- HKPOP shall retain the copyright of all the raw data and collated findings gathered from the HKPOP studies, but this right can be shared with the project collaborator any time, and once a study is published, the copyright of the study would be opened to the world.
- Full acknowledgment according to normal citation standards shall be given to HKPOP and the project collaborator in any subsequent publication or re-publication using whole or part of the data collected by HKPOP.
- HKPOP is free to deposit any number of such study reports and raw datasets at any library or data archive in the world after the studies are published.

HKPORI project clients or collaborators not willing to be bound by these HKPOP service conditions may consider commissioning HKPORI to run the study under its Social Research Service (SRS) which does not require publication and open copyright. SRS nonetheless follows the highest standards of market and social research prevailing in the world set by international organizations.

The success of HKPORI and its HKPOP requires the support of our civil society both in the form of volunteerism and donations. To kick start HKPOP, it is estimated that a capital of \$6M is required. We now sincerely solicit public donations to be made to the Hongkong and Shanghai Banking Corporation (HSBC) account number 640-116976-838 managed by the Public Policy Research Platform Ltd for HKPORI before we set up our own bank account. Donors should send us a notification message to our email account donation.hkpop@gmail.com, from which an official receipt would be issued after confirmation of the deposit. Please note that all donations to HKPORI are not tax deductible, and the names of donors and the amount of donation would become public information unless the donor requests for anonymity.

For more information of our development, please follow HKPOP through the following Facebook, Twitter and Instagram accounts:

Facebook – <https://www.facebook.com/HKPublicOpinionProgram>

Twitter – <https://www.twitter.com/hkporihkpop> (HKPOP)

Instagram – <https://www.instagram.com/h.k.p.o.p>