

**Opinion Survey on the Public Ranking of  
Universities in Hong Kong 2009**  
*Survey Questionnaire*

***Section I      Self Introduction***

Self-introduction-- Good evening! My name is X. I am an interviewer at the Public Opinion Programme of the University of Hong Kong. We are conducting an opinion survey related to institutions of higher education. I would like to invite you to participate in an interview which will take only a few minutes. I would like to stress that your telephone number was randomly selected by our computer and all information you provide will be kept strictly confidential and used for aggregate analysis only. If you have any concerns, you can call xxxx xxxx to talk to our supervisor XXX, or the Human Research Ethics Committee for Non-Clinical Faculties of the University of Hong Kong at xxxx xxxx during office hours. For quality control purpose, our conversation may be recorded but will be destroyed shortly after the QC is done.

[S1] Is it okay for us to start this survey?

Yes

No (skip to end)

[S2] Is your phone number xxxx-xxxx?

Yes

No (skip to end)

***Section II      Selection of Respondent***

How many members are there in your household aged 18 or above at this moment? (Interviewers can directly ask if there is only one qualified respondent at home. If so, interviewer can interview him / her at once.) Since we need to conduct random sampling, if there is more than one available, I would like to speak to the one who will have his / her birthday next. (Interviewer can illustrate with examples: "that means is there anyone who will have his / her birthday in May or the coming three months?") [If there is no household member aged 18 or above, terminate the interview.]

Yes

No (terminate)

### **Section III      The Questionnaire**

**Before the survey starts, interviewers must read out, “We are an independent research team. You should simply report honestly what you feel regardless of the fact that we belong to the University of Hong Kong, otherwise, the information will be of no reference value.”**

[Q1] Please use a scale of 0-10 to evaluate the overall performance of each institution of higher education taking its local and international reputation, facilities and campus environment, qualification of its teaching staff, academic research performance, conduct and quality of students as well as its learning atmosphere, diversification and level of recognition of the courses into consideration, with 0 representing the worst, 10 representing the best and 5 being half-half. How would you rate **(nine institutions in rotation)**? [97 = Don't know the university; 98 = Don't know / hard to say; 99 = Refused to answer]

City University of Hong Kong (CityU)	Hong Kong Baptist University (HKBU)
Hong Kong Shue Yan University (HKSJU)	Lingnan University (LU)
The Chinese University of Hong Kong (CUHK)	The Hong Kong Institute of Education (HKIEd)
The Hong Kong Polytechnic University (PolyU)	The Hong Kong University of Science and Technology (HKUST)
The University of Hong Kong (HKU)	

[Q2] Please use a scale of 0-10 to evaluate the overall performance of Vice-Chancellor/President/Principal of each institution while taking his local and international reputation, approachability to the public, leadership, vision, social credibility and public relations into consideration, with 0 representing the worst, 10 representing the best and 5 being half-half. How would you rate the **(nine Vice-Chancellors/Presidents/Principal in rotation)**? [96 = Don't know the Vice-Chancellor/President; 97 = Don't know the university; 98 = Don't know / hard to say; 99 = Refused to answer]

CUHK – Prof Lawrence J. LAU	HKIEd – Prof Anthony B.L. CHEUNG
HKBU – Prof Ching-fai NG	HKUST – Prof Paul C.W. CHU
HKSJU – Dr Chi-yung CHUNG	LU – Prof Yuk-shee CHAN
HKU – Prof Lap-chee TSUI	PolyU – Prof Timothy W. TONG [remark: Prof Timothy W. TONG has become President of PolyU with effect from 1 January 2009]
CityU – Prof Way KUO	

[Q3] What do you think are the qualities which most Hong Kong university students lack of? (Do not read out the answers, multiple responses allowed)

Conduct, honesty  
 Proficiency in Chinese, English and Putonghua  
 Critical thinking and problem-solving ability  
 Work attitude (e.g. serious, enthusiastic, diligent, responsible, motivated)  
 Social/interpersonal skills  
 Social/work experience  
 Emotion stability

Communication skills  
 Academic and professional knowledge  
 Computer proficiency  
 Self-confidence  
 Commitment to society  
 Global prospect / foresight  
 Creativity  
 Job opportunity  
 Financial management  
 All-roundness  
 Alertness to risk / handling adverse conditions  
 Independence  
 Self-expectations / dreams  
 Civil awareness  
 Leadership skills  
 Others (please specify)  
 Not lack of anything  
 Don't know / hard to say  
 Refused to answer

[Q4] Under your job specifications, are you involved, in any way, in the recruitment process of new staff, including teachers?

Yes  
 No (Skip to D1)  
 Refused to answer (Skip to D1)

[Q5] [Only for those who are involved in the recruitment process of new staff] If you looked for a new employee, which institution's graduates would you prefer most? (Do not read out the answers, single response only)

City University of Hong Kong  
 Hong Kong Baptist University  
 Hong Kong Shue Yan University  
 Lingnan University  
 The Chinese University of Hong Kong  
 The Hong Kong Institute of Education  
 The Hong Kong Polytechnic University  
 The Hong Kong University of Science and Technology  
 The University of Hong Kong  
 Other overseas universities  
 Won't employ graduates (Skip to D1)  
 Others (please specify)  
 Don't know / hard to say (Skip to D1)  
 No preference (Skip to D1)  
 Refused to answer (Skip to D1)

[Q6] [Only for those who are involved in the recruitment process and have preference over a specific university's graduates] Why would you prefer the graduates of the chosen institution? (Do not read out the answers, multiple responses allowed)

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Good performance of previous graduates  
Good social relationship  
Good work attitude  
Good leadership  
Diligent, motivated  
Good language ability  
Good knowledge in job-related areas  
Good connection with outside (e.g., a university's extensive connection with enterprises, companies, or industrial firms; large number of graduates)  
Salary matches ability  
Alumni  
Reputation  
Others (please specify)  
No specific reasons  
Don't know / hard to say  
Refused to answer

#### *Section IV      Personal Particulars*

*Interviewer: I'd like to know some of your personal particulars in order to facilitate our analysis.*

[D1] Gender

Male  
Female

[D2] Age (exact number)  
【99 = Refused to answer】

[D3] Education Attainment

Primary or below  
Secondary  
Matriculated  
Tertiary, non-degree course  
Tertiary, degree course  
Postgraduate or above  
Refused to answer

[D4] The type of ownership of your house is:

Self-purchased, or  
Rent?  
Refused to answer

[D5] House type

Public housing estate

Housing Authority subsidized sale flats

Housing Society subsidized sale flats

Private housing

Village: villas / bungalows / modern village houses

Village: simple stone structures / traditional village houses

Staff quarters

Others

Refused to answer

[D6] Occupation

Managers and administrators

Professionals

Associate professionals

Clerks

Service workers and shop sales workers

Skilled agricultural and fishery workers

Craft and related workers

Plant and machine operators and assemblers

Non-skilled workers

Students

Housewives

Unclassified

Others (unemployed, retired, etc.)

Refused to answer

[D7] [Only for those who are professionals or associate professionals] Are you working in the academy?

Yes-Teaching staff of primary school (including teachers and principal)

Yes-Teaching staff of secondary school (including teachers and principal)

Yes-Teaching staff of university

Others

No

Refused to answer

[D8] Lastly, do you have any children who are still studying in schools?

Yes

No

Refused to answer

*Thank you for your time. If you have any questions regarding this interview, you can contact our supervisor at xxxx-xxxx or call xxxx-xxxx during office hours to verify this interview's authenticity and confirm my identity. Bye bye.*