



**Public Opinion Programme  
The University of Hong Kong  
Microsoft Hong Kong  
The Hong Kong Council of Social Service  
Jointly Conduct**

*Survey on Local NGOs' Use of Internet  
Communication Tools on Youth Service*

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**Survey Questionnaire**

**28 May 2013**

## Part I Self-introduction

Hello, sir/madam, are you Miss/Mr\_\_\_\_\_? My name is X. I'm an interviewer from the Public Opinion Programme (POP) of the University of Hong Kong. We are calling on behalf of The Hong Kong Council of Social Service (HKCSS). We have previously sent an email to invite your organization to participate in a survey on Internet communication tools, and your organization agreed to participate in this survey. This survey will need around 10-15 minutes, and all information you provide will be kept strictly confidential and used for aggregate analysis only. If you have any questions about the research, you can call xxxx-xxxx to talk to our supervisor. If you want to know more about the rights as a participant, please contact 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 our quality control process is completed. Is it okay for us to start this survey?

Yes

No ( Interview ends, thank you for your cooperation, bye bye ) →skip to end

## Part II Selection of Respondents

[S1] Does your organization provide services to youth aged 15-24 years old?

Yes → (go to S2)

No → Interview ends, thank you for your cooperation, bye-bye.

[S2] As this interview is about the situation and concerns of using Internet communication tools for youth service in your organization, may I ask if you could participate in this survey on behalf of your organization?

Yes [start the interview]

No → (go to S3)

[S3] Would you please ask the related colleague to participate in this survey?

Yes → Invite the related colleague to interview, repeat self-introduction

No → Interview ends, thank you for your cooperation, bye-bye.

## Part III Survey Questions

### I) Current situation of youth service provision

[Q1] Which method(s) do social workers (including the respondent) in your organization usually use when communicating with the youth? Please include both traditional method(s) and Internet communication tool(s). [Do not read out options, multiple answers allowed]

Email

Social networking websites (e.g. Facebook, Twitter, Friendster, MSN Spaces, etc)

Instant messaging apps (e.g. WhatsApp, Line, WeChat, etc)

Online instant messengers (e.g. Skype, MSN, etc)

Online chat rooms

Blogs

Online forums

Telephone

Face-to-face interview / home visit

Street outreach

SMS

Others, please specify\_\_\_\_\_

Don't know / hard to say

Refuse to answer

### II) Comparison of communication methods

[Q2] Compared with the traditional methods, what do you think are the advantage(s) of using Internet communication tools, including WhatsApp, Line, WeChat, Facebook, social networking websites and interactive pages, etc., to reach out to the youth? [Do not read out options, multiple answers allowed]

One-to-one interaction, can enhance privacy

Increase the youth's sense of security

More willing to voice their feelings and difficulties

Easy to keep in touch with the youth

Can reach the youth who always stay at home

Can reach the youth proactively

Helpful in understanding the youth's latest news

Convenient

Easy to establish relationships based on mutual trust

Free from geographical constraints

Easy to be accepted by the youth

Others, please specify\_\_\_\_\_

No advantage

Don't know / hard to say

Refuse to answer

[Q3] What do you think are the restriction(s) or difficulties of using Internet communication tools to reach out to the youth? [Do not read out options, multiple answers allowed]

Difficult to understand the youth

Seems unreal

Cannot pay attention to the youth's facial expressions and gestures

Cannot obtain instant response

Difficult to keep in touch with the youth

Difficult to gain trust from the youth

Easy to confuse the role of a social worker / counselor with that of a friend

Social workers cannot keep track of online information / topics

Social workers are not familiar with the latest devices / Internet tools

Difficult to seek out the youth in need through the Internet

Difficult to identify the youth's problems

Need to conduct counseling at night / after midnight

Others, please specify \_\_\_\_\_

No restrictions / difficulties

Don't know / hard to say

Refuse to answer

[Q4] Generally speaking, do social workers in your organization use one account or multiple accounts to handle this kind of work?

Use one account

Use multiple accounts

Others, please specify \_\_\_\_\_

Don't know / hard to say

Refuse to answer

[Q5] Is there any guideline provided by your organization to social workers, so they know under what circumstances they should disclose their social workers' identities when using Internet communication tools to reach out to the youth?

Yes

No

Don't know / hard to say

Refuse to answer

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[Interviewers to read out: For the following questions, please assume there is an “Organization Cloud” system, which assists the front-line social workers in using Internet communication tools to reach out to the youth and handle the information of the target groups.]

[Q6] If the system allows users to use a single login name to handle multiple Internet communication accounts (e.g. Facebook and Twitter), do you think it would help social workers in your organization to handle their daily tasks? Please use a scale of 0 -10 marks to rate, in which 0 represents no help at all, 5 represents half-half, 10 represents great help.

\_\_\_\_\_ [Input exact figure]

Don't know / hard to say

Refuse to answer

[Q7] If the system allows users to set up different discussion groups for the youth to share content, and social workers can monitor the information access control and content in the discussion groups, do you think it would help social workers in your organization to handle their daily tasks? Please use a scale of 0 -10 marks to rate, in which 0 represents no help at all, 5 represents half-half, 10 represents great help.

\_\_\_\_\_ [Input exact figure]

Don't know / hard to say

Refuse to answer

[Q8] Then if this organization cloud-based system enables multimedia communications with the youth, such as text messages, voice messages and video, do you think it would help social workers in your organization to handle their daily tasks? Please use a scale of 0 -10 marks to rate, in which 0 represents no help at all, 5 represents half-half, 10 represents great help.

\_\_\_\_\_ [Input exact figure]

Don't know / hard to say

Refuse to answer

### **III) Development for youth service development**

[Q9] What do you think would encourage the youth to use Internet communication tools more when communicating with social workers? [Do not read out options, multiple answers allowed]

Launch Internet games

Giving out gifts regularly

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Regularly activities for creative exchanges (e.g. cooking, photo taking, etc)  
 Offer platforms for the youth to create and share (e.g. articles, images, short clips, etc)  
 Organize Q&A reward games / contests  
 Set up Internet radio  
 Set up Internet TV  
 Set up discussion forums  
 Set up chat rooms  
 Frequent update of content  
 Social workers / staff always provide instant response  
 Set up reward schemes that encourage frequent browsing  
 The content and information of platforms should match youth's taste / interest  
 Others, please specify \_\_\_\_\_  
 Don't know / hard to say  
 Refuse to answer

[Q10] Would you anticipate your organization would increase resources in further promoting the use of Internet communication tools in youth service in the coming year?

Yes  
 No  
 Don't know / hard to say  
 Refuse to answer

[Q11] What kind of IT support do you think your organization needs the most when using Internet communication tools in providing youth services? [Do not read out options, multiple answers allowed]

IT training  
 Service management system  
 Online donation system  
 Simple and easy-to-use online interactive platforms  
 Professionals to monitor the server  
 Professionals to develop websites  
 Professionals to develop mobile apps  
 Comprehensive computer equipment  
 A stable mobile communications network  
 A stable fixed communications network  
 Privacy protection for online communication  
 Archive / backup copy for online communication  
 Others, please specify \_\_\_\_\_  
 Don't know / hard to say  
 Refuse to answer

[Q12] ] Do you think the government should provide support to youth servicing organizations in using Internet communication tools? If yes, what kind of assistance do you think the government should provide? [Do not read out options, multiple answers allowed]

Yes, through one-off specified subsidy

Yes, set up a regular subsidy mode, e.g. offer funding once every two years

Yes, provide training

Yes, provide subsidies for purchasing software

Yes, provide subsidies for purchasing hardware

Yes, provide relevant guidelines, e.g. privacy protection

Yes, no suggestion

No

Others, please specify\_\_\_\_\_

Don't know / hard to say

Refuse to answer

[Q13] Does your organization provide any guidelines to the staff on security measures in using Internet communication tools, such as archiving, backups and privacy protection of using Internet communication tools?

Yes

No

Don't know / hard to say

Refuse to answer

[Q14] Would your organization consider switching the Internet communication tools from "public cloud" to the organization's "private cloud" system?

Yes (Answer Q15a)

No (Answer Q15b)

Don't know / hard to say (Skip to DM1)

Refuse to answer (Skip to DM1)

[Q15a] Why would your organization consider switching it? [Do not read out options, multiple answers allowed]

Better information security

More confident of our own organization's system

Our own system is more stable

Suggested by our organization's IT department

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Our organization has IT department to manage the system

Others, please specify\_\_\_\_\_

Don't know / hard to say

Refuse to answer

[Q15b] Why wouldn't your organization consider switching it?

No resources to set up our one's cloud system

Our own system is not that stable

Suggested by our organization's IT department

Our organization has no IT department to manage the system

Don't know the advantages

Others, please specify\_\_\_\_\_

Don't know / hard to say

Refuse to answer



## Part IV Personal information

I'd like to know some of your personal particulars in order to facilitate our analysis. If you do not want to disclose your info, you could refuse to answer.

[DM1] How many employees in your organization are responsible for youth service?

\_\_\_\_\_ [Input exact figure]

Don't know / hard to say

Refuse to answer

[DM2] What is your position?

Employer / president / managing director / CEO

Managerial staff / manger / senior administrative staff

Other administrative staff (e.g. officer)

Clerical staff (e.g. clerk, secretary)

Others, please specify \_\_\_\_\_

Refuse to answer

[DM3] To categorize organizations in terms of expenditure, what was the annual expenditure of your organization in year 2011/12? [Note: Annual expenditure refers to the total operating expense of the organization]

Less than HK\$1 million

Between HK\$1 million and 10 million

More than HK\$10 million

Don't know/ hard to say

Refuse to answer

The Interview is completed. If you have any questions regarding this interview, you can contact our supervisor at xxxx-xxx or call xxxx-xxxx during office hours to verify this interview's authenticity and confirm my identity.

\*\*\*\*\* **The End** \*\*\*\*\*