

# Opinion Survey on the Public Ranking of Universities in Hong Kong 2002

## **Survey Questionnaire**

### **Section I Self Introduction**

Good evening, I am an interviewer from the Public Opinion Programme of The University of Hong Kong. We would like to ask for your opinion regarding the local universities in Hong Kong. It would take you a couple of minutes and the information you provide will be kept strictly confidential.

- District of residence
- Household size

### **Section II Selection of Respondent**

Are you aged 18 or above? If there is more than one available, may I speak to the one who will have his/her birthday next? (If the one who answers the phone is not 18 or above, then interviewer asks, "Is there any member of your family who is 18 or above?" If none, terminate the interview)

- Yes
- No (terminate)

### **Section III General Questions**

***Interviewer: 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 university in Hong Kong while taking its local and international reputation, facilities and campus environment, qualification of its teaching staff, academic

research performance, overall 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 (**eight universities in rotation**)? [97 = Don't know the university; 98 = Don't know / hard to say; 99 = Refused to answer]

[Q2] Please use a scale of 0-10 to evaluate the level of transparency of each university while taking its performance in consulting its students and teaching staff, releasing information to the mass media as well as explaining to the public and collecting public opinions when carrying out new policies and reforms into consideration, with 0 representing absolutely non-transparent, 10 representing absolutely transparent and 5 being half-half. How would you rate the level of transparency of (**eight universities in rotation**)? [97 = Don't know the university; 98 = Don't know / hard to say; 99 = Refused to answer]

[Q3] Please use a scale of 0-10 to evaluate the contribution made by the teaching staff of each university to society while taking their academic research performance, efforts in promoting university image and upgrading its international ranking, participation in social charities as well as their response and commitment to the needs of society into consideration, with 0 representing minimal contribution, 10 representing maximal contribution and 5 being half-half. How would you rate the contribution made by the teaching staff of (**eight universities in rotation**)? [97 = Don't know the university; 98 = Don't know / hard to say; 99 = Refused to answer]

[Q4] Please use a scale of 0-10 to evaluate the overall performance of Vice-Chancellor/President of each university while taking his/her 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 Vice-Chancellors/Presidents of (**eight universities 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]

- The Chinese University of Hong Kong (CUHK) – Prof Arthur K.C. LI
- The City University of Hong Kong (CityU) – Prof H.K. CHANG
- The Hong Kong Baptist University (HKBU) – Prof Ching-fai NG
- The Hong Kong Institute of Education (HKIEd) – Prof Ruth HAYHOE
- The Hong Kong University of Science and Technology (HKUST) – Prof Paul C.W. CHU
- The Lingnan University (Lingnan) – Prof Edward K.Y. CHEN
- The Polytechnic University of Hong Kong (PolyU) – Prof Chung-kwong POON
- The University of Hong Kong (HKU) – Prof W.I.R. DAVIES

[Q5] Have you ever taken or considered taking any programmes offered by local school of continuing education? All short-term and long-term programmes, academic or interest groups are included, but not the sub-degree programmes and higher diploma programmes.

- Yes – Have taken
- Yes – Have considered taking
- Both
- No
- Refused to answer

[Q6] Then have you ever taken or considered taking any sub-degree programmes?

- Yes – Have taken
- Yes – Have considered taking
- Both
- No
- Refused to answer

[Q7] How about higher diploma programmes?

- Yes – Have taken

- Yes – Have considered taking
- Both
- No
- Refused to answer

[Q8] [Only for those who have ever taken or considered taking these programmes] If you had to take such a programme now, which school of continuing education of the university would you prefer most? (Do not read out the answers, single response only)

- Continuing and Professional Education, HKUST
- Division of Continuing Professional Education, HKIEd
- HKU School of Professional And Continuing Education, HKU
- Li Ka Shing Institute of Professional and Continuing Education, OUHK
- Lingnan Institute of Further Education, Lingnan
- School of Continuing and Professional Education, CityU
- School of Continuing Education, HKBU
- School of Continuing Studies, CUHK
- School of Professional Education and Executive Development, PolyU
- School of continuing education of overseas universities set up in Hong Kong
- Others (please specify)
- Don't know / hard to say (skip to Q10)
- Refused to answer (skip to Q10)

[Q9] [Only for those who have ever taken or considered taking these programmes] Then, what are your major reasons for choosing that university? (Do not read out the answers, multiple responses allowed)

- Reputation of the institution
- Qualification of its teaching staff
- Facilities
- Venue/transportation
- Enrolment time table
- Tuition fees
- Word of mouth / recommended by others

- Practical value of the course
- Recognition of the course
- Diversification of different courses
- Linkage with other institutions
- Entrance requirement
- Alumni
- Others (please specify)
- Don't know / hard to say
- Refused to answer

[Q10] Under your job specifications, are you involved, in any way, in the recruitment process of new staff?

- Yes
- No (Skip to Section IV)
- Refused to answer (Skip to Section IV)

[Q11] [Only for those who are involved in the recruitment process of new staff] Then, have you ever recruited university graduates via the career centre or counseling centre?

- Yes
- No
- Refused to answer

[Q12] [Only for those who are involved in the recruitment process of new staff] If you looked for a new employee, which university's graduates would you prefer most? (Do not read out the answers, single response only)

- The Chinese University of Hong Kong
- The City University of Hong Kong
- The Hong Kong Baptist University
- The Hong Kong Institute of Education
- The Hong Kong University of Science and Technology

- The Lingnan University
- The Polytechnic University of Hong Kong
- The University of Hong Kong
- Other overseas universities
- Others (please specify)
- Don't know / hard to say (skip to Section IV)
- No preference (skip to Section IV)
- Refused to answer (skip to Section IV)

[Q13] [Only for those who are involved in the recruitment process of new staff]  
Why would you prefer the graduates of the chosen university? (Do not read out the answers, multiple responses allowed)

- 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)
- 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