

第一部分 自我介紹

喂，你好，我姓 X，我係香港大學民意研究計劃既訪問員黎既，我地想訪問你對一 d 大專院校既意見，我地只會阻你幾分鐘時間。請你放心，你既電話號碼係經由我地既電腦隨機抽樣抽中既，而你提供既資料係會絕對保密既。

- 請問你既電話號碼係唔係 XXXX-XXXX?
- 居住地區
- 住戶人數

第二部分 選出被訪者

請問你屋企而家有幾多位 18 歲或以上既香港居民係度？(訪問員可直接問是否只有一位符合資格既人係屋企，如果是，可立即訪問那位人士。)因為我地要隨機抽樣，如果多過一位，請你叫即將生日果位黎聽電話。(訪問員可舉例說明：『即係有冇 6 月或未來三個月內生日既人係度？』)【如果戶中有成年人，訪問告終；多謝合作，收線。】

有
冇 (訪問告終)

第三部分 問卷部分

調查開始前，訪問員必須讀出：『我地係一個立場絕對中立既研究小組，你回答問題時唔好因為我地屬於香港大學而影響你原本既意見，請你務須如實作答，否則就有參考價值。』

[Q1] 首先，請你用 0-10 分形容你對香港每間大專院校的整體評價，0 分代表極差，5 分代表一半半，10 分代表極佳。請你綜合有關學校既本地與國際聲譽及名氣、設備及校園環境、教職員資歷、學術研究表現、學生成績及品行質素、學習氣氛與課程多元化及認可度等等，然後作出評分。請問你會俾 (八間大專院校輪流轉換次序) 幾多分呢？
〔97 = 不認識該院校；98 = 唔知道／難講；99 = 拒答〕

[Q2] 請你再用 0-10 分評價各院校校長既整體表現，0 分代表極差，5 分代表一半半，10 分代表極佳。請你綜合有關校長既本地及國際知名度、親民度、領導能力、洞察力、社會公信力及對外公共關係等等，然後作出評分。請問你會俾 （八間大專院校校長輪流轉換次序） 幾多分呢？

[96 = 不認識該校長；97 = 不認識該院校；98 = 唔知道／難講；99 = 拒答]

中文大學	劉遵義教授	浸會大學	吳清輝教授
城市大學	張信剛教授	教育學院	莫禮時教授
科技大學	朱經武教授	理工大學	潘宗光教授
香港大學	徐立之教授	嶺南大學	陳坤耀教授

[Q3] 請問你認為宜家香港既大學生最欠缺 d 乜野？【不讀答案，可選多項】

品德、誠實

中、英文及普通話能力

思考及解決問題能力

工作態度（例如：認真、熱誠、勤奮、有責任感、上進）

待人接物態度

社會／工作經驗

情緒控制

溝通技巧

學術能力、專業知識

電腦應用能力

自信

對社會的承擔

國際視野／遠見

創意

就業機會

理財能力

沒有欠缺任何野

其他（請註明）

唔知道／難講

拒答

[Q4] 請問係你既工作範圍內，你有冇權聘請或者參與聘請僱員呢？包括聘請教師在內。

有

冇 (跳至 Q7)

拒答 (跳至 Q7)

[Q5] [只問有權聘請或者參與聘請僱員之被訪者] 如果要你選擇，你會比較喜歡邊間大學既畢業生呢？【不讀答案，只選一項】

中文大學

城市大學

科技大學

香港大學

浸會大學

教育學院

理工大學

嶺南大學

其他海外大學

唔會聘請大學畢業生

其他 (請註明)

唔知道／難講 (跳至 Q7)

冇所謂 (跳至 Q7)

拒答 (跳至 Q7)

[Q6] [只問有權聘請或者參與聘請僱員及較喜歡某大學畢業生之被訪者] 點解你比較喜歡呢間大學既畢業生呢？【不讀答案，可選多項】

以往該院校的畢業生表現良好

人際關係良好

工作態度認真

有領導才能

勤奮、上進

語文能力佳

具有與工作相關的知識

對外聯繫廣 (例如：大學與企業、公司或廠商連系多、畢業生多)

薪酬與能力相稱

舊生／校友

有名氣

其他(請註明)

唔知道／難講

拒答

[Q7] 你認為現時本地副學位課程既學額係過多、過少、定適中呢？副學位課程即係包括高級文憑(Higher Diploma) 同埋副學士學位 (Associate Degree)。

過多
適中
過少
唔知道／難講
拒答

[Q8] 咁相比現時既大學本科生，你認為政府對每個修讀副學位課程既學生所提供既學費資助應該係多 D、少 D、定一樣呢？

多 D
一樣
少 D
唔知道／難講
拒答

[Q9] 你認為本港應唔應該成立一 D 私立大學，即不受任何政府資助既大學？包括提升一 D 現有既大專院校成為本地私立大學？

應該
唔應該
唔知道／難講
拒答

[Q10] 你認為大專院校應唔應該以私人命名佢既學院，好似醫學院、商學院等，黎答謝捐款人？

應該
唔應該
唔知道／難講
拒答

[Q11] 教育統籌局計劃就各行各業設立一個自願性既「資歷架構」，以鼓勵在職人士終身學習。請問你有冇聽過「資歷架構」呢個名？

聽過

未聽過

唔知道／難講

拒答

[Q12] 無論你有冇聽過「資歷架構」，如果日後每個在職人士要獲取到某個資歷級別，先可以擔任某行業既某個職位，你會傾向贊成定反對呢個做法？【訪員追問程度】

非常贊成

幾贊成

一半半

幾反對

非常反對

唔知道／難講

拒答

第四部分 個人資料

我想問你些少個人資料，方便分析。

[D1] 性別

男

女

[D2] 年齡（準確數字）

【99=唔肯講】

[D3] 教育程度

小學或以下

中學

預科

專上非學位

專上學位

研究院或以上

拒答

[D4] 請問你住緊既單位係：

自置，定係

租住既呢？

拒答

[D5] 咁係咩類型既房屋呢？

公營租住房屋

房屋委員會補助出售單位

房屋協會補助出售單位

私人住宅單位

村屋：別墅／平房／新型村屋

村屋：簡單磚石蓋搭建築物／傳統村屋

員工宿舍

其他

拒答

[D6] 職業

經理及行政人員

專業人員

輔助專業人員

文員

服務工作及商店銷售人員

漁農業熟練工人

手工藝及有關人員

機台及機器操作員及裝配員

非技術工人

學生

家庭主婦

不能辨別

其他（包括失業、已退休、及其他非在職者）

拒答

[D7] [只問職業為專業人員及輔助專業人員者] 請問你係唔係教育界人士？

係—小學教職員（包括老師及校長）

係—中學教職員（包括老師及校長）

係—大專院校教職員

其他

唔係

拒答

[D8] 最後，請問你有冇子女仲讀緊書？

有

冇

拒答

**Opinion Survey on the Public Ranking of
Universities in Hong Kong 2006**
Survey Questionnaire

Section I Self Introduction

Good afternoon/evening, this is Mr/Miss X, 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.

- Is your phone number xxxx-xxxx?
- District of residence
- Household size

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 March 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 university in Hong Kong while 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 **(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 overall performance of Vice-Chancellor/President of each university 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 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 Lawrence J. LAU

The City University of Hong Kong (CityU) – Prof H.K. CHANG

The Hong Kong University of Science and Technology (HKUST) – Prof Paul C.W. CHU

The University of Hong Kong (HKU) – Prof Lap-chee TSUI

The Hong Kong Baptist University (HKBU) – Prof Ching-fai NG

The Hong Kong Institute of Education (HKIEd) – Prof Paul MORRIS

The Polytechnic University of Hong Kong (PolyU) – Prof Chung-kwong POON

The Lingnan University (Lingnan) – Prof Edward K.Y. CHEN

[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

Not lack of anything

Others (please specify)

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 Q7)

Refused to answer (Skip to Q7)

[Q5] [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 University of Science and Technology
The University of Hong Kong
The Hong Kong Baptist University
The Hong Kong Institute of Education
The Polytechnic University of Hong Kong
The Lingnan University
Other overseas universities
Won't employ graduates
Others (please specify)
Don't know / hard to say (Skip to Q7)
No preference (Skip to Q7)
Refused to answer (Skip to Q7)

[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 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

[Q7] Do you consider the existing quota for Associate Degree and Higher Diploma studies to be too much, too little, or appropriate?

Too much

Appropriate

Too little

Don't know / hard to say

Refused to answer

[Q8] Compared with existing undergraduates of local universities, do you think that the tuition subsidy from the government for the sub-degree programme students should be more, less, or the same?

Should be more

Should be the same

Should be less

Don't know / hard to say

Refused to answer

[Q9] Do you think private universities, i.e. those without any government subsidy, should be established in Hong Kong? This includes the upgrading of some local tertiary institutions.

Yes

No

Don't know / hard to say

Refused to answer

[Q10] As a token of appreciation, do you think the tertiary institutions should name their faculties and schools after their donors?

Yes

No

Don't know / hard to say

Refused to answer

[Q11] A voluntary scheme called "Qualifications Framework" has been implemented in various industries and professions by the Education and Manpower Bureau, in order to encourage lifelong learning for workers. Have you ever heard of this "Qualifications Framework"?

Heard before

Never heard of

Don't know / hard to say

Refused to answer

[Q12] Regardless of whether you have heard of "Qualifications Framework" before, do you incline to agree or disagree with the saying that a person must obtain certain qualifications before getting employed for a certain post?

Very much agree

Quite agree

Neutral/Half-half

Quite disagree

Very much disagree

Not sure about the content of the reform

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