

**THE UNIVERSITY OF HONG KONG
PUBLIC OPINION PROGRAMME (POP)**

*Opinion Survey on School Principals' Ranking of Universities
in Hong Kong 2007*

**COMMISSIONED BY
MEDIA EDUCATION INFO-TECH CO. LTD
(Education 18.com)**

SURVEY REPORT

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July 2007

1. Research Background

- 1.1 In parallel with the "Public Ranking" telephone survey, POP was commissioned by Education18.com to conduct this local school principal survey which aimed to study their perception towards the eight institutions of higher education which are funded through the University Grants Committee (UGC).
- 1.2 POP was responsible for designing the questionnaire, inputting the questionnaires and processing the data while Education18.com was responsible for all other survey logistics such as obtaining the contact list of schools from the database of Education and Manpower Bureau (i.e. 475 valid addresses), printing and mailing out the questionnaires, following up with chasers, as well as collecting the returned questionnaires. The questionnaire sent to all school principals is attached in Appendix I.
- 1.3 POP was not involved nor consulted on how to make use of the findings from this principal survey to compile the overall rankings of local universities. This was the sole responsibility of Education18.com who would usually take a handful of other elements into consideration.

2. Research Design

- 2.1 The target population of this survey was defined as the principals of all local secondary schools excluding the international schools. No sampling was required.
- 2.2 This study was conducted by self-administered paper questionnaire, returned by the principals via mail or fax. The data collection period started from 13 June, 2007 and ended on 3 July, 2007. A total of 111 questionnaires were received via fax, but only 109 cases were considered valid. The response rate of this survey was 22.9%, with a standard error of sampling of no more than 4.2%, had it been a representative survey (Table 1).

Table 1. Contact information of the survey

Successful Cases	Distributed Questionnaires	Response rate*	Standard Error**
109	475	22.9%	4.2%

* Response rate is calculated as the number of successful cases divided by the number of distributed questionnaires.

** Calculated as if these are random sample surveys.

3. Research Findings

3.1 The questionnaire comprised 5 simple questions. First of all, all respondents were asked to evaluate each of the 8 institutions based on their perception of its overall performance using a scale of 0-10, with 0 representing the worst, 10 representing the best and 5 being half-half. Respondents were suggested to take into account the institution's local and international reputation, facilities, campus environment, qualification of its teaching staff, academic research performance, conduct and quality of its students, its learning atmosphere, as well as the diversification and degree of recognition for its courses. Survey results indicated that, in terms of public perception, HKU received the highest mean score of 7.38 as rated by 106 respondents, CUHK came 2nd with an average score of 7.34 rated by 106 respondents, whereas HKUST ranked 3rd with a mean score of 6.97 rated by 106 respondents (Table 2).

Table 2. Overall Performance of Each Institution

[Q1] Please use a scale of 0-10 to evaluate the overall performance of each institution of higher education funded through UGC after taking into consideration 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 its courses, with 0 representing the worst, 10 representing the best and 5 being half-half. How would you rate the following institutions?				
	Average	Standard error	No of raters	Recognition
HKU	7.38	0.27	106	97.2%
CUHK	7.34	0.26	106	97.2%
HKUST	6.97	0.20	106	97.2%
PolyU	6.11	0.12	104	95.4%
HKBU	5.85	0.13	105	96.3%
CityU	5.84	0.13	103	94.5%
LU	5.70	0.16	102	93.6%
HKIEd	5.33	0.17	104	95.4%

3.2 With respect to the perceived overall performance of the Vice-Chancellor/President of each institution, taking into consideration one's local and international reputation, approachability, leadership, vision, social credibility and public relations, results revealed that Professor Paul C.W. Chu of HKUST topped the list with an average score of 7.39 rated by 101 respondents. Professor Lap-chee Tsui of HKU followed and attained a mean score of 7.34 rated by 106 respondents. Meanwhile, Professor Edward K.Y. Chen of LU became 3rd scoring 7.04 and rated by 100 respondents (Table 3).

Table 3. Overall Performance of Vice-Chancellor / President

[Q2] Please use a scale of 0-10 to evaluate the overall performance of Vice-Chancellor / President 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 following Vice-Chancellors / Presidents?				
	Average	Standard error	No of raters	Recognition
HKUST - Prof Paul C.W. CHU	7.39	0.22	101	92.7%
HKU - Prof Lap-chee TSUI	7.34	0.24	106	97.2%
LU - Prof Edward K.Y. CHEN	7.04	0.20	100	91.7%
PolyU - Prof Chung-kwong POON	6.72	0.16	98	89.9%
CUHK – Prof Lawrence J. LAU	6.63	0.21	98	89.9%
HKBU - Prof Ching-fai NG	6.13	0.16	96	88.1%
CityU - Prof Richard Y.K. HO	5.99	0.19	70	64.2%
HKIEd - Prof Paul MORRIS	5.10	0.21	102	93.6%

3.3 The next question asked the respondents' opinion on the qualities which most Hong Kong university students lack of. Results showed that "work attitude" topped the list with 65% of respondents choosing it. In the meantime, "global prospect / foresight" and "commitment to society" followed closely behind, as chosen by 61% and 60% of respondents in respective order. Qualities of the next tier included "critical thinking and problem-solving ability", "proficiency in Chinese, English and Putonghua" and "creativity", accounting for 50%, 43% and 35% of valid respondents respectively (Table 4).

Table 4. Perceived Deficiencies among the University Students in Hong Kong

	Frequency	% of total responses (Base = 521 responses from 108 respondents)	% of valid respondents (Base = 108)
[Q3] What do you think are the qualities which most Hong Kong university students lack of? You may check as many choices as you like.			
Work attitude (e.g. serious, enthusiastic, diligent, responsible, motivated)	70	13.4%	64.8%
Global prospect / foresight	66	12.7%	61.1%
Commitment to society	65	12.5%	60.2%
Critical thinking and problem-solving ability	54	10.4%	50.0%
Proficiency in Chinese, English and Putonghua	46	8.8%	42.6%
Creativity	38	7.3%	35.2%
Conduct, honesty	36	6.9%	33.3%
Emotion stability	28	5.4%	25.9%
Social / interpersonal skills	22	4.2%	20.4%
Communication skills	20	3.8%	18.5%
Social / work experience	17	3.3%	15.7%
Self-confidence	16	3.1%	14.8%
Financial management	16	3.1%	14.8%
Academic and professional knowledge	12	2.3%	11.1%
Job opportunity	2	0.4%	1.9%
Computer proficiency	1	0.2%	0.9%
Others	10	1.9%	9.3%
Nothing	1	0.2%	0.9%
Don't know / hard to say	1	0.2%	0.9%
Total	521	100.0%	
Base	108		
Missing case(s)	1		

3.4 Question 4 asked the respondents which institution they believed was the most supportive to local secondary schools. Survey results indicated that CUHK topped the list with 40% of votes and leading others with a wide margin. HKIEd came 2nd with 19%, whereas HKUST ranked 3rd with 5%. In the meantime, 21% of the respondents did not give a definite answer to this question (Table 5).

Table 5. Most Supportive Institution to Local Secondary Schools

[Q4] Which one of the following institutions do you think is the most supportive to local secondary schools? You can only choose one institution.		
	Frequency	% of valid respondents (Base = 108)
CUHK	43	39.8
HKIEd	20	18.5
HKUST	5	4.6
CityU	4	3.7
HKBU	4	3.7
HKU	4	3.7
LU	3	2.8
PolyU	2	1.9
Hard to say	23	21.3%
Total	108	100.0%
Base	109	
Missing case(s)	1	

3.5 The last question was in open-end format that served to probe for respondents' in-depth opinions regarding the subject matter and/or the survey. The answers received are for internal reference only, so they are not shown in this report.

Appendix 1

Questionnaire (English only)

Opinion Survey for School Principals on the Ranking of Universities in Hong Kong 2007

Remark: please put a “✓” inside the or fill in your answers directly as appropriate.

Q1. Please use a scale of 0-10 to evaluate the overall performance of each institution of higher education funded through UGC after taking into consideration 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 its courses, with 0 representing the worst, 10 representing the best and 5 being half-half. **How would you rate the following institutions?**

Institutions (in alphabetical order)	Rating (0-10 marks)	Don't know
City University of Hong Kong (CityU)	_____	<input type="checkbox"/>
Hong Kong Baptist University (HKBU)	_____	<input type="checkbox"/>
Lingnan University (LU)	_____	<input type="checkbox"/>
The Chinese University of Hong Kong (CUHK)	_____	<input type="checkbox"/>
The Hong Kong Institute of Education (HKIEd)	_____	<input type="checkbox"/>
The Hong Kong Polytechnic University (PolyU)	_____	<input type="checkbox"/>
The Hong Kong University of Science and Technology (HKUST)	_____	<input type="checkbox"/>
The University of Hong Kong (HKU)	_____	<input type="checkbox"/>

Q2. Please use a scale of 0-10 to evaluate the overall performance of Vice-Chancellor / President 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 following Vice-Chancellors / Presidents?**

Vice-Chancellor / President (in same order as in Q1)	Rating (0-10 marks)	Don't know
CityU – Prof Richard Y.K. HO	_____	<input type="checkbox"/>
HKBU – Prof Ching-fai NG	_____	<input type="checkbox"/>
LU – Prof Edward K.Y. CHEN	_____	<input type="checkbox"/>
CUHK – Prof Lawrence J. LAU	_____	<input type="checkbox"/>
HKIEd – Prof Paul MORRIS	_____	<input type="checkbox"/>
PolyU – Prof Chung-kwong POON	_____	<input type="checkbox"/>
HKUST – Prof Paul C.W. CHU	_____	<input type="checkbox"/>
HKU – Prof Lap-chee TSUI	_____	<input type="checkbox"/>

Q3. What do you think are the qualities which most Hong Kong university students lack of? You may check as many choices as you like.

<input type="checkbox"/> Conduct, honesty	<input type="checkbox"/> Social / work experience	<input type="checkbox"/> Self-confidence
<input type="checkbox"/> Proficiency in Chinese, English and Putonghua	<input type="checkbox"/> Critical thinking and problem-solving ability	<input type="checkbox"/> Academic and professional knowledge
<input type="checkbox"/> Emotion stability	<input type="checkbox"/> Communication skills	<input type="checkbox"/> Global prospect / foresight
<input type="checkbox"/> Work attitude	<input type="checkbox"/> Commitment to society	<input type="checkbox"/> Creativity
<input type="checkbox"/> Social / interpersonal skills	<input type="checkbox"/> Computer proficiency	<input type="checkbox"/> Job opportunity
<input type="checkbox"/> Financial management	<input type="checkbox"/> Not lack of anything	<input type="checkbox"/> Don't know
<input type="checkbox"/> Others (please specify): _____		

Q4. Which one of the following institutions do you think is **most supportive to local secondary schools**? You can only choose one institution.

Institutions (in alphabetical order)	
<input type="checkbox"/>	City University of Hong Kong (CityU)
<input type="checkbox"/>	Hong Kong Baptist University (HKBU)
<input type="checkbox"/>	Lingnan University (LU)
<input type="checkbox"/>	The Chinese University of Hong Kong (CUHK)
<input type="checkbox"/>	The Hong Kong Institute of Education (HKIEd)
<input type="checkbox"/>	The Hong Kong Polytechnic University (PolyU)
<input type="checkbox"/>	The Hong Kong University of Science and Technology (HKUST)
<input type="checkbox"/>	The University of Hong Kong (HKU)
<input type="checkbox"/>	Hard to say

Q5. Is there any other opinion you would like to bring to the attention of the researchers?

This is the end of the survey. Thank you for completing the questionnaire.