

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

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*Opinion Survey on School Principals' Ranking of Universities  
in Hong Kong 2009*

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

**SURVEY REPORT**

Compiled by  
Chung Ting-yiu Robert, Pang Ka-lai Karie  
and Lee Wai-kin Frank

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## 1. Research Background

- 1.1 In parallel with the "Public Ranking" telephone survey, POP was commissioned by Media Education Info-Tech Co. Ltd for the third time to conduct this local school principal survey which aimed to study their perception towards the institutions of higher education in Hong Kong.
- 1.2 POP was responsible for designing the questionnaire, inputting and processing the data while Media Education Info-Tech Co. Ltd was responsible for all other survey logistics such as obtaining the contact list of schools from the database of Education Bureau (i.e. 483 valid addresses), printing and mailing out the questionnaires, following up with chasers, as well as collecting the returned questionnaires. A total of 7 key questions were asked in this year's questionnaire, which is attached in Appendix A.
- 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 Media Education Info-Tech Co. Ltd 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 1 June and ended on 17 June, 2009. A total of 113 questionnaires were received via fax. Amongst them, 112 cases were considered valid. The response rate of this survey was 23.2%, with a standard error of sampling of no more than 4.1%, had it been a representative survey (Table 1).

Table 1. Contact information of the survey

Successful Cases	Distributed Questionnaires	Response rate*	Standard Error**
112	483	23.2%	4.1%

\* 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 7 key questions. First of all, all respondents were asked to evaluate each of the 9 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 principals' perception, HKU received the highest mean score of 8.37 as rated by 109 respondents, CUHK came second with an average score of 8.23 rated by 109 respondents, whereas HKUST ranked third with a mean score of 7.74 rated by 109 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 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	8.37	0.14	109	97.3%
CUHK	8.23	0.13	109	97.3%
HKUST	7.74	0.11	109	97.3%
PolyU	6.83	0.09	107	95.5%
HKBU	6.40	0.09	107	95.5%
CityU	6.22	0.09	107	95.5%
HKIEd	5.72	0.13	106	94.6%
LU	5.66	0.12	101	90.2%
HKSJU	5.22	0.15	96	85.7%

3.2 With respect to the perceived overall performance of the Vice-Chancellor/President/Principal of each institution, taking into consideration one's local and international reputation, approachability, leadership, vision, social credibility and public relations, Professor Paul C.W. Chu of HKUST topped the list with an average score of 8.27 rated by 108 respondents. Professor Lap-chee Tsui of HKU followed and attained a mean score of 8.18 rated by 108 respondents. Meanwhile, Professor Lawrence J. Lau of CUHK became third scoring 7.03 and rated by 102 respondents. Professor Timothy W. Tong, who commenced his duty as President of PolyU since January 2009, received the lowest recognition rate of 45% (Table 3).

Table 3. Overall Performance of Each Vice-Chancellor / President / Principal

	Average	Standard error	No of raters	Recognition
HKUST - Prof Paul C.W. CHU	8.27	0.14	108	96.4%
HKU - Prof Lap-chee TSUI	8.18	0.16	108	96.4%
CUHK - Prof Lawrence J. LAU	7.03	0.18	102	91.1%
HKBU - Prof Ching-fai NG	6.74	0.13	99	88.4%
HKIEd - Prof Anthony B.L. CHEUNG	6.72	0.13	98	87.5%
HKSJU - Dr Chi-yung CHUNG	6.69	0.18	85	75.9%
PolyU - Prof Timothy W. TONG	6.54	0.19	50	44.6%
LU - Prof Yuk-shee CHAN	6.48	0.13	67	59.8%
CityU - Prof Way KUO	6.27	0.16	55	49.1%

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 chosen by 68% of respondents. "Commitment to society" and "global prospect/foresight" followed closely and were chosen by 63% and 60% of respondents respectively. Qualities of the next tier included "conduct, honesty", "social/interpersonal skills" and "proficiency in Chinese, English and Putonghua", accounting for 47%, 43% and 43% of valid respondents respectively (Tables 4 & 5).

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

[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.			
	Frequency	% of total responses (Base = 553 responses from 112 respondents)	% of valid respondents (Base = 112)
Work attitude	76	13.7%	67.9%
Commitment to society	70	12.7%	62.5%
Global prospect / foresight	67	12.1%	59.8%
Conduct, honesty	53	9.6%	47.3%
Social/interpersonal skills	48	8.7%	42.9%
Proficiency in Chinese, English and Putonghua	48	8.7%	42.9%
Critical thinking and problem-solving ability	35	6.3%	31.3%
Emotion stability	31	5.6%	27.7%
Communication skills	28	5.1%	25.0%
Social/work experience	25	4.5%	22.3%
Financial management	22	4.0%	19.6%
Creativity	21	3.8%	18.8%
Academic and professional knowledge	14	2.5%	12.5%
Self-confidence	11	2.0%	9.8%
Job opportunity	2	0.4%	1.8%
Others (see Table 5)	2	0.4%	1.8%
Total	553	100.0%	
Base	112		
Missing case(s)	0		

Table 5. Perceived Deficiencies among the University Students in Hong Kong (Other answers)

[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. (Other answers)	
1.	The graduates are gradually improving in the past few years
2.	無幹勁, 無方向

3.4 Question 4 asked the respondents which institution they believed was the most supportive to local secondary schools. Survey results indicated that CUHK was the most popular with 46% of vote share, leading others by a wide margin. HKIEd came second with 22%, whereas HKU ranked third with 9%. In the meantime, 9% of respondents were either undecided or had chosen more than one institution in this question (Table 6).

Table 6. 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 = 105)
CUHK	48	45.7%
HKIEd	23	21.9%
HKU	9	8.6%
HKBU	7	6.7%
HKUST	4	3.8%
PolyU	2	1.9%
CityU	2	1.9%
LU	1	1.0%
Chose more than one institution / Undecided	9	8.6%
Total	105	100.0%
Base	112	
Missing case(s)	7	

3.5 Question 5 is newly added this year in response to the upcoming 3-3-4 academic structure. The question asked school principals to assess their schools as well-prepared, half-half, or not well-prepared for the new academic structure. As a result, 51% of respondents said their schools had been “well-prepared” for the new 3-3-4 academic structure whereas 48% said their preparations were “half-half”. Those who answered “not well-prepared” or “don’t know” account to 1% respectively (Table 7).

Table 7. Opinion on the New 3-3-4 Academic Structure

[Q5] Do you consider your School is well-prepared, half-half, or not well-prepared for the new 3-3-4 academic structure?		
	Frequency	% of valid respondents (Base = 111)
Well-prepared	56	50.5%
Half-half	53	47.7%
Not well-prepared	1	0.9%
Don't know	1	0.9%
Total	111	100.0%
Base	112	
Missing case(s)	1	

3.6 Next, respondents were asked to rate their confidence in the Hong Kong education system led by the Education Bureau using a scale of 0 to 100 marks, in which higher marks indicated a higher level of confidence. Results showed that 109 valid respondents gave a mean score of 56.2 marks under a standard error of 1.58 marks (Table 8).

Table 8. Confidence in the Hong Kong education system

[Q6] Overall speaking, how confident are you in the education system led by the Education Bureau? Please rate your confidence in 0 to 100 marks, 0 represents not confident at all, 50 represents half-half and 100 represents very confident.		
	Frequency	% of valid respondents (Base = 109)
0	1	0.9%
10 - 19	2	1.8%
20 - 29	1	0.9%
30 - 39	11	10.1%
40 - 49	8	7.3%
50	21	19.3%
51 - 59	2	1.8%
60 - 69	33	30.3%
70 - 79	23	21.1%
80 - 89	7	6.4%
Total	109	100.0%
Base	112	
Missing case(s)	3	
Mean	56.2	
Median	60.0	
Standard error of mean	1.58	
Valid base	109	

3.7 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. Please refer to Table 9 below for the submissions received.

Table 9. Opinions / Suggestions from School Principals (in exact wordings)

<p>[Q7] Is there any other opinion you would like to bring to the attention of the researchers? [open-end question]</p> <ol style="list-style-type: none"><li>1. Admission opportunities offered by the universities leading to degree and associate degree programme.</li><li>2. EDB should offer more school-based supportive measures, including funding.</li><li>3. Q1 &amp; Q2 can be broken down into more questions.</li><li>4. The EDB does not understand the situation of secondary education, for instances, the preparation of NSS. The officials in general lack of educational insight.</li><li>5. 政府及教育局欠承擔，只求面對的難題(如教學語言)「快快搞掂」，官員自己「甩難」，卻未真心為學生福祉而用心，謀求好政策。對孫公及黃鴻超沒有信心。</li><li>6. 教育局太多新政策「微」調為「大」調，往往推倒上手方向，無所適從。</li><li>7. 教育局考慮事情太着眼於資源和政治考慮，實在無法舉出理想的教育制度。</li></ol>
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# **Appendix A**

## **Questionnaire & Cover Letter**

**中學校長眼中的大專院校排名意見調查2009**  
**Opinion Survey for Secondary School Principals on the**  
**Ranking of Universities in Hong Kong 2009**

註：請在適當位置加入“✓”號或填寫答案。

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

Q1. 請你以 0-10 分評價你對以下各間大專院校的整體表現，當中 **0 分代表極差，5 分代表一般，10 分代表極佳**。請你綜合有關院校的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，然後作出整體評分。

Please use a scale of 0-10 to evaluate the overall performance of each institution of higher education 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?

大專院校 (按英文字母順序排列) Institutions (in alphabetical order)		評分 (0-10 分) Rating (0-10 marks)	不知道/難講 Don't know
香港城市大學	City University of Hong Kong (CityU)	_____	<input type="checkbox"/>
香港浸會大學	Hong Kong Baptist University (HKBU)	_____	<input type="checkbox"/>
香港樹仁大學	Hong Kong Shue Yan University (HKSYU)	_____	<input type="checkbox"/>
嶺南大學	Lingnan University (LU)	_____	<input type="checkbox"/>
香港中文大學	The Chinese University of Hong Kong (CUHK)	_____	<input type="checkbox"/>
香港教育學院	The Hong Kong Institute of Education (HKIEd)	_____	<input type="checkbox"/>
香港理工大學	The Hong Kong Polytechnic University (PolyU)	_____	<input type="checkbox"/>
香港科技大學	The Hong Kong University of Science and Technology (HKUST)	_____	<input type="checkbox"/>
香港大學	The University of Hong Kong (HKU)	_____	<input type="checkbox"/>

Q2. 請你再以 0-10 分評價各院校校長的整體表現，當中 **0 分代表極差，5 分代表一般，10 分代表極佳**。請你綜合有關校長的本地及國際知名度、親民度、領導能力、洞察力、社會公信力及對外公共關係等等，然後作出整體評分。

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 following Vice-Chancellors / Presidents / Principals?

校長 (依照上題次序) Vice-Chancellor / President (in same order as in Q1)			評分 (0-10 分) Rating (0-10 marks)	不知道/難講 Don't know
香港城市大學	郭位教授	CityU – Prof. Way KUO	_____	<input type="checkbox"/>
香港浸會大學	吳清輝教授	HKBU – Prof. Ching-fai NG	_____	<input type="checkbox"/>
香港樹仁大學	鍾期榮博士	HKSYU – Dr. Chi-yung CHUNG	_____	<input type="checkbox"/>
嶺南大學	陳玉樹教授	LU – Prof. Yuk-shee CHAN	_____	<input type="checkbox"/>
香港中文大學	劉遵義教授	CUHK – Prof. Lawrence J. LAU	_____	<input type="checkbox"/>
香港教育學院	張炳良教授	HKIEd – Prof. Anthony B.L. CHEUNG	_____	<input type="checkbox"/>
香港理工大學	唐偉章教授	PolyU – Prof. Timothy W. TONG	_____	<input type="checkbox"/>
香港科技大學	朱經武教授	HKUST – Prof. Paul C.W. CHU	_____	<input type="checkbox"/>
香港大學	徐立之教授	HKU – Prof. Lap-chee TSUI	_____	<input type="checkbox"/>

Q3. 你認為現時香港的大學生最欠缺些什麼？【可選多項】

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"/> 品德、誠實 Conduct, honesty	<input type="checkbox"/> 社會／工作經驗 Social/work experience	<input type="checkbox"/> 自信 Self-confidence
<input type="checkbox"/> 中、英文及普通話能力 Proficiency in Chinese, English and Putonghua	<input type="checkbox"/> 思考及解決問題能力 Critical thinking and problem-solving ability	<input type="checkbox"/> 學術能力、專業知識 Academic and professional knowledge
<input type="checkbox"/> 情緒控制 Emotion stability	<input type="checkbox"/> 溝通技巧 Communication skills	<input type="checkbox"/> 國際視野／遠見 Global prospect / foresight
<input type="checkbox"/> 工作態度 Work attitude	<input type="checkbox"/> 對社會的承擔 Commitment to society	<input type="checkbox"/> 創意 Creativity
<input type="checkbox"/> 待人接物態度 Social/interpersonal skills	<input type="checkbox"/> 電腦應用能力 Computer proficiency	<input type="checkbox"/> 就業機會 Job opportunity
<input type="checkbox"/> 理財能力 Financial management	<input type="checkbox"/> 沒有欠缺任何野 Not lack of anything	<input type="checkbox"/> 不知道／難講 Don't know
<input type="checkbox"/> 其他 (請註明) Others (please specify): _____		

Q4. 你認為以下哪一間大專院校為本地中學提供最多支援？【只選一項】

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

大專院校 (依照 Q1 次序) Institutions (in same order as in Q1)		
<input type="checkbox"/> 香港城市大學 CityU	<input type="checkbox"/> 香港浸會大學 HKBU	<input type="checkbox"/> 香港樹仁大學 HKSYU
<input type="checkbox"/> 嶺南大學 LU	<input type="checkbox"/> 香港中文大學 CUHK	<input type="checkbox"/> 香港教育學院 HKIEd
<input type="checkbox"/> 香港理工大學 PolyU	<input type="checkbox"/> 香港科技大學 HKUST	<input type="checkbox"/> 香港大學 HKU

Q5. 你認為 貴校為迎接 3-3-4 新學制是屬於準備充足、一半半、還是準備不足？

Do you consider your School is well-prepared, half-half, or not well-prepared for the new 3-3-4 academic structure?

<input type="checkbox"/> 準備充足 Well-prepared	<input type="checkbox"/> 一半半 Half-half	<input type="checkbox"/> 準備不足 Not well-prepared	<input type="checkbox"/> 不知道／難講 Don't know
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Q6. 整體來說，你對現時由教育局領導下的香港教育制度有沒有信心？請以 0 至 100 分表示，0 分代表完全無信心，50 分代表一半半，100 分代表非常有信心。

Overall speaking, how confident are you in the education system led by the Education Bureau? Please rate your confidence in 0 to 100 marks, 0 represents not confident at all, 50 represents half-half and 100 represents very confident.

評分 Rating (0-100): _____	<input type="checkbox"/> 不知道／難講 Don't know
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Q7. 其他意見

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

\_\_\_\_\_

問卷完，多謝合作！

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