

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

---

*Opinion Survey on School Principals' Ranking of Universities  
in Hong Kong 2010*

---

**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

15 July 2010

*Copyright of this report is held jointly by Media Education Info-Tech Co. Ltd and Public Opinion Programme, the University of Hong Kong. Everything in this publication is the work of individual researchers, and does not represent the stand of the University of Hong Kong. Dr Robert Chung is fully responsible for the work of the POP.*

## 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 fourth 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. 530 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 4 June and ended on 18 June, 2010. A total of 117 questionnaires were received via fax and were considered valid. The response rate of this survey was 22.1%, 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**
117	530	22.1%	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 8.56 as rated by 117 respondents, CUHK came second with an average score of 8.14 rated by 117 respondents, whereas HKUST ranked third with a mean score of 7.82 rated by 117 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	<b>8.56</b>	0.12	117	100.0%
CUHK	8.14	0.11	117	100.0%
HKUST	7.82	0.11	117	100.0%
PolyU	6.84	0.10	114	97.4%
HKBU	6.33	0.10	115	98.3%
CityU	6.32	0.09	113	96.6%
HKIEd	5.82	0.13	114	97.4%
LU	5.45	0.12	106	90.6%
HKSJU	4.91	0.16	102	87.2%

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 Lap-chee Tsui of HKU topped the list with an average score of 8.14 rated by 114 respondents. Professor Tony F. Chan of HKUST followed and attained a mean score of 7.01 rated by 82 respondents. Meanwhile, Professor Anthony B.L. Cheung of HKIEd became third scoring 6.95 and rated by 112 respondents. Professor Lawrence J. Lau of CUHK received the lowest score of 5.17 rated by 112 respondents (Table 3).

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

[Q2] 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 / Principal?

	Average	Standard error	No of raters	Recognition
HKU - Prof Lap-chee TSUI	<b>8.14</b>	0.14	114	97.4%
HKUST - Prof Tony F. CHAN	7.01	0.16	82	70.1%
HKIEd - Prof Anthony B.L. CHEUNG	6.95	0.13	112	95.7%
HKSJU - Dr Chi-yung CHUNG	6.77	0.15	96	82.1%
PolyU - Prof Timothy W. TONG	6.59	0.15	79	67.5%
LU - Prof Yuk-shee CHAN	6.37	0.14	83	70.9%
HKBU - Prof Ching-fai NG	6.32	0.15	111	94.9%
CityU - Prof Way KUO	6.20	0.14	84	71.8%
CUHK - Prof Lawrence J. LAU	5.17	0.20	112	95.7%

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" and "commitment to society" topped the list chosen by 65% and 63% of respondents respectively. Qualities of the next tier included "global prospect / foresight", "social/interpersonal skills" and "conduct, honesty", accounting for 53%, 51% and 45% 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 = 568 responses from 117 respondents)	% of valid respondents (Base = 117)
Work attitude	76	13.4%	<b>65.0%</b>
Commitment to society	74	13.0%	<b>63.2%</b>
Global prospect / foresight	62	10.9%	53.0%
Social / interpersonal skills	60	10.6%	51.3%
Conduct, honesty	53	9.3%	45.3%
Emotion stability	43	7.6%	36.8%
Proficiency in Chinese, English and Putonghua	38	6.7%	32.5%
Critical thinking and problem-solving ability	32	5.6%	27.4%
Communication skills	28	4.9%	23.9%
Social / work experience	21	3.7%	17.9%
Creativity	19	3.3%	16.2%
Job opportunity	17	3.0%	14.5%
Financial management	17	3.0%	14.5%
Self-confidence	13	2.3%	11.1%
Academic and professional knowledge	12	2.1%	10.3%
Others (see Table 5)	2	0.4%	1.7%
Don't know	1	0.2%	0.9%
Total	568	100.0%	
Base	117		
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.	自我檢討能力
2.	對自己期望

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 41% of vote share, leading others by a wide margin. HKIEd came second with 22%, whereas HKU ranked third with 12%. In the meantime, 13% 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 = 111)
CUHK	45	<b>40.5%</b>
HKIEd	24	21.6%
HKU	13	11.7%
HKBU	6	5.4%
LU	3	2.7%
PolyU	3	2.7%
HKUST	2	1.8%
HKSJU	1	0.9%
Choose more than one institution / undecided	14	12.6%
Total	111	100.0%
Base	117	
Missing case(s)	6	

3.5 Question 5 is newly added this year and asked school principals whether they would support or oppose the continual implementation of “Integrated Education” in secondary schools. As a result, 49% of respondents opposed the continual implementation whereas 41% said “half-half”. Only 7% expressed support (Table 7).

Table 7. Opinion on the continual implementation of “Integrated Education”

[Q5] Do you support or oppose to the continual implementation of “Integrated Education” in secondary schools?		
	Frequency	% of valid respondents (Base = 116)
Support	8	6.9%
Half-half	47	40.5%
Oppose	57	<b>49.1%</b>
Don't know	4	3.4%
Total	116	100.0%
Base	117	
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 114 valid respondents gave a mean score of 52.2 marks under a standard error of 1.75 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 = 114)
0 – 9	2	1.8%
10 – 19	4	3.5%
20 – 29	4	3.5%
30 – 39	10	8.8%
40 – 49	18	15.8%
50	24	21.1%
51 – 59	3	2.6%
60 – 69	21	18.4%
70 – 79	20	17.5%
80 – 89	6	5.3%
90 – 100	2	1.8%
Total	114	100.0%
Base	117	
Missing case(s)	3	
Mean	<b>52.2</b>	
Median	50.0	
Standard error of mean	1.75	
Valid base	114	

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. Cannot see any long-term planning by the Education Bureau on the Hong Kong education system and the future of the next few generations in university to the community of Hong Kong.</li> <li>2. Less hasty implementation of Education Reforms, more respect and resources to teacher and school.</li> <li>3. The government is not providing sufficient resources (especially financial and manpower) to help secondary schools to meet the requirements of the 3-3-4 reform.</li> <li>4. 未能有效提供給中學生多元化出路，仍以考試為中心、精英課程，整體社會文化未能體諒包容不同階層未能互相欣賞。</li> <li>5. 同一時間推行太多改革措施，令老師吃不消，e.g. 334，語言微調，融合教育，縮班殺校。</li> <li>6. 希望大學對學生入學要求重新檢視。學生入學的首要條件是有理想，肯承擔(對社會、國家)，有愛心，有 heart，有道德，有靈魂，其次才是學術能力水平。好讓大學生畢業後能為社會、國家貢獻，領導人民進步！</li> <li>7. 香港教育政策太短視，多著重考慮經濟因素，往往是頭痛醫頭，腳痛醫腳。</li> <li>8. 教育成為職業訓練的工具，欠缺「啟發」、「造就品格」等功能。從「學生整全的發展」淪為空談。</li> <li>9. 教育政策需要由有承擔，有遠見的領導者推行，在現時「兩年一小換，三年一大換」的政府官員就職情況下，整個教育制度飄浮不定，完全失去民心！</li> <li>10. 融合教育，政府需提供多一些資源。</li> </ol>
--



# **Appendix A**

## **Questionnaire & Cover Letter**

**中學校長眼中的大專院校排名意見調查2010**  
**Opinion Survey for Secondary School Principals on the**  
**Ranking of Universities in Hong Kong 2010**

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 / Principal?

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	陳繁昌教授	HKUST – Prof. Tony F. CHAN	_____	<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. 你支持或反對於中學繼續推行「融合教育」？

Do you support or oppose to the continual implementation of "Integrated Education" in secondary schools?

<input type="checkbox"/> 支持 Support	<input type="checkbox"/> 一半半 Half-half	<input type="checkbox"/> 反對 Oppose	<input type="checkbox"/> 不知道／難講 Don't know
-------------------------------------	--	------------------------------------	---

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
--------------------------	--

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