

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

*Opinion Survey on School Principals' Ranking of Universities
in Hong Kong 2015*

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



SURVEY REPORT

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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 eighth 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. 518 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 Annex 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 22 May and ended on 12 June, 2015. A total of 86 questionnaires were received via fax and were considered valid. The response rate of this survey was 16.6%, with a standard error of sampling of no more than 4.9%, had it been a representative survey (Table 1).

Table 1. Contact information of the survey

Successful Cases	Distributed Questionnaires	Response rate*	Standard Error**
86	518	16.6%	4.9%

* 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 10 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 8.64, rated by 85 principals, CUHK came second with an average score of 8.51, whereas HKUST ranked third with a mean score of 8.02. For other universities' performance scores, please refer to Table 2 below.

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	8.64	0.12	85	98.8%
CUHK	8.51	0.11	85	98.8%
HKUST	8.02	0.10	85	98.8%
PolyU	6.88	0.11	83	96.5%
CityU	6.40	0.11	82	95.3%
HKBU	6.32	0.11	81	94.2%
HKIEd	5.87	0.13	84	97.7%
LU	5.14	0.14	80	93.0%
HKSJU	4.97	0.14	78	90.7%
OUHK	4.74	0.14	77	89.5%

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 Joseph J.Y. Sung of CUHK topped the list with an average score of 8.73 rated by 85 respondents. Professor Peter MATHIESON of HKU followed and attained a mean score of 7.65 rated by 71 respondents. Meanwhile, Professor Tony F. Chan of HKUST came third scoring 7.62 and rated by 75 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
CUHK – Prof. Joseph J.Y. SUNG	8.73	0.13	85	98.8%
HKU – Prof. Peter MATHIESON	7.65	0.16	71	82.6%
HKUST – Prof. Tony F. CHAN	7.62	0.13	75	87.2%
PolyU – Prof. Timothy W. TONG	6.79	0.14	72	83.7%
HKIEd – Prof. Stephen Y.L. CHEUNG	6.78	0.15	78	90.7%
CityU – Prof. Way KUO	6.51	0.17	67	77.9%
HKBU – Prof. Albert CHAN	6.41	0.19	74	86.0%
OUHK – Prof. Yuk-shan WONG	6.16	0.14	64	74.4%
LU – Prof. Leonard K. CHENG	5.78	0.20	67	77.9%

The position of Principal for HKSJU was vacant during the survey period, so the respective question was dropped in 2014 and 2015.

3.3 The next question asked the respondents' opinion on the qualities which most Hong Kong university students lack of. Results showed that "social / interpersonal skills" was most commonly cited, as chosen by 63% of respondents. The next tier included "work attitude", "global prospect / foresight", "conduct, honesty", "commitment to society" and "emotion stability", accounting for and 55%, 49%, 45%, 41% and 40% of respondents correspondingly (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 = 387 responses from 86 respondents)	% of total sample (Base = 86)
Social / interpersonal skills	54	14.0%	62.8%
Work attitude	47	12.1%	54.7%
Global prospect / foresight	42	10.9%	48.8%
Conduct, honesty	39	10.1%	45.3%
Commitment to society	35	9.0%	40.7%
Emotion stability	34	8.8%	39.5%
Communication skills	24	6.2%	27.9%
Critical thinking and problem-solving ability	21	5.4%	24.4%
Proficiency in Chinese, English and Putonghua	20	5.2%	23.3%
Social / work experience	15	3.9%	17.4%
Job opportunity	15	3.9%	17.4%
Financial management	12	3.1%	14.0%
Creativity	10	2.6%	11.6%
Academic and professional knowledge	7	1.8%	8.1%
Self-confidence	3	0.8%	3.5%
Others (see Table 5)	6	1.6%	7.0%
Not lack of anything	1	0.3%	1.2%
Don't know	2	0.5%	2.3%
Total	387	100.0%	
Base	86		
Missing case(s)	0		

Table 5. Q3 (Other answers in exact wordings)

1.	人生使命感 (著重現實考慮多於理想追求)
2.	抗逆力、主動性
3.	理想
4.	責任感
5.	對國家的愛護、了解及忠誠、欠缺對民族的認同、對中國文化的了解及認同。
6.	毅力、刻苦、耐性

3.4 Question 4 asked the principals the impact of the current secondary school curriculum on enhancing students' civic awareness. Results revealed that 29% of the principals thought the impact was big, 37% thought it "half-half" and 31% thought the impact was small (Table 6).

Table 6. The impact of the current secondary school curriculum on enhancing students' civic awareness

[Q4] How big or small do you think is the impact of the current secondary school curriculum on enhancing students' civic awareness? [one answer allowed]					
		Frequency		% of valid respondents (Base = 86)	
Very big	}Big	1	}25	1.2%	}29.1%
Quite big		24		27.9%	
Half-half		32		37.2%	
Quite small	}Small	18	}27	20.9%	}31.4%
Very small		9		10.5%	
Don't know		2		2.3%	
Total		86		100.0%	
Base		86			
Missing case(s)		0			

3.5 Question 5 is newly added this year and asked school principals whether they thought Hong Kong citizens' civic awareness was better or worse after the student's occupy movement last year. Results revealed that 45% of the principals think Hong Kong citizens' civic awareness was better after the student's occupy movement last year, 8% thought it "no change", and 35% thought people's civic awareness was worse (Table 7).

Table 7. Opinion on Hong Kong citizens' civic awareness after the student's occupy movement last year

[Q5] Do you think Hong Kong citizens' civic awareness is better or worse after the student's occupy movement last year? [one answer allowed]					
		Frequency		% of valid respondents (Base = 86)	
So much better	} Better	3	}39	3.5%	}45.3%
Slightly better		36		41.9%	
No change		7		8.1%	
Slightly worse	} Worse	16	}30	18.6%	}34.9%
So much worse		14		16.3%	
Don't know		10		11.6%	
Total		86		100.0%	
Base		86			
Missing case(s)		0			

3.6 Next, respondents were asked to rate how confident they were 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 84 valid respondents gave a mean score of 48.8 marks, which was subject to a standard error of 1.96 marks (Table 9).

Table 9. 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 = 85)
0 – 9	3	3.5%
10 – 19	2	2.4%
20 – 29	3	3.5%
30 – 39	8	9.4%
40 – 49	15	17.6%
50	20	23.5%
51 – 59	4	4.7%
60 – 69	16	18.8%
70 – 79	10	11.8%
80 – 89	3	3.5%
90 – 100	--	--
Don't know	1	1.2%
Total	85	100.0%
Missing case(s)	1	
Mean	48.8	
Median	50.0	
Standard error of mean	1.96	
Valid base	84	

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 10 below for the submissions received.

Table 10. 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"> 1. 1. 教育當局不應干涉大學的自主性及不應把政治帶到中、小學當中。 2. 掌管教育的主要官員必須要熟悉教育的工作。 2. Not confidence, the leader of our EDB have no leadership skills or charm at all!! 3. Q5 未清晰界定公民意識，難以回答。 4. The EDB lacks a future perspective. It is too eager to appease all stakeholders and lacks the courage to change. 5. 不接受用激烈的之法表達他們的公民意識。 6. 中學應該推行小班教學 7. 香港的大學對照顧本港學生極不公平。利用旋轉門往外地讀高中，以非聯招生返回香港讀大學，往往容易得太多太多，對本地學生絕不公平!! 8. 香港教育的本質沒有太大的變化，仍然是循環的篩選性、功能作用很大，學生最大的動力/動機是考試過關進升，不是提升學習興趣、知識。對香港教育制度的信心仍然高，是因為大部份教師仍然堅守崗位，努力教學。 9. 教育局沒有遠見亦沒有主意，給整個政治環境牽著走，欠缺承擔。大學教育不應該仍是高不可攀。但辛勤的香港師生卻不能得應得的，全人教育也因為考試為中心的制度受影響。 10. 教育局領導力不強，反由業界專業自強、發掘新方向 11. 現時的中學教育，訓練同學的批判思維，但欠缺多角度知識及資訊的提供，傳媒報導偏頗，誤以為中國代表邪惡，外國代表美好、先進、正義。這點必須改變。 12. 領導者欠教育的視野與識見，終日在政治議題上奔走撲火，全然被動。
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中學校長眼中的大專院校排名意見調查 2015
Opinion Survey for Secondary School Principals on the
Ranking of Universities in Hong Kong 2015

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)		評分 (0-10 分)	不知道/難講
Institutions (in alphabetical order)		Rating (0-10 marks)	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"/>
香港公開大學	The Open University of Hong Kong (OUHK)	_____	<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 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?

校長 (依照上題次序)		評分 (0-10 分)	不知道/難講
Vice-Chancellor / President (in same order as in Q1)		Rating (0-10 marks)	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	陳新滋教授 HKBU – Prof. Albert CHAN	_____	<input type="checkbox"/>
香港樹仁大學	[懸空] HKSYU – [vacant]	_____	<input type="checkbox"/>
嶺南大學	鄭國漢教授 LU – Prof. Leonard K. CHENG	_____	<input type="checkbox"/>
香港中文大學	沈祖堯教授 CUHK – Prof. Joseph J.Y. SUNG	_____	<input type="checkbox"/>
香港教育學院	張仁良教授 HKIEd – Prof. Stephen Y.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"/>
香港公開大學	黃玉山教授 OUHK – Prof. Yuk-shan WONG	_____	<input type="checkbox"/>
香港大學	馬斐森教授 HKU – Prof. Peter MATHIESON	_____	<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? [multiple answers allowed]

<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"/> 沒有欠缺什麼 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. 你認為現時中學的課程內容對提升學生公民意識的幫助有幾大或者幾小？【只選一項】

How big or small do you think is the impact of the current secondary school curriculum on enhancing students' civic awareness? [one answer allowed]

<input type="checkbox"/> 幫助很大 Very big	<input type="checkbox"/> 幫助頗大 Quite big	<input type="checkbox"/> 不大不小 Half-half	<input type="checkbox"/> 幫助頗小 Quite small	<input type="checkbox"/> 幫助很小 Very small	<input type="checkbox"/> 不知道／難講 Don't know
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Q5. 你認為去年的學生佔領運動令香港人的公民意識變好還是變差？【只選一項】

Do you think Hong Kong citizens' civic awareness is better or worse after the student's occupy movement last year? [one answer allowed]

<input type="checkbox"/> 好了很多 So much better	<input type="checkbox"/> 好了一些 Slightly better	<input type="checkbox"/> 不變 No change	<input type="checkbox"/> 差了一些 Slightly worse	<input type="checkbox"/> 差了很多 So much worse	<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 Other opinions

問卷完，多謝合作！ Thank you for completing the questionnaire.