

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

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*Opinion Survey on School Principals' Ranking of Universities  
in Hong Kong 2008*

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**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 second time to conduct this local school principal survey which aimed to study the principals' perception towards the institutions of higher education in Hong Kong. Apart from the eight institutions surveyed last year, Hong Kong Shue Yan University was also included in the survey this year the client's advice.
- 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 and Manpower Bureau (i.e. 514 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 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 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 20 June and ended on 8 July, 2008. A total of 116 questionnaires were received via fax, but only 115 cases were considered valid. The response rate of this survey was 22.4%, 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**
115	514	22.4%	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 8.49 as rated by 113 respondents, CUHK came second with an average score of 8.38 rated by 113 respondents, whereas HKUST ranked third with a mean score of 7.69 rated by 113 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	8.49	0.14	113	98.3%
CUHK	8.38	0.13	113	98.3%
HKUST	7.69	0.11	113	98.3%
PolyU	6.65	0.09	113	98.3%
HKBU	6.18	0.10	112	97.4%
CityU	5.99	0.09	112	97.4%
LU	5.46	0.12	111	96.5%
HKIEd	5.30	0.13	113	98.3%
HKSJU	4.83	0.14	105	91.3%

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, Professor Lap-chee Tsui of HKU topped the list with an average score of 8.08 rated by 112 respondents. Professor Paul C.W. Chu of HKUST followed and attained a mean score of 8.04 rated by 114 respondents. Meanwhile, Professor Chung-kwong Poon of PolyU became third scoring 7.23 and rated by 109 respondents. It is worth-noting that Professor Way Kuo who has just commenced his duty as President of CityU since May 2008 received a rather low recognition rate of 34%, thus his rating should be regarded as reference only (Table 3).

Table 3. Overall Performance of Vice-Chancellor / President

	Average	Standard error	No of raters	Recognition
HKU - Prof Lap-chee TSUI	8.08	0.15	112	97.4%
HKUST - Prof Paul C.W. CHU	8.04	0.13	114	99.1%
PolyU - Prof Chung-kwong POON	7.23	0.11	109	94.8%
CUHK - Prof Lawrence J. LAU	6.87	0.17	107	93.0%
HKSYU - Dr Chi-yung CHUNG	6.66	0.18	92	80.0%
HKIEd - Prof Anthony B.L. CHEUNG	6.40	0.14	87	75.7%
HKBU - Prof Ching-fai NG	6.22	0.13	110	95.7%
LU - Prof Yuk-shee CHAN	6.00	0.17	66	57.4%
CityU - Prof Way KUO	5.69	0.23	39	33.9%

3.3 The next question asked the respondents' opinion on the qualities which most Hong Kong university students lack of. Results showed that "commitment to society" topped the list with 64% of respondents choosing it. "Work attitude" followed closely and was chosen by 63% of respondents. Qualities of the next tier included and "global prospect/foresight", "conduct, honesty", "social/interpersonal skills" and "proficiency in Chinese, English and Putonghua", accounting for 56%, 54%, 48% and 46% 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 = 563 responses from 115 respondents)	% of valid respondents (Base = 115)
Commitment to society	73	13.0%	63.5%
Work attitude	72	12.8%	62.6%
Global prospect/foresight	64	11.4%	55.7%
Conduct, honesty	62	11.0%	53.9%
Social/interpersonal skills	55	9.8%	47.8%
Proficiency in Chinese, English and Putonghua	53	9.4%	46.1%
Critical thinking and problem-solving ability	42	7.5%	36.5%
Communication skills	30	5.3%	26.1%
Emotion stability	29	5.2%	25.2%
Creativity	23	4.1%	20.0%
Financial management	17	3.0%	14.8%
Social / work experience	14	2.5%	12.2%
Academic and professional knowledge	11	2.0%	9.6%
Self-confidence	10	1.8%	8.7%
Job opportunity	1	0.2%	0.9%
Others (see Table 5)	5	0.9%	4.3%
Nothing	2	0.4%	1.7%
Don't know / hard to say			
Total	563	100.0%	
Base	115		
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.	Self-control
2.	Political sense
3.	Patience, carefulness
4.	Respect of others and the environment
5.	Ethics

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 48% of vote share and leading others with a wide margin. HKIEd came second with 19%, whereas HKU ranked third with 8%. In the meantime, 10% of the respondents either were 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 = 107)
CUHK	51	47.7%
HKIEd	20	18.7%
HKU	9	8.4%
HKBU	5	4.7%
HKUST	5	4.7%
PolyU	3	2.8%
CityU	2	1.9%
LU	1	0.9%
Chose more than one institution / Undecided	11	10.3%
Total	107	100.0%
Base	115	
Missing case(s)	8	

3.5 When being asked if they supported the continual running of Associate Degree programmes in Hong Kong, 60% were in favour of the idea while 26% opposed to it.

Table 7. Opinion on Continual Running of Associate Degree Programmes

[Q5] Do you support the continual running of Associate Degree programmes in Hong Kong?		
	Frequency	% of valid respondents (Base = 113)
Support	68	60.2%
Do not support	29	25.7%
Don't know	16	14.2%
Total	113	100.0%
Base	115	
Missing case(s)	2	

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 111 valid respondents gave a mean score of 54.4 marks under a standard error of 1.69 marks (Table 8).

Table 8. Confidence in the Hong Kong Education System

	Frequency	% of valid respondents (Base = 114)
[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.		
0	1	0.9%
4	2	1.8%
10	3	2.6%
30	6	5.3%
40	14	12.3%
45	1	0.9%
48	1	0.9%
50	25	21.9%
55	4	3.5%
60	19	16.7%
65	6	5.3%
67	1	0.9%
70	13	11.4%
75	5	4.4%
80	9	7.9%
90	1	0.9%
Don't know	3	2.6%
Total	114	100.0%
Base	115	
Missing case(s)	1	
Mean	54.4	
Median	55.0	
Standard error of mean	1.69	
Valid base	111	

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. 1) Language Policy in secondary school - a lot of uncertainties. 2) Success of 3-3-4 system is still unknown especially the subject of liberal studies.</li> <li>2. Allow school to exercise higher autonomy. Treat schools as partners &amp; improve communication &amp; achieve consensus!</li> <li>3. Education policies are often incoherent, inconsistent and unsteady. The MOI issues are very disruptive. The problem rests with the teaching of English, not with MOI for other subjects.</li> <li>4. Elaboration of Q6: I have no faith in the NSS. Policy-makers do not have a long-term policy and are not flexible. Such acts will only bring disastrous results to the students! or education system?</li> <li>5. I support the Associate Degree programmes, but the Government should try hard to give the students a REALISTIC expectation of their future careers.</li> <li>6. Q6 設文太具政治色彩，不應在這類調查出現。而且跟問卷原設目標並沒有關係，請鍾教授留意。</li> <li>7. Refer to Q4 每間大學均提供大量的課程資料、講座、大學參觀予中學，所以難以比較。</li> <li>8. The tight control of medium of instruction in secondary school by the Education Bureau destroys the liveliness and flexibility of Hong Kong Education.</li> <li>9. 印象分不科學, Q3, Q4, Q5, Q6 四題與調查目的「大學排名」拉不上關係。</li> <li>10. 教育局推介的分班語言政策 (MOI) 不宜推行；另外應取消縮班救校的政策。</li> <li>11. 教育局應重視與學校的夥伴合作關係。很多教育重要政策，都只能從傳媒及報章得知，真是可悲！</li> <li>12. 教育政策欠遠見與周詳，未能掌握實況而急進地推出各項措施。普及教育應是因材施教及有教無類的理念，但目前左搖加擺，當學生人口下降而強行語文政策，會令教育工作者人心惶惶。</li> <li>13. 這份問卷沒有校對好（請看 Q3，用字欠妥）。</li> <li>14. 調查結果，並不真正反映事實，謹慎行事！</li> </ol>
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# **Appendix 1**

## **Questionnaire**

Serial No. :

**中學校長眼中的大專院校排名意見調查2008**  
**Opinion Survey for Secondary School Principals on the**  
**Ranking of Universities in Hong Kong 2008**

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) 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	潘宗光教授 PolyU – Prof Chung-kwong POON	_____	<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"/>