

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

---

*Opinion Survey on School Principals' Ranking of Universities  
in Hong Kong 2011*

---

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



**SURVEY REPORT**

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

11 July 2011

*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 fifth 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 1 June and ended on 20 June, 2011. A total of 109 questionnaires were received via fax and were considered valid. The response rate of this survey was 20.6%, with a standard error of sampling of no more than 4.3%, had it been a representative survey (Table 1).

Table 1. Contact information of the survey

Successful Cases	Distributed Questionnaires	Response rate*	Standard Error**
109	530	20.6%	4.3%

\* 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 all 109 principals, CUHK came second with an average score of 8.33, whereas HKUST ranked third with a mean score of 7.94. 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	<b>8.64</b>	0.15	109	100.0%
CUHK	8.33	0.15	108	99.1%
HKUST	7.94	0.15	108	99.1%
PolyU	6.81	0.10	108	99.1%
HKBU	6.35	0.10	107	98.2%
CityU	6.33	0.11	105	96.3%
HKIED	5.84	0.13	108	99.1%
LU	5.66	0.13	102	93.6%
HKSJU	5.14	0.16	98	89.9%
OUHK	4.84	0.17	98	89.9%

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 S.Y. Sung topped the list with an average score of 8.29 rated by 106 respondents. Professor Lap-chee Tsui of HKU followed and attained a mean score of 8.09 rated by 104 respondents. Meanwhile, Professor Tony F. Chan of HKUST came third scoring 7.51 and rated by 93 respondents (Table 3).

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

	Average	Standard error	No of raters	Recognition
[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?				
CUHK – Prof. Joseph J.Y. SUNG	<b>8.29</b>	0.17	106	97.2%
HKU – Prof. Lap-chee TSUI	8.09	0.18	104	95.4%
HKUST – Prof. Tony F. CHAN	7.51	0.17	93	85.3%
HKIED – Prof. Anthony B.L. CHEUNG	6.86	0.16	99	90.8%
PolyU – Prof. Timothy W. TONG	6.77	0.14	86	78.9%
CityU – Prof. Way KUO	6.60	0.14	75	68.8%
HKSJU – Dr. Chi-yung CHUNG	6.35	0.20	77	70.6%
HKBU – Prof. Albert CHAN	6.30	0.12	81	74.3%
LU – Prof. Yuk-shee CHAN	6.15	0.18	74	67.9%
OUHK – Prof. John C.Y. LEONG	5.83	0.19	70	64.2%

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" were most commonly cited, as chosen by 67% and 53% of respondents respectively. The next tier included "social/interpersonal skills", "global prospect / foresight" and "conduct, honesty", accounting for 51%, 46% and 42% of respondents correspondingly (Table 4).

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 = 529 responses from 109 respondents)	% of total sample (Base = 109)
Work attitude	73	13.8%	67.0%
Commitment to society	58	11.0%	53.2%
Social / interpersonal skills	56	10.6%	51.4%
Global prospect / foresight	50	9.5%	45.9%
Conduct, honesty	46	8.7%	42.2%
Proficiency in Chinese, English and Putonghua	42	7.9%	38.5%
Critical thinking and problem-solving ability	35	6.6%	32.1%
Communication skills	31	5.9%	28.4%
Emotion stability	29	5.5%	26.6%
Creativity	25	4.7%	22.9%
Social / work experience	22	4.2%	20.2%
Job opportunity	18	3.4%	16.5%
Financial management	16	3.0%	14.7%
Self-confidence	12	2.3%	11.0%
Academic and professional knowledge	12	2.3%	11.0%
Computer proficiency	1	0.2%	0.9%
Others - common sense	1	0.2%	0.9%
Don't know	2	0.4%	1.8%
Total	529	100.0%	
Base	109		
Missing case(s)	0		

3.4 Question 4 was set out to understand which institution the principals believed was the most supportive to local secondary schools. Survey results indicated that CUHK was the most popular with 40% of vote share, leading others by a wide margin. HKIEd came second with 22%, whereas HKU ranked third with 15% (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 = 103)
CUHK	41	<b>39.8%</b>
HKIEd	23	22.3%
HKU	15	14.6%
HKBU	10	9.7%
PolyU	7	6.8%
HKUST	4	3.9%
LU	2	1.9%
OUHK	1	1.0%
Total	103	100.0%
Base	109	
Missing case(s)	6	

3.5 Question 5 is newly added this year and asked school principals if they were worried that universities were not well prepared for the “double cohort year”. Results revealed that 28% of the principals expressed worry, 45% opted for “half-half”, while only 20% were not worried (Table 6).

Table 6. Opinion on the Preparation of Universities for “Double Cohort Year”

[Q5] Next year will be "double cohort year", are you worried that the universities are not well prepared?		
	Frequency	% of valid respondents (Base = 107)
Worried	30	28.0%
Half-half	48	<b>44.9%</b>
Not worried	21	19.6%
Don't know	8	7.5%
Total	107	100.0%
Base	109	
Missing case(s)	2	

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 104 valid respondents gave a mean score of 49.9 marks, which was subject to a standard error of 1.81 marks (Table 7).

Table 7. Confidence in the Hong Kong education system

	Frequency	% of valid respondents (Base = 109)
[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 – 9	4	3.7%
10 – 19	4	3.7%
20 – 29	1	0.9%
30 – 39	10	9.2%
40 – 49	19	17.4%
50	20	18.3%
51 – 59	3	2.8%
60 – 69	27	24.8%
70 – 79	12	11.0%
80 – 89	4	3.7%
90 – 100	0	0.0%
Don't know	5	4.6%
Total	109	100.0%
Missing case(s)	0	
Mean	<b>49.9</b>	
Median	50.0	
Standard error of mean	1.81	
Valid base	104	

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 8 below for the submissions received.

Table 8. Opinions / Suggestions from School Principals (in exact wordings)

[Q7] Is there any other opinion you would like to bring to the attention of the researchers? [open-end question]
1. 270 小時是不足教選修科，數學延伸單元一/二只有 2 堂，還有各科的校本評核，學生是無時間發展其他學實經歷
2. 中學工作量大增，應獲更多資源
3. 香港政府以「外行」領導「內行」，造成香港教育一團糟
4. 香港應趁現在的經濟優勢，早著先機，大規模實行中小學小班教學，大刀濶斧投放資源，為未來鋪路，否則龜兔賽跑，恨錯難返!
5. 教改課改，一浪接一浪，應接不暇，老師欠時間與學生溝通，難以影響及教化學生
6. 教育局官員對學校前綫運作全不了解，只以紙上理論及計算去推動新高中學制，令老師及同學都疲於奔命，影响真正學習

# **Appendix A**

## **Questionnaire & Cover Letter**



**中學校長眼中的大專院校排名意見調查2011**  
**Opinion Survey for Secondary School Principals on the**  
**Ranking of Universities in Hong Kong 2011**

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) 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	陳新滋教授 HKBU – Prof. Albert CHAN	_____	<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	沈祖堯教授 CUHK – Prof. Joseph J.Y. SUNG	_____	<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"/>
香港公開大學	梁智仁教授 OUHK – Prof. John C.Y. LEONG	_____	<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"/> 香港公開大學 OUHK
<input type="checkbox"/> 香港大學 HKU		

Q5. 明年為「雙學制年」，你是否擔心各大專院校準備不足？

Next year will be "double cohort year", are you worried that the universities are not well prepared?

<input type="checkbox"/> 擔心 Worried	<input type="checkbox"/> 一半半 Half-half	<input type="checkbox"/> 不擔心 Not worried	<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 Other opinions

\_\_\_\_\_

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