

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

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*Opinion Survey on School Principals' Ranking of Universities  
in Hong Kong 2012*

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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 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 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 14 June, 2012. A total of 105 questionnaires were received via fax and were considered valid. The response rate of this survey was 19.8%, with a standard error of sampling of no more than 4.4%, had it been a representative survey (Table 1).

Table 1. Contact information of the survey

Successful Cases	Distributed Questionnaires	Response rate*	Standard Error**
105	530	19.8%	4.4%

\* 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 8.33, rated by 99 principals, CUHK came second with an average score of 8.23, whereas HKUST ranked third with a mean score of 8.00. 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>8.33</b>	0.18	99	94.3%
CUHK	8.23	0.15	101	96.2%
HKUST	8.00	0.15	99	94.3%
PolyU	6.95	0.11	96	91.4%
HKBU	6.61	0.09	98	93.3%
CityU	6.44	0.11	97	92.4%
HKIED	5.98	0.13	95	90.5%
LU	5.75	0.12	96	91.4%
HKSYU	5.19	0.15	91	86.7%
OUHK	5.03	0.19	91	86.7%

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 Joseph S.Y. Sung topped the list with an average score of 8.26 rated by 100 respondents. Professor Lap-chee Tsui of HKU followed and attained a mean score of 7.64 rated by 98 respondents. Meanwhile, Professor Tony F. Chan of HKUST came third scoring 7.29 and rated by 90 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	<b>8.26</b>	0.15	100	95.2%
HKU – Prof. Lap-chee TSUI	7.64	0.18	98	93.3%
HKUST – Prof. Tony F. CHAN	7.29	0.15	90	85.7%
HKIED – Prof. Anthony B.L. CHEUNG	7.23	0.14	93	88.6%
PolyU – Prof. Timothy W. TONG	6.88	0.13	83	79.0%
HKSYU – Dr. Chi-yung CHUNG	6.75	0.17	83	79.0%
HKBU – Prof. Albert CHAN	6.52	0.14	86	81.9%
CityU – Prof. Way KUO	6.48	0.14	88	83.8%
LU – Prof. Yuk-shee CHAN	6.28	0.13	79	75.2%
OUHK – Prof. John C.Y. LEONG	5.89	0.19	74	70.5%

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” was most commonly cited, as chosen by 64% of respondents. The next tier included “commitment to society”, “social/interpersonal skills” and “conduct, honesty”, accounting for and 57%, 52% and 43% 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 = 514 responses from 105 respondents)	% of total sample (Base = 105)
Work attitude	<b>67</b>	13.0%	<b>63.8%</b>
Commitment to society	60	11.7%	57.1%
Social / interpersonal skills	55	10.7%	52.4%
Conduct, honesty	45	8.8%	42.9%
Global prospect / foresight	41	8.0%	39.0%
Proficiency in Chinese, English and Putonghua	40	7.8%	38.1%
Emotion stability	37	7.2%	35.2%
Critical thinking and problem-solving ability	34	6.6%	32.4%
Communication skills	31	6.0%	29.5%
Financial management	21	4.1%	20.0%
Social / work experience	21	4.1%	20.0%
Creativity	17	3.3%	16.2%
Job opportunity	17	3.3%	16.2%
Academic and professional knowledge	12	2.3%	11.4%
Self-confidence	10	1.9%	9.5%
Computer proficiency	2	0.4%	1.9%
Not lack of anything	2	0.4%	1.9%
Don't know	2	0.4%	1.9%
Total	514	100.0%	
Base	105		
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 34% of vote share, leading others by a wide margin. HKIEd came second with 27%, whereas HKBU ranked third with 10% (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 = 86)
CUHK	<b>29</b>	<b>33.7%</b>
HKIEd	23	26.7%
HKBU	9	10.5%
PolyU	8	9.3%
HKU	7	8.1%
HKUST	5	5.8%
CityU	2	2.3%
LU	2	2.3%
HKSJU	1	1.2%
Total	86	100.0%
Base	105	
Missing case(s)	19	

3.5 Question 5 is newly added this year and asked school principals what they expected in the education policies from the new term of SAR Government and multiple answers were allowed. Results revealed that 76% of the principals expected to increase funding on education expenses, 63% expected to stop/reduce cutting schools, while 45% expected to stop/reduce the interference on school management (Tables 6 & 7).

Table 6. Expectation on the education policies from the new term of SAR Government

[Q5] What do you expect in the education policies from the new term of SAR Government?		
	Frequency	% of valid respondents (Base = 104)
Increase funding on education expenses	<b>79</b>	<b>76.0%</b>
Stop/reduce cutting schools	66	63.5%
Stop/reduce the interference on school management	47	45.2%
Strengthen administrative support	43	41.3%
Improve school-based management	16	15.4%
No expectations	4	3.8%
Others	15	14.4%
Total	270	100.0%
Base	104	
Missing case(s)	1	

Table 7. Q5 (Other answers in exact wordings)

1.	IT upgrade, 取消融合教育, 實行小班
2.	中學教師全面學位化
3.	支援設備, 校舍環境的學校
4.	因應學生需要讓學校有不同的發展, 而非單一靠成績(學業)評論學校
5.	委任有識見, 有經驗, 有承擔之人出任教育局官員
6.	放緩教育改革
7.	提升教育質素 (尤其是 classroom teaching)
8.	增加大學學位, 由 18% 到最 25%
9.	增加教師/推行小班教學
10.	請勿再有 GM/CM 之分, 因所有都是大學生
11.	檢討新高中各科課程及評估模式

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 95 valid respondents gave a mean score of 54.4 marks, which was subject to a standard error of 1.60 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 = 102)
0 – 9	1	1.0%
10 – 19	0	0.0%
20 – 29	2	2.0%
30 – 39	7	6.9%
40 – 49	17	16.7%
50	20	19.6%
51 – 59	3	2.9%
60 – 69	25	24.5%
70 – 79	13	12.7%
80 – 89	6	5.9%
90 – 100	1	1.0%
Don't know	7	6.9%
Total	102	100.0%
Missing case(s)	3	
Mean	<b>54.4</b>	
Median	55.0	
Standard error of mean	1.60	
Valid base	95	

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. Should get those educators/ involved in education field to lead the leading post of the EDB instead of those AOs</li><li>2. 其實香港提供的教育於國際研究, 如 PISA, 取得驕人的成績, 政府應大力宣傳, 慶祝以鼓勵香港的教育工作者及肯定大家的努力.</li><li>3. 要完善香港的教育體系, 政府必須達致下情上達, 作任何重要決定, 應與各大中小學建立良好互信之夥伴關係.</li><li>4. 教育局之表現, 專橫, 外行, 盲目短視, 因循, 夕陽心態, 官僚, 罄竹難書</li><li>5. 請 EOB 立即優化教學, 停止殺校</li></ol>
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**中學校長眼中的大專院校排名意見調查 2012**  
**Opinion Survey for Secondary School Principals on the**  
**Ranking of Universities in Hong Kong 2012**

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. 你對新一屆特區政府在教育方面的施政有什麼期望？【可選多項】

What do you expect in the education policies from the new term of SAR Government?

<input type="checkbox"/> 改善校本管理	<input type="checkbox"/> 加強行政支援	<input type="checkbox"/> 停止/減少殺校
<input type="checkbox"/> 增加投放教育開支	<input type="checkbox"/> 停止/減少干預校政	<input type="checkbox"/> 沒有期望
<input type="checkbox"/> 其他 Others: _____		

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.