



公民教育委員會

Committee on the Promotion of Civic Education

# **Opinion Survey on National Education Promotional Activities of the Committee on the Promotion of Civic Education**

~ Executive Summary ~

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Written by

**CONSUMER SEARCH**



Consumer Search receives ISO9001:2000 certification on its quality management system of marketing research consultancy services in Hong Kong. All research projects are conducted in accordance with the provisions of the ICC/ESOMAR International Code of Marketing and Social Research Practice.



## 1. Executive Summary

### 1.1 Background and Objectives

A working group, comprising members of the Committee on the Promotion of Civic Education (CPCE) and the Commission on Youth which are both under the purview of the Home Affairs Bureau, was formed in 2004 to produce national anthem TV API series. The objective is to enhance people's sense of belonging to the motherland and national identity. Six series entitled "Our Home Our Country" (心繫家國), "Faces of China" (志在四方), "Chinese Heritage" (承我薪火), "Our Country Our Glory" (共耀中華), "Accomplishments of Our Country" (國家成就) and "Great Development of Our Country" (輝煌里程) were launched.

In order to assess public awareness and attitudes towards the TV API series, the working group conducted two opinion surveys in February 2006 and March 2007 respectively. Since then, another three new TV API series had been launched (including "Our Country Our Glory", "Accomplishments of Our Country" and "Great Developments of Our Country").

Apart from national anthem TV APIs, CPCE also organised other national education promotional activities in the last few years including production of national education TV programmes, publishing national education articles in CPCE publications and uploading them onto the "National Education Webpage" of CPCE's website and organising exhibitions and workshops. In order to collect public views on these national education promotional activities and the national anthem TV API; and the effectiveness of the TV API (e.g. in enhancing audiences' understanding of the country, their sense of national identity and sense of belonging to the motherland), the CPCE commissioned Consumer Search to undertake a new opinion survey in May 2010 (the Survey). Moreover, focus group discussions were conducted to collect public views on the most effective approach for promoting national education. The data collected will be reference for formulating future strategies in promoting national education.

The objectives of the Survey are outlined as follows:

- i. to collect public views on the ways of promoting national education;
- ii. to assess public awareness on the national anthem TV API series on "Great Developments of Our Country";
- iii. to gauge public perception of the national anthem TV API series, in particular, the effectiveness in enhancing audiences' understanding of the country, sense of national identity and sense of belonging;

- iv. to collect public views on the themes and contents of the future TV API series;  
and
- v. to track a trend as compared with 2006 and 2007 results.

## **1.2 Survey Methodology**

The survey comprised two parts, viz. focus group discussions and a telephone survey.

### **1.2.1 Focus Group Discussions**

Ten sessions of focus group discussions were conducted. The first four focus group discussions were conducted to generate input for the questionnaire design of the telephone survey. Another six focus groups were conducted during/after the telephone survey to collect in-depth views of the general public on the subject matter.

### **1.2.2 Telephone Survey**

Information and views of one member (aged 15 or above) from a successfully contacted residential unit were collected by using telephone interviewing approach.

Samples drawn from the Consumer Search Residential Telephone Directory formed the master sample list for the telephone survey.

## **1.3 Execution Details**

### **1.3.1 Focus Group Discussions**

A total of ten sessions of focus group discussions were conducted between 11 June and 20 September 2010. The groups were divided by age groups: three groups for age 15-24; five groups for age 25-54 and two groups for age 55 or above. Eight groups contained at least seven participants. As fewer than seven participants were contained in the last two groups (age 15-24 and age 25-54), three in-depth interviews were conducted afterwards to gather more views.

### **1.3.2 Telephone Survey**

The survey was conducted by telephone interviews during the period from 13 July to 11 September 2010. Prior to the main fieldwork execution, 30 pilot interviews were conducted on 6 and 7 July. The survey successfully interviewed a total of 3 004 people aged 15 or above. The overall response rate was 33.0%.

The sample size of completed interviews was 3 004. The sampling error is  $\pm 1.8\%$  at 95%

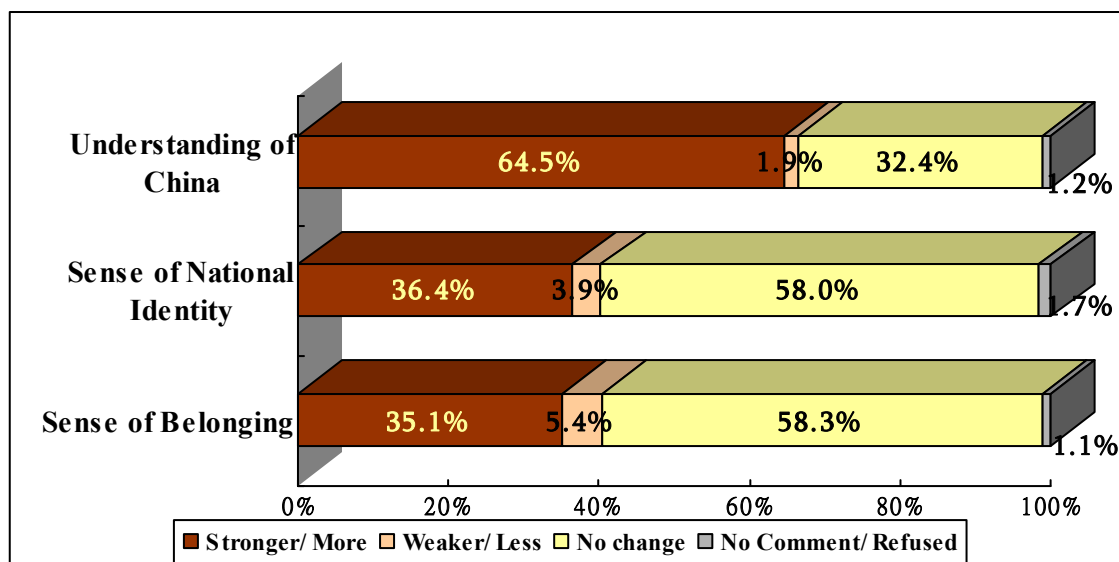
confidence level.

## 1.4 Survey Findings

### 1.4.1 Changes in the Understanding of China, Sense of National Identity and Sense of Belonging when compared to five years ago (*Chart 4.1*)

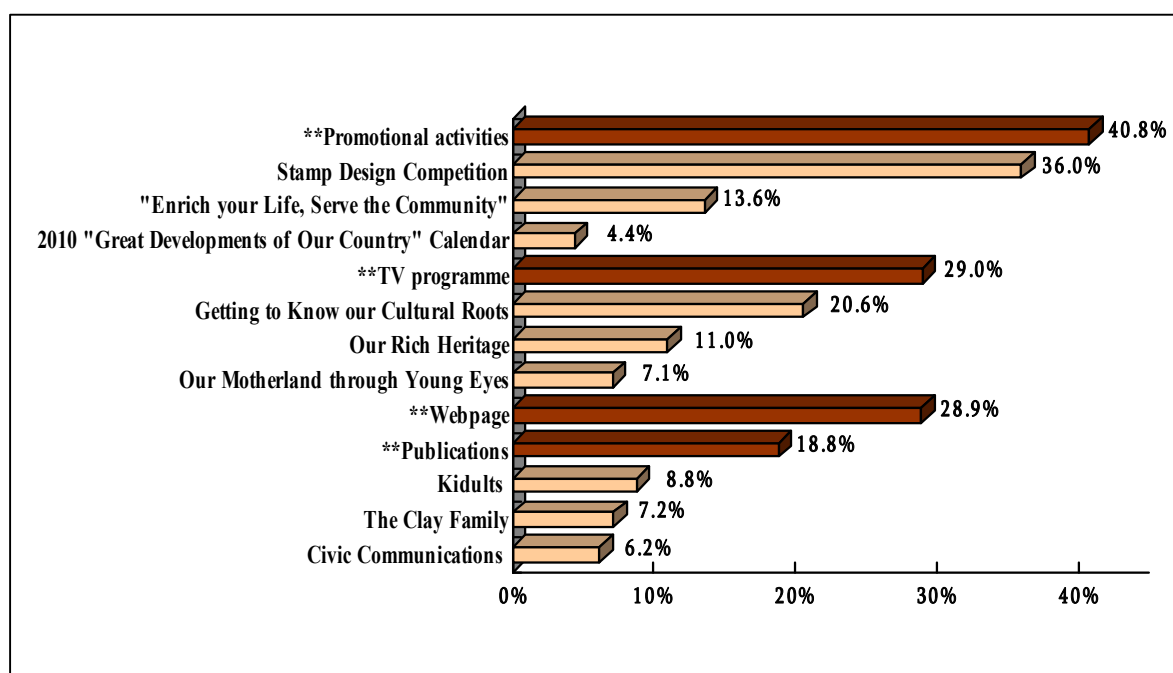
- A. A total of 64.5% of the respondents considered that their knowledge and understanding of China had increased when compared to five years ago. 32.4% of the respondents did not think that there had been any change in this aspect. There was only a small proportion of 1.9% of the respondents who indicated that their knowledge and understanding of China had reduced over time. Another 1.2% of the respondents did not express any opinion in this regard.
- B. 36.4% of respondents opined that their sense of national identity as “Chinese” had strengthened in the last five years but 58.0% of the respondents did not think that there had been any difference in this aspect. A small proportion of 3.9% of the respondents felt that their sense of national identity had, nevertheless, been weakened over time. Another 1.7% of the respondents did not express any opinion in this regard.
- C. The results of the focus group discussions showed that majority of the respondents felt that their sense of national identity had been growing stronger mainly because they accepted the fact that the sovereignty of Hong Kong was returned to China. They were also “influenced” by schools and media and were proud of China’s achievements.
- D. A total of 35.1% of the respondents indicated that their sense of belonging to China had enhanced in the last five years. 58.3% of the respondents opined that there was no change in this aspect. A small proportion of respondents (5.4%) felt that their sense of belonging had grown weaker. Another 1.1% of respondents did not express any opinion in this regard. The findings were similar to that on the perception of national identity.
- E. The results of the focus group discussions showed that the key reasons for the increase in the sense of belonging to China among the respondents were the growth of positive feelings towards the country after they had made more contacts with the Mainland, the achievements made by China in the recent years and the fact that China had become more open and transparent after the return of the sovereignty of Hong Kong.

**Chart 4.1 Changes in the Understanding of China, Sense of National Identity and Sense of Belonging when compared to five years ago**



#### 1.4.2 Awareness of Existing National Education Promotion Platforms (Chart 4.2)

- F. Amongst the various existing platforms that provided information on national education, promotional activities as a category was known to most respondents, with 40.8% having heard, seen or come into contact with the platform before. The next widely known categories were TV programmes (29.0%) and webpage (28.9%). 18.8% of the respondents were aware of the publications.
- G. Amongst all the existing national education promotional activities, the “Stamp Design Competition for the 60th Anniversary of the Founding of the People's Republic of China” was the best known amongst the respondents. 36.0% of the respondents were aware of it. It was followed by the CPCE’s website (28.9%) and TV programme namely “Getting to Know our Cultural Roots” (“緣來有段故”) (20.6%). The civic education exhibition entitled "Enrich your Life, Serve the Community" (13.6%) and the TV programme namely “Our Rich Heritage” (“文化長河”) (11.0%) were known by over one in ten of the respondents. The three publications, "Kidults" (8.8%), "The Clay Family" (7.2%) and "Civic Communications" (6.2%) and the TV programme “Our Motherland through Young Eyes” (“赤子同根三百秒”) (7.1%) had awareness levels of below 10%. The proportion of respondents who had ever heard, seen or come into contact with the 2010 "Great Developments of Our Country" Calendar was the lowest at 4.4%.

**Chart 4.2 Awareness of Existing National Education Promotion Platforms**

### 1.4.3 Strengths, Weaknesses and Areas for Improvement of Existing promotion Platforms

The participants of the focus group discussions expressed their views on the perceived advantages, disadvantages and areas for improvement of each of the national education promotion platforms as below:

#### H. TV Programmes

- i. "Getting to Know our Cultural Roots" ("緣來有段故") – Most of the respondents felt that this programme was appealing because it introduced Chinese culture through an interesting and lively approach.
- ii. "Our Rich Heritage" ("文化長河") – Respondents also considered this program attractive. Apart from featuring travel-related topics which the respondents liked, they also liked the soft-sell approach of the programme and that it could help the audience understand more about Chinese culture. However, the 15-24 age group did not quite find the contents interesting as they were not their favour topics.

- iii. “Our Motherland through Young Eyes” (“赤子同根三百秒”) – Respondents generally considered this programme quite interesting. The age group of 15-24, nevertheless, did not hold the same view and thought that the programme was only suitable for children.
- iv. The three TV programmes were broadcast during the period when most of the people were not at home and hence affected adversely their effectiveness in national education promotion. The respondents opined that higher viewership and public awareness of these TV programmes could be obtained if they were broadcast during prime time and with more intense promotions.

#### I. Promotional Activities

- i. Civic Education Exhibition "Enrich your Life, Serve the Community" – The results of the focus group discussions revealed that only a small number of respondents aged 55 or above opined that exhibition was an effective means to promote national education. Most respondents were not interested in exhibitions and would not specifically go to the book fair to visit the booth featuring civic education.
- ii. 2010 "Great Developments of Our Country" Calendar – Most respondents considered the calendar well printed and functional after seeing it in the focus group discussions. In their views, although the calendar did not contain much information, it could still slightly raise people’s understanding of China. However, the respondents did not think it would be able to enhance their national identity or their sense of belonging to the country.
- iii. "Stamp Design Competition for the 60th Anniversary of the Founding of the People's Republic of China" – The respondents felt that people’s understanding of China could be improved through participating in or watching the competition but the platform was more suitable for students.
- iv. Overall speaking, the respondents held positive opinions on the promotional activities launched so far but opined that low awareness of the platforms was the crux of the issue. They suggested organizing more promotional activities to increase people’s awareness of these platforms so as to enhance their national identity and sense of belonging to the country.

## J. Webpage

- i. Website of the Committee on the Promotion of Civic Education – This platform was not regarded appealing to the respondents because similar information was widely available in many other channels. Moreover, the animated images used for illustrations were felt to be too unreal and the layout design was considered unattractive. Most respondents considered that this website was only suitable for children or students.
- ii. The areas for improvement for the webpage included providing hyperlinks to popular web portals (such as Yahoo or GovHK) to improve its publicity, putting it on schools' suggested list of websites for students so that students could get to know about the webpage and visit it more often, adding audio effects and online games to it, using real photos instead of animated images as illustrations and giving the layout design more vitality.

## K. Publications

- i. "Kidults" – The respondents liked the format, size, printing quality, layout of the pages and the colourful design of "Kidults". They also liked featuring idols as cover persons as this could appeal to the young people and arouse their interest in reading the magazine. Besides, a soft-sell approach was adopted and the contents were fresh to students. However, the magazine did not contain much national education contents and they were not obvious. Thus readers did not obtain much national education information from it.
- ii. "The Clay Family" – Its strengths lay in adopting a relatively more indirect way to deliver the messages and using a lot of pictures to attract children to read it. Another advantage was that it had clear target audiences (primary school students or their parents). The disadvantage of "The Clay Family" was that it emphasized more on the civic education contents and less national education contents.



- iii. "Civic Communications" – The contents featured in "Civic Communications" were thought to be closer to the daily life. The text was not too wordy, the topics were more extensive and the contents were more substantial than the above two publications. However, its cover lacked attractiveness. Some respondents of the age group of 15-24 considered it verbose and boring while some of the age group of 25-34 felt that the contents were too focused, the book too thin and the contents too boring. Those who were aged 55 or over found the publication too serious and hard-sell.

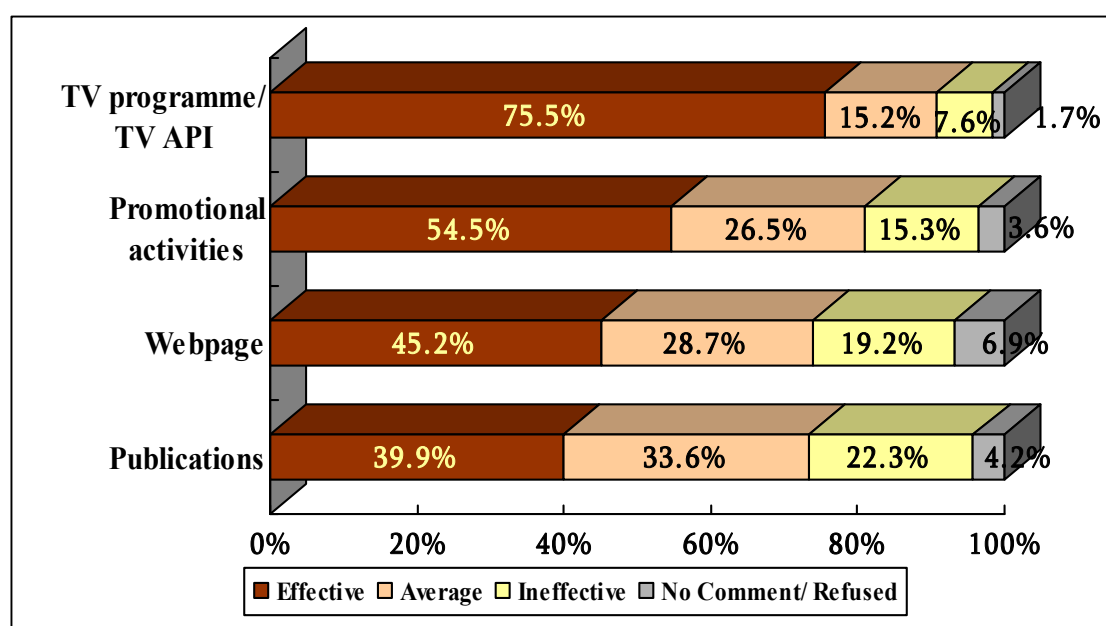
The following areas for improvement were suggested by the participants for these three publications:

- i. Content-wise, to include articles that featured controversial issues with analysis from different angles, the stories behind and the problems/difficulties the Government had to face in dealing with such issues. Contents that could arouse the passion and empathy of the readers such as natural disasters or accidents occurred in the Mainland were also suggested to uplift the readers' sense of belonging to the country and to make them take actions to show their support for the country (e.g. as voluntary workers). Some suggested travel-related contents;
- ii. To publish a series of articles based on specific themes (e.g. world heritage sites) in consecutive issues of the publications so that readers who were interested in such subject matters would read every issues of the publication to follow the contents;
- iii. To raise the awareness of "Kidults" and "The Clay Family" amongst parents, who could in turn encourage their children to read these publications;
- iv. To enhance the attractiveness of the cover design (especially "Civic Communications") so that people would at least be attracted to pick them up;
- v. To shorten the publication cycle to monthly so that time-sensitive topics and contents (such as natural disasters) would not be outdated; and
- vi. To insert free gift coupons in the publications to attract people to pick up/read the publications.

#### 1.4.4 Perceived Effectiveness of Existing Platforms for National Education Promotion (Chart 4.3)

L. Amongst the existing platforms for national education promotion, TV programmes/ TV API were rated as the most effective means by the respondents at 75.5%. Only 15.2% of the respondents opined the effectiveness of this platform average and 7.6% of people considered it ineffective. Promotional activities such as exhibitions/ competitions were considered the next most effective platform. 54.5% of the respondents regarding it effective, 26.5% of the respondents thought it average and 15.3% considered it ineffective. There were 45.2% of the respondents who opined that webpage was effective, 28.7% who found it average and 19.2%, ineffective. 39.9% of the respondents found publications effective and , 33.6% and 22.3% respectively considered the platform average and ineffective.

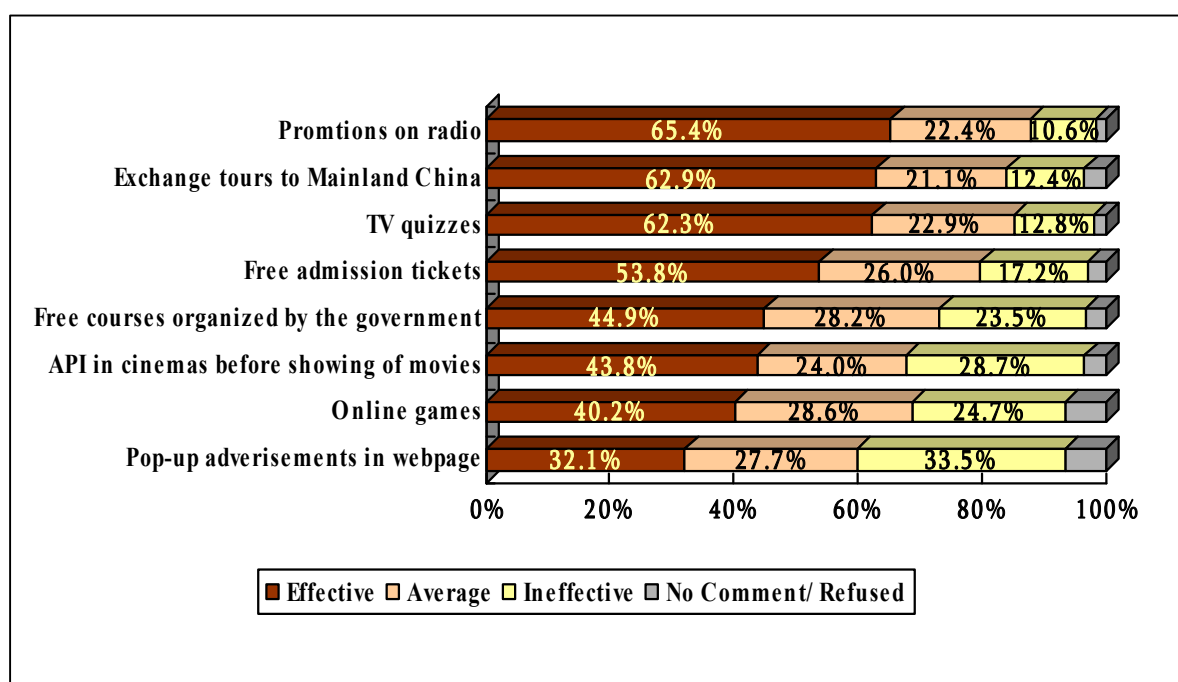
#### M. Chart 4.3 Perceived Effectiveness of Existing Platforms for National Education Promotion



### 1.4.5 Perceived Effectiveness of Suggested Platforms for Promoting National Education (Chart 4.4)

N. Of the various suggested channels for promoting national education, promotions on radio (65.4%), exchange tours to Mainland China (62.9%) and TV quizzes (62.3%) were perceived the more effective channels by most respondents, followed by free admission tickets for attending activities organized by the government/ visiting facilities provided by the government (53.8%), free courses organized by the government (44.9%), API in cinemas before showing of movies (43.8%), and online games (40.2%). The least preferred channel was pop-up advertisements in webpage, with only 32.1% of the respondents considering it effective and as high as 33.5% regarding it ineffective.

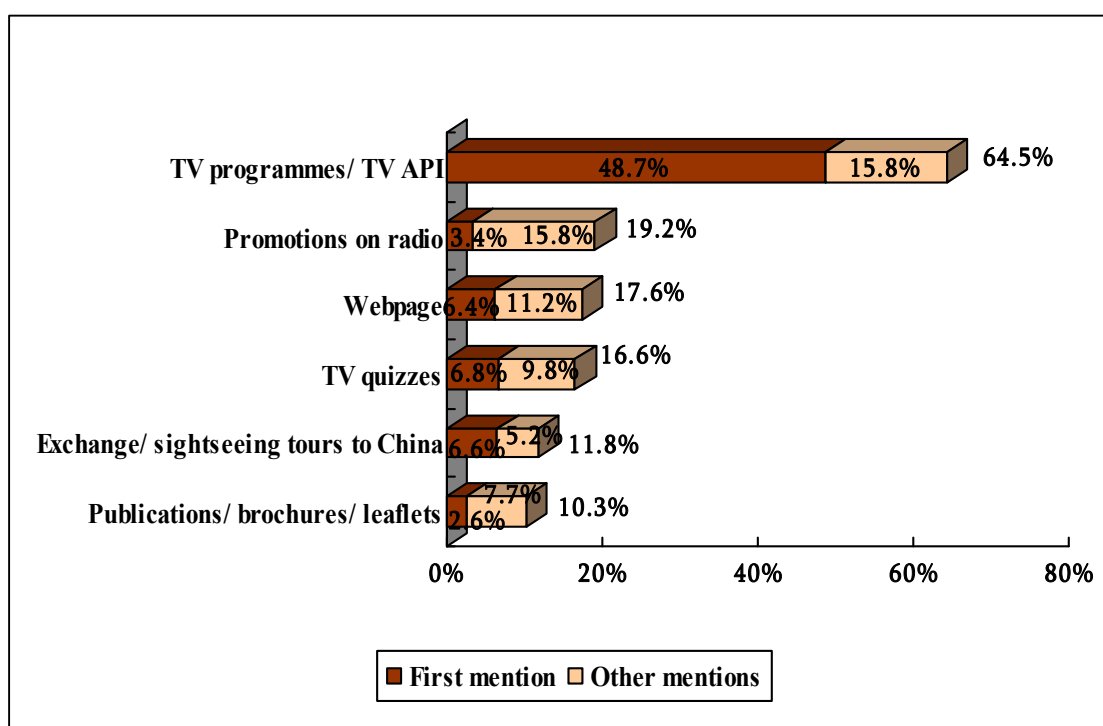
**Chart 4.4 Perceived Effectiveness of Suggested Platforms for Promoting National Education**



#### 1.4.6 Perceived Effectiveness of Platforms (existing and suggested channels) for National Education Promotion (Chart 4.5)

- O. When all the existing and suggested channels were put together, TV programmes/ TV API (total mentions, 64.5%; first mentions, 48.7%) was still rated by most respondents to be the most effective means to promote national education. The rating of the other channels were far below with promotions on radio at 19.2% and 3.4%, webpage at 17.6% and 6.4%, TV quizzes at 16.6% and 6.8%, exchange tours to Mainland China/ sightseeing tours in Mainland China at 11.8% and 6.6% and publications/ brochures/ leaflets at 10.3% and 2.6%.
- P. Each of the remaining channels were considered effective by less than one in ten people of the respondents including exhibitions/ competitions/ quizzes (8.6%; 2.4%), online games (7.4%; 2.2%), API in cinemas before showing of movies (7.0%; 1.9%), advertising/ promotions in websites (6.3%; 2.1%), promotions in schools (including promotion and publicity/ extra-curricular activities) (4.8%; no first mention), free admission tickets for attending activities organized by the government/ visiting facilities provided by the government (4.7%; 1.3%), school curriculum (3.6%; 1.9%), free courses organized by the government (3.6%; 1.2%), newspapers/ magazines (3.3%; nil first mention) and promotions in public transport (1.2%; no first mention).

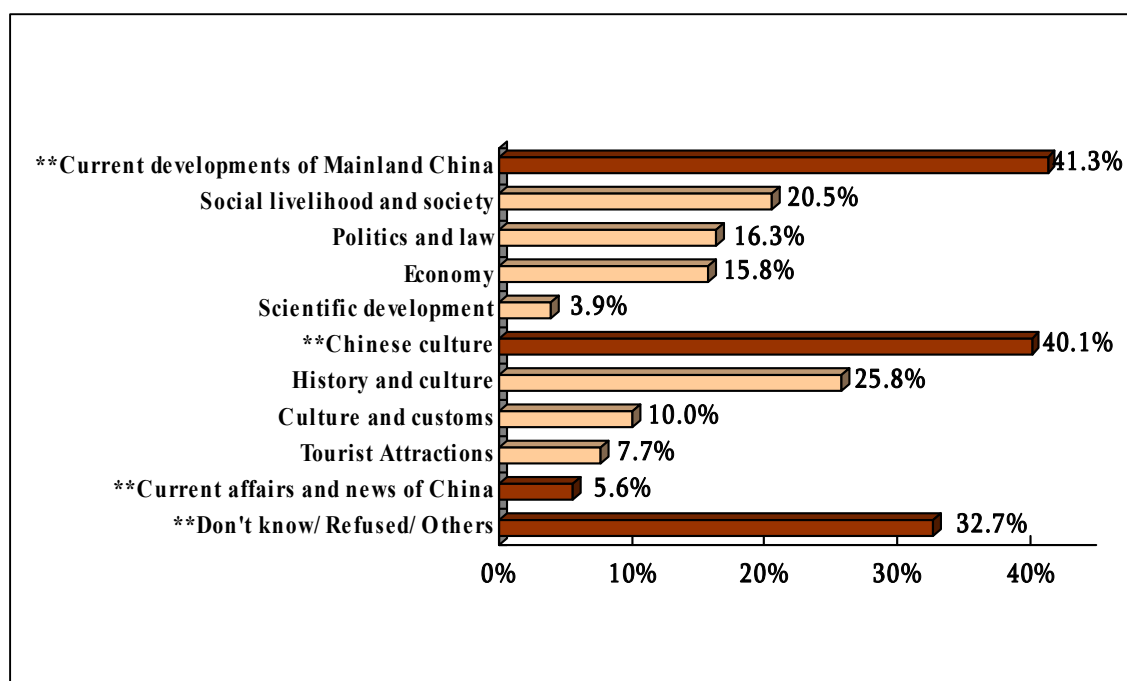
**Chart 4.5 Perceived Effectiveness of Platforms (existing and suggested channels) for National Education Promotion**



### 1.4.7 Interested National Education Topics (Chart 4.6)

- Q. Regarding national education topics, similar proportions of respondents showed interest in the categories of “current developments of Mainland China” (41.3%), and “Chinese culture” (40.1%) but only 5.6% of the respondents were interest in the current affairs and news of China.
- R. Specifically, the topic that appealed to most of the respondents was “history and culture” (25.8%) under the category of “Chinese culture”, trailed by “social livelihood and society” (20.5%), “politics and law” (policies/ foreign affairs/ human rights) (16.3%), “economy” (15.8%) under the category of “current developments of Mainland China”, and “culture and customs (ethnic groups/ provinces)” (10.0%) under the category of “Chinese culture”. Only less than one in ten people of the respondents were interested in other topics.

**Chart 4.6 Interested National Education Topics**

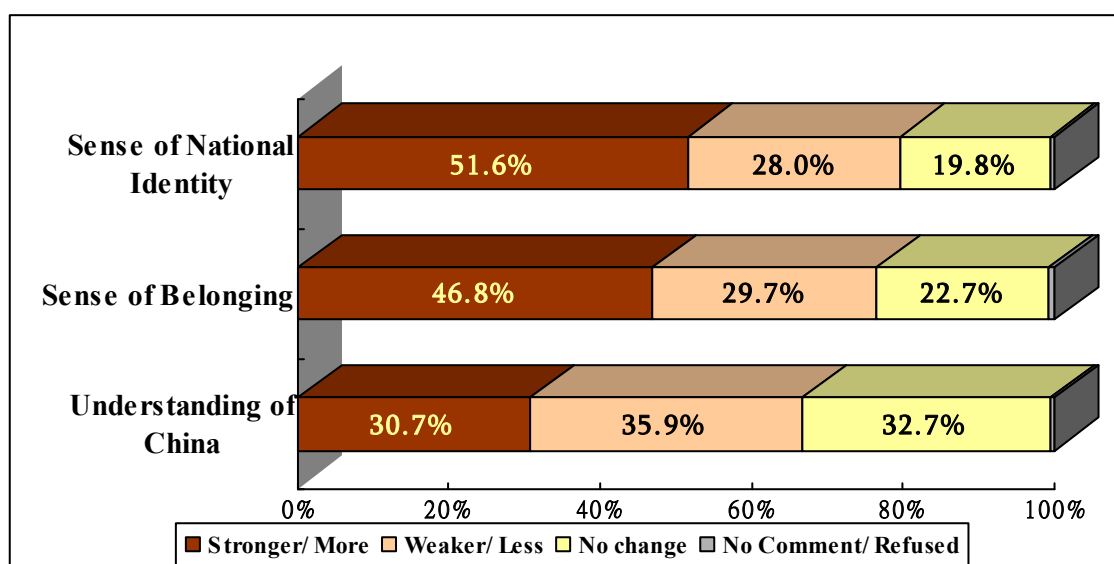


### 1.4.8 Perceived Effectiveness of the "Great Developments of Our Country" TV API Series in Enhancing Viewers' Understanding of China, their National Identity and Sense of Belonging to China (Chart 4.7)

- S. 30.7% of the respondents who had watched the TV API series on "Great Developments of Our Country" opined that the TV API series was effective in deepening their knowledge and understanding of China. 32.7% held a contrary view. Another 35.9% considered its effectiveness average.

- T. A total of 51.6% of the respondents who had watched the API series agreed that it was effective in enhancing the viewers' sense of national identity while 19.8% thought that it was ineffective. Another 28.0% of the respondents considered its effectiveness average.
- U. A total of 46.8% of the respondents who had watched the API series held the view that it could effectively improve the viewers' sense of belonging to China while 22.7% regarded it ineffective. Another 29.7% considered its effectiveness average.
- V. When compared to the survey results in 2006, a higher percentage of respondents considered the TV API effective in increasing the sense of national identity, sense of belonging to China and the understanding of China. (*Chart 4.8*)

**Chart 4.7 Perceived Effectiveness of the "Great Developments of Our Country" TV API Series**

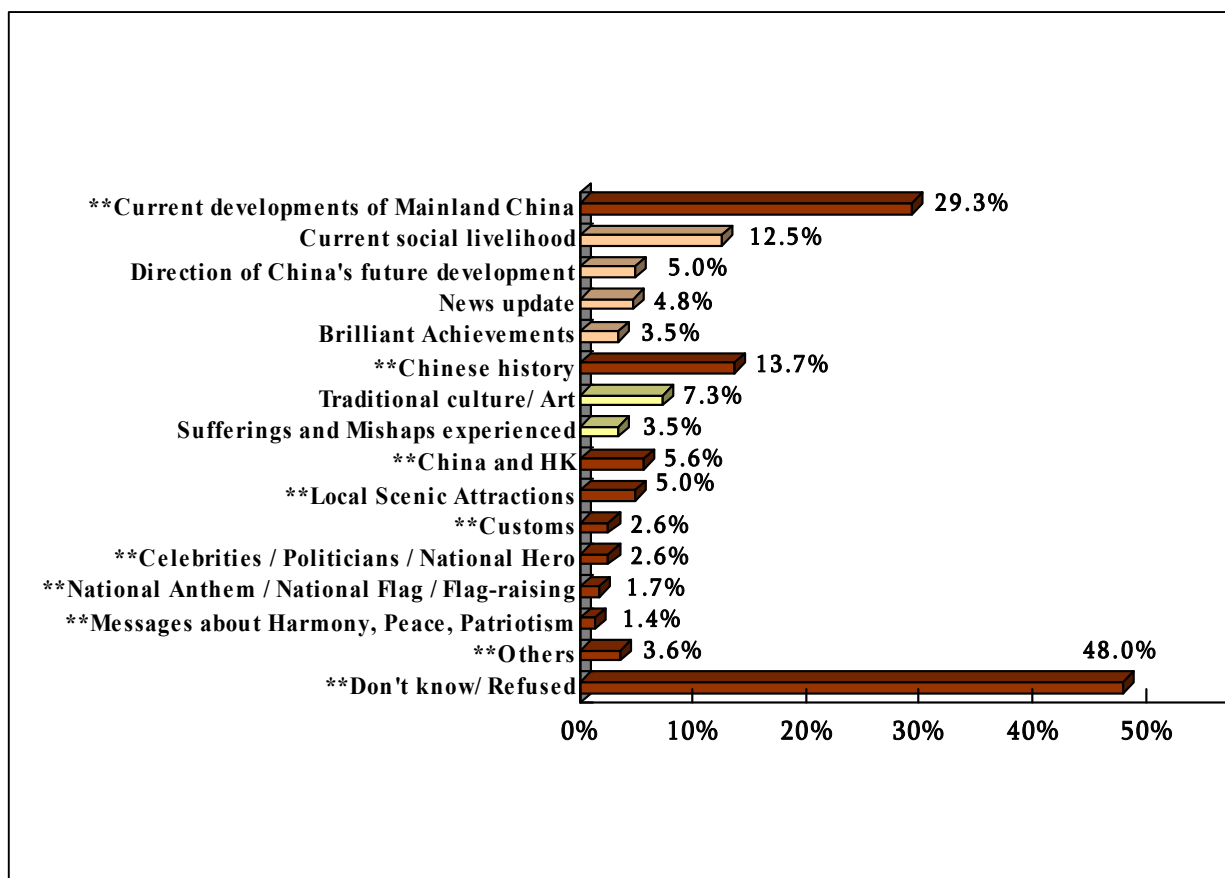


**Chart 4.8 Perceived Effectiveness of the TV API Series when compared to 2006 and 2007 surveys**

	<b>2006<sup>1</sup></b> (Sample size: 1 803)	<b>2007<sup>2</sup></b> (Sample size: 2 609)	<b>2010<sup>3</sup></b> (Sample size: 3 004)
<b>I. Heightening of National Identity</b>	<b>30.1%</b>	<b>36.80%</b>	<b>51.6%</b>
<b>II. Enhancing Sense of Belonging to China</b>	<b>30.8%</b>	-	<b>46.8%</b>
<b>III. Enhancing Understanding of China</b>	<b>28.3%</b>	<b>38.00%</b>	<b>30.7%</b>
<b>Remarks:</b> <sup>1</sup> I.II.III. refer to the percentage of those who mentioned “very helpful” and “somewhat helpful” <sup>2</sup> I.II. refer to the percentage of those who mentioned “very helpful” and “somewhat helpful”. III refers to the percentage of those who mentioned “considerable increase” and “little increase”. <sup>3</sup> I.II.III. refer to the percentage of those who mentioned ‘effective’			

#### 1.4.9 Views on the Themes and Contents of Future TV API series (*Chart 4.9*)

- W. Without prompting, there were 52.0% of the respondents who made at least one suggestion on the contents of the future national anthem TV API series. A relatively higher proportion of the respondents proposed contents under the category of “current developments of Mainland China” (29.3%), in particular that related to “current social livelihood” (12.5%). This was followed by contents under the category of “Chinese history” (13.7%), in particular on “traditional culture/ arts” (7.3%).

**Chart 4.9 Views on the Themes and Contents of Future TV API series**

## 1.5 Conclusion and Recommendations

- A. 64.5% of the respondents considered that their knowledge and understanding of China had increased when compared to five years ago. 36.4% of the respondents claimed that their national identity as “Chinese” had been strengthened. A similar proportion of respondents (35.1%) indicated that their sense of belonging to China had been increased in the last five years.
- B. Most respondents (40.8%) received national education information from promotional activities, followed by TV programmes (29.0%) and webpage (28.9%). 18.8% obtained national education information from publications.
- C. Each of the existing national education promotion platforms had its advantages, disadvantages and areas for improvement. The common direction for sustainable improvement is to increase public awareness of them .



- D. Three quarters (75.5%) of the respondents considered TV programmes/ TV API the most effective means in promoting national education. More than 60% of the respondents perceived that promotions on radio (65.4%), exchange tours to Mainland China (62.9%) and TV quizzes (62.3%) were effective means as well.
- E. When considering all the existing and suggested platforms, TV programmes/ TV API was still rated by most respondents as the most effective means in promoting national education, followed by promotions on radio (19.2%), webpage (17.6%), TV quizzes (16.6%), exchange tours /sightseeing tours to Mainland China (11.8%) and publications/ brochures/ leaflets (10.3%).
- F. Regarding the topics on national education, similar proportions of respondents expressed interest in the categories of “current developments of Mainland China” (41.3%) and “Chinese culture” (40.1%).
- G. Seven in ten (70.1%) of the respondents had watched the TV API “Great Developments of Our Country” in the past one year. Nearly half of them agreed that it was effective in enhancing the public’s national identity (51.6%) and their sense of belonging to China (46.8%). 30.7% of the respondents considered the API effective in deepening their knowledge and understanding of China.
- H. Without prompting, 52.0% of the respondents were able to make at least one suggestion on the contents of future national anthem API series. A relatively higher proportion of the respondents proposed contents under the category of “current developments of Mainland China” (29.3%), relating to “current social livelihood” (12.5%) in particular. This was followed by contents under the category of “Chinese history” (13.7%), about “traditional culture/ arts” in particular (7.3%).
- I. By summerizing the views obtained in focus group discussions and telephone interviews, recommendations on national education promotion platforms are hereby proposed as below:
  - i. National education promotional activities are more effective in increasing people’s understanding of China and “TV Programmes/ TV API” is the most effective platform in most respondents’ view.
  - ii. As different age groups have different preferences on the promotional channels, the effectiveness of national education promotion can be enhanced by adopting different promotional channels for different age groups (Chart 5.1):

- To provide the youngsters (especially teenagers aged 15 – 24) with first-hand and exchange opportunities (e.g. exchange tour to Mainland China, and other national education promotional activities or facilities, etc.) in order to strengthen the promotion efficiency of mass media (e.g. TV programmes/ TV API).
- To continue using the mass media (e.g. TV programmes/ TV API) to promote national education among the grown population and add new platforms (e.g. radio) in order to reach broader and wider audience.

**Chart 5.1 The views of different age groups on the most effective national education promotional channels**

	15 – 24	25 – 39	40 – 54	55 or above
<b>The most effective</b>	Exchange tour to Mainland China ( 69.7% )	TV programmes/ TV API ( 72.5% )	TV programmes/ TV API ( 78.9% )	TV programmes/ TV API ( 79.5% )
<b>The second effective</b>	TV programmes/ TV API ( 66.9% )	Exchange tour to Mainland China ( 64.5% )	Radio ( 68.4% )	Radio ( 77.9% )
<b>The third effective</b>	Distribution of tickets for government activities/ facilities ( 49.3% )	Radio ( 59.7% )	TV quizzes ( 66.3% )	TV quizzes ( 73.3% )

J. Recommendations on the TV API are summarized as follows:

- Nearly half of the respondents who had watched the TV API “Great Developments of Our Country” series agreed that it was effective in heighten public’s national identity and their sense of belonging to China.

- ii. Focus group participants also reflected that the current TV API series could “penetrate the concept of “I am a Chinese”” and “arouse audiences’ emotions and stimulate their sentiment and enthusiasm towards China”.
- iii. To extend the effectiveness of TV API, recommendations for the future TV API series are listed below for consideration:
  - Content: A relatively higher proportion of people proposed contents relating to “current social livelihood” (12.5%). This was followed by contents about “traditional culture/ arts” (7.3%), China and Hong Kong (5.6%), direction of China’s future development (5.0%) and local scenic attractions (5.0%).
  - Number of times showing TV API: Some of the focus group participants reflected that it was acceptable to show the TV API more than one time per day. However, it should not be too frequent. Otherwise this would create hard-sell and negative feelings.
  - Time slot of showing TV API: As most of the local people lead a hectic live, participants propose showing the TV API with multiple time slots (i.e. showing TV API in different time slots on different days. For instance, show it during prime hours from 7pm to 11pm on weekdays and before evening news during weekends) instead of single time slot so that the message can be delivered to the target audience more effectively.