



2016

中期人口統計
Population By-census

人口數據多用途 繪製未來新藍圖

Gathering population data for future blueprints



Classroom Promotion Programme (Secondary)

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Introduction

Population censuses have been conducted in Hong Kong once in a decade and a by-census in the middle of the intercensal period since 1961. The Census and Statistics Department (C&SD) will conduct the 2016 Population By-census (16BC) from 30 June to 2 August 2016. The aim of conducting population censuses/by-censuses is to obtain up-to-date benchmark information on the socio-economic characteristics of the population and its geographical distribution.

About 300 000 quarters have been selected for the 16BC through a random sampling procedure, covering about one-tenth of all households in Hong Kong. The size and characteristics of the entire population are inferred from the sample results in accordance with appropriate statistical theory. The 16BC will take quarters as the basic enumeration unit. During the enumeration, information is recorded on a household basis, while individual persons are the targets of enumeration.

The 16BC will adopt a multi-modal data collection approach. A notification letter will be sent to the sampled households (except for those without a clear address) in end June 2016. The self-enumeration period will start from 30 June 2016. The sampled households can complete e-questionnaires (e-Q) through the 16BC website (www.bycensus2016.gov.hk) or e-Q mobile app. The By-census Service Centre (BSC) (hotline: 18 2016) may also assist the households to complete the questionnaire through telephone interview if required.

During the period between 16 July and 2 August 2016, census officers will visit households that have not yet submitted e-Q to conduct interviews with individual members, and use tablets to record the data collected. Households can also book a preferred time slot for the face-to-face interview at the 16BC website or by calling BSC. Households should confirm the identity of census officers before admitting them to their premises. The census officers can be identified by the following gear:

- (i) Purple uniform
- (ii) Census Officer Certificate of Identity
- (iii) By-census badge
- (iv) Red satchel

The By-census not only provides the size of the population, but also provides data on the profile of the population in such aspects as geographical distribution, age composition and other socio-economic characteristics. The information collected is vital for government planning and policy formulation. Combining by-census data and other relevant information, the Government prepares population projections, which form the basis of government planning in housing, education, medical care and other social services. Besides, by-census data are also important for business firms to understand the market, and for the academia to conduct social and economic researches.



In view of the importance of the By-census to Hong Kong's future and its close link with the public, all people in Hong Kong should support this community activity and fulfill their civic responsibilities by providing accurate information in the By-census. To enable students to have a better understanding of the By-census and to enlist their support, the C&SD has prepared this Classroom Promotion Programme.

This Classroom Promotion Programme will be carried out through watching a publicity film. Two different sets of activities after watching the film are designed for junior secondary (Secondary 1 to 3) and senior secondary students (Secondary 4 to 6) respectively.

To tie in with the By-census operation, it is suggested that this programme be carried out during the period from early to late June, before the commencement of the By-census. Secondary schools may arrange to carry out the programme for their students in a session which fits in their own curriculum.

Educational Objectives

- To enable students to understand the importance of the By-census to social and economic developments.
- To let students be aware of their civic responsibilities in relation to the By-census.

Guidelines to the Classroom Promotion Programme

The teaching kit for this Classroom Promotion Programme for the 2016 Population By-census consists of a publicity film and this teaching guide.

The programme is carried out through watching the publicity film, followed by classroom activities guided by teachers that will help strengthen students' understanding of the By-census.

The 15-minute publicity film can be found in the enclosed DVD. Apart from the meaning and importance of the 2016 Population By-census, use of the information collected, legal status and principles regarding confidentiality of data pertaining to individual persons and individual households, the film also introduces the design and enumeration procedures of the By-census, particularly the multi-modal data collection approach and use of e-Q. Contents of the film are lively, interesting and to the point. It is hoped that through the film, students can learn the basic knowledge and concept about the By-census, thereby fostering their proper attitude to the By-census.

Different classroom activities are recommended for different grades of students. As the senior secondary students have stronger analytical ability, activities for them should focus on discussion and analysis. This would stimulate students to think. For junior secondary students, activities are mainly to elaborate the contents of the film, enabling the students to understand clearly its main points.

The Classroom Promotion Programme can be completed within about 40 minutes. As civic education is the core theme of this programme, for junior secondary students, it may be incorporated into their sessions for subjects such as Economic and Public Affairs as a supplement to the original curriculum. For senior secondary students, the programme should be the most appropriate to be served as part of the school civic education programme or moral and civic education under the new Senior Secondary Academic Structure. Schools may also arrange special teaching sessions for this programme according to their own circumstances.

Procedures of the Classroom Promotion Programme

Before playing the publicity film, teachers are suggested to take about 5 minutes to ask some simple questions about the 2016 Population By-census so as to stimulate students' interest. The 15-minute film can then be played. The remaining time (about 20 minutes) can be used for the recommended activities after watching the film.

Before Watching the Film

Ask the students the following questions:

- What is a population By-census ?
 - When will the next population by-census be conducted in Hong Kong ?
 - Why do we need to conduct a population by-census ?
 - How the by-census help to build a better Hong Kong and improve the quality of life of Hong Kong residents ?
- (Students are allowed to answer the questions freely. They should then be asked to find out the correct answers in the film.)

After Watching the Film

FOR JUNIOR SECONDARY STUDENTS

Teachers only need to elaborate the contents of the film and then ask the following questions. Answer is provided after each question.

- When did Hong Kong conduct population censuses and population by-censuses ?

Since 1961, a population census is conducted in Hong Kong every ten years and a By-census in the middle of the intercensal period.

Population censuses were conducted in 1961, 1971, 1981, 1991, 2001 and 2011 while population by-censuses in 1966, 1976, 1986, 1996 and 2006.

- What is the difference between a census and a by-census ?

A by-census differs from a full census in not having a complete headcount of the population but enquiring on the detailed characteristics of the population on the basis of a large sample. The size and characteristics of the entire population are inferred from the sample results in accordance with appropriate statistical theory.

- Why are censuses and by-censuses so important ?

Hong Kong is a dynamic city with rapid social and economic developments. The composition, geographical distribution and characteristics of the population also change rapidly. The Government therefore needs to conduct censuses and by-censuses to obtain up-to-date population data to understand the present situation and to plan for the future.

- How are census / by-census data used ?

Censuses / by-censuses not only provide the size of the population, but also provide data on the profile of the population in such aspects as geographical distribution, age and sex composition, educational attainment, employment status, income level and housing condition. Statistics in respect of these aspects are used by the Government in the planning of housing, education, medical care and other social services. Up-to-date benchmark population information is also important to the private sector and the academia for business decision and research purposes.

- Is there any legal status for the 2016 Population By-census ?

The 2016 Population By-census is conducted according to section 9 of the Census and Statistics Ordinance. Basically all persons residing in the sampled quarters are obliged to provide the required information.

- What are the advantages of using e-Q?
 - (a) Time saving and convenient – Users can complete e-Q, using any device that supports web browsing, at anytime, anywhere, with no worries about waiting for a household visit from our census officers.
 - (b) Simple and easy – e-Q is featured with automatic question skip logic, displaying relevant questions promptly according to the answers provided by e-Q users. A progress bar is also shown on each page for users to quickly observe the progress of e-Q completion and easily navigate among different sections of the questionnaire.
 - (c) Secure – e-Q users must enter passwords to login to complete e-Q. To strengthen privacy protection, e-Q users can also apply for e-Q “Separate Accounts” for their household members. All information provided will be encrypted during transmission to ensure data confidentiality.
 - (d) Environmentally friendly – Creating a paperless environment by providing data via e-Q.

- How can students help in the 2016 Population By-census ?
 - (a) Explain the importance of the 2016 Population By-census to their family members and encourage them to cooperate; and
 - (b) Provide accurate information to census officers.

FOR SENIOR SECONDARY STUDENTS

Discuss and analyse the contents of the publicity film. More in-depth discussion can be held on the following points, in addition to those given above in respect of junior secondary students:

- Census/by-census data are widely used by different users. Specifically, how are by-census data used ?
 - (a) Planning of community facilities (such as hospitals, parks and schools) has to make reference to the population of each district.
 - (b) Census/by-census data are used by private firms in evaluating market conditions and formulating development strategies. For example, estate developers can estimate the housing demand from data on the living condition and income level of the population; supermarkets, department stores and banks can plan the location of their branches with reference to the population of each district.
 - (c) Data on small population sub-groups, such as ethnic minorities and single parent families, are available for the government to plan its welfare policies and service programmes.
 - (d) Students can also use results of population by-censuses/censuses to analysis and study Hong Kong’s social characteristics.

- How would the C&SD protect the privacy of the data provided by respondents of the 2016 Population By-census ?
 - (a) To protect the respondents from fake enumerators:
Respondents may contact the 2016 Population By-census Service Centre (hotline:18 2016) to verify the identity of census officers. Each census officer will carry a Census Officer Certificate of Identity for checking.
 - (b) To ensure protection of data confidentiality by staff:
 - (i) All Temporary Field Workers will take an oath of secrecy.
 - (ii) The confidentiality of the 2016 Population By-census data is governed by the Census and Statistics Ordinance under which it is an offence to disclose the particulars of individual persons or households to unauthorized persons. Committing the offence is liable to a fine of HK\$5,000 and to imprisonment for 6 months.
 - (iii) The importance of protecting data confidentiality and the legal consequence of improper handling of the data will be stressed in the training of Temporary Field Workers.
 - (iv) Every time Temporary Field Workers log onto their mobile tablets for data collection, the system will prompt reminder message on protection of data confidentiality.

- (c) To protect data confidentiality during storage, processing and dissemination of data:
- (i) All collected data, including those provided by households through the Internet and collected by Temporary Field Workers using mobile tablets, will be encrypted during transmission, and will only be stored and processed in designated area of C&SD. The transient data in mobile tablets will also be encrypted and then deleted once uploaded.
 - (ii) All completed questionnaires, in both paper and electronic forms, will be destroyed within 12 months after the commencement of the By-census (i.e. on or before 29 June 2017).
 - (iii) The reference link between record and address of quarters will be deleted when the data set is constructed for subsequent tabulations.
 - (iv) All published tables will be scrutinized to ensure that personal particulars cannot be derived.

Useful Links for Reference

Census and Statistics Department

<http://www.censtatd.gov.hk>

2016 Population By-census

<http://www.bycensus2016.gov.hk/en/index.html>

2011 Population Census

<http://www.census2011.gov.hk>

2006 Population By-census

<http://www.bycensus2006.gov.hk/en/index.htm>

Statistical Literacy and Students' Corner

http://www.censtatd.gov.hk/statistical_literacy/index.jsp

