

認識平等機會 Understanding Equal Opportunities

公眾對香港傳媒描述女性的手法的意見調查

過去幾年，香港傳媒把女性描述為性對象或依賴者的情況日益嚴重，令人擔憂。年輕人正值易受影響的年齡，難免會被傳媒訊息感染。我們擔心，這些傳媒描述和定型觀念會削弱促進兩性平等的工作。

平機會於2007年開展了「公眾對香港傳媒描述女性的手法的意見調查」，以瞭解傳媒在這方面的趨向，並於2008年10月召開記者會公布調查結果。研究機構於2007年6月至2008年1月進行了1,031個住戶調查，而焦點小組亦有322人參加。

調查結果顯示，傳媒對香港年青人有深遠影響，尤其是他們對性、身體形象及社會規範方面的看法。調查亦顯示，很多人對廣告及報章上描述女性的手法感到不安，但由於他們經常接觸這類影像，故認為社會會接納這些表達手法。平機會已把調查報告派發給幼稚園、中小學、大專院校及關注性別議題的非政府機構。

在跟進工作方面，我們於2009年4月舉行了「兩性平等與尊重：傳媒與社會文化，何去何從？」研討會（與婦女事務委員會合辦，公民教育委員會為支持機構）。另外，從「公眾對香港傳媒描述女性的手法的意見調查」報告選取資料，編製成「探討性別定型與香港傳媒描述女性的手法」通識教材套（適用於新高中通識課程），並於2009年7月上載至平機會網頁。

Study on Public Perception of Portrayal of Female Gender in the Hong Kong Media

Hong Kong media has been increasingly portraying women as sexual objects or as dependents in the past few years which highly alarmed us. We fear that such portrayal and stereotyping by the media would defeat our goal of promoting gender equality as young people at impressionable age get easily carried away by media messages.

In October 2008, we organised a press conference to announce the findings of a Survey on the Public Perception of the Portrayal of Female Gender in Hong Kong Media, which we launched in 2007 to understand the media trend. A household survey covering 1,031 respondents and focus group survey covering 322 participants were conducted during June 2007 to January 2008.

The Survey showed that the media has a profound influence on Hong Kong youth, particularly on their views about sex, body image and social norms. The Survey also found that many people were uncomfortable with the way women were presented in the advertisements and the newspapers yet assumed that the community would find these acceptable since they were exposed to these images on a regular basis. Copies of the Survey Report have been distributed to kindergartens, primary and secondary schools, tertiary institutions, and NGOs working on gender issues.

Furthermore, following tasks would be undertaken as a follow-up: A seminar entitled "Gender Equality and Gender Respect – Media and Societal Culture, Where Do We Go from Here?" (to be jointly organised by the Women's Commission and the EOC and supported by the Committee on the Promotion of Civic Education) would be held in April 2009, and "A Study of Gender Stereotyping and Portrayal of Female Gender in the Hong Kong Media" Liberal Studies Teaching Kit (adapted for the Senior Secondary Curriculum of Liberal Studies) would be posted on the EOC's website in July 2009.





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平等機會意識公眾意見調查

平機會在2008年4月舉行的記者會上公布「平等機會意識公眾意見調查」的結果，顯示受訪者對平機會的表現大致持正面態度。89%受訪者表示非常支持或頗支持平機會的工作。

調查結果亦顯示，96%的受訪者個人認為平等機會是非常重要或頗重要的。這些受訪者有此想法的主要原因是他們相信平等機會能為個人討回公道(77%)、有助提升香港的形象(58%)、有助個人發展(50%)和有利香港的經濟發展(49%)。

進行此項調查是因應平機會架構檢討所作的建議，認為應有整全的自我評估計劃，以評估公眾對平機會的工作、反歧視條例的認識和觀感，以及公眾對平機會服務的滿意程度，從而作出改進。我們計劃定期進行有關調查，以便彙集資料作日後比較。

在「一般市民調查」方面，我們成功進行了1,502個電話訪問，另有153位平機會服務使用者參與「使用者調查」。

Equal Opportunity Awareness Survey

The findings of the Survey on Equal Opportunity Awareness released at a press conference in April 2008 revealed positive response towards the EOC's performance in general. Eighty nine percent of the respondents said that they were either very supportive or quite supportive of the work of the EOC.

The Survey also found that 96% of the respondents personally considered equal opportunities very important or quite important. They attached high importance to the issue mainly because they believed it could ensure justice for individuals (77%), it would help promote Hong Kong's image (58%), it would help individual's personal development (50%) and it was beneficial to Hong Kong's economic development (49%).

The Survey was commissioned as the EOC's Organisational Review recommended that a more structured self-evaluation plan on public awareness and perception of the EOC's work, anti-discrimination ordinances and customer satisfaction be undertaken for improvement. We plan to conduct such surveys on a regular basis to collate data for future comparison.

Altogether 1,502 successful telephone interviews were conducted in the general public survey and 153 users responded in the user survey.

有關種族接納的主題性住戶統計調查

平機會致力促進種族平等與共融，並會投放重要資源，與社區夥伴合作，確保種族平等得以順利推行。然而，要成功達到目標，我們必需清楚瞭解香港的種族接納程度。為此，我們進行了一項調查，量度公眾在不同範疇的種族接納程度，包括在就業；教育；貨品、服務及設施的提供；及處所處置方面。

這個主題性住戶統計調查與香港政府統計處合作，於2008年4月展開，目的是探討市民對其他種族群體的态度，與他們接觸其他族裔的經驗之間的關係。初步調查結果顯示，華人在代入社會身分角色時(例如服務提供者、朋友、鄰居、僱主和僱員)，接納不同族裔群體的整體百分比超過80%。具大學教育程度人士、專業人士、年輕人及較高收入人士對其他族裔的接納程度較高。

這些寶貴資料有助平機會制定宣傳和公眾教育策略，以增進不同種族之間的瞭解，建立相互尊重，減少負面的種族定型，從而促進種族和諧，讓每個人都享有平等機會。

Thematic Household Survey on Racial Acceptance

The EOC is committed to promoting racial equality and harmony, and will devote necessary resources and work with community partners to ensure its successful implementation. However, to be successful in our endeavours, it is essential for us to gain a better understanding of racial acceptance in Hong Kong. In this regard, we commissioned a survey to gauge the public's acceptance for people of various races under different areas of life including employment; education; provision of goods, services and facilities; and disposal of premises.

The Survey, conducted under the Census and Statistics Department's Thematic Household Survey Scheme, commenced in April 2008. It examines the relationship between people's attitudes towards other ethnic groups and their experience of interracial interaction. Preliminary results showed the overall average percentage of acceptance towards other ethnic groups among Chinese was more than 80% when taking community roles, such as service providers, friends, neighbours, employers, and employees. The acceptance level was relatively higher among university educated, professionals, young people and those with relatively high income.

The survey data will provide valuable information to guide EOC's promotion and public education strategies to enhance understanding of each other's races, build mutual respect and reduce the negative stereotypes of each other to promote racial harmony and access to equal opportunities.