



澳門大學
UNIVERSIDADE DE MACAU

(TRANSLATION)

**“Thoughts on the Design of Hengqin Campus of the University of Macau”
Analysis of the Consultation Responses**

A survey was carried out to collect opinions of the University of Macau (UM) community members on the “Thoughts on the Design of Hengqin Campus of the University of Macau”. The consultation document and the respective questionnaire were distributed by the UM Rector’s Office (RTO) through email to all academic and administrative staff as well as students and alumni on May 11 and 12, 2009.

In this survey, the academic and administrative staff and the students had the options to complete the questionnaire online or alternatively to download and return it by email or post after filling it up. To the alumni, only the second participation and submission method was available. As of May 21, 2009, when the survey closed, a total of 548 completed questionnaires were received (Please refer to Table 1). No response rate was calculated due to the fact that the questionnaires were completed online or returned via email or post (12 alumni and 2 academic staff submitted their responses via email), and that there was not a fixed amount of questionnaires distributed.

Table 1 Questionnaire Returns

	Returns	Percentage	Returns	Percentage
Academic and Administrative Staff			166	30.29%
Academic Staff	53	9.67%		
Administrative Staff	113	20.62%		
Students			370	67.52%
Undergraduate	301	54.93%		
Postgraduate	69	12.59%		
Alumni			12	2.19%
Total			548	100%

Respondents were requested to give a grading for the items and sub-items relating to “Guiding Principles and Concepts for Campus Design”, “Campus Design” (corresponding to Sections 3 and 4 in the consultation document) and “Overall Satisfaction towards Thoughts on the Design of Hengqin Campus of the University of Macau” respectively. Spaces for writing comments and suggestions were provided in each item and sub-item.

Analysis of the Figures

The grading was based on a 1-10 scale. Average scores obtained for **Guiding Principles and Concepts for Campus Design**, **Campus Design** and **“Overall Satisfaction towards Thoughts on the Design of Hengqin Campus of the University of Macau”** were **6.67**, **6.79** and **6.22**, respectively. If score 6 and above is considered a reasonable indicator of support, **the UM community members are generally holding a positive attitude towards the “Thoughts on the Design of Hengqin Campus of the University of Macau”** (please refer to Table 2) .

Table 2: Averages for Each Item and Sub-Item

Thoughts on the Design of Hengqin Campus of the University of Macau	General Average	Staff Average	Academic Staff Average	Administrative Staff Average	Student Average	Undergraduate Average	Postgraduate Average	Alumni Average
3. Guiding Principles and Concepts for Campus Designing	6.67	7.40	7.87	7.19	6.33	6.18	6.99	7.00
3.1 People & education-oriented	7.28	7.83	8.26	7.63	7.02	6.91	7.48	7.82
3.2 Eco-friendly Garden Campus	7.36	7.98	8.58	7.69	7.08	6.98	7.52	7.50
3.3 State-of-the-art Technologies	7.49	7.95	8.53	7.67	7.28	7.18	7.71	7.75
3.4 Modern and International Ambience with Local and Traditional Characteristics	7.04	7.50	8.11	7.21	6.82	6.67	7.48	7.55
3.5 Sustainable Development	7.48	8.04	8.55	7.81	7.21	7.09	7.74	7.91
4. Campus Design	6.79	7.26	7.58	7.11	6.57	6.47	7.03	6.82
4.1 Building Groups of Residential Colleges	6.90	7.32	7.58	7.19	6.69	6.61	7.03	7.36
4.2 Layout of Functional Zones	6.94	7.25	7.64	7.07	6.80	6.70	7.26	7.00
4.3 Architectural Style	6.84	7.19	7.58	7.01	6.66	6.56	7.10	7.55
4.3.1 General Style and Layout	6.77	7.19	7.68	6.96	6.56	6.48	6.93	7.33
4.3.2 Uniqueness of Individual Building Groups	6.69	7.19	7.77	6.92	6.46	6.34	6.96	7.00
4.3.3 Landmark Buildings	6.84	7.31	7.74	7.11	6.64	6.52	7.16	6.36
4.4 Ecological Landscaping and Gardening Design	7.06	7.67	8.30	7.38	6.77	6.68	7.16	7.64
4.5 Eco-friendly and Efficient Campus	7.35	7.88	8.32	7.67	7.09	6.99	7.49	8.00
4.5.1 Green Campus	7.46	8.03	8.68	7.73	7.18	7.07	7.64	8.09
4.5.2 Intelligent Campus	7.45	7.95	8.58	7.65	7.23	7.16	7.54	7.36
4.6 On-campus Road Traffic System	6.68	7.23	7.96	6.89	6.42	6.30	6.99	6.90
General Level of Approval on the Thoughts	6.22	7.25	7.77	7.00	5.73	5.45	6.96	7.10

The overall average scores for all the items and sub-items were above 6, and the average scores given by the staff were higher than 7. Students' grading for items and sub-items on "Guiding Principles for Campus Designing" and "Campus Design" was above 6, however it dropped to 5.73 when referring to the last item "General Level of Approval on the Thoughts". Undergraduate students gave a 5.45 score to this last item while grading all other items above 6, which has reflected certain inconsistency. On the other hand, graduate students and alumni showed their support to the new campus design by rating all the items and sub-items above 6 (please refer to Table 2).

A closer examination of the grading revealed some respondents' extreme responses (either the lowest score 1 or the highest score 10) to all the items and sub-items. Although the reasons for such responses remain unknown, these figures have skewed the data and thus undermined the reliability of the analysis. Moreover, some respondents showed a positive attitude towards almost all the items and sub-items but graded 1, the lowest value, as their general degree of satisfaction with the proposal. Some respondents who gave the lower grading (1-5) made comments on the relocation of the campus rather than campus design, which demonstrated a distraction from the purpose of this consultation. Scores given by these respondents might compromise the reliability of the survey results.

In order to avoid possible inconsistencies caused by the above mentioned issues, figures such as cumulative percentage, median and mode were worked out for further analysis (please refer to Table 3).

(1) *Cumulative Percentage(CP)*

The CP of the lower degree of support (grading of 1-5) ranged normally from 18% to 36%, while the CP of the higher degree of support (grading of 6-10) reached a scale of generally 64% to 82%, which has highlighted respondents' tendency to endorse the consultation document.

(2) *Median*

To avoid extreme cases and figures, medians were adopted to measure central tendencies. All the items and sub-items under consultation have scored medians of either 7 or 8.

(3) *Mode*

Modes of all the items and sub-items were either 8 or 10.

Analysis of these three indicators suggested that respondents in general have showed support for the “Thoughts on the Design of Hengqin Campus of the University of Macau”.

In summary, the analysis on the survey statistics indicated that the UM community members (namely academic and administrative staff, students and alumni) have generally endorsed the “Thoughts on the Design of Hengqin Campus of the University of Macau”.

Table 3: Cumulative Percentage (CP), Median and Mode

Thoughts on the Design of Hengqin Campus of the University of Macau	Score 1-5 CP	Score 6-10 CP	Median	Mode
3. Guiding Principles and Concepts for Campus Designing	30.40%	69.60%	7	8
3.1 People & education-oriented	21.94%	78.06%	8	10
3.2 Eco-friendly Garden Campus	19.89%	80.11%	8	10
3.3 State-of-the-art Technologies	18.07%	81.93%	8	10
3.4 Modern and International Ambience with Local and Traditional Characteristics	23.95%	76.05%	7	10
3.5 Sustainable Development	19.56%	80.44%	8	10
4. Campus Design	26.14%	73.86%	7	8
4.1 Building Groups of Residential Colleges	25.41%	74.59%	7	8
4.2 Layout of Functional Zones	24.31%	75.69%	7	8
4.3 Architectural Style	26.33%	73.67%	7	8
4.3.1 General Style and Layout	26.61%	73.39%	7	8
4.3.2 Uniqueness of Individual Building Groups	29.17%	70.83%	7	8
4.3.3 Landmark Buildings	28.88%	71.12%	7	10
4.4 Ecological Landscaping and Gardening Design	23.77%	76.23%	7	8
4.5 Eco-friendly and Efficient Campus	19.74%	80.26%	8	10
4.5.1 Green Campus	19.38%	80.62%	8	10
4.5.2 Intelligent Campus	19.01%	80.99%	8	10
4.6 On-campus Road Traffic System	31.32%	68.68%	7	10
General Level of Approval on the Thoughts	35.16%	64.84%	7	8