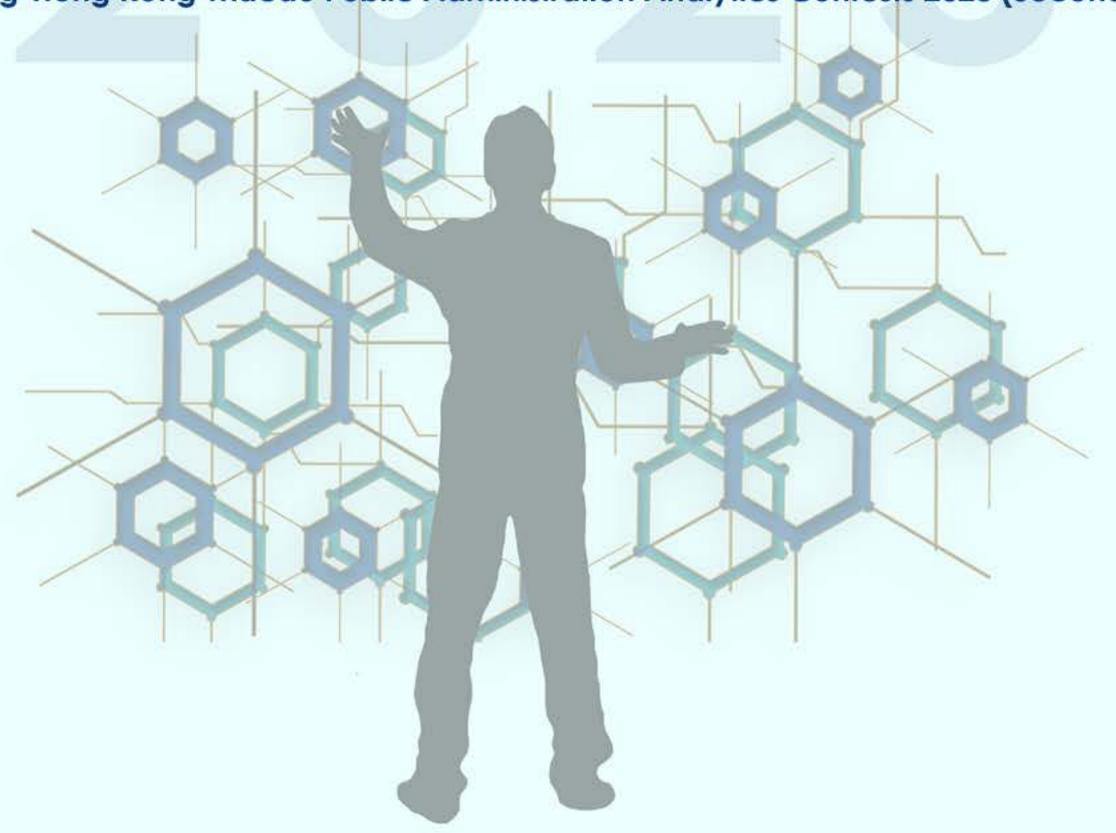# 粤港澳公共治理数据分析大赛 2023（中学组）

The Guangdong-Hong Kong-Macau Public Administration Analytics Contests 2023 (Secondary Division)

参 赛 指 南

Entry Guide

为了您能轻松愉悦地参加是次大赛
请仔细阅读此参赛指南

**Please read this entry guide carefully
in order for you to participate in this contest enjoyably**

大 赛 介 绍 Contest Introduction

数字信息技术为新时期社会公共治理决策提供了重要的技术支援和丰富的数据资源，引发了社会对公共治理模式转变的思考。中学作为未来社会栋梁的培养摇篮，推动数字技术、理念等在公共治理、社会与经济发展中的应用，是顺应时代趋势的重要部署。因此，为教育中学生了解更多公共行政及政策制定的数据分析应用、及智慧和包容性城市发展，联同大湾区其他院校及政、商和非营利，香港城市大学公共及国际事务学系举办「粤港澳公共治理数据分析大赛（中学组）」，以提升年青一代对于数据相关行业的兴趣及培育香港未来数据分析人才，并帮助及巩固香港创科文化，同时提升香港的创新性及数据分析的应用，从而加强香港在新数位经济的竞争力。

Digital information technology provides important technical support and rich data resources for public governance decision-making in societies of the new era. It has also triggered new thinking about the transformation of public governance modell. As the cradle of future social leaders, promoting the application of digital technologies and concepts in public governance, as well as social and economic development, has become an important trend of our times. Secondary school students should learn more about the importance, potential applications, and usefulness of data analytic tools in public administration and policymaking, as well as smart and inclusive smart city development, In collaboration with other universities in the Greater Bay Area, govermental, business and non-profit organisations, The Department of Public and International Affairs at City University of Hong Kong organises the "Guangdong-Hong Kong-Macau Public Administration Analytics Contest (Secondary School Division)" to enhance the interest of the younger generation in data-related industries and nurture future data analytics talents in Hong Kong. All these will ultimately help and consolidate Hong Kong's I&T culture, and enhance Hong Kong's innovation and application related to data analytics, thereby enhancing Hong Kong's competitiveness in the new digital economy.

赞助机构：
Funding Organisation

香港特别行政区政府 创新科技署
Innovation and Technology Commission of the Governemtn of the HKSAR

主办机构：
Host

香港城市大学公共及国际事务学系
Department of Public and International Affairs, City University of Hong Kong

支持机构：
Supporting Organisation

香港特别行政区政府 政府资讯科技总监办公室

香港特别行政区政府 发展局空间数据办事处

迅嘉投资有限公司 ｜ 中山大学政治与公共事务管理学院

中山大学中国公共管理研究中心 ｜ 澳门大学数据科学研究中心

岭南大学社会学及社会政策系

大同企业 ｜ 约克郡（香港）有限公司 ｜ 腾龙青年商会

Office of the Government Chief Information Officer of the Goverment of the HKSAR
Spatial Data Office, Development Bureau of the Government of the HKSAR
Quickfine Investments Limited | School of Government, Sun Yat-Sen University
Center for Chinese Public Administration Research, Sun Yat-Sen University
Centre for Data Science, University of Macau
Department of Sociology and Social Policy, Lingnan University
iEnterprise | York Joint (Hong Kong) Limited | JCI Dragon

大赛主题 Themes

建构共融智慧城市
Building and cultivating an inclusive smart city

医疗	教育	交通运输
Health Care	**Education**	**Transportation**

参赛条件 Entry Conditions

是次大赛主要向粤港澳区域中学开放，具体要求如下：

The contest is mainly open to secondary schools in Guangdong, Hong Kong, and Macau, with the following specific requirements:

甲、 每队参赛队伍成员最少三人并最多不超过五人，是次大赛提倡跨年级组队。

乙、 每名队员仅限参与一队队伍，组队完成后，各参赛队伍自行选定一位队长，队长需于截止报名日期 (2023 年 7 月 15 日) 以前填妥网上报名表格 或填妥附件内之报名表格，并以 .docx 或 .pdf 格式电邮至筹委会。

丙、 各队伍可自行邀请在校老师作为参赛队伍指导老师（非必须），同时为保证大赛公平性，指导老师将禁止参与本届大赛各阶段评选工作。

丁、 其他未尽说明可见报名及组队之相关说明。

A. Each team has a **minimum of three** and **no more than five members**, and this contest encourages the formation of teams of different grades.

B. Each team member can only participate in one team. After the team formation is completed, each participating team should **select a team leader** who is responsible for **submitting an online application <u>OR</u> emailing a soft copy of the attached entry form in .docx and .pdf format** to the organising committee **on or before the application deadline (15 July, 2023)**.

C. Each team may invite teachers from their school to be their instructors (not required). In order to ensure the fairness of the contest, the **instructors will not be allowed to participate in the judging process in stages of the contest**.

D. Other instructions can be found in the relevant instructions in registration and team formation.

赛 制 说 明 Contest Format

本次大赛分为报名及组队、训练工作坊、比赛（香港区）、比赛（大湾区）、颁奖礼五个阶段，其中比赛（香港区）和比赛（大湾区）要求参赛队伍按要求（具体要求见相关说明）完成作品并提交相应文件。

The contest is divided into five stages: registration and team formation, training workshops, competition in the Hong Kong region, competition in the Greater Bay Area region, and award ceremony, of which the competition in the Hong Kong region and competition in the Greater Bay Aree region require teams to complete their works and submit corresponding documents as required (see relevant instructions for specific requirements).

报名及组队 (即日起至 2023 年 7 月 15 日)

参赛队伍需在报名**截止日期（2023 年 7 月 15 日）**前提交报名表。报名截止后，不允许添加和更换队伍成员。但允许参赛队伍内部更换队长或删除队员。参赛队伍需在提交最后作品前由队长和涉及变更的队员向大赛筹委会。提交调动申请，经大赛筹委会确认后生效。

参赛条件: 初二至高二学生

Participating teams must submit the registration form before the **registration deadline (15 July, 2023)**. After that, the captain can be changed, and some members are allowed to withdraw. However, within a participating team. Before submitting the final work, the participating teams shall submit the team composition change application to the organising committee by the captain and the team members involved in the change. It will take effect after being confirmed by the organising committee of the contest.

Entry Condition: Secondary 2 to 5

大赛邮箱： **piagbacontest@cityu.edu.hk**
Email

训 练 工 作 坊 (一)Training Workshop 1

时長 ： **Duration**	1.5 小时 1.5 hours
形式 ： **Format**	网上 Online
主题 ： **Topic**	Python 基本训练 Basic Training on Python

訓 練 工 作 坊 (二) Training Workshop 2

时長 ： **Duration**	1.5 小时 1.5 hours
形式 ： **Format**	网上 Online
主题 ： **Topic**	资料视觉化及数据分析方法 Data Visualisation and Analytical Approaches

訓 練 工 作 坊 (三) Training Workshop 3

时長 ： **Duration**	1.5 小时 1.5 hours
形式 ： **Format**	网上 Online
主题 ： **Topic**	文字探勘 Text Mining

所有训练工作坊的录像及课堂资料均会上截至大赛 Bilibili、腾讯微云、网站及以电邮或微信发放予各位参赛同学，参赛队伍可于 2023 年 7 月 24 日起自行到大赛网站及 Bilibili 查看。

All the recordings and materials of the training workshop will upload to the contest Bilibili, weiyun.com, website, and distributed to all participants via email and/or WeChat, Participating teams could go to our contest website and YouTube to view by themselves after 24 July, 2023.

比赛（大湾区）Contest (GBA Region)

报名成功后，参赛队伍可从「大赛主题」，包括交通运输、医疗、及教育中自行选择一个主题作为比赛研究方向。是次比赛将分为报告及汇报两部分，详细规则及作品要求如下：
After sucessful registration, participating teams can choose one of the "Contest Themes", including transportation, public health and education to serve as the research direction of the contest. The contest will be divided into two parts: report and presentation. The detailed rules and work requirements are as follows:

报告部分 Report

2023 年 7 月 24 日开始，参赛队伍可通过电邮提交报告到大赛邮箱，报告提交截止时间为 2023 年 8 月 27 日（星期日）。主办单位将在提交截止时间后审核并取消存在抄袭或其他不合比赛要求提供报告之队伍的参赛资格。
Starting 24 July 2023, participarting teams could submit their report to the contest organiser via email, and the deadline for submitting the report is **27 Aug 2023 (Sunday)**. The contest organiser will review and disqualify teams with plagiarism or other reports that do not meet the requirements of the contest after the submission deadline.

甲. 报告内容需包括：
Report contents should include:

研究背景：主要问题或现况、选定之共融群体，如：长者、少数族裔、残疾人士、贫困人士等（可选定多于一个群体）
Research Background: Problem or current situation, selected inclusion groups, such as the elderly, ethnic minorities, people with disabilities, the underprivileged (more than one groups can be selected)

数据分析工具及方法
Data Analytic Tools and Methods

研究讨论与建议：需回应主要问题或现况，数据分析结果如何可以便利所选定之共融群体及建构共融智慧城市。
Research Discussion and Recommendations: The main problem to be analysed, how the data analysis results may benefit the selected inclusion group and contribute to an inclusive smart city.

比赛 (大 湾 区) Contest (GBA Region)

乙.　本次赛事主办单位将提供五套选取自广东、香港、和澳门，指定及统一的数据集，各参赛队伍需使用**最少一套**主办单位提供的数据集，参赛队伍亦可根据选题内容自行搜集所需数据，唯**只能使用在政府的公开数据库中搜集之一切数据**。
The contest organiser will provide five sets of designated and unified data sets, selected from Guangdong, Hong Kong, and Macau. Each participating team must use **at least one** of the designated data set. Participating team can also collect other necessary data from the government's public database websites.according to their selected contest topic on their own. **Only data collected from the governments public database is allowed**.

- 另外，参赛队伍所使用的所有数据应遵守真实、可靠的基本原则，主办方建议使用官方开放数据。**请参赛队伍于作品中清晰备注使用的数据来源，并在上传报告文件时，同时附上已整理的原始数据资料。**
In addition, all data used by participating teams should abide by the principles of authenticity and reliability. **Participating teams are required to clearly indicate the sources of data used in their works, and attach the original data when uploading the report files.**

- 报告提交格式：可编辑 pdf 或 word 档案
Report submission format: Editable pdf or word file

- 报告命名要求：学校 + 队伍名称 + 研究主题（邮件标题与报告命名方式相同）
Report naming requirements: School name + team name + research topic (naming requirement of the email title should be the same with the report name)

- 报告字数限制：不超于 800 字（不包括封面、目录及附录）
Report word limit: No more than 800 words (excluding the cover page, the table of contents, and appendices)

- 报告书写语言要求：简体中文 / 英文
Report writting language requirements: Simplified Chinese/English

比赛（大湾区）Contest (HK Region)

汇报部分 Presentation

2023 年 7 月 24 日开始，参赛队伍可通过电邮提交报告到大赛邮箱，报告提交截止时间为 2023 年 8 月 27 日（星期日）。主办单位将在提交截止时间后审核并取消存在抄袭或其他不合比赛要求提供报告之队伍的参赛资格。

Starting on 24 July 2023, participarting teams may submit their report to the contest organiser via email. The deadline for submitting the report is **27 August 2023 (Sunday)**. The contest organiser will review and disqualify teams with plagiarism or other problems that do not meet the requirements of the contest after the submission deadline.

参赛队伍需拍摄一条影片展示团队成果，短片长度限时为 **10 分钟**，拍摄形式、辅助工具、及参赛队伍汇报人数偕不限。短片内容及数据运用之要求与报告部分一致。短片提交详情如下：

Each participating team is required to shoot a video to showcase the team's achievements. The length of the video is limited to **10 minutes**. The is no limit to the shooting format, the use of auxiliary tools, and the number of team members reporting. The content and data usage requirements of the video are consistent with those in the report section. Video submission details are as follows:

- 短片提交格式：wav 或 mp4 档案
  Video submission format: wav or mp4

- 短片命名要求：学校 + 队伍名称 + 研究主题（邮件标题与报告命名方式相同）
  Report naming requirements: School name + team name + research topic (naming requirement of email title is the same as report naming)

- 短片语言要求：英文 / 国语
  Video language requirements: English/Chinese

- 短片字幕要求：参赛队伍可自行选择提供字幕与否，字幕语言为英文 / 国语
  Video subtitle requirements: Participating teams can choose whether to provide subtitles or not, and the subtitle language can be English/Chinese.

比赛（大湾区）Contest (GBA Region)

报告及汇报

主办方将于 2023 年 8 月 20 日前向香港区内各参赛队伍公布香港区获奖名单，首六队优胜参赛队伍会因应报告及汇报完善度作微调，并通过电邮提交最新报告及短片到大赛邮箱与大湾区内的队伍再进行区际比赛，提交截止时间与大湾区参赛队伍同样为 **2023 年 8 月 27 日（星期日）**。主办方将在提交截止时间后审核并取消存在抄袭或其他不合比赛要求提供报告之队伍的参赛资格。

The orgniser will announce the list of winners of the Hong Kong Region to all participating teams in Hong Kong before 20 Aug 2023. The top six teams of the Hong Kong Region can fine-tune according to the completeness of the report and presentation, and submit the latest report and video to the organiser via email. Teams in the Greater Bay Area will compete in inter-regional contest with the winning teams in Hong Kong. The deadline for submission of the report and presentation video for the GBA contest is the same as that of participating teams in the Greater Bay Area on **27 Aug 2023 (Sun)**. Participating teams that have plagiarism or other reports that do not meet the requirements of the contest will be reviewed and disqualified from the organiser after the submission deadline.

奖项 Award

冠亚季军奖项 Champion & runner-up awards

冠军 1 名：荣誉证书、奖杯
Champion x 1: Certificate, trophy

亚军 1 名：荣誉证书、奖杯
1st runner-up x 1: Certificate, trophy

季军 2 名：荣誉证书、奖杯
2nd runner-up x 2: Certificate, trophy

其他奖项 Other awards

优秀创新奖
Outstanding Innovation Award

优秀奖
Excellence Award

评 分 准 则 Judging Criteria

数据分析应用 Data Analytics Application (30%)

数据分析合理性 (10%) Rationality of data analysis	合理分析及验证数据，与主要问题倡议和数据特性联系紧密，得出的结论科学及可靠。 Reasonable analysis and data verification, closely connection to the major problem studied, the use of appropriate data, and sound conclusion backed by scientific and reliable evidence.
数据分析准确性 (10%) Data Analysis Accuracy	准确理解和使用适当的大数据技术。 Accurately understanding and use of appropriate big data related techniques.
数据分析复杂性 (10%) Data Analysis Complexity	采用多种数据分析方法，并尝试采用具挑战性的数据分析方法。 Use of multiple data analysis methods, good attempt to use challenging data analysis methods.

汇报内容及表现 Presentation (20%)

表达能力 (10%) Presentation	汇报者语言表达流畅、谈吐清晰。 The reporter's language expression is fluent and the presentation is clear.
汇报清晰 (10%) Report clarity	汇报者清晰汇报队伍成果，准确回应主要问题，有效展现数据分析，并就主要问题或现况提出相关倡议。 The reporter clearly reports the team's achievements, accurately responds to the main issues, effectively presents the results of data analysis, and puts forward relevant suggestions on the main issues or the current situation.

评 分 准 则 Judging Criteria

报告内容 Report Content (30%)

现况及主要问题 (20%) Problem Analysis	准确洞察社会有关共融的需求和背景，并点出具有社会意义价值，及普及的主要问题或论点。 Accurate insight about the needs and background of social inclusion, pointing out some major issues or arguments with social significances and value.
结构格式 (10%) Structural formatting	报告整体结构完整、逻辑清晰。 The overall structure of the report is complete, logical, and clear.

团队合作 Teamwork (20%)

领导能力 (10%) Leadership skills	队长有效安排内部分工和协调，并承担与主办方对接沟通的责任。 The captain effectively arranges the internal division of labour and coordination and assumes the responsibility of communication with the organiser.
团队合作 (10%) Team Work	参赛队伍于比赛过程中展现成熟的团队合作。 The participating team shows mature teamwork during the contest.

其 他 规 则 Other Rules

队 长 要 求 Captain Requirement

队长责任制：队长作为队伍负责人，需自行负责队伍内部分工和协调，并承担与主办方对接沟通的责任。获奖队伍队长应自行负责在其成员之间分配和分发礼券及奖品，主办方对此不承担任何责任。

Captain Responsibility System: As the leader of the team, the captain is responsible for the division of labour and coordination within the team, and is responsible for communicating with the organizer. The captain of the winning team shall be responsible for allocating and distributing gift vouchers and prizes among its members. The organiser disclaims any responsibility.

获 奖 Captain Requirement

主办方工作人员会在获奖名单确认后，通过参赛队伍预留联系方式通知各队伍，若参赛队伍在通知发出后三日内未答覆，可能被视为放弃，获奖名额可能递补给其他参赛队伍。

The staff of the organizer will notify each team through the contact information provided by the participating teams after the list of winners is confirmed. If a participating team fails to reply within three days after the notification is sent, it may be deemed as a waiver. The winning places may be handed over to other participating teams.

违 规 处 理 Violation Handling

参加者应本着诚实、公平的态度参加比赛，如有以下情况出现违规，主办方有权取消参赛者所在队伍的参赛资格，情况严重者将通知参赛者所在学校并追究其违法违规责任。

Participants should participate in the contest with honesty and fairness. In case of any violation of the circumstances, the organiser has the right to disqualify a participanting team. In serious cases, the participants' school will be notified, and the responsibility for violations of laws and regulations will be pursued.

其 他 规 则 Other Rules

- 参赛作品必须保证原创性，且该作品未在任何平台公开发布过，不违反任何中华人民共和国有关法律，不侵犯任何第三方知识产权或其他权利，一经发现将取消其比赛资格和成绩并进行严肃处理。
  Entries must be original. The work has not been publicly released on any platform, does not violate any relevant laws of the People's Republic of China, and does not infringe any third-party intellectual property rights or other rights. Once found, its qualifications and results will be disqualified and dealt with seriously.

- 参赛作品知识产权归参赛队伍所有，主办方有权将参赛作品相关讯息、参赛队伍讯息，用于宣传品、相关出版物、制定及授权媒体发布等活动项目。
  The intellectual property rights of the entries belong to the participating teams, and the organizer has the right to share information about the entries and the names and schools of participating teams and use the information in promotional materials, related publications, media releases and other contest-related activities.

- 参赛作品涉及以下情况的，将取消参赛队伍资格和成绩：
  If the entry involves the following circumstances, the qualification and award of the participating team will be cancelled:

  1） 提交的内容不完整或提交虚假信息
     Submitting incomplete or submitting false information

  2） 作弊行为
     Cheating

  3） 提交的作品包含不健康、淫秽、色情或诽谤的内容
     The submitted work contains unhealthy, obscene, pornographic or defamatory content.

其他说明 Other Instructions

大赛主办方拥有对比赛违规、作弊行为的判定权利和处置权利，对影响比赛组织及比赛公平性的参赛队伍，大赛主办方保留收回或拒绝颁发其奖项的权利。

The contest organiser has the right to judge and dispose of violations and cheating in the contest. The contest organiser reserves the right to recall or refuse to issue awards to participating teams that affect the organiser of the contest and fairness of the contest.

在大赛举办过程，赛事日程可能会有少量的变更与调整，大赛主办方将本着公平、公正、公开的原则在官方渠道发布任何讯息，所有的内容均以大会通知为准。

During the contest, there may be small changes and adjustments to the contest schedule. The contest organiser will release any information via the official channels in accordance with the principles of fairness, justice and openness, and all information is subject change according to the last notice.

为确保大赛顺利、公正进行，以及确保参加者的合法权益，参加者应认真阅读和确认各项参赛讯息，并自觉遵守章程规则。

In order to ensure the smooth and fair progress of the competition, as well as to ensure the legitimate rights and interests of participants, participants should carefully read and confirm the participation information, and consciously abide by the rules and regulations.

声明 Disclaimer