



Department of  
Public and International Affairs

香港城市大學  
City University of Hong Kong

# 粵港澳公共治理數據分析大賽 2023 (中學組)

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



## 參賽指南

## Entry Guide





**為了您能輕鬆愉悅地參加是次大賽**

**請仔細閱讀此參賽指南**

**Please read this entry guide carefully**

**in order for you to participate in this contest enjoyably**



# 大賽介紹 Contest Introduction

數字信息技術為新時期社會公共治理決策提供了重要的技術支援和豐富的數據資源，引發了社會對公共治理模式轉變的思考。中學作為未來社會棟樑的培養搖籃，推動數字技術、理念等在公共治理、社會與經濟發展中的應用，是順應時代趨勢的重要部署。因此，為教育中學生了解更多公共行政及政策制定的數據分析應用、及智慧和包容性城市發展，聯同大灣區其他院校及政、商和非營利，香港城市大學公共及國際事務學系舉辦「粵港澳公共治理數據分析大賽（中學組）」，以提升年青一代對於數據相關行業的興趣及培育香港未來數據分析人才，並幫助及鞏固香港創科文化，同時提升香港的創新性及數據分析的應用，從而加強香港在新數位經濟的競爭力。

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 model. 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, governmental, 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.

<b>贊助機構：</b>	香港特別行政區政府 創新科技署
<b>Funding Organisation</b>	Innovation and Technology Commission of the Government of the HKSAR
<b>主辦機構：</b>	香港城市大學公共及國際事務學系
<b>Host</b>	Department of Public and International Affairs, City University of Hong Kong
<b>支持機構：</b>	香港特別行政區政府 政府資訊科技總監辦公室
<b>Supporting Organisation</b>	香港特別行政區政府 發展局空間數據辦事處
	迅嘉投資有限公司   中山大學政治與公共事務管理學院
	中山大學中國公共管理研究中心   澳門大學數據科學研究中心
	嶺南大學社會學及社會政策系
	大同企業   約克郡（香港）有限公司   騰龍青年商會
	Office of the Government Chief Information Officer of the Government 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



# 大賽主題 Themes

## 建構共融智慧城市 Building and cultivating an inclusive smart city

醫療  
Health Care

教育  
Education

交通運輸  
Transportation

## 參賽條件 Entry Conditions

是次大賽主要向粵港澳區域中學開放，具體要求如下：

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

- 甲、 每隊參賽隊伍成員最少三人並最多不超過五人，是次大賽提倡跨年級組隊。
  - 乙、 每名隊員僅限參與一隊隊伍，組隊完成後，各參賽隊伍自行選定一位隊長，隊長需於截止報名日期 (2023 年 5 月 21 日) 以前填妥網上報名表格 或 填妥附件內之報名表格，並以 .docx 或 .pdf 格式電郵至籌委會。
  - 丙、 各隊伍可自行邀請在校老師作為參賽隊伍指導老師 (非必須)，同時為保證大賽公平性，指導老師將禁止參與本屆大賽各階段評選工作。
  - 丁、 其他未盡說明可見報名及組隊之相關說明。
- 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 OR emailing a soft copy of the attached entry form in .docx and .pdf format** to the organising committee **on or before the application deadline (21 May, 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.



# 賽制說明 Contest Format

本次大賽分為報名及組隊、訓練工作坊、比賽（香港區）、比賽（大灣區）、頒獎禮五個階段，其中比賽（香港區）和比賽（大灣區）要求參賽隊伍按要求（具體要求見相關說明）完成作品並提交相應文件。

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 Area region require teams to complete their works and submit corresponding documents as required (see relevant instructions for specific requirements).

## 報名及組隊( 即日起至 2023 年 5 月 21 日 )

參賽隊伍需在報名截止日期（2023 年 5 月 21 日）前提交報名表。報名截止後，不允許添加和更換隊伍成員。但允許參賽隊伍內部更換隊長或刪除隊員。參賽隊伍需在提交最後作品前由隊長和涉及變更的隊員向大賽籌委會。提交調動申請，經大賽籌委會確認後生效。

Participating teams must submit the registration form before the registration deadline (21 May, 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.

大賽郵箱：[piagbacontest@cityu.edu.hk](mailto:piagbacontest@cityu.edu.hk)

**Email**



## 訓練工作坊 (一) Training Workshop 1

日期 :	2023 年 6 月 3 日 (星期六)
<b>Date</b>	<b>3 June, 2023 (Saturday)</b>
時間 :	下午 2 時至下午 5 時 (3 小時)
<b>Time</b>	<b>2 pm to 5 pm (3 hours)</b>
地點 :	香港城市大學李達三葉輝珍學術樓電腦教室 G600
<b>Location</b>	<b>G600 Computer Teaching Studio, Li Dak Sum Yip Yio Chin Academic Building, City University of Hong Kong</b>
主題 :	Python 基本訓練
<b>Topic</b>	<b>Basic Training on Python</b>

## 訓練工作坊 (二) Training Workshop 2

日期 :	2023 年 6 月 10 日 (星期六)
<b>Date</b>	<b>10 June, 2023 (Saturday)</b>
時間 :	下午 2 時至下午 5 時 (3 小時)
<b>Time</b>	<b>2 pm to 5 pm (3 hours)</b>
地點 :	香港城市大學李達三葉輝珍學術樓電腦教室 G600
<b>Location</b>	<b>G600 Computer Teaching Studio, Li Dak Sum Yip Yio Chin Academic Building, City University of Hong Kong</b>
主題 :	資料視覺化及數據分析方法
<b>Topic</b>	<b>Data Visualisation and Analytical Approaches</b>

## 訓練工作坊 (三) Training Workshop 3

日期 :	2023 年 6 月 17 日 (星期六)
<b>Date</b>	<b>10 June, 2023 (Saturday)</b>
時間 :	下午 2 時至下午 5 時 (3 小時)
<b>Time</b>	<b>2 pm to 5 pm (3 hours)</b>
地點 :	香港城市大學李達三葉輝珍學術樓電腦教室 G600
<b>Location</b>	<b>G600 Computer Teaching Studio, Li Dak Sum Yip Yio Chin Academic Building, City University of Hong Kong</b>
主題 :	文字探勘
<b>Topic</b>	<b>Text Mining</b>



## 比賽 ( 香港區 ) Contest (HK Region)

報名成功後，參賽隊伍可從「大賽主題」，包括交通運輸、醫療、及教育中自行選擇一個主題作為比賽研究方向。是次比賽將分為報告及匯報兩部分，詳細規則及作品要求如下：  
After successful 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:

### 報告部分

2023年6月18日開始，參賽隊伍可通過電郵提交報告到大賽郵箱，報告提交截止時間為**2023年8月13日(星期日)**。主辦單位將在提交截止時間後審核並取消存在抄襲或其他不合比賽要求提供報告之隊伍的參賽資格。

Starting June 18 2023, participating teams could submit their report to the contest organiser via email, and the deadline for submitting the report is **13 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． 報告內容需包括：

Report contents should include:

**研究背景：**主要問題或現況、選定之共融群體，如：長者、少數族裔、殘疾人士、貧困人士等(可選定多於一個群體)

**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)

**數據分析工具及方法**

**Data Analytic Tools and Methods**

**研究討論與建議：**需回應主要問題或現況，數據分析結果如何可以便利所選定之共融群體及建構共融智慧城市。

**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.



## 比賽 ( 香港區 ) Contest (HK Region)

- 乙. 本次賽事主辦單位將提供五套選取自廣東、香港、和澳門，指定及統一的數據集，各參賽隊伍需使用最少一套主辦單位提供的數據集，參賽隊伍亦可根據選題內容自行搜集所需數據，唯只能使用在政府的公開數據庫中搜集之一切數據。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，參賽隊伍所使用的所有數據應遵守真實、可靠的基本原則，主辦方建議使用官方開放數據。請參賽隊伍於作品中清晰備註使用的數據來源，並在上傳報告文件時，同時附上已整理的原始數據資料。  
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.**
  - 報告提交格式：可編輯pdf或word檔案  
Report submission format: Editable pdf or word file
  - 報告命名要求：學校 + 隊伍名稱 + 研究主題 ( 郵件標題與報告命名方式相同 )  
Report naming requirements: School name + team name + research topic (naming requirement of the email title should be the same with the report name)
  - 報告字數限制：不超於800字 ( 不包括封面、目錄及附錄 )  
Report word limit: No more than 800 words (excluding the cover page, the table of contents, and appendices)
  - 報告書寫語言要求：繁體中文 / 簡體中文 / 英文  
Report writing language requirements: Traditional Chinese/Simplified Chinese /English



# 比賽(香港區)Contest (HK Region)

## 匯報部分 Presentation

2023年6月18日開始，參賽隊伍可通過電郵提交報告到大賽郵箱，報告提交截止時間為**2023年8月13日(星期日)**。主辦單位將在提交截止時間後審核並取消存在抄襲或其他不合比賽要求提供報告之隊伍的參賽資格。

Starting on June 18 2023, participating teams may submit their report to the contest organiser via email. The deadline for submitting the report is **13 Aug 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.

參賽隊伍需拍攝一條影片展示團隊成果，短片長度限時為**10分鐘**，拍攝形式、輔助工具、及參賽隊伍匯報人數皆不限。短片內容及數據運用之要求與報告部分一致。短片提交詳情如下：

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**. There 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檔案  
Video submission format: wav or mp4
- 短片命名要求：學校 + 隊伍名稱 + 研究主題 (郵件標題與報告命名方式相同)  
Report naming requirements: School name + team name + research topic  
(naming requirement of email title is the same as report naming)
- 短片語言要求：廣東話 / 英文 / 國語  
Video language requirements: Cantonese/English/Chinese
- 短片字幕要求：參賽隊伍可自行選擇提供字幕與否，字幕語言為廣東話 / 英文 / 國語  
Video subtitle requirements: Participating teams can choose whether to provide subtitles or not, and the subtitle language can be Cantonese/English/Chinese.



# 比賽 (大灣區) Contest (GBA Region)

## 報告及匯報

主辦方將於 2023 年 8 月 20 日前向各參賽隊伍公佈香港區獲獎名單，勝出參賽隊伍可因應需要之語言作微調，並通過電郵提交最新報告及短片到大賽郵箱，大灣區的報告提交截止時間為 **2023 年 8 月 27 日 (星期日)**。主辦方將在提交截止時間後審核並取消存在抄襲或其他不合比賽要求提供報告之隊伍的參賽資格。

The organiser will announce the winners of the Hong Kong Region to participating teams before 20 Aug 2023, and the winning teams can fine-tune the language used according to the GBA contest and submit the latest report and video to the organiser via email. The deadline for submission of the report for the GBA contest is 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.

其他報告及短片詳盡之要求請參閱比賽 (香港區) 部分。

For detailed requirements for reports and videos, please refer to the Contest (HK Region) section.

## 獎項 Award

### 冠亞季軍獎項 Champion & runner-up awards

冠軍 1 名：禮券 3000 元、榮譽證書、獎盃

Champion x 1: HKD3000 gift vouchers, certificate, trophy

亞軍 2 名：禮券 2000 元、榮譽證書、獎盃

1st runner-up x 2: HKD2000 gift vouchers, certificate, trophy

季軍 3 名：禮券 1000 元、榮譽證書、獎盃

2nd runner-up x 3: HKD1000 gift vouchers, certificate, trophy

### 其他獎項 Other awards

優秀創新獎  
Outstanding Innovation Award

優秀獎  
Excellence Award



## 評分準則 Judging Criteria

### 數據分析應用 Data Analytics Application (30%)

<p>數據分析合理性 (10%) Rationality of data analysis</p>	<p>合理分析及驗證數據，與主要問題倡議和數據特性聯繫緊密，得出的結論科學及可靠。 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.</p>
<p>數據分析準確性 (10%) Data Analysis Accuracy</p>	<p>準確理解和使用適當的大數據技術。 Accurately understanding and use of appropriate big data related techniques.</p>
<p>數據分析複雜性 (10%) Data Analysis Complexity</p>	<p>採用多種數據分析方法，並嘗試採用具挑戰性的數據分析方法。 Use of multiple data analysis methods, good attempt to use challenging data analysis methods.</p>

### 匯報內容及表現 Presentation (20%)

<p>表達能力 (10%) Presentation</p>	<p>匯報者語言表達流暢、談吐清晰。 The reporter's language expression is fluent and the presentation is clear.</p>
<p>匯報清晰 (10%) Report clarity</p>	<p>匯報者清晰匯報隊伍成果，準確回應主要問題，有效展現數據分析，並就主要問題或現況提出相關倡議。 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.</p>



## 評分準則 Judging Criteria

### 報告內容 Report Content (30%)

現況及主要問題 (20%) Problem Analysis	準確洞察社會有關共融的需求和背景，並點出具有社會意義價值，及普及的主要問題或論點。 Accurate insight about the needs and background of social inclusion, pointing out some major issues or arguments with social significances and value.
結構格式 (10%) Structural formatting	報告整體結構完整、邏輯清晰。 The overall structure of the report is complete, logical, and clear.

### 團隊合作 Teamwork (20%)

領導能力 (10%) Leadership skills	隊長有效安排內部分工和協調，並承擔與主辦方對接溝通的責任。 The captain effectively arranges the internal division of labour and coordination and assumes the responsibility of communication with the organiser.
團隊合作 (10%) Team Work	參賽隊伍於比賽過程中展現成熟的團隊合作。 The participating team shows mature teamwork during the contest.



## 其他規則 Other Rules

### 隊長要求 Captain Requirement

**隊長責任制：**隊長作為隊伍負責人，需自行負責隊伍內部分工和協調，並承擔與主辦方對接溝通的責任。獲獎隊伍隊長應自行負責在其成員之間分配和分發禮券及獎品，主辦方對此不承擔任何責任。

**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.

### 獲獎 Captain Requirement

主辦方工作人員會在獲獎名單確認後，通過參賽隊伍預留聯繫方式通知各隊伍，若參賽隊伍在通知發出後三日內未答覆，可能被視為放棄，獲獎名額可能遞補給其他參賽隊伍。

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.

### 違規處理 Violation Handling

參加者應本著誠實、公平的態度參加比賽，如有以下情況出現違規，主辦方有權取消參賽者所在隊伍的參賽資格，情況嚴重者將通知參賽者所在學校並追究其違法違規責任。

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 participating team. In serious cases, the participants' school will be notified, and the responsibility for violations of laws and regulations will be pursued.



## 其他規則 Other Rules

- 參賽作品必須保證原創性，且該作品未在任何平台公開發佈過，不違反任何中華人民共和國香港特別行政區有關法律，不侵犯任何第三方知識產權或其他權利，一經發現將取消其比賽資格和成績並進行嚴肅處理。

Entries must be original. The work has not been publicly released on any platform, does not violate any relevant laws of the Hong Kong Special Administrative Region 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.

- 參賽作品知識產權歸參賽隊伍所有，主辦方有權將參賽作品相關訊息、參賽隊伍訊息，用於宣傳品、相關出版物、製定及授權媒體發佈等活動項目。

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.

- 參賽作品涉及以下情況的，將取消參賽隊伍資格和成績：

If the entry involves the following circumstances, the qualification and award of the participating team will be cancelled:

- 1) 提交的內容不完整或提交虛假信息

Submitting incomplete or submitting false information

- 2) 作弊行為

Cheating

- 3) 提交的作品包含不健康、淫褻、色情或誹謗的內容

The submitted work contains unhealthy, obscene, pornographic or defamatory content.



## 其他說明 Other Instructions

大賽主辦方擁有對比賽違規、作弊行為的判定權利和處置權利，對影響比賽組織及比賽公平性的參賽隊伍，大賽主辦方保留收回或拒絕頒發其獎項、禮券的權利。

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 and gift vouchers to participating teams that affect the organiser of the contest and fairness of the contest.

在大賽舉辦過程，賽事日程可能會有少量的變更與調整，大賽主辦方將本著公平、公正、公開的原則在官方渠道發佈任何訊息，所有的內容均以大會通知為準。

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.

為確保大賽順利、公正進行，以及確保參加者的合法權益，參加者應認真閱讀和確認各項參賽訊息，並自覺遵守章程規則。

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.

## 聲明 Disclaimer

在本活動內（或由項目小組成員）表達的任何意見、研究結果結論或建議，並不代表香港特別行政區政府、創新科技署或創新及科技基金一般支援計劃評審委員會的觀點。

Any opinions, findings, conclusions or recommendations expressed in this material/ event (or by members of the project team) do not reflect the views of the Government of the Hong Kong Special Administrative Region, the Innovation and Technology Commission or the Vetting Committee of the General Support Programme of the Innovation and Technology Fund.