THE HONG KONG POLYTECHNIC UNIVERSITY
香港理工大學

GLOBAL ENGAGEMENT OFFICE
環球事務處

Opening Minds • Shaping the Future
啟迪思維・成就未來

POLYU Junior Researcher Mentoring Programme 2024

Code:	JRMP2024_19
School / Department:	Department of English and Communication
Name of Research Team Member(s):	Dr Hassan Nejadghanbar, Research Assistant Professor
Research Topic:	Teachers' vulnerability in the era of self-branding on social media: Insights from Hong Kong
Short Description of the Research Project:	This project will explore the emotional experiences and identity construction of English language teachers in Hong Kong, focusing specifically on their presence on popular social media platforms such as LinkedIn and Facebook. These platforms are frequently used by teachers in Hong Kong for self-promotion and personal branding. The project will scrutinise the emotional vulnerability that teachers may experience during this self-promotion process and the effect this has on their teacher identity. The participating students will gain an understanding of how research in the social sciences, particularly in language and linguistics, is conceptualised and executed. They will acquire skills in planning and advancing research in a systematic manner and in collecting and analysing data methodically. They will scrutinise the content shared by teachers on these social networking platforms and assist in conducting interviews. Contributing to this research will enable the participating students to understand the influence of social media on professional self-promotion and personal branding, and the emotional repercussions of such activities. The project will shed light on the emotional vulnerability experienced by teachers, thereby fostering the participating students' empathy and emotional intelligence.
No. of Places Offered:	3
Frequency of Meetings:	Monthly
Special Requirement(s):	The participating students should have an interest in language and linguistic studies.

* The information presented above is subject to change.