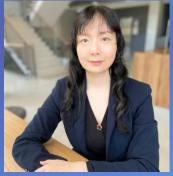# THE HONG KONG POLYTECHNIC UNIVERSITY
DEPARTMENT OF MANAGEMENT AND MARKETING

Departmental Research Seminar

Advocacy Research Projects for People with Disability
By

Prof. Veronica Zixi Jiang
University of New South Wales

Date : 2 Apr 2025 (Wed)
Time : 10:30 am – 12 noon
Venue : M714, PolyU

Abstract

In recent years, I have undertaken several research projects focusing on people with disability. In this presentation, I aim to share and discuss the key findings from these projects. I am eager to engage in fruitful discussions on these research projects.

The first project involves a qualitative study that examines the perspectives of 23 individuals with physical and sensory impairments. The research highlights the potential of virtual reality as a powerful disability advocacy tool. Participants suggested that virtual reality can foster empathy, encourage perspective-taking, and drive positive social change. Additionally, the study emphasizes that it is the environmental barriers and social attitudes around people that disables them.

In the second project, an action design research (ADR) approach is adopted to develop an immersive virtual reality (VR) artifact. The main objective is to empower the public to address the social barriers faced by people with disability. Throughout four ADR stages, the VR artifact was created collaboratively, drawing on the expertise of researchers, practitioners, individuals with disabilities, and representatives from the broader public.

The third project investigates the effectiveness of positive versus negative framing in advocacy videos for people with disability. While extensive research on positive and negative framing exists, little is known about the effectiveness of these popular techniques in advocacy advertising videos for people with disability. Several studies are conducted to examine this research question.

Prof. Veronica Zixi Jiang, as an Associate Professor at the School of Marketing within the UNSW Business School, is deeply committed to reimagining and enhancing the educational experience for students of all backgrounds. Prof. Jiang received her PhD from the esteemed Guanghua School of Management at Peking University. Her research is driven by a desire to unearth ways that elevate student learning experiences and catalyze meaningful behavioural changes. Presently, she is delving into two research ventures: 1) Harnessing the potential of virtual reality to augment education, and 2) Charting the course for refining and actualizing inclusive education practices. Currently, she serves as the SDG Committee Chair at the UNSW Business School and holds the esteemed title of UNSW Diversity Champion for Disability. She is a fervent advocate for educational inclusivity. Her dedication to this cause is evident in her proactive efforts to integrate Universal Design for Learning (UDL) principles at UNSW, as well as her initiatives to bolster digital accessibility and neuro-inclusion for the teaching and learning. Her contributions to inclusive education have earned her numerous accolades, including FT Responsible Business Education Award 2025, 2024 Innovation in Marketing Education Award (Runner-up) by the American Marketing Association, UNSW Award for Teaching Excellence 2023, and two ADCET Accessibility in Action Awards 2023.

All interested are welcome.

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