

Research Assistant I (Ref: 2600843)
Academy for Educational Development and Innovation

Project Title: Teacher Image on Social Media: Investigating Teachers' Self-Presentation and Construction of Professional Identity on Social Media Platforms
[Appointment Period: 1 year]

The appointee will be responsible for assisting the principal investigator and co-investigators in a research project titled "Teacher Image on Social Media: Investigating Teachers' Self-Presentation and Construction of Professional Identity on Social Media Platforms". This study aims to explore how teachers construct their professional identity on social media and the interplay between personal and professional personas across various platforms.

Applicants should have a Bachelor's or preferably a Master's degree in a relevant social sciences discipline (e.g., Communication and Media Studies, Education Studies, Psychology, Sociology, or Anthropology). The appointee will assist in qualitative and quantitative data collection and analysis, conduct literature reviews, and carry out any other duties as assigned by the principal investigator and co-investigators. Applicants should be familiar with qualitative and quantitative research skills. Excellent communication skills in both written and spoken English and Chinese are essential. Candidates should have good organizational and interpersonal skills, the ability to work independently, and meticulous attention to detail. A high level of self-motivation, patience, and a strong sense of responsibility are required.

For further enquiries about the post, please contact Dr Wu Dandan at ddwu@eduhk.hk.

Salary will be commensurate with qualifications and experience.

Initial appointment will be made on a fixed-term contract. Fringe benefits include contract-end gratuity, leave, medical and dental benefits.

The University only accepts and considers applications submitted online for this post. Applicants should complete the [online application form](#) and upload a full CV on or before **29 September 2026**. Applications which are incomplete or without the required documents may not be considered. Personal data provided by applicants will be used for recruitment and other employment-related purposes. For details of the Personal Information Collection Statement, please refer to <http://www.eduhk.hk/jobsoff/index.php?glang=en>.

All applications will be treated in strict confidence. Only those who are shortlisted will be contacted. The University reserves the right not to fill the position(s) advertised.

Further information about the University is available at <http://www.eduhk.hk>.

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