

Senior Research Assistant (Ref: 2600844)
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.

The appointee will assist in qualitative and quantitative data collection and analysis, literature review, and student helper coordination, and carry out any other duties as assigned by the principal investigator and co-investigators. Applicants should have a Master’s degree plus one-year’s post Master’s Degree full-time working experience, or a Doctoral degree in relevant social sciences disciplines (e.g., Communication and Media Studies, Education Studies, Psychology, Sociology, or Anthropology). Prior research experience in relevant disciplines is preferred. They are expected to possess strong qualitative and quantitative research skills. Excellent communication skills in both written and spoken English and Chinese are essential. Candidates should possess strong management and interpersonal abilities, demonstrate the capacity to work independently, and exhibit 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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