

Post-doctoral Fellow (Ref: 2600902)
Department of English Language Education

Project Title: Computational Multimodal Platformed Analysis of Social Semiotics (COMPASS) Adaptive AI and Computational Linguistics for Multilingual Digital Discourse

[Appointment Period: 24 months]

We invite applications for a Postdoctoral Fellow (Qualitative Focus) to join a three-year interdisciplinary research cluster investigating how multilingual users create, interpret and respond to communication on digital platforms. Working closely with the cluster investigators, the appointee will lead the theory-building strand of the programme.

Key Responsibilities

- Develop theory-guided cue inventories, codebooks and annotation protocols
- Conduct multimodal discourse analysis, social semiotic analysis and qualitative or digital ethnography across the cluster's subprojects
- Design and undertake interviews, focus groups, observation and other user-centred studies
- Analyse interactions among written language, speech, image, video, gesture, interface design, platform affordances and audience responses
- Produce high-quality publications and project reports; contribute to conference presentations, research impact activities, grant development and supervision of research assistants or students as required

Requirements

- A doctorate in applied linguistics, communication, discourse studies, media and cultural studies, anthropology, sociology or a closely related field
- Demonstrated expertise in social semiotics, multimodal discourse analysis and qualitative ethnographic methods, supported by a strong record of research or publication
- Experience analysing multilingual and multimodal platform data and building systematic coding frameworks or annotation protocols
- Strong qualitative research design, data management and research ethics skills; experience with qualitative analysis software is desirable
- Excellent written and spoken English and the ability to communicate across disciplinary boundaries. Competence in Chinese or other languages relevant to the cluster's field sites is an advantage
- Evidence of independence, intellectual curiosity, careful judgement, collaborative working and the ability to manage several linked studies to agreed timelines

For enquiries about the post, please contact Prof. Gu Mingyue Michelle at mygu@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 **19 October 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. Since the incumbent's work would involve contacts with persons aged under 18 and/or mentally incapacitated persons, prospective employee(s) will be required to undergo Sexual Conviction Record Check operated by the Hong Kong Police Force.

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

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