

July 2015

Staff Publications

Professor Kathleen Ahrens, Head and Professor of Language Centre

- Chang, Yuchun, Charles Lin and Kathleen Ahrens “Conventionalization of Lexical Meanings and the Role of Metaphoricity: Processing of Metaphorical Polysemy Using a Cross-modal Lexical Priming Task.” *Language and Linguistics* 16.4 (2015): 587-614.

Mr Joey Chan , Technical Officer; Mr Rex Chiu, Technical Assistant; Ms Grace Ng, Technical Officer; and Dr Theresa Kwong, Assistant Director of Centre for Holistic Teaching and Learning

- Chan, Joey, Rex Chiu, Grace Ng & Theresa Kwong. “How Clickstream Tracking Helps Design Mobile Learning Content.” *International Journal of Humanities Social Sciences and Education* 2.7 (2015): 95-104.

Professor Kara Chan, Professor of Communication Studies

- Chan, Kara and Fan Fei. “How consumers perceive environmental advertising in the banking context.” *Asian Journal of Business Research* 5(1) (2015): 69-82
- Chan, Kara and Huang Anqi. “Understanding of public service advertisements among Chinese children.” *Social Marketing: Global Perspectives, Strategies and Effects on Consumer Behavior*. Ed. W Douglas Evans. New York: Nova Science Publishers, 2015. 109-120.

Mr Eric Chow, Technical Officer and Dr Eva Wong, Director of Centre for Holistic Teaching and Learning

- Chow, Eric, M Pegrum, D Thadani and Eva Wong. “Mobile Technologies and Augmented Reality: Early Experiences in Helping Students Learn About Academic Integrity and Ethics.” *International Journal of Humanities Social Sciences and Education* 2.7 (2015): 112-120

Professor Eva Man, Professor of Humanities and Creative Writing

- Man, Eva. “A Cross-Cultural Reflection on Shusterman’s Suggestion of the “Transactional” Body.” *Frontiers of Philosophy in China* 10.2 (2015): 181-191.

Ms Stacey Nie, Assistant Project Officer and Dr King Chong, Teaching & Learning Officer of Centre for Holistic Teaching and Learning; and Professor Li Min, Professor of Chinese Medicine

- Nie, Stacey, King Chong, D R Thadani and Li Min. “Lifestyle Changes through Chinese Medicine Education on Health Maintenance and Food Therapy among College Students.” *International Journal of Development Research* 5.2 (2015): 4762-4767.

Ms Rebekah Wong, Senior Assistant Librarian, Library

- Wong, Rebekah and Li Haipeng. “An Assessment of Readiness for Supporting Digital Humanities in Hong Kong Academic Libraries: Evaluating the Potential for Program Development and International Collaboration.” *Supporting Digital Humanities for Knowledge Acquisition in Modern Libraries*. Ed. Kathleen Sacco, Scott Richmond, Sara Parme, and Kerrie Fergen Wilkes. Hershey: IGI Global, 2015. 157-180.

Mr Alan Yim, Lecturer I of College of International Education

- Yim, Alan, Wong Shui-wai and Yuen Mantak. "Qualitative Career Assessment Approaches in Hong Kong: Reflections from a Confucian Cultural Heritage Perspective." *Career Assessment: Qualitative Approaches*. Eds. Mary McMahon and Mark Watson. Rotterdam: Sense Publishers, 2015. 239-246.

Staff Presentations

Professor Kathleen Ahrens, Head and Professor of Language Centre

- co-presented a paper entitled "Changes on the Use of JOURNEY Metaphors in American Presidential Speeches" with Chan Wing-shan at the 13th International Cognitive Linguistics Conference held from 20-25 July 2015 in Northumbria University, Newcastle, England.

Dr Elizabeth Bankowski, Senior Lecturer of Language Centre

- presented a paper entitled "Developing Students English Literacy Skills for Their Study in Academic Disciplines" at the European Conference on Language Learning held from 1-2 July 2015 in Thistle Brighton, Brighton, East Sussex, United Kingdom.
- presented a paper entitled "Using e-Learning Materials to Enhance Students' Discipline Specific English" at the 22nd International Conference on Learning held from 9-11 July 2015 at Universidad San Pablo CEU, Madrid, Spain.

Mr Joey Chan, Technical Officer of Centre for Holistic Teaching and Learning

- delivered a presentation entitled "An Application of Clickstream Tracking for Mobile Learning" at the 10th eLearning Forum Asia 2015 held from 17-19 June 2015 at the SIM University, Singapore.

Professor Kara Chan, Professor of Communication Studies

- delivered two seminars entitled "Public services advertising DIY" at the Buddhist Tai Hung College on 30 June 2015 in relation to a Quality Education Fund on school-based healthy eating intervention.

Professor Kara Chan, Professor of Communication Studies; and Dr Maggie Fung, Lecturer I of School of Communication

- co-presented a paper entitled "Exploring children's perceptions of beauty: A drawing study" at the LCBR European Marketing Conference at Lisbon, Portugal from 29-30 June 2015.

Professor Kara Chan, Professor of Communication Studies; and Professor Gerard Prendergast, Head and Professor of Marketing

- co-presented a paper entitled "Perception and practices of healthy eating: a comparison study among adolescents in Hong Kong and Mainland China" at the 21st International Conference of the International Association for Intercultural Communication Studies in Hong Kong from 15-18 July 2015.

Professor Kara Chan, Professor of Communication Studies; and Mr Lennon Tsang, Lecturer I of School of Communication

- co-presented a paper entitled "Consumers' attitudes toward advertising by traditional Chinese medicine practitioners" with Yanni Ma at the LCBR European Marketing Conference at Lisbon, Portugal from 29-30 June 2015.

Professor Kara Chan, Professor of Communication Studies; and Dr Daisy Tam, Research Assistant Professor of Humanities and Creative Writing

- co-presented a paper entitled "What makes the food commercials sticky with Chinese

adolescents?” with Patrick Wong at the 21st International Conference of the International Association for Intercultural Communication Studies in Hong Kong from 15-18 July 2015.

Mr Eric Chow, Technical Officer of Centre for Holistic Teaching and Learning

- delivered a presentation entitled “Learning About Academic Integrity and Ethics using Mobile Technologies and Augmented Reality” at the 10th eLearning Forum Asia 2015 held from 17-19 June 2015 at the SIM University, Singapore.

Dr Tushar Chaudhuri, Assistant Professor, and Ms Winnie Chan, Senior Research Assistant of Government and International Studies

- co-presented a paper entitled "Networked Learning Communities: Multidisciplinary Community of Practice on Student E-portfolio" at the Lilly International Spring Conference on College and University Teaching and Learning held from 28-31 May 2015 at Bethesda, MD, US.

Dr Sam Cheung, Assistant Professor of Early Childhood and Elementary Education Division, School of Continuing Education

- presented a paper entitled “Effects of a Parent Training Program on Parents’ Attitudes about Numeracy Guidance and Their Children’s Interest in Numbers” at the Quality Childhood Conference International 2015 held from 18-19 June 2015 in Hong Kong.

Dr King Chong, Teaching & Learning Officer of Centre for Holistic Teaching and Learning

- delivered a presentation entitled “Assessing the effectiveness of the faculty communities of practice” at the International Conference – Assessment for Learning in Higher Education 2015 held from 14-15 May 2015 at the University of Hong Kong, Hong Kong.

Professor Christopher Keyes, Professor of Music

- presented a paper entitled “Addressing the Pedagogical Challenges of Mobile Applications to Support Ubiquitous Learning” at the 10th eLearning Forum Asia held from 17-19 June 2015 in Singapore.

Dr Theresa Kwong, Assistant Director of Centre for Holistic Teaching and Learning

- delivered a presentation entitled “Are problems with citation too trivial to discuss?” at the International Conference – Assessment for Learning in Higher Education 2015 held from 14-15 May 2015 at the University of Hong Kong, Hong Kong.
- co-presented a paper entitled “Assessing Students’ Problem Solving Skill and Social Responsibility across Disciplines” with S Y Cheung and K Yue at Lilly International Spring Conference – Evidenced-Based Teaching and Learning held from 28-31 May 2015 at Bethesda, Maryland, US.
- co-presented a paper entitled “Direct assessment of student learning outcomes in a co-curricular programme” with P Lau at the International Conference – Assessment for Learning in Higher Education 2015 held from 14-15 May 2015 at the University of Hong Kong, Hong Kong.

Mr Peter Lau, Senior Programme Officer of Centre for Holistic Teaching and Learning

- delivered a presentation entitled “Developing Students’ Teamwork Skills in a Group Project” at Lilly International Spring Conference – Evidenced-Based Teaching and Learning held from 28-31 May 2015 at Bethesda, Maryland, US.
- co-presented a paper entitled “Enhancing Student Learning through Holistic Mentoring Program” with K Mak at Lilly International Spring Conference – Evidenced-Based Teaching and Learning held from 28-31 May 2015 at Bethesda, Maryland, US.

Ms Suzannie Leung, Lecturer of Early Childhood and Elementary Education Division, School of Continuing Education

- presented a paper entitled "Early Visual Arts Education in Hong Kong: Multidimensional Perspectives of Pre-service Teachers' Conceptions" at the 6th International Art in Early Childhood Conference held from 11-13 June 2015 in Hong Kong.
- presented a paper with Yip Chung Han entitled "Investigating How the Openness of Visual Arts Facilitates Children's Creativity" at the 6th International Art in Early Childhood Conference held from 11-13 June 2015 in Hong Kong.
- presented a paper entitled "Hong Kong Kindergarten Teachers' Self-reported Beliefs and Practices: The Dilemmas of Visual Arts in Early Childhood Education " at the Quality Childhood Conference International 2015 held from 18-19 June 2015 in Hong Kong.

Professor Lo Kwai-cheung, Professor of Humanities and Creative Writing

- presented a paper entitled "Ecological Nationalization in China's Ethnic Borderlands" at the Governance and Challenges in China's Peripheries and Ecology held from 28-29 May 2015 in Leiden, the Netherlands.

Dr Karen Mak, Lecturer I of Chemistry, and Mr Peter Lau, Senior Programme Officer of Centre for Holistic Teaching and Learning

- co-presented a paper entitled "Enhancing Student Learning through Holistic Mentoring Program" with Peter Lau at the Lilly International Spring Conference on College and University Teaching and Learning held from 28-31 May 2015 at Bethesda, MD, US.

Professor Eva Man, Professor of Humanities and Creative Writing

- presented a paper entitled "Representation and Identity Issue Between Globalism and Localism: The Case of Hong Kong Pavilion at the Venice Biennale" at the International Scientific Conference on Revisions of Modern Aesthetics organised by the Faculty of Architecture, University of Belgrade in Belgrade on 27 June 2015.

Dr Wee Lian-hee, Associate Professor of English Language and Literature

- presented a paper entitled "A Prosodic Essence Conjecture" at the First International Conference on Prosodic Studies, held from 12-14 June 2015 in Tianjin, China.

Dr Eva Wong, Director of Centre for Holistic Teaching and Learning

- delivered a presentation entitled "Experience sharing - Whole Person Education Assessment@HKBU" at the International Conference – Assessment for Learning in Higher Education 2015 held from 14-15 May 2015 at the University of Hong Kong, Hong Kong.
- co-presented a paper entitled "Development and Evaluation of Communities of Practice in Hong Kong" with Theresa Kwong at Lilly International Spring Conference – Evidenced-Based Teaching and Learning held from 28-31 May 2015 at Bethesda, Maryland, US.

Dr Vincent Wong, Senior Lecturer of Early Childhood and Elementary Education Division, School of Continuing Education

- delivered a seminar entitled "Implications of 'Little Big Master' on Education: Vision, Struggles and Possible Roadmap for School Leadership" at the "Open House of School of Continuing Education: A showcase of our 40 years' achievements" held at Hong Kong Baptist University on 13 June 2015.