



SCE Research Design Advisory Scheme

To further the strategic direction of “*Building up research capability*” of the School, we are delighted to announce that, as resolved in the RMC meeting on 27 July 2021, a **Research Design Advisory Scheme** is launched in AY2021/22, with 4 invited Advisory Consultants to provide professional advice and guidance on research design and statistics to the SCE teaching staff, in order to strengthen the relevant knowledge/ skills of colleagues and to enhance the quality of research projects and research proposals for external funding opportunities.

The RMC Secretariat is the contact point of SCE to liaise with the Research Design Advisory Consultants and coordinate meetings/ consultation sessions for SCE colleagues upon request. Brief biography and relevant strengths/expertise provided by the Advisory Consultants are as follows for your reference.

Please feel free to contact Dr. Sam Lau (ext. 3027, samlau@hkbu.edu.hk), Ms. Teresa Tsang (ext. 3127, teresa_tsang@hkbu.edu.hk) or Ms. Tinky Lai (ext. 3015, tszting_lai@hkbu.edu.hk) of the Research Management Committee Secretariat for relevant arrangement.

(1) Dr. Adam Cheung

Assistant Professor, Department of Sociology, Hong Kong Baptist University, Hong Kong

Adam Ka-Lok Cheung is Assistant Professor in the Department of Sociology at Hong Kong Baptist University. His research examines how the changing gender roles affects family relations in East Asian societies. His research has appeared in *Journal of Marriage and Family*, *Journal of Family Issues*, *Current Sociology*, *Demographic Research*, *Population Research and Policy Review*, *Violence Against Women*, and other peer-reviewed journals. He received research awards from academic organizations, including an international award - honorable mention of the Early Stage Family Scholar Award from the Research Committee on Family Research of the International Sociological Association. He has received multiple external research grants to support his research projects, including 1 Early Career Scheme (ECS) and 1 General Research Fund (GRF) from the Research Grants Council as Principal Investigator. He is experienced in conducting telephone, household and school surveys. He also served as an invited grant reviewer for the Faculty Development Scheme (FDS) (Competitive Research Funding Schemes for Local Self-Financing Degree) of the Research Grants Council in past years. Below is a brief summary of my expertise:

- Survey design
- Questionnaire design
- Regression analysis
- Path analysis
- Multilevel modeling
- Propensity score methods
- Longitudinal modeling
- Multiple Imputation



(2) Prof. Sara Cushing

**Professor, Applied Linguistics & ESL; President, International Language Testing Association
Georgia State University, USA**

Sara Cushing is a Professor of Applied Linguistics at Georgia State University. She received her Ph.D. in Applied Linguistics from UCLA and is the author of *Assessing Writing* (Cambridge University Press, 2002). She recently served a four-year term as Senior Faculty Associate for the Assessment of Student Learning at GSU. She has published research in the areas of assessment, second language writing, and teacher education, and has recently published several articles on the role of corpus linguistics in language testing. She has been invited to speak and conduct workshops on second language assessment throughout the world, most recently in China, Vietnam, Colombia, and Thailand. Her current research focuses on stakeholder perceptions of large-scale English proficiency examinations. She has taught courses in quantitative research methods, statistics, and language assessment, and has done consulting work for Cambridge Assessment, the U.S. Department of Education, and the Learning Agency Lab, among others. Expertise:

- Quantitative, qualitative, and mixed methods research
- Survey design
- Descriptive and inferential statistics
- Item Response Theory and Many-Facet Rasch Measurement
- Grant writing and reviewing

(3) Dr. Tsang Yiu Kei

Associate Professor, Department of Education Studies, Hong Kong Baptist University, Hong Kong

Dr. Tsang obtained his PhD in Psychology at CUHK. His expertise is in cognitive and experimental psychology and his research interest is in Chinese language processing and development. Since 2010, Dr. Tsang have published over 20 articles on Chinese language using different experimental techniques, including behavioral experiment, eye-tracking, and event-related potential recording. The statistical methods he used include t-test, ANOVA, correlation, multiple regression, linear mixed-effects model, etc.

Before joining the Department of Education Studies at HKBU, Dr. Tsang had worked as an instructor and statistical consultant at CUHK. He have taught multiple courses related to statistics and research design, such as Psychological Testing and Research Practicum at CUHK, and Research Methods in Education and Data Analysis in Education at HKBU. He have supervised over 20 students on various research projects at undergraduate and postgraduate levels. The research projects adopt different quantitative and qualitative research designs, including survey, correlational design, experiment, multiple-cases study, and mixed design.

Dr. Tsang is the director of Centre of Learning Sciences at HKBU and vetting committee member for SCOLAR's research and development project (2020). He is also a reviewer for different journals (e.g., Behavior Research Methods, Journal of Experimental Psychology: Learning, Memory, and Cognition, and Language, Cognition and Neuroscience). Strengths are as follows:

- Experimental design (behavioral, eye-tracking, event-related potentials)
- Designing questionnaires
- Different statistical packages (SPSS, JASP, and R)



(4) Dr. Day Wong

Associate Professor, Department of Sociology, Hong Kong Baptist University, Hong Kong

Day Wong is Associate Professor of Sociology at Hong Kong Baptist University. She is specialized in qualitative research methods and her areas of research interest include construction of gender and sexual identities, practices of intimacy, transgender studies, and queer/feminist politics. She has extensive experience of collaborating with NGOs and believes in the importance of dialogue and knowledge sharing. Selected research projects and experiences of community participation:

- 2016 - 2021 Working Group on the Youth Sexuality Study, a territory-wide questionnaire survey study organized by the Family Planning Association of Hong Kong every 5 years
- 2021 Online Workshop in HMSC Expo 2021 -- “Developing the Skills of Data Collection in Field Learning”, organized by Education Bureau
- 2020 External reviewer for Early Career Scheme, Research Grants Council
- 2021 External reviewer for General Research Fund, Research Grants Council
- 2015-18 Principal Investigator of a General Research Fund project titled “Negotiating marriage and sexual identity”, a mixed methods study that combines in-depth interviews and questionnaire survey in data collection
- 2014-19 Co-Investigator. “Practices of Intimacy and Distancing: Adult Daughters and their Mothers in East Asia”, a qualitative study that combines in-depth interviews and focus groups in data collection