

# POLYU Junior Researcher Mentoring Programme 2024



<b>Code:</b>	JRMP2024_18
<b>School / Department:</b>	Department of English and Communication
<b>Name of Research Team Member(s):</b>	Prof. Stefano Occhipinti, Professor
<b>Research Topic:</b>	'If it's natural, it must be good': An exploration of naturalness in Hong Kong and online in a global context
<b>Short Description of the Research Project:</b>	<p>This project will examine how people talk about and respond to claims of naturalness and authenticity. Social media contain many such depictions in texts and images of food, medicines and customs (e.g., a new protein powder or a new skin care product might both be described as being made of 'all natural' ingredients). The research will focus on the connections people may draw between natural things, identity, and morality and goodness.</p> <p>The participating students will learn how to conduct qualitative interviews and online surveys. They will talk to ordinary people in Hong Kong and elsewhere and contribute to surveys deployed on the Qualtrics platform and to the evaluation of an existing scale to measure beliefs about naturalness. They will learn how to conduct basic qualitative and quantitative analyses in R while gaining an understanding of culture, emotions and morality.</p>
<b>No. of Places Offered:</b>	3
<b>Frequency of Meetings:</b>	Monthly
<b>Special Requirement(s):</b>	The participating students should have an interest in combining information and insights from both qualitative and quantitative sources and have a general interest in culture, with a global outlook.

\* The information presented above is subject to change.