

TIME	HHB UG04	HHB UG05	HHB UG06	HHB UG09	HHB UG10	HHB UG12	HHB UG13	HHB 502b
8:00-8:15	Registration							
8:15-8:25	Opening & Orientation: Department of English and Communication <i>The Hong Kong Polytechnic University</i>							
8:30-8:55 Session 1	Billy Gwyneth CHAN, Timothy Joaquin TONGSON, & Isabella Bianca MERCADO <i>De La Salle University - Manila</i> Enhancing undergraduate speaking performance through a CALL-integrated intervention	Yiwen LU <i>Fudan University</i> Metaphorical and metonymical uses of arm and leg in English and Chinese: A cross-linguistic perspective	Huiwen YU <i>The Chinese University of Hong Kong, Shenzhen</i> Eyes on you: The influence of classroom social gaze on undergraduate students' social anxiety at CUHK-Shenzhen	Yuting JIN, Junhong ZENG, & Anni ZHOU <i>Macau University of Science and Technology</i> Negotiating identity and power in Macao's hybrid tourist spaces	Wan Hei KAM <i>Hong Kong Baptist University</i> Perception of human-produced code-switching and AI code-switching in bilingual individuals	Hei Tung Ocean SUNG <i>The Hong Kong Polytechnic University</i> Addressing educational inequalities: The disparities between English education in Thailand's public and private high schools	Wanzi CHEN <i>City University of Hong Kong</i> How can AI help children's language learning? — From the perspective of language mapping	Maggie CHAN <i>The Hong Kong Polytechnic University</i> Emergence of brain rot terms: Perceptions and usage of brain rot terms among Generation Z individuals in Hong Kong
9:00-9:25 Session 2	ENGL3040 Showcase (9:00-9:55) Victoria Yilin HAN, Nok Yin Enoch CHAN, Ishita AKHTER, & Frida Yuxi ZHOU <i>The Hong Kong Polytechnic University</i> A study on Hong Kong university students' perceptions of cultural blending in Chinese New Year festival decorations	Jannen Andrea Nicole LOMANTA, Maico Demi APEROCHO, Kym Danielle PLEÑOS, & Rovie Dane FRANCISCO <i>University of Mindanao</i> On legal education, mental health risks, and language use: A grounded theory exploration	Wing Hei YIP <i>The Chinese University of Hong Kong, Shenzhen</i> Differences in bilingual usage preferences and their causes among CUHK-Shenzhen undergraduates in group discussions and class communication	Xiyao YUAN <i>Beijing Normal-Hong Kong Baptist University</i> Exploring EFL students' prompting strategies and their role in AI-assisted writing development: A corpus-based analysis	Xiaohan MA & Yifan LI <i>The Hong Kong Polytechnic University</i> Prompting politeness across gender and hierarchy: A corpus-assisted study of AI-generated emails	Yee Hang HO <i>City University of Hong Kong</i> The usage development of bak1soeng5 北上 and gong2jan4bak1soeng5 港人北上 in Hong Kong	Youkang WANG <i>The Hong Kong Polytechnic University</i> Choosing better words: How language models decide when enough is enough	
9:30-9:55 Session 3	Zhuoyi WANG, Yi ZHANG, & Shuwen XUE <i>The Hong Kong Polytechnic University</i> "Us" & "them": How are the speech communities formed in PolyU? Ruohe Norna CUI, Pui Yan Emily LAU, & Miaomiao Melly LU <i>The Hong Kong Polytechnic University</i> Decoding motherhood online: public perceptions of the "xx mama" username on Chinese social media		Menglin LI & Haoke LI <i>City University of Macau</i> Understanding the impact of self-efficacy on L2 writing engagement in the age of GenAI	Chi Yan IP <i>The Hong Kong Polytechnic University</i> Strategic maneuvering in corporate crisis communication: Investigating miscommunication in the United Airlines crisis	Xinyue FENG <i>Shenzhen University</i> How reading fluency shapes children's processing of phonetic-semantic characters: Evidence from reaction times and accuracy	Herong ZHANG <i>Beijing Normal-Hong Kong Baptist University</i> Teaching the untaught: Bridging textbook gaps in gaokao story continuation writing through corpus-informed materials design	Yukang DAI <i>Guangzhou University</i> Effects of AI agent feedback on senior high school students' continuation writing performance and AI literacy	Zhiyuan SHANG <i>Northeast Normal University</i> Experimental study on improving language negative transference in multilingual learners using large language models optimized with prompt engineering: A case study of English-German bilingual learners
10:00-10:15	AM Break	AM Break	AM Break	AM Break	AM Break	AM Break	AM Break	AM Break

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10:15-10:40 Session 4	Ruobing HUANG Beijing Normal-Hong Kong Baptist University Constructing and interpreting U.S. election discourses through humor and satire: Chinese RedNote users' engagement with Trump and Harris campaign videos		Ho Lam KWAN Hong Kong Baptist University Tonal bilingualism and cognitive aging: Preserving Cantonese tone perception in elderly speakers	Andrea Isabelle ANDRADE Beijing Normal-Hong Kong Baptist University Language, identity, and leadership in State of the Nation addresses of Filipina presidents	Natcha BOONPOG The Hong Kong Polytechnic University What challenges emerge from my dual roles as an online English tutor teaching Thai students and as a full-time university student?	Tiffany Jocelyn IRWAN The Chinese University of Hong Kong, Shenzhen Understand to resolve: Investigating Chinese sophomores' personal values and emotional intelligence towards resolving friendship conflicts	Leyan XU, Yuqi OU, & Ying WU Shenzhen University Exploring medical culture: A case study of medical linguistic landscapes in South China	
10:45-11:10 Session 5	Nurlita Wahyu AZIZA & S Rouli MANALU Universitas Diponegoro Telemedicine acceptance in Indonesia: Analysis through TAM2 framework		Po Lin CHOY Hong Kong Metropolitan University Linking form and talk: An action research study of tiered post-task speaking games to enhance confidence and engagement in a Hong Kong mixed-ability secondary three EFL classroom	Xinran SHI City University of Macau Group collaborative writing vs Individual writing: Effects on L2 academic writing organization among Chinese undergraduates in Macau	Xiyu HU Beijing Normal-Hong Kong Baptist University Hedging, gender, and social positioning in Jane Austen's fiction: A corpus-assisted study	Laam KWOK The Hong Kong Polytechnic University Social media conflicts over interregional lexical variation across mainland China, Hong Kong and Taiwan: Identity, attitudes and explanatory factors	Siting CHEN Shenzhen University Algorithmic intimacy and family emotional compensation: A study on the mechanism of Generative AI companions in emotional compensation in Chinese youth families	Keyi LIU The Chinese University of Hong Kong, Shenzhen "Unconsumed treasures in the favorites": A study on the drivers of digital hoarding anxiety among college students
11:15-11:40 Session 6	Derun SUN, Minjoo KANG, Xinrui LI, & Hoi Ying LAU Hong Kong University of Science and Technology A corpus-based analysis of depression through experience and expertise		Ka Nam CHAU The Hong Kong Polytechnic University The impact of L2 anxiety and willingness to communicate on oral communication strategies in EMI classrooms: A mixed-methods study among Hong Kong university students	YanLin CHEN City University of Macau Impact of Gen-AI feedback on metacognitive strategies and L2 writing achievement among English majors	Ziye HUANG The Chinese University of Hong Kong, Shenzhen Judicial discourses of parenthood in ROPA families: A comparative study of mainland China and Hong Kong	Yile ZHANG Beijing Normal-Hong Kong Baptist University Terrorist or folk hero? Comparing media representations of Luigi Mangione across platforms	Congmiao CHEN The Chinese University of Hong Kong, Shenzhen Phonetic variation in the acquisition of English interdental fricatives by Qingdao dialect speakers	
11:45-12:40	Lunch & Photo Taking	Lunch & Photo Taking	Lunch & Photo Taking	Lunch & Photo Taking	Lunch & Photo Taking	Lunch & Photo Taking	Lunch & Photo Taking	Lunch & Photo Taking
12:40-13:05	Plenary: Michal Krzyzanowski The Hong Kong Polytechnic University Why do we need a discourse-conceptual analysis? On the development and applications of a research agenda							
13:05-13:15	Plenary Q&A							
13:20-13:45	Plenary: Phil Woo Social Entrepreneur Designing dignity in care: allcareAI and the communication work of healthcare innovation							
13:45-13:55	Plenary Q&A							

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14:00–14:10	Afternoon Break	Afternoon Break	Afternoon Break	Afternoon Break	Afternoon Break	Afternoon Break	Afternoon Break	Afternoon Break
14:10–14:35 Session 7	Chunyu DAI The Hong Kong Polytechnic University Learner engagement and emotional response in YouTube-based English learning: A natural language processing study	Weijie ZHOU The Chinese University of Hong Kong, Shenzhen Differences between real trading and paper trading in stock investment among university students	Shenman ZHAO The Hong Kong Polytechnic University An autoethnography of language and cultural identity	Jingxi LUO, Jingxin ZHANG, & Xinran GONG Beijing Normal-Hong Kong Baptist University Creative resistance in user-generated content: A multimodal critical discourse analysis of resisting patriotic marketing associated with Ne Zha 2 on Douyin	Chung Him PANG Hong Kong Baptist University Evaluating the effectiveness of a multi-sensory teaching approach in enhancing reading comprehension skills among dyslexic secondary students in Hong Kong	Wenqian (Wendy) TANG Hong Kong Shue Yan University How does language proficiency shape metaphorical pathways in Hong Kong?	Yihan MA Northwestern Polytechnical University The impact of L2 motivational self-system on Chinese English majors' classroom willingness to communicate: A case study of NPU	
14:40–15:05 Session 8	Liujin FAN City University of Macau The impact of Grammarly on the L2 writing anxiety among Chinese students in Macau: A focus on linguistic features	Maria Rogozina Lingnan University Evaluating the limits optical character recognition (OCR) places on AI-generated feedback	Mengxi LI Southwest University The "biological machine": A critical discourse and conceptual metaphor analysis of self-optimization identity among elite learners	Sizhe LIU The Chinese University of Hong Kong, Shenzhen Exploring the gender differences in mental health labeling and help-seeking among CUHKSZ students	Tingrui ZHANG The Chinese University of Hong Kong, Shenzhen The effects of short-term internships on career clarity and career decision-making self-efficacy among Chinese university undergraduates: An exploration of critical determinants	Boshen CAI & Jinfeng CHEN Hong Kong Chu Hai College; Xiamen City University The embodied politics in the cross-cultural reception of Korean cinema	Gulsah TOSUN The Hong Kong Polytechnic University Students' emotional experiences in English medium of instruction (EMI) universities	
15:10–15:35 Session 9	Konstantin PETUKHOV Far Eastern Federal University President Lee Jae Myung's migration policy and Chinese migration to South Korea: Problems of intercultural communication	Ishita AKHTER The Hong Kong Polytechnic University Internationalization or myth: Intercultural encounters between Chinese and South Asian international students in Hong Kong universities	Boshen CAI & Kunying LV Hong Kong Chu Hai College Quantified 'love' in virtual companionship: A study of overseas media coverage of Chinese otome games	Xuan ZHAO The Chinese University of Hong Kong, Shenzhen How university student influencers monetize their content on social media platforms: A case study of RedNote	Sicheng WU The Chinese University of Hong Kong, Shenzhen Barriers to intimate intercultural friendship between Chinese and international students in a Sino-foreign university: A sequential explanatory mixed methods study	Yuxi WEI City University of Macau The comparison of university students' academic writing outcomes with and without the assistance of AI-supported Grammarly	Yihang PENG & Ye WANG Tsinghua University Metaphor recognition based on a decoupled multi-agent collaborative network: A case study of <i>Dream of the Red Chamber</i>	Xiaomeng CHEN The Chinese University of Hong Kong, Shenzhen Enhancing undergraduates' stock returns through course knowledge application: A CUHKSZ case study based on the personal-cognitive-environmental framework
15:40–15:50	PM Break	PM Break	PM Break	PM Break	PM Break	PM Break	PM Break	PM Break
15:50–16:15 Session 10	Jun ZHONG Southwest University Innovation and deviation of lettered words in cyberspace from the perspective of linguistic adaptation: Implications for the standardization of national common language	Louniella Anne SARSE, Louise BRIONES, Lea Valerie Allyca ROMERO, & Maico Demi APEROCHO University of Mindanao Analyzing the disaster communication materials in Davao City: A multimodal discourse analysis	Jing TAN Southwest University Beyond imperative directives: If-conditionals as a key pragmatic resource for reconfiguring teacher-student interaction in Chinese EFL demonstration lessons	Hongle SHEN & Hui Fang KONG Anhui Jianzhu University A study on dynamic properties of diphthongs in Susong-Gan Chinese	Yinuo WU City University of Macau The impact of exam-oriented grading systems on L2 creative writing: A qualitative study of Chinese high school students	Millyarda Esther Deborah WUWUNGAN The Chinese University of Hong Kong, Shenzhen Relationship matters more than sticker type: A mixed-methods study of multicultural emotion recognition at CUHKSZ	Yawen XUE Beijing Normal-Hong Kong Baptist University A genre-based materials evaluation of senior high school English textbooks and NMET reading comprehension: Exploring alignment between teaching materials and examination practices	

PolyU-CALLS 2026

PolyU Undergraduate Conference on Applied Linguistics and Language Studies
Saturday, 28 March 2026

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16:20-16:45 Session 11	Yumiko UEDA J. F. Oberlin University Ideal L2 self and English learning motivation of Japanese university students	Ching Laam HUI, Juthamat Charlene SAENGSAK, & Lai Man Sally KWAN The Hong Kong Polytechnic University Multilingual signage and urban identity: Linguistic landscapes in Hong Kong's redeveloped districts	Nuoqi TAN & Lushi LIN Guangdong University of Finance Constituting institutional identity of HKMA through first person pronouns: A corpus-based analysis (2021-2025)	Siyuan WANG The Chinese University of Hong Kong, Shenzhen From interrogative to challenge: The syntax-discourse interface of Mandarin Sha	Yi YAO City University of Macau Can AI help people feel heard in the Confucian context? A mixed-methods study	Sing Ho LEE The Hong Kong Polytechnic University Comparing recitation pedagogy in Cantonese and Mandarin: A study of language education in Hong Kong primary and secondary schools	Zhuoying XIE Beijing Normal-Hong Kong Baptist University A corpus-based comparative study of university students' idiom acquisition through deductive and inductive approaches	Juxiang HU The Hong Kong Polytechnic University Beyond structural difficulty: Exploring the effect of fable content and individual factor on narrative performance in Chinese adolescents and adults
16:50-17:15 Session 12	Chang XU The Hong Kong Polytechnic University Mythical creatures and their functions in the <i>Wuzang Shanjing</i> : A quantitative perspective on the mystical pragmatism of the <i>Classic of Mountains and Seas</i>	Ziyue TANG Beijing Normal-Hong Kong Baptist University The discourse of "East Asian kid" on RedNote: Trauma, identity, and online narratives	Di WU The Chinese University of Hong Kong, Shenzhen From screen to scene: Navigating online Huang Han discourse and the formation of political values at a Sino-foreign university	XuRan ZHAO City University of Macau The impact of perfectionism on L2 writing anxiety among Chinese learners of English in Macao	Zhongwei XIE Southwest University From cost-driven to value-driven: Constructing globalized discourse of Chinese brands on cross-border E-commerce platforms in virtual linguistic landscape	Isack Josua SASMITA SIAHAAN Universitas Diponegoro Antecedents of AI dependency behavior among Indonesian college students from the I-pace model perspective: The buffer role of AI literacy	Carisa SURYABADI The Chinese University of Hong Kong, Shenzhen Investigating the impact of active and passive social media use on the social satisfaction of university students	
17:20-17:30	Closing: Department of English and Communication The Hong Kong Polytechnic University							