‍kimburley choi

Associate professor | Dept. of Cultural Studies | Lingnan University | kimchoi@ln.edu.hk

Education

* Doctor of Philosophy, 2007, Lingnan University
* Remade in Hong Kong: How Hong Kong People Use Hong Kong Disneyland
* Supervisors: Professor Meaghan Morris (University of Sydney), Professor Markus Reisenleitner (York University)
* Master of Social Sciences, 1998, The University of Hong Kong
* Reading Audiences: Spectatorship and Stars in Hong Kong Cinema — the case of Chow Yun Fat
* Supervisor: Dr. Ng Chung Hung (University of Hong Kong)
* Bachelor of Arts, 1993, The University of Hong Kong
* Major: Comparative Literature
* Minor: Sociology

Research Interests

* Representations and urban (consumer) cultures
* House ads in urban HK (1961-2011)
* Representation of HK in HK public museums after 1997
* Ethnography of material-discursive practices in urban life
* Older women home practices and subjectivities
* Parenting, consumer culture, and home
* Disney, HK Disneyland and HK parents’ consumer culture
* Digital ethnographic production
* HK home culture presented in hypermedia
* Older women life storytelling presented in hypermedia

Employment History

Associate Professor (with substantiation) | Department of Cultural Studies, Lingnan U | July 2022 –

Associate Professor (with substantiation) | School of Creative Media, City U | July 2018 – June 2022

Assistant Professor | School of Creative Media, City U | July 2012 – June 2018

Instructor I | School of Creative Media, City U | Sept 1999 – June 2012

Senior Research Assistant | General Education Unit, HKU | May 1999 – Sept 1999

Assistant Editor | Hong Kong International Film Festival | Oct 1996 – April 1999

Research Grants

funded (external)

* **PI (2021/22) Media Arts Project Grant funded by Arts Development Council (ADC) n. 38787**
* HKD275,000. On-going
* Multiplicity in interactive life storytelling: Hong Kong older women’s divergent lives and subjectivities
* **Co-I (2020/21) General Research Fund (GRF) funded by University Grants Committee (UGC) n. 13601920**
* HKD823,800. On-going
* Buying, keeping and throwing stuff in small homes: A study on the purchase, storage and disposal decisions and practices of Hong Kong families
* **PI (2019/20) Exchange grant funded by Hong Kong Arts Development Council n. HKADC/37477**
* HKD41,600 (withdrawn due to COVID-19)
* Multiplicity in life storytelling: Hong Kong older women’s divergent lives and subjectivities
* **PI (2019/20) General Research Fund (GRF) funded by University Grants Committee (UGC) n. 11602119**
* HKD289, 992. On-going
* Museum and nation-building: Hong Kong history, communities, and identities represented in Hong Kong museums (1997-2017)
* **PI (2017/18) General Research Fund (GRF) funded by University Grants Committee (UGC) n. 11604317**
* HKD409,422. On-going
* Recycling working daughters? Hong Kong older women’s divergent lives and subjectivities
* **PI (2016/17) General Research Fund (GRF) funded by University Grants Committee (UGC) n. 11616216**
* HKD221,500. Completed in 2019.
* Advertising Hong Kong’s modern domestic ideal: an analysis of Hong Kong newspaper advertisements on Hong Kong residential properties and domestic products from 1946 to 2008
* **PI (2016/17) Course Enhancement Fund funded by University Grants Committee (UGC). Leading institution: Polytechnic University**
* HKD15,000
* Enhancing information literacy in Hong Kong higher education through the development and implementation of shared interactive multimedia courseware
* <https://www.lib.polyu.edu.hk/julac-il-project/course-enhancement-fund>
* **Co-I (2016/17) General Research Fund (GRF) funded by University Grants Committee (UGC) n.** **13629816**
* HKD478,484. On-going
* Transnational Transformations? How transient migration shapes intimate and family relations of transnational professionals in Hong Kong
* **Co-I (2017/18) Equal Opportunity Commission (EOC) n. EOC/RES/33**
* HKD476,330. Completed
* A study on knowledge and victimization experience of sexual harassment in the service industries
* **PI (2013/14) Early Career Grant (ECS) funded by University Grants Committee (UGC) n. City U 159613**
* HKD399,420
* Making Home: A visual ethnography of Tai Hang domestic space

funded (internal)

* **PI (2015/16)** **Strategic Research Grant (SRG) funded by City U HK, n. 7004536**
* HKD100,000, On-going
* Advertising Hong Kong's modern domestic ideal: An analysis of Hong Kong newspaper advertisements on Hong Kong residential properties and domestic products from 1946 to 2010
* **PI (2012/13) Start-up Grant funded by City U HK, n. 7200333**
* HKD200,000, Completed. Output published.
* Early childhood, parenting, play and consumer culture in Hong Kong society
* **Co-I (2012/2013) Teaching Start-up Grant funded by City U HK**
* HKD100,000. Completed.
* Documentary filmmaking for discovery enriched tutorial teaching
* **Co-I (2010/2011) School Research Incentive Fund funded by City U HK**
* HKD60,000, Completed.
* Research title: What is in a 'talking head'? – A visual ethnography on performativity, reflexivity and social interactionism

Awards & Distinctions

* Outstanding Paper Award (2018/19), “Home and the materialization of divergent subjectivities of older women in Hong Kong” (*Journal of Gender Studies*), from the Hong Kong Studies Annual Conference (HKSAC) 2019, organized by theAcademy of Hong Kong Studies. Every year, the Review Panel of HKSAC, comprising of distinguished scholars, selected a handful of outstanding papers in different disciplines of Hong Kong Studies published in hardcopy in peer-reviewed English academic journals.
* Visiting Fellow, Humanities Research Centre, Australian National University, June 30 to August 5, 2005.

Publication and Research Output

peer review journal articles

* Choi, Kimburley WY, Zeng Hong. 2022. Her body belongs to her nation? A feminist reading of recent Chinese and American female spy films. *Feminist Media Studies*.
* Choi, Kimburley WY, Chan Annie HN, Chan Anita KW. 2020. Producing ‘luxury’ housing: Developers’ strategies and housing advertisements in Hong Kong (1961-2011). *Urban Studies* 57(16): 3252-3280. DOI:
* Leung, Suzannie KY, Choi, Kimburley WY, M Yuen. 2020. Video art as digital play for young children. *Journal of Educational Technology* 50(2): 531-554.
* Choi, Kimburley WY, Chan Annie HN, Chan Anita KW. 2019. The disappearance of community, work, and everyday life in late capitalism: Private housing advertisements from 1961 to 2011 in global Hong Kong. *Journal of Consumer Culture*.
* Hare J, Choi Kimburley WY. 2019. Attribution and plagiarism in the creative arts. *Journal of* Information Literacy 13(1): 62-75. DOI: 10.11645/13.1.2640. <https://ojs.lboro.ac.uk/JIL/article/view/PRJ-V13-I1-1/2798>
video on ‘text-based plagiarism’: <https://www.youtube.com/watch?v=p87fPt96XEM&feature=youtu.be>
video on ‘Plagiarism and copyright infringement’: <https://www.youtube.com/watch?v=FSfkZslH_MY&feature=youtu.be>
* Choi, Kimburley WY. 2019. Home and the materialization of the divergent subjectivities of older women in Hong Kong. *Journal of Gender Studies* 18(4): 427-449*.* DOI: 10.1080/09589236.2018.1429256
* Choi, Kimburley WY. 2018. Engaged critical browsing: Hong Kong home culture presented in hypermedia. *Qualitative Research* 18(2): 224-242. DOI: 10.1177/1468794117714304
* Choi, Kimburley WY. 2017. Habitus, affordances, and family leisure: Cultural reproduction through children’s leisure activities. *Ethnography* 18(4): 427-449.
* Choi, Kimburley WY. 2016. On the fast track to a head start: Parental consumption of children’s play and learning activities in Hong Kong. *Childhood* 23(1): 123-139.
* Choi, Kimburley Wing Yee. 2012. Disneyfication and localisation: Cultural globalization process of Hong Kong Disneyland. *Urban Studies* 49 (2): 383-397.
* Choi, Kimburley Wing Yee. 2010. Constructing a decolonized world city for consumption: Discourses on Hong Kong Disneyland and their implications. *Social Semiotics* 20 (5): 573-592*.*
* Choi, Kimburley Wing Yee. 2006. Consumption: Why does it matter in cultural research? *Cultural Studies Review* 13 (1): 50 – 73.

book chapters

* Leung, Suzannie KY, Choi, Kimburley WY, M Yuen. 2021. Creative digital art: Young children’s video making through practice-based learning. In Embedding STEAM in Early Childhood Education and Care, ed. Caroline Cohrssen and Susanne Garvis. Palgrave Macmillan: Switzerland, pp. 41-64.
* Choi, Kimburley Wing Yee & Steve Fore. 2015. Animating the translocal: The McDull films as a cultural and visual expression of Hong Kong. In *Wiley Blackwell Companions to National Cinema:* *A Companion to Hong Kong Cinema*, ed. Esther MK Cheung, Gina Marchetti and Esther CM Yau. MA, Oxford: John Wiley & Sons, pp. 140-167.
<http://as.wiley.com/WileyCDA/WileyTitle/productCd-0470659289.html>
* 蔡穎儀. 2011. 「黎肖嫻與麥海珊：兩女性在紀錄片形式的實驗」，《香港紀錄片》（張偉雄、周思中合編）。香港：香港電影評論學會。
(Translated title: “Experimental documentary works of Linda Lai & Anson Mak”)
[http://www.filmcritics.org.hk/學會出版/學會叢書/製造香港──本土獨立紀錄片初探](http://www.filmcritics.org.hk/%E5%AD%B8%E6%9C%83%E5%87%BA%E7%89%88/%E5%AD%B8%E6%9C%83%E5%8F%A2%E6%9B%B8/%E8%A3%BD%E9%80%A0%E9%A6%99%E6%B8%AF%E2%94%80%E2%94%80%E6%9C%AC%E5%9C%9F%E7%8D%A8%E7%AB%8B%E7%B4%80%E9%8C%84%E7%89%87%E5%88%9D%E6%8E%A2)
* 蔡穎儀. 2011. 「玉不琢，不成器？細看香港父母育兒對策」，《香港 · 權力 · 文化》（呂大樂、吳俊雄、馬傑偉合編）. Oxford, NY: Oxford University Press, Centre of Asian Studies, The University of Hong Kong.
(Translated title: “Happy Together: Regulation and self-management of Hong Kong mothers & children”)
<http://www.oupchina.com.hk/at/2011/book002.asp>
* 蔡穎儀. 2004. 「傳媒與形象—電影」, 《香港性別論述》（陳潔華、王惠玲編）. Oxford, NY: Oxford University Press, Centre of Asian Studies, The University of Hong Kong.
(Translated title: “Media and representation: Film”)
* 蔡穎儀. 2003. 「傳媒與形象—電影」, 《香港婦女檔案2003 增修版》（洪雪蓮、馮國堅編）. 香港：新婦女協進會.
(Translated title: “Media and representation: Film”)
* 蔡穎儀. 2001. 「看與不看—媽媽為何不再與我看恐怖片﹖」《差異與平等：香港婦女運動的新挑戰》（陳錦華等合編）. 香港： 香港理工大學應用社會科學系社會政策研究中心、 新婦女協進會.
(Translated title: “Watch or not to watch: why doesn’t mom watch horror movie with me again?”)

book

* **Choi, Kimburley Wing Yee**. 2010. *Remade in Hong Kong: How Hong Kong people use Hong Kong Disneyland.* LAP Lambert Academic Publishing: Saarbrücken.
<http://www.amazon.com/Remade-Hong-Kong-People-Disneyland/dp/3838376889>

edited books

* Lai, Linda & **Kimburley WY Choi**. 2015. Eds. *World Film Locations Hong Kong*. Intellect: Bristol. (Korean translation)
* Lai, Linda & **Kimburley WY Choi**. 2013. Eds. *World Film Locations Hong Kong*. Intellect: Bristol.

Others: NEWSPAPER, Web projects, film or book reviews

* **Choi, Kimburley Wing Yee**. 2016. *Making Home: A Visual Ethnography of Tai Hang Domestic Space*.
<https://kimchoi.net/taihang/index.php#en>
* *Making Home: A Visual Ethnography of Tai Hang Domestic Space* is selected to be featured in the **IDFA DocLab Online Database** for the 29th **International Documentary Film Festival Amsterdam.**<http://www.doclab.org/2016/making-home-a-visual-ethnography-of-tai-hang-domestic-space/>
* *Making Home: A Visual Ethnography of Tai Hang Domestic Space* is shown in International Image Festival, XII Media Art Monographic Show, 9-13 May 2016 at Centro Cultural y de Convenciones Teatro los Fundadores. <http://www.festivaldelaimagen.com/en/2016/129-versiones-anteriores/2016/3332-mediaart-2016>
* **Choi, Kimburley Wing Yee**. 2011. Audio commentary of Linda Lai’s *Voices seen, images heard*. *ASPECT: the chronicle of new media art*, vol. 18.
<http://www.aspectmag.org/issue/export-china>
* Lai, Linda CH & **Kimburley WY Choi**. 2010. “What’s in a Talking Head?”
<http://experimentalethnography.net/>

SELECTED Conference, presentation, symposia & workshop

* Speaker. 2019. “Comparing locally-born and immigrant Chinese women’s responses to workplace sexual harassment in Hong Kong: A closer look at the role of migration status and migration context”, at 5th Congress of the Asian Association of Women’s Studies, Ewha Womans University, Seoul, 6-8 Dec 2019.
* Invited award-winning conference speaker. 2019. Outstanding paper award presentation. “Home and the materialization of divergent subjectivities of older women in Hong Kong”, at the Hong Kong Studies Annual Conference (HKSAC) 2019, organized by theAcademy of Hong Kong Studies, The Education University of Hong Kong, 5 December 2019. <https://www.eduhk.hk/ahks/view.php?secid=52889>
* Invited symposium speaker. 2019. “Materiality, older women subjectivities, & Hong Kong homes”, at Thinking Space in Hong Kong: Limits, Horizons, Imaginaries Symposium, co-organised by Rey Chow and Stephen Chu, Hong Kong Studies Programme, University of Hong Kong, 24 May 2019. <https://hkstudy.hku.hk/news/images/20190524.pdf>
* Speaker. 2019. “From everyday living to abstract living: Private housing advertisements in global Hong Kong (1961-2011)”, at International Conference of Cultural Governance in Asia (ICCGA), City University of Hong Kong, Hong Kong Shue Yan University, Hong Kong, 10-11 May 2019.
* Keynote Speaker. 2019. “A visual ethnography of Tai Hang domestic space” at Seminar 2019, School of Design, Hong Kong Polytechnic University, 20-22 February 2019. <https://www.sd.polyu.edu.hk/en/event/pdh-seminar-winter2019>
* Speaker. 2018. “Making home: A visual ethnography of Tai Hang domestic space”. Hong Kong Anthropological Society and Hong Kong Museum of History, 9 November 2018.
<http://www.cuhk.edu.hk/ant/hkas/archive2018.htm>
* Speaker. 2018. “The disappearance of community, work, and everyday life: An analysis of Hong Kong’s residential property newspaper advertisements from 1961 to 2011” (refereed) at Crossroads in Cultural Studies 2018 (refereed), Shanghai, China, 14-17 December 2018.
* Speaker. 2018. “Hypermedia knowledge representation and the production of ethnographic knowledge on Hong Kong home culture” (refereed) at International Sociology Association World Congress of Sociology, Toronto, Canada, 15-21 July 2018.
* Speaker, with Chung, Wai Ching. 2018. “Movement in Time, part 2: Motion analysis in Chinese martial art films and calligraphy” at 13th conference The Arts in Society, 27-29 June 2018.
* Experimental workshop designer and instructor. 2017. HKU CAISE Summer Programme for gifted children. 11-12 August 2017.
* Speaker. 2017. “The Materialization of Older Women’s Identities in Hong Kong Homes” at “Asian Conference on Cultural Studies 2017” (refereed), Kobe, Japan, 1-4 June.
<http://iafor.org/archives/conference-programmes/accs/accs-programme-2017.pdf>
* Speaker. 2016. “Hypermedia and the production of reflexive ethnographic knowledge about Hong Kong home culture” at Crossroads in Cultural Studies 2016 (refereed), Sydney, Australia, 14-17 December 2016.
<http://crossroads2016.org/wp-content/uploads/2016/12/Crossroads-program-final-to-print-v2.pdf>
* Invited Speaker. 2016. “Children’s leisure activities and cultural reproduction” at “International Conference on Media Usage and Cross-cultural Communication under the Digital Era” in Tsukuba Global Science Week (TGSW) (invited), Tsukuba, Japan, 17-19 September 2016.
<http://www.kokuren.tsukuba.ac.jp/TGSW2016/program/abstracts/21_Proceeding_0826.pdf>
* Speaker. 2016. “Gentrification, affordances, and sense of place: the interactional relationship in the gentrifying Hong Kong’s Tai Hang plain” in “The Sixth Asian Conference on Cultural Studies 2016” (refereed), Kobe, Japan, 2-5 June 2016.
<http://iafor.org/conferences/accs2016/>
* Speaker. 2015. “Making home: self, sociality and materiality in Hong Kong’s domestic space” in the conference “In the Flow: People, Media, Materialities” at 6th biannual conference on cultural research arranged by Advanced Cultural Studies Institute of Sweden (ACSIS) (refereed), Linköping University, Norrköping, Sweden, 15-17 June 2015.
<http://www.isak.liu.se/acsis/konferenser?l=en>

Teaching and Supervision

doctoral supervision

**Current | Primary supervision**

* Lina Simon, “Sinofuturism and Chinese new media art”. HKPFS. SCM, 2021-
* Julie Howe, “Comfort apparatuses in media and technologies of control”. SCM, 2020-
* Wong Fei Pang, “Action research on Hong Kong independent filmmaking and transnational co-production”. SCM, 2020-
* Zeng Hong, “The nomadic practice of Hong Kong women artists: four case studies since 2000.” SCM, City University of Hong Kong, 2014-2018.
* Tong Shan, “Chinese independent documentary films for an international audience: Transnational filmmaking practices since the late 2000s.” SCM, 2016-2019.

Institutional Service

University level

Member, Research Committee (2013-2020)

Member, Committee on Taught Postgraduate Programmes (CTPP) (2016-2019)

**School level**

Associate Dean (Research) (Jan – Jun 2020; Sept 2020 – Dec 2020; June – Oct 2021)

RAE Impact Case writer (2018-19)

Programme Leader, MACM (2016-2019)

First Year Director of Teaching (2014-16)

Organizer, SCM Orientation Week (2014-16)

Deputy Program Leader, BAS (2012-14)

Deputy Program Leader, MAMC (2011-12)

Academic Advisor of SCM Minor Program (2011-12)

Chairperson, GRF working group (2020-)

Group leader, GRF working group (2017-)

Member, RAE 2020 Working Group (2016-)

Deputy Chairperson, Staff-Undergraduate Student Consultative Committee (2015-16)

Member, Resources Planning Committee, RPC (2014-)

Member, Assessment Panel (2014-)

Member, School Examination Board (2014-)

Member, School Graduate Studies Committee (2013-)

Member, School Research Committee, SRC (2012-)

Member, Undergraduate Curriculum Committee (2012-16)

Faculty representative, Discovery Festival (2012-)

Representative, BA elective cluster (Art, Society & Culture) (2012-)

Library Acquisitions Coordinator (2011-12)

Member, Staff-Postgraduate Student Consultative Committee, SPSCC (2011-12)

Knowledge Transfer

member of editorial board

* *Asian Social Science*,Canadian Center of Science and Education (2012-)

External REVIEWER for academic grants

* Initiation Grant for Faculty Niche Research Areas, HK Baptist University (RC-FNRA-IG/20-21/AVA/01; 2021)
* Faculty Development Scheme (FDS), University Grants Committee (UGC), 2019-20; 2020-21;

External assessor and jury for media works

* Assessor; Examiner | Hong Kong Arts Development Council | Film and Media Arts (2015-)
* Invited Professional Adjudicator | Hong Kong Film Awards Association 香港電影金像獎 (2014- )

REVIEWER for journals

* *Journal of Consumer Culture*, August 2021
* *The Sociological Review*, Jan 2021
* *Social Transformations in Chinese Societies*, April 2019
* *Leisure Studies*, IF: 2.247, July 2018
* *Children’s Geographies*, IF: 1.867, Mar 2018
* *Cultural Geographies*, IF: 3.35, Oct 2017
* *Asian Anthropology*, Dec 2017
* *Sociology of Education*, IF: 2.0, Jan 2016
* *Tourism Geographies*, IF: 1.695, Dec 2015
* *Journal of Consumer Culture*,IF: 1.724, Sept 2011

Professional Services

Conference track chair & reviewer

* 2017 Reviewer | 11th annual Consumer Culture Theory Conference (CCTC 2017)
* 2016 Conference track chair | New Media & Cultural Heritage, ISEA 2016 Hong Kong (International Symposium on Electronic Art) (16-22 May 2016)
* 2016 Reviewer | 10th annual Consumer Culture Theory Conference (CCTC 2016)

University curriculum and course external reviewer

* 2020-2023 External Examiner | Dept of Social Science, The Hang Seng University of Hong Kong
* 2020 Courses examiner | Department of Social Science, Hang Seng University of Hong Kong
* 2019 Courses reviewer | General Education, Hong Kong Baptist University
* 2018 Course reviewer | Centre for Advancement in Inclusive and Special Education (CAISE), Faculty of Education, The University of Hong Kong

Board director & others

* 2003-2006. Board Director of Videotage, HK
* 2003-2004. Board Director of Microwave Festival, HK
* 2002-2006. Secretary of Lunar Culture, HK women’s art group

PhD thesis examiner & panel member

* 2021 PhD thesis external examiner | “Materialities, Discourses, and Entanglements in Gendered Decision-Making and Practices: an Ethnographic Account of ‘Fish Mammy’ Households in Ghana” by Mr Moses Adjei
* 2020 PhD thesis panel chair and internal examiner | “The Microbial Posthuman Turn in Art and Biology: A Transforming Conceptualization of Microorganisms from Pathogens to Protagonists” by Mariana Perez-Bobadilla
* 2020 PhD thesis panel chair and internal examiner | “Workshops of Our Own: Analysing Constraint Play in Digital Games” by Johnathan Harrington
* 2020 PhD thesis Panel chair and internal examiner | “Research-based Art Practices in Southeast Asia: The Artist as Producer of Knowledge” by HA THUC Caroline Maud Magali
* 2019 PhD thesis internal examiner | “Micro visual narratives on Instagram: a critical analysis of selfies and reimagining personal narratives on social media through participatory research” by Oliveira Santos Garner Ana Clara
* 2019 PhD thesis internal examiner | “Independent from what? The practice, strategies and limitations of independent animation artists in contemporary China and Hong Kong” by Cheung Man Chi Terrie
* 2013 PhD thesis internal examiner | “Camera Girl 2.0: A study of Chinese women’s online visual representation in the age of individualization” by Meng Di

Other services

* 2014 Jury of Youth Creativity, Arts and Sports Show (Youth Leadership Development Series 2014), 29 Nov 2014
* 2013 Jury of the video contest “human right you/I/she” Association for the Advancement of Feminism, 13 Dec 2013 <http://www.aaf.org.hk/videocontest2013/>
* 2013. Invited participant of Kingsley Ng’s artwork, “Études for the Everyday”, Dec 2013. <https://pinvents.com/event/620874854621151/tudes-for-the-everyday>
* 2004 Jury of the “Women's Pixel Short Film Award”, organized by *Nu Xing Wang* (Female-Sex-Web), April 2004