



Workshop on Innovative Research Methods in Gender, Marriage and Family Studies



Room 422
Sino Building, CUHK



HKT

Friday, Feb 21, 2025

10:00 a.m. - 12:20 p.m.

2:00 p.m. - 5:30 p.m.

AM section: Speaker Presentation

PM section: Postgraduate Sharing



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register



Prof. SHU Xiaoling

Department of Sociology
UC Davis

Knowledge Discovery and Data Mining in the Social Sciences: Incorporating Machine Learning with Classical Statistical Methods

Knowledge discovery and data mining (KDD) encompasses a dialectic research process that is deductive and inductive. KDD automatically or semi-automatically considers joint, interactive, and independent predictors to address causal heterogeneity and improve prediction. It plays an important complementary role in revealing valid and significant hidden patterns in data, providing insights into data and theory development, and enriching scientific discovery. The most recent development is to incorporate this new paradigm of predictive modeling with the classical approach of parameter estimation regressions to produce improved models that combine explanation and prediction. I use examples from my research to demonstrate ways to incorporate machine learning with classical statistical approaches to shed light on hidden patterns in data to aid knowledge discovery.



Prof. HAN Ling

Gender Studies Programme
CUHK

AI, Big Data, and the Death of Fieldwork? Navigating the Tensions and Possibilities of Digital Methods in Qualitative Research

The rise of digital platforms and new analytical tools has provided qualitative researchers with access to a rich trove of data, prompting them to integrate digital methods into data collection and adapt to the growing reliance on digital technologies. As qualitative scholars in the humanities and social sciences increasingly claim to engage with machine learning and AI, how does digital platformization reshape qualitative inquiry? While core qualitative methods—observing, listening, and interacting—may seem more accessible in digital spaces through digital ethnography, new ethical challenges and digital precarity emerge in studying and publishing research that incorporates digital data. From a feminist reflexive standpoint, I examine recent reviews on digital ethnography, tools that bridge the digital-analog divide, and the ethical dilemmas associated with digitalization. Finally, while digital advancements facilitate data collection and analysis, non-digital fieldwork remains indispensable.

Moderator



Prof. Sara ZHONG

Department of Sociology
CUHK

Name	Project title
Yidan BI	Workplace Experiences of Transgender Men in China: Reciprocity, Positionality, and Community-Based Knowledge Production
Lingxi CHEN	When public sector jobs become not mother-friendly: How do state and market render jobs at State-Owned Enterprises not accommodate mothering in Post-Reform China?
Yawei DUAN	Doing Digital Ethnography in subculture communities: Anonymity, Research Ethics, and Online Abuse
Jiying HUANG	They do video calls, but so what?" A Methodological Reflection on Practices in Transnational Care
Zhensheng LIN	Reflection on Question Design of Semi-Structured and Life-History Interviews in Framing Queer Migrant Integration Narratives
Lingyan TU	Gender Dynamics of Workplace Culture: Insights from China's High-Tech Sector
Chi Fung WONG	Rethinking the Sociology of Body: The Exploratory Research on the Sexualized Body of Sexfluencer/Wanghuang in Hong Kong