

FAN, Pukun

Ph.D. Student

Bachelor of Communication with a major in Digital Media

The University of Queensland, Brisbane, Australia

Master of Publishing and Communications

The University of Melbourne, Melbourne, Australia

✉ 26481774@life.hkbu.edu.hk

Research Interests:

- Digital media platform cultural studies
- Gender and sexuality in media
- Online affective public

Refereed Journal Article:

FAN, P.K., (2025). From Consumers to Pro-sumers: Understanding Cross-Cultural Content Creation and Value Production on TikTok and Douyin. *Communications in Humanities Research*, 61, 86-94.

FAN, P.K., Jia, J.Y., Tang, S. H., Zhang, Y. F. (2022), Quantitative Analysis on the Causes and Results of Indulging in Social Media Short Videos. *BCP Business & Management*. 20. 166-170.

Other Publication:

Fan, P.K. (2025). "Myers-Briggs and Gen Z: Knowing Yourself or Just Wearing a Label?" *Grattan Street Press Blog*, 21 May 2025.

Awards:

The University of Queensland International Onshore Merit Scholarship, 20/12/2023