

# DR MARGO TURNBULL

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The Hong Kong Polytechnic University (PolyU)*

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## RESEARCH INTERESTS AND EXPERTISE

- Applied linguistics in health care
- End-of-life care
- Cancer
- Health communication
- Intersectionality and women's health
- Knowledge transfer and implementation science
- Migration, health and wellbeing
- Mixed-methods and qualitative research using Covidence, Microsoft, Nvivo, Qualtrics, R-Studio (entry level)
- Research co-design
- Social and structural determinants of health

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## EDUCATION

|           |  |
|-----------|--|
| 2012-2017 | PhD (full time)<br>University of Technology, Sydney<br>Thesis Title: Governing chronic illness through integrated care<br>Field: Primary health care |
| 2003      | MBA<br>The University of New England   |
| 1997      | Bachelor of Speech Pathology & Bachelor of Arts<br>The University of Queensland  |

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## CAREER

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| Nov 2022 – Present    | Assistant Professor, Department of English & Communication, PolyU                            |
| Jan 2026 – March 2026 | Visiting Academic, School of Social Sciences, The University of Queensland (Sociohealth Lab) |
| Jul 2020 – Nov 2022   | Research Assistant Professor, PolyU  |
| Aug 2018 – Jul 2020   | Postdoctoral Fellow, PolyU   |
| Aug 2017 – Aug 2018   | Research Associate / Project Associate, PolyU  |
| 2000 – 2012           | Speech and language pathologist/Allied health service manager, London NHS                    |

1998 – 1999

Speech and language pathologist, Child and Youth Mental Health Service (QLD), Department of Education (Tasmania)

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## RESEARCH

### Funded Research Projects as Primary Investigator

- January 2025 – June 2026 **Project:** A mixed-methods, longitudinal evaluation of multilingual simulation-based communication training for final-year nursing and medical students in Hong Kong  
**Funder:** General Research Fund, Research Grants Council (RGC), Hong Kong SAR *\*External competitive funding*  
**Amount:** HKD 741,700 (Project No. PolyU15607124)
- October 2024 – March 2026 **Project:** Cancer and migration in Hong Kong  
**Funder:** Faculty of Humanities, PolyU  
**Amount:** HKD 517,500
- November 2023 – July 2025 **Project:** Navigating cancer, employment and migration: A translational research project with Filipino and Indonesian migrant domestic workers in Hong Kong  
**Funder:** Departmental Earnings Fund, PolyU  
**Amount:** HKD 50,000
- June 2023 – November 2024 **Project:** Linguistic and discursive analysis of role-play simulations for communication training with final-year medical and nursing students in Hong Kong  
**Funder:** Departmental General Research Fund, PolyU  
**Amount:** HKD 150,000
- June 2023 – May 2025 **Project:** Primary healthcare and Hong Kong's ageing population: An exploratory study of barriers and facilitators to uptake of services  
**Funder:** Assistant Professor Start-Up, PolyU  
**Amount:** HKD 500,000
- May 2023 – April 2024 **Project:** A qualitative study of community-based support groups for migrant workers in Hong Kong  
**Funder:** Faculty Reserve, PolyU  
**Amount:** HKD 50,000
- January 2022 – June 2024 **Project:** 'Normally you sit beside a bed and hold someone's hand': COVID-19 and end-of-life care practices in Hong Kong and Australia  
**Funder:** General Research Fund, Research Grants Council (RGC), Hong Kong SAR *\*External competitive funding*  
**Amount:** HKD 535,000 (Project No. PolyU15604721)
- September 2021 – February 2023 **Project:** Exploring the interface between global and local health literacy  
**Funder:** Internal Start-Up Fund, PolyU  
**Amount:** HKD 250,000
- May 2021 – November 2022 **Project:** Using cues and heuristics to test responses to digital health promotion messages

**Funder:** Departmental General Research Fund, PolyU  
**Amount:** HKD 106,000

December 2020 – February 2022  
**Project:** Leveraging ‘uncertainty’ during a health crisis  
**Funder:** Deans Reserve, PolyU  
**Amount:** HKD 105,000

*Total Funding as Primary Investigator: approximately \$3 million HKD*

### Funded Research Projects as Team Member

January 2024 – June 2026  
**Project:** UGC Fund for Innovative Technology in Education Theme 1 Initiative 4 in Augmented Experiential Learning  
**Funder:** University Grants Committee (UGC), Hong Kong  
**Role:** Co-Lead  
**Amount:** HKD 1,795,000

January 2024 – December 2025  
**Project:** The cultural context of moralisation as a driver of health stigma in Hong Kong SAR and Australia  
**Funder:** General Research Fund, RGC, Hong Kong  
**Role:** Co-Investigator  
**Amount:** HKD 734,500

September 2023 – August 2024  
**Project:** Metahealth (Large Equipment Fund for Teaching, PolyU, in collaboration with the School of Nursing)  
**Funder:** UGC, Hong Kong  
**Role:** Co-Investigator  
**Amount:** HKD 1,261,000

*Total Research Funding as Primary Investigator and Co-Investigator: \$6.79 million HKD*

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### KNOWLEDGE TRANSFER

January 2025 – December 2025  
**Project:** Women’s Health Collective – Breast cancer awareness month 2025: I led the development of an innovative partnership project with research participants, community organisations, local designers and a large health insurance company to co-develop resources for use in various awareness raising activities.

January 2024 – December 2025  
**Project:** Raising awareness of breast and cervical cancer amongst migrant women in Hong Kong, Indonesia and the Philippines: I worked in partnership with community groups to co-develop a suite of multilingual printed and digital resources to promote awareness of screening and treatment services. This work was endorsed and promoted by the International Organization for Migration (UN), the European Union Delegation in Hong Kong and relevant Consulates and workers’ groups in the region.

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## PUBLICATIONS (Peer-Reviewed)

### Books

**Turnbull, M.** (2026). *Intercultural Communication and Cancer*. Cambridge University Press.

### Journal Articles

Li, B., **Turnbull, M.**, Yu, C., & Wu, X. (Forthcoming). Cultivating empathy and reflective practice through communication training: Design and feasibility of a narrative medicine-based intervention with nursing students in Hong Kong. *Teaching and Learning in Nursing*.

Li, B., **Turnbull, M.**, Yu, C., & Wu, X. (2026). The emotional labor of end-of-life care work: Findings of a mixed methods study in Hong Kong. *Palliative & Supportive Care*.

Neupane, M., Oktavianus, J., & **Turnbull, M.** (2026). 'What would happen if I die in a foreign country?': Indonesian migrant domestic workers' experiences of personal uncertainty with cancer. *International Journal for Equity in Health*.

Ma, K., Christensen, M. & **Turnbull, M.** (2025). Comparative synthesis of sociocultural and political influences (SPIs) on COVID-19 vaccine hesitancy: An interdisciplinary systematic review. *BMC Public Health*, 25(1), 4019.

**Turnbull, M.**, Neupane, M., & Oktavianus. (2025). Cancer as communication work: A qualitative study of Filipino migrant domestic workers with cancer in Hong Kong. *Social Science & Medicine*, 118477.

**Turnbull, M.** & Wu, X. (2025). Navigating migration and cancer in Asia: A narrative analysis of stories told by Filipino migrant domestic workers with breast cancer. *Journal of Migration and Health*, 100337.

Li, B. & **Turnbull, M.** (2024). The role of family doctors in developing primary care systems in Asia: A systematic review of progress in middle-income countries 2010–2020. *BMC Primary Care*, 25(1), 346.

**Turnbull, M.**, Han, A., Sanderson, A., & Watson, B. (2024). Liminal spaces and Hong Kong: Metaphors of crisis and identity. *Emotion, Space & Society*, 52, 101017.

**Turnbull, M.**, Yu, C., & Tay, D. (2024). "We need to go back home (to) the Philippines healthy": An Interpretive Phenomenological Analysis of migrant domestic workers' experiences of having breast cancer in Hong Kong. *Qualitative Health Research*, 10497323241228789.

Hor, S.-Y., Wyer, M., Barratt, R., **Turnbull, M.**, Rogers, K., Murphy, M., & Gilbert, G. (2024). Risk assessment and the use of personal protective equipment in an emergency department: Differing perspectives of emergency and infection control clinicians. A video-vignette survey. *American Journal of Infection Control*, 52(10), 1114-1121.

**Turnbull, M.** (2023). Assembling the crisis of COVID-19 in Australia: A Foucauldian analysis of prime ministerial press conferences in March 2020. *Genealogy*, 7(3), 66.

**Turnbull, M.**, Yu, C., & Wu, X. (2023). Practitioner accounts of end-of-life communication in Hong Kong, Mainland China and Taiwan: A systematic review. *Patient Education and Counselling*, 106, 31–41.

**Turnbull, M.** & Reich, A. (2023). Using Foucault to (re)think localisation in chronic disease care. *Nursing Philosophy*, 24(1), e12392.

**Turnbull, M.,** Ching, T., & Yu, C. (2023). Perceptions of health and coping strategies among temporary migrant workers in East and Southeast Asia: A systematic review. *International Journal for Equity in Health*, 22(1), 1–17.

**Turnbull, M.,** Wu, X., & Watson, B. (2022). A comparative study of the impact of the COVID-19 crisis on end-of-life workers in Hong Kong & Australia. *Communication & Medicine*, 17(3), 295–306.

Wu, I. X., **Turnbull, M.,** Yung, A. H. W., & Watson, B. (2022). Grief and bereavement in Hong Kong during the COVID-19 pandemic. *Open Journal of Social Sciences*, 10(07), 190–205.

**Turnbull, M.,** Jin, Y., Yau, A., Lai, S., Cheung, Y., & Watson, B. (2021). mHealth in hyper-connected Hong Kong. *mHealth*, 7(43).

**Turnbull, M.,** Watson, B., Jin, Y., Lok, B., & Sanderson, A. (2020). Vicarious trauma, social media and recovery in Hong Kong. *Asian Journal of Psychiatry*, 51, 102032.

Reich, A. & **Turnbull, M.** (2018). Using Foucault: Genealogy, governmentality and the problem of chronic illness. *Genealogy*, 2(13).

#### Journal articles under review

**Turnbull, M.,** Neupane, M., & Oktavianus, J. (Minor revisions – resubmitted March 2026). “I’m worried about telling my employer because I want to work”: Factors affecting Migrant Domestic Workers’ communication work during cancer. *Health Communication*.

#### Book Chapters

**Turnbull, M.,** Yu, C., & Tay, D. (2026). Making sense of breast cancer and migration: An Interpretive Phenomenological Analysis. In K. Kondo, K. Vilar-Lluch, M. Tsimpiri, T. Zhou, & A. Musolff (Eds.), *Discourses of Inclusive and Exclusionary Health Communication*. Routledge.

**Turnbull, M.** & Yau, A. (2024). The digital divides in Hong Kong: A small stories analysis of older women’s use of smartphones and mobile technologies. In X. Pei, R. Ling, & P. Malhotra (Eds.), *Mobile Communication and Women’s Agency: Under the Radar*. Routledge.

**Turnbull, M.** & Wu, X. I. (2023). Emotional reflexivity during a global health crisis: Emotion ‘work’ in online health communication research. In S. Consoli & S. Ganassin (Eds.), *Reflexivity in Applied Linguistics Research*. Routledge.

Yau, A., **Turnbull, M.,** Angus, D., & Watson, B. (2020). Visualizing conversations in health care: Using Discursis to compare Cantonese and English data sets. In B. Watson & J. Kreiger (Eds.), *Expanding Horizons in Health Communication*. Springer.

Reich, A. & **Turnbull, M.** (2018). Using Foucault: Genealogy, governmentality and the problem of chronic illness. In M. Clifford (Ed.), *Beyond Foucault: Excursions in Political Genealogy*. MDPI.

#### Media

The Conversation [Margo Louise Turnbull – The Conversation](#)

Times Higher Education [Margo Turnbull | Times Higher Education \(THE\)](#)

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## CONFERENCE PRESENTATIONS

16<sup>th</sup> Biennial Conference of the Asian Association of Social Psychology, Monash University, Malaysia, 10-12 July 2025

- Paper presentation: *Teaching through communication simulations in Hong Kong*

19<sup>th</sup> International Pragmatics Conference, Brisbane, Australia, 22-27 June 2025

- Paper Presentation: *Stigmatization of Hong Kong healthcare professionals: What is missing in communication training curricula?*

15th International and Interdisciplinary Conference on Applied Linguistics and Professional Practice, Hong Kong, 17–19 December 2024

- Paper Presentation: *Metaphor use in describing breast cancer experiences by Filipino migrant domestic workers in Hong Kong.*
- Paper Presentation: *Emotional labour and professional identity of end-of-life (EOL) care practitioners amidst COVID-19 in Hong Kong.*
- Paper Presentation: *Breaking bad news: Using simulations to teach medical students*

18th International Conference on Language and Social Psychology (ICLASP17), Tallinn, Estonia, 12–16 June 2024

- Paper Presentation: *Using communication simulations with multilingual medical students in Hong Kong: Findings of a linguistic and discursive analysis*

Asian Association of Social Psychology (Hong Kong), 13–15 July 2023

- Paper Presentation: *Precarity and the multiple identities of Hong Kong's 'Cancer Warriors'*
- Paper Presentation: *Emotions and end-of-life care workers in Hong Kong*

International Communication Association Conference (Toronto, online), 29 May 2023

- Paper Presentation: *Two studies of marginalised & vulnerable groups in Asia: temporary migrant workers and older people approaching the end-of-life*

14th East Asian Humanities Forum, Waseda University, Japan, 10–11 December 2022

- Paper Presentation: *Leveraging 'uncertainty' during a global health crisis: An analysis of the strategic deployment of hedging in government press conferences in early 2020*

The 17th International Conference on Language and Social Psychology (ICLASP17), 22–25 June 2022

- Paper Presentation: *Public health messaging and virtual communication spaces*

International Communication Association Conference (Paris, online), 26–30 May 2022

- Paper Presentation: *Migrant workers and health communication in Southeast Asia*

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## TEACHING DEVELOPMENT, AND INNOVATION

Curriculum development and innovation (funded projects):

**Team Leader:** *Reviewing pedagogical practices and incorporating AI into the MA in English Studies for the Professions* (May 2024 – October 2025, HKD 126,000)

**Team Leader:** *Emergency and end-of-life communication simulation training for undergraduate nursing and medicine students* (May 2023 – December 2024, HKD 150,000)

**Team Member:** *The future of language learning: Implementing AI tools into the development of EFL public speaking skills* (July 2024 – December 2025, HKD 150,000)

**Team Member:** *Reimagining English Writing/English Reading in university Cluster Area Subjects* (May 2024 – January 2025, HKD 150,000)

2025-2026 Teaching (subject coordination, curriculum development and review)

**Undergraduate level:** ENGL2A21 Critical thinking in health and medicine; ENGL 1A25 practical (professional) communication

**Masters level:** ENGL 561 Professional communication

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## POSTGRADUATE STUDENT SUPERVISION

**Doctor of Philosophy:** Chief Supervisor (2 students)

Thesis titles: (1) Coping strategies of Chinese Young Female Cancer Survivors in Coping with Fertility-related Concerns after Gonadotoxic Treatment; (2) Mediating the use of digital health technologies with older Chinese adults' experiences with health care.

**Doctor of Applied Linguistics:** Chief Supervisor (1 student)

Thesis title: Health professional communication in congenital heart defect multidisciplinary team meetings

**MA in English and Applied Linguistics:** Chief Supervisor (1 student)

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## SERVICE

University

- Work Integrated Education Coordinator, Department of English & Communication
- Member, Departmental Learning and Teaching Committee (DLTC), Department of English & Communication (Ongoing)
- Faculty Representative, Learning and Teaching Committee, Committee on Work-Integrated Education (Ongoing)
- Departmental Representative, Faculty of Humanities Research Committee (Ongoing)
- Departmental Representative, PolyU Scholarship and Assessment Board (Ongoing)
- Member, Departmental organising committee for the *Migrant Worker Lives Matter Symposium* (2023-2024)
- Staff Facilitator, Read@PolyU Student Book Club

## Community

- Mentor, PolyU Junior Research Mentoring Programme (JRMP) for Secondary Students
- Member, Organising Committee for the Inaugural PolyU English Speech Competition for Secondary Schools in Hong Kong
- Mentor, Secondary School Gifted Education Fund (2023)
- Volunteer teacher, English for migrant workers, PolyU

## Profession/Academy

- Member, Organising committee for 16th East Asia Humanities Forum, PolyU, December 2024
- Member, Organising Committee for the 2022 International Conference on Language and Social Psychology
- Member, Organising Committee for the 20th International and Interdisciplinary Conference on Communication, Medicine and Ethics (July 2022)
- Associate Editor, *Humanities and Social Sciences Communications*
- Journal Reviewer: *Community Mental Health, Discourse & Society, Emotion, Space and Society, Global Mental Health, Nationalities Papers, Nurse Education Today, Patient Education and Counseling, PLOS ONE, Social Science and Medicine, Societies*

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## AWARDS AND NOMINATIONS

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| 2025      | <b>Winner:</b> Faculty of Humanities <i>Individual Award for Knowledge Transfer: Industry</i> , PolyU          |
| 2024      | <b>Winner:</b> Faculty of Humanities <i>Individual Award for Knowledge Transfer: Society</i> , PolyU           |
| 2022      | <b>Nominee:</b> PolyU <i>President's Award</i>   |
| 2021      | <b>Winner:</b> Faculty of Humanities <i>Award for Outstanding Achievement in Teaching (Individual)</i> , PolyU |
| 2019      | <i>Genealogy Journal</i> Postdoctoral Travel Award   |
| 2012-2016 | Annual Australian Postgraduate Award Scholarship Holder  |

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## PROFESSIONAL MEMBERSHIPS

- Asian Association of Social Psychologists
- International Association of Language and Social Psychology
- International Communication Association
- International Association for Communication in Healthcare
- Society of Australasian Social Psychologists
- The Australian Sociological Association