Title:	Constructing a Hongkonger Community on Instagram
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Abstract

This paper examines the performances of a Hongkonger identity by local Instagrammers, hence addresses the relation between individual performances of identity and the construction of a Hongkonger community on the platform by drawing support from Blommaert's "identity as semiotic", Anderson's "imagined communities" and Boyd's "networked publics" (2009; 1991; 2010). Data was collected from the accounts of 5 selected publicly-recognised Instagrammers and was analysed with Multimodal Discourse Analysis. Overall, the present study suggests that local Instagrammers assemble various linguistic and semiotic resources to demonstrate a Hongkonger as pro-democracy, exuding pride in the city and performing a strong sense of political duty. The construction of a Hongkonger community works in parallel with individuals' Hongkonger identity performances. Through individuals' efforts in creating a shared repertoire of information and prompting interactions shaped by networked technologies, i.e. the curation, categorisation and spread of content through hashtags and story highlights, other Instagrammers who identify as Hongkongers across the platform are gathered hence subsequently engage in interactions, which at last enhance their ties and unveil their affinity developed as an imagined community. This paper concludes by unravelling connections between the individual identity, construction of communities, digital technologies and politics, with the highlight of the significance of a Hongkonger community on Instagram to the society.

Key words: Identities, Community, Digital Technologies, Hongkonger, Instagram

Reflection

My research examines Hongkongers' individual performances of identity and its connection to the construction of a Hongkonger Instagram community. The project is a milestone, in which I learn to assimilate, integrate knowledge I acquired in my university years, hence synthesize them into my research. It holds a special place in my heart as an embodiment of my personal sentiments towards Hong Kong. I investigated Hong Kong's socio-political situation, citizens' sense of identity and the construction of a Hongkonger community on social media that directs information flow. It was precious being able to study the place and people I love which in turn endows me a fresh perspective and new insights on Hong Kong's socio-political situation. I would like to take this opportunity to thank Prof. Ron Darvin for his passion, enlightenment and continuous support along my journey doing the project, it was a pleasure being able to learn from an academic with so much energy and passion.