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Alex received his Undergraduate and Master of Philosophy in Communication degree from the School of Journalism and Communication, CUHK. He has then taught in both undergraduate and master programs of local universities including Hong Kong Baptist University, the Chinese University of Hong Kong, and Hong Kong Polytechnic University on communication studies and social policies and administration, before joining Hong Kong Baptist University School of Communication as a full-time lecturer in 2015. Apart from teaching, Alex has industry experiences in television production, advertising, and applied and marketing research.

His current research interests include: political communication, research methodologies, new media studies, and media cultural studies.