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Donna Chu, currently Associate Professor in the School of Journalism and Communication in The Chinese University of Hong Kong, works on research about youth media culture, gender and media literacy. Prior to joining academia, she has worked in different media sectors as reporter, scriptwriter and television producer. In 2017, she founded Mars Media Academy, a social enterprise specializing in promoting media and information literacy. Mars Media Academy has designed and delivered workshops on fake news, fact-checking and internet culture, together with a latest documentary production about beauty in the age of social media.