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He is Associate Professor at the Department of Communication and Mass Media of the University of Athens and Director of the Lab of Social Research in the Media. He has also taught at the Universities of Crete and Ioannina.

He has studied Sociology with postgraduate studies (MA & PhD) in the Sociology of Culture and Media.

He has published alone or in collaboration with others over 30 papers in Greek and foreign scientific journals and has participated in numerous scientific conferences in Greece and abroad. He is in charge for 12 research studies.

His main research interest is the study of the relation between image, ideology and consumer society.