JAVIER GONZALEZ ⓘD

Southern Methodist University
Department of Economics
3300 Dyer Street, P.O. Box 0496, Dallas, TX75275, USA
Updated as of 2025-10-10

https://jjgecon.github.io/ 🌐
gonzalezjj@smu.edu ✉
jjgecon ⌂
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Education

2021 −	**Ph.D in Economics**	
	Southern Methodist University, USA	
2019 − 2020	**M.A. in Economics**	
	Universidad Adolfo Ibáñez, Chile	
2015 − 2018	**B.A. in Economics**	
	Universidad Adolfo Ibáñez, Chile	

Research

Research Interests: Cultural Economics, Gender Economics, and Political Economy.

Working Papers

1. **JMP:** "Does Watching Women Work, Work?: The Effect of Mexican Telenovelas on Female Labor Participation"

Abstract: I study the effect of female empowerment in media on female labor market outcomes using Latin American telenovelas. Using generative AI, I construct a Female Empowerment Index (FEI) for these TV shows from 1960 to 2024. I show that FEI exposure during the impressionable years increases the likelihood of labor force participation among Latin American women. To identify the causal effect of FEI exposure, I implement an instrumental variables strategy using detailed data on television signal coverage in Mexico. The causal estimates confirm the positive effect of FEI exposure, with an effect size comparable to previous studies. Furthermore, FEI changes account for a significant fraction of the aggregate increase in female labor force participation observed over this period. Moreover, both the emotional framing of narratives and the types of jobs depicted play an important role in shaping the effects.

2. "Drama and Redistribution: The Impact of Telenovelas on Preferences for Redistribution in Latin America"

Abstract: This paper examines how telenovelas depicting inequality affect support for redistribution in Latin America. Using a novel dataset of telenovelas aired from 1960 to 2024 in the region, I employed three Natural Language Processing methods to identify inequality telenovelas. My analysis focuses on instances where a new inequality telenovela is introduced during the LAPOP's fieldwork, ensuring that no other inequality telenovelas are simultaneously airing. Consistently, I observe a 4% reduction in support for redistribution following exposure to such telenovelas. These narratives seem to misrepresent the problems of inequality, portraying fewer issues than are present in reality, making individuals adjust their policy priorities. This study provides evidence of how entertainment media can shape the perceptions of inequality, thereby influencing policy preferences.

Publications

1. "Trade and Ethnolinguistic Differences: A Replication and Extension" joint with Ömer Özak. Economic Inquiry, 2024

2. "Aggregate Costs of a Gender Gap in Access to Business Resources" joint with Francisco Parro. The B.E. Journal of Macroeconomics, 2022

Work in Progress

1. "The Institutional Roots of Culture" joint with Klaus Desmet and Ömer Özak

2. "Green Screens: Telenovelas, Deforestation, and Accountability" joint with Ivan de la Heras and Leonardo Sepulveda

3. "Telenovelas as Cultural Mirrors: Revealing Social Values Through Generative AI"

4. "Multiple Talent Misallocation" joint with Rouzhi Liang

5. "Cesarean Informed Consents in Chile" joint with Nieves Valdes, Florencia Borrescio, and Gorka Navarrete

References

Administrative Assistant: Mykia Govia — mgovia@smu.edu — +1 214-768-2694

Ömer Özak (Chair)	Klaus Desmet	Wookun Kim
Southern Methodist University	Southern Methodist University	Southern Methodist University
Economics Department	Economics Department	Economics Department
ozak@smu.edu	kdesmet@smu.edu	wookunkim@smu.edu
+1 214-768-2755	+1 214-768-2689	+1 214-768-3237

Teaching

Southern Methodist University

Lecturer: Intermediate Microeconomics (evaluation)

Teaching assistant: Macroeconomics (Ph.D.), Quantitative Economics (Ph.D.), Intermediate Macroeconomics, Urban Economics, Applied Econometric Analysis, Strategic Behavior, Financial Economics, and Economic Growth.

Universidad Adolfo Ibáñez (Chile)

Teaching assistant: Macroeconomics II (M.A.), Mathematical Methods for Economists (M.A.), Gender Economics, Game Theory, Econometrics II, Economic Growth, and Macroeconomics

Universidad de los Andes (Chile):

Teaching assistant: Macroeconomics II

Awards, Grants, and Fellowships

2025	Service Melody Rice Memorial Award, Southern Methodist University ($250)
2024	Dedman College Interdisciplinary Institute's Inaugural Graduate Student Summer Research and Writing Fellowship, Southern Methodist University ($3000)
2023 − 2026	Provost's Doctoral Candidacy Fellowship, Southern Methodist University
2021 − 2023	Full Tuition Scholarship and Teaching Assistantship, Southern Methodist University
2021	Poster Award at the 12th Annual Meeting of the Chilean Public Policy Society
2020	Highest GPA of the M.A. cohort, Universidad Adolfo Ibáñez
2020	Best Thesis Award at the Annual Meeting of the Chilean Economic Association (SECHI)
2015 − 2020	Academic Excellence Scholarship "Pedro Luis Gonzalez", Universidad Adolfo Ibáñez ($13,000)

Presentations

2025	Southern Economic Association 95th Annual Meeting
	NTxEC, University of Texas at Arlington
	R&I Week Graduate, Southern Methodist University
2024	Southern Economic Association 94th Annual Meeting
2021	12th Annual Meeting of the Chilean Public Policy Society, Poster Session
2020	Chilean Economic Association, Thesis Presentation (Only Speaker)
	Annual Meeting of the Chilean Economic Association (SECHI), Poster Session

Academic Service

2025 −	Peer-to-Peer AI for Research Cohort in Economics, SMU
2025 −	Mentor, ISTC Mentor Matching Engine
2024 − 2025	Tutor, Academic SMU Development of Student-Athletes
2023 − 2025	President, SMU Economics Graduate Club
2022 − 2025	Organizer, SMU Graduate Student Mentorship Program

Affiliations

2022 −	Omicron Delta Epsilon National Honor Society in Economics

Other

Citizenship	Spain, Chile, Guatemala, and Venezuela
Languages	English (fluent) and Spanish (native)
Software Skills	Julia, Python, MATLAB, Stata, Typst and $\LaTeX$
Certificates	NVIDIA: Fundamentals of Deep Learning
	NVIDIA: Fundamentals of Accelerated Data Science
	Constellate: Introduction to Vector Databases and Semantic Searching
	Constellate: Automated Text Classification Using LLMs
	Constellate: Large Language Models and Embeddings for Retrieval Augmented Generation
	Constellate: spaCy in the World of LLMs
	Constellate: Small Language Models