

# Luis Menéndez

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Office 126

## EDUCATION

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### Universitat Autònoma de Barcelona

*PhD in Economics*

*2020–2026 (expected)*

*MRes in Economic Analysis*

*2018–2020*

### University of Cambridge

*Visiting PhD Student*

*Spring 2025*

### Universidad Carlos III

*MRes in Economics*

*2017–2018*

### Universidad de Oviedo

*Bachelor in Economics*

*2013–2017*

### University of Southern Denmark

*Exchange Semester*

*Fall 2017*

## JOB MARKET PAPER

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### The Impact of Political Campaigns on the Demand for Partisan News

In this paper, I study how electoral campaigns shape the demand for partisan news and, in turn, political polarization. I construct a daily, story-level measure of slant in Spanish TV news using machine learning and Large Language Models (LLMs) and link it to high-frequency audience-meter records. I then develop and estimate a structural model of news demand and supply. Leveraging exogenous news supply shocks as cost shifters to identify demand, I show that polarization in news consumption intensifies only when the electoral campaign begins, with out-party animosity dominating. Regions with more polarized media consumption also exhibit a sharper and more persistent rise in ideological polarization. Finally, I evaluate the effects of a media regulation policy that enforces proportional-airtime rule during campaigns. The regulation has unexpected effects: it widens cross-outlet dispersion in supplied slant, thereby amplifying audience responses to partisan content, yielding a more polarized media landscape.

## WORKS IN PROGRESS

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### Breaking the Echo Chamber: Social Media Networks and Political Conflict

*with Hannes Mueller, Daniel Montolio, and Francesco Slataper*

### Online and Offline Protest Participation

### Media Entry and Political Slant

*with Manuel Leonart*

# The End of the Iberian Exception: Populists and the Economy

with Agustina Martínez and Henry Redondo

## CONFERENCES

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<b>Computational Social Science Seminars —Barcelona Supercomputing Center</b> 2025	Barcelona
<b>European Network for Training in Economic Research</b> 2025	Stockholm
<b>Applied Seminar Tilburg School of Economics and Management</b> 2025	Tilburg
<b>BSE Jamboree</b> 2025	Barcelona
<b>8th Monash-Warwick-Zurich Text-as-Data Workshop</b> 2024	Online
<b>Political Economy Internal Presentation</b> 2023	Cambridge–UK
<b>European Network for Training in Economic Research</b> 2023	Brussels
<b>BSE Jamboree</b> 2023	Barcelona
<b>Paris School of Economics — Workshop in Networks and Political Economy</b> 2023	Paris
<b>Centre for Media Pluralism and Media Freedom</b> 2023	Online

## TEACHING EXPERIENCE

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### Teaching Assistant

<b>Introduction to Text Mining and Natural Language Processing</b> <i>Data Science for Decision Making Program, Barcelona School of Economics</i>	2020–2025
<b>Python Brush-up Course</b> <i>Data Science for Decision Making Program, Barcelona School of Economics</i>	2023
<b>Econometrics I</b> <i>IDEA Ph.D. program, UAB</i>	2021–2023
<b>Microeconomics I</b> <i>IDEA Ph.D. program, UAB</i>	2024
<b>Master Thesis Supervision</b> <i>Economics of Public Policy Program, Barcelona School of Economics</i>	2021–2022

## RESEARCH ASSISTANT

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### **conflictforecast.org**

*Database management, text downloading, text analysis, forecasting and project communication.*

2020–2021

### **Institut d'Anàlisi Econòmica**

*Data analysis.*

Currently

## ACADEMIC POSITIONS

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### **Assistant to the Editor, Focus (BSE)**

*Communication of academic works.*

2020–2021

### **Replicator Team, Econometrics Journal & Economic Journal**

*Part of the replication team under Prof. Joan Llull, data editor.*

2020–2021

## GRANTS AND HONORS

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### **Pre-doctoral contract (FPI Ref. PRE2021-099556, CSIC)**

*Since 2022*

### **Severo Ochoa BSE Fellowship**

*Spring 2022*

## ACADEMIC SERVICE

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### **Co-organizer, Computational Social Science Seminars Barcelona Supercomputing Center**

2024–Present

### **Co-organizer, UAB Mentor Program**

2022, 2023

## LANGUAGES

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**Spanish:** Native — **English:** Fluent — **Catalan:** Fluent

## SOFTWARE SKILLS

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**Languages:** Python (advanced), Stata (advanced), MATLAB (intermediate)

**Technologies:** Git, Google Cloud Services

## SELECTED TRAINING

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### **Difference-in-Differences Designs**

*Instructor: Pedro H. C. Sant'Anna*

Online, 2023

### **Difference-in-Differences with Panel Data**

*Instructor: Jeffrey M. Wooldridge*

Online, 2021

## PLACEMENT DIRECTOR

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**Mikhail Drugov**

*Placement Director, IDEA PhD Program, UAB*

*Mikhail.Drugov@uab.cat*

## REFERENCES

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**Prof. Hannes Mueller**

*Advisor, IAE-CSIC*

*hannes.mueller@iae.csic.es*

**Prof. Rosa Ferrer**

*Advisor, UPF*

*rosa.ferrer@upf.edu*

**Dr. Christopher Rauh**

*Professor, Cambridge, IAE-CSIC*

*cr542@cam.ac.uk*