Luis Menéndez

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EDUCATION

Universitat Autónoma 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

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

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 Lleonart

The End of the Iberian Exception: Populists and the Economy
with Agustina Martínez and Henry Redondo

CONFERENCES

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

TEACHING EXPERIENCE

Teaching Assistant

Introduction to Text Mining and Natural Language Processing
Data Science for Decision Making Program, Barcelona School of Economics   *2020–2025*

Python Brush-up Course
Data Science for Decision Making Program, Barcelona School of Economics   *2023*

Econometrics I
IDEA PhD. program, UAB   *2021–2023*

Microeconomics I
IDEA PhD. program, UAB   *2024*

Master Thesis Supervision
Economics of Public Policy Program, Barcelona School of Economics   *2021–2022*

Research Assistant

conflictforecast.org   2020–2021
Database management, text downloading, text analysis, forecasting and project communication.

Institut d'Anàlisi Econòmica   Currently
Data analysis.

Academic Positions

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

Pre-doctoral contract (FPI Ref. PRE2021-099556, CSIC)
         Since 2022
Severo Ochoa BSE Fellowship
         Spring 2022

Academic Service

Co-organizer, Computational Social Science Seminars
Barcelona Supercomputing Center   2024–Present

Co-organizer, UAB Mentor Program   2022, 2023

Languages

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

Software Skills

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

Technologies: Git, Google Cloud Services

Selected Training

Difference-in-Differences Designs   Online, 2023
Instructor: Pedro H. C. Sant'Anna
Difference-in-Differences with Panel Data   Online, 2021
Instructor: Jeffrey M. Wooldridge

Placement Director

Mikhail Drugov
Placement Director, IDEA PhD Program, UAB   *Mikhail.Drugov@uab.cat*

References

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*