

# Luis Menéndez

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Office 126

## EDUCATION

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### Universitat Autònoma de Barcelona

*PhD in Economics*

*MRes in Economic Analysis*

*2020–2026 (expected)*

*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

I explore how electoral campaigns affect the market for partisan news in Spain. I use machine learning and large language models (LLMs) to build a novel slant index that I match to high-frequency audience-meter data on television consumption. This allows me to compare how the same story is framed across outlets and how many people watched it. I integrate these measures into a structural model of news demand and supply. Outlets choose the political framing of the news and viewers select their preferred information source based on it. To identify viewers' preferences for political content, I exploit exogenous changes in the mix of political events that constrain what outlets can cover. During the campaign period, demand becomes more polarized: viewers strongly screen out favorable coverage of the party they oppose. On the supply side, outlets specialize and face lower costs of producing slanted coverage that aligns with their political stance. I evaluate the effects of a proportional airtime requirement, the standard rule in television regulation during campaigns. Outlets comply by becoming more partisan, resulting in a more polarized media environment.

## WORKING PAPERS

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

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

This article exploits data from a political conflict between language groups to show how political events can rapidly redefine how these groups interact on social media. Leveraging on a unique dataset of 26 million retweets by 120 000 Catalan- and Spanish-speaking Twitter users, we estimate individual exposure to tweets with a network-based model. We then compare two shocks in the same region and year: the Barcelona terror attack and the Catalan independence referendum. The referendum — and the circulated images of police violence — triggered a sharp, symmetric jump in cross-language retweeting. The terror attack, by contrast, did not lead to a similar realignment.

## WORKS IN PROGRESS

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### **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

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

## TEACHING EXPERIENCE

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### 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

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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**

Online, 2023

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

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

Online, 2021

*Instructor: Jeffrey M. Wooldridge*

## 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, Institut d'Anàlisi Econòmica-CSIC*

*hannes.mueller@iae.csic.es*

**Prof. Rosa Ferrer**

*Advisor, Universitat Pompeu Fabra*

*rosa.ferrer@upf.edu*

**Dr. Christopher Rauh**

*Professor, Cambridge University, Institut d'Anàlisi Econòmica-CSIC*

*cr542@cam.ac.uk*