

Luis Menéndez

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Office 126

EDUCATION

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

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.

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

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

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

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

2020–2021

Institut d'Anàlisi Econòmica

Data analysis.

Currently

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 Lluïa, 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

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REFERENCES

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