

Pedro Fierro

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CURRENT ACADEMIC POSITION

- 2020 - **Adolfo Ibanez University, Chile**
Assistant Professor, Business School
- 2024 - **London School of Economics and Political Science, UK**
Visiting Fellow – Postdoctoral Researcher (ANID), Department of Media and Communications
- 2022 - **Center for the Study of Politics, Public Opinion and Media (MEPOP), Chile**
Adjunct Researcher

AREAS OF INTEREST

Political Communication – Political Geography

EDUCATION

- 2012-2018 **University of Navarra, Spain**
Ph.D. in Communication
M.A. in Political and Corporate Communication
- 2006-2011 **Adolfo Ibanez University, Chile**
LL.B. Bachelor of Laws
B.A. in Social Science

OTHER APPOINTMENTS

- 2023 - 2024 **London School of Economics and Political Science, UK**
LSE-Miguel Dols Fellow, Cañada Blanch Centre
- 2013 - **Plensa Foundation, Chile**
Researcher
- 2016-2020 **Adolfo Ibanez University, Chile**
Instructor Professor, Business School
- 2017 **Pompeu Fabra University, Spain**
Visiting PhD Student. Department of Communication
Supervisor: Ph.D. Frederic Guerrero-Solé
- 2016 **Digital UNAV, Spain**
Visiting PhD Student
Supervisor: Ph.D. Ana Azurmendi
- 2011-2012 **DuocUC, Chile**
Public Policy Advisor

PEER-REVIEWED PUBLICATIONS

- Forthcoming Scherman, A. P. Fierro, P & Y. Shan. Democracy, deliberation and media: the role of incidental exposure and news consumption. Accepted for publication in *Media and Communication*.
- Forthcoming Triana, D., Drews, W., Brockmann, H., Frese, J., & Fierro, P. Battle of Words: Dynamics of Echo Chambers among European Political Elites during War Times. In “*Computational Social Science of Social Cohesion and Polarization*”, edited by Marijn Keijzer, Jan Lorenz and Michal Bojanowski. Publisher: Springer Nature (Book Chapter).
- 2025 Fierro, P. Feeling the Split: Territorial Divide and Political Emotions in the Chilean Constituent Processes (2022-2023). *EPC: Politics and Space*. DOI: <https://doi.org/10.1177/23996544251349295>
- 2025 Fierro, P., P. Aroca, & P. Navia. Abandoned Places in the Digital Era: Spatial Roots of Disaffection and the Internet’s Role in Inclusion. *SpringerBriefs in Regional Science*. Publisher: Springer Nature (Book). <https://doi.org/10.1007/978-3-031-81873-8>
- 2025 Fierro, P., S. Rivera and D. Briebe. The effects of marginalisation in areas of high political centralisation. *Territory, Politics, Governance*. DOI: <https://doi.org/10.1080/21622671.2024.2435888>
- 2025 Rivera, S., P. Fierro, M. Santos, P. Navia & F. Tagle. How Different Patterns of Online Participation Reflect Internal, External, and Online Efficacy: The Case of Chile. *Information, Communication and Society*. DOI: <https://doi.org/10.1080/1369118X.2025.2452285>
- 2024 Fierro, P., I. Aravena-González, P. Aroca & Francisco Rowe. Geographies of Discontent: Measuring and Understanding the Feeling of Abandonment in the Chilean Region of Valparaíso (2019-2021). *Cambridge Journal of Regions, Economy and Society*. DOI: <https://doi.org/10.1093/cjres/rsae004>
- 2024 Aroca, P., E. Mundt & P. Fierro. Fund Distribution and Incentives for Territorial Fragmentation: The Case of the FNDR in Chile. *EURE-Revista Latinoamericana de Estudios Urbano Regionales*. <https://www.eure.cl/index.php/eure/article/view/4942>
- 2023 Fierro, P., P. Aroca & P. Navia. The Center-Periphery Cleavage and Online Political Efficacy (OPE): Territorial and Democratic Divide in Chile, 2018–2020. *New Media & Society*, 25(6). DOI: 10.1177/14614448211019303
- 2023 Fierro, P., P. Aroca & P. Navia. Political Disaffection in the Digital Age: The Use of Social Media and the Gap in Internal and External Efficacy. *Social Science Computer Review*, 41(5). DOI: <https://doi.org/10.1177/08944393221087940>
- 2020 Fierro, P., P. Aroca & P. Navia. How People Access the Internet and the Democratic Divide: Evidence from the Chilean Region of Valparaíso 2017, 2018 and 2019. *Technology in Society*. DOI: 10.1016/j.techsoc.2020.101432
- 2018 Fierro, P. & F. Guerrero-Solé. Measuring Political Attitudes in New Democracies: The Case of Chile. *Communication & Society*, 31(3), 93-109. DOI: 10.15581/003.31.3.93-109
- 2017 Fierro, P. & A. Azurmendi. Theoretical Approaches About the Role of Electoral Advertising in a Context of Political Malaise. *Revista de Comunicación*, 16(2), 88-107. DOI: 10.26441/RC16.2-2017-A4
- 2016 López-Hermida, A. & P. Fierro. Political Campaigns and Public Disaffection: An Approach from Chile to the Effects of Electoral Activities in the Democratic Process. *Palabra Clave*, 19(2), 365-397. DOI: 10.5294/pacla.2016.19.2.2

WORK IN PROGRESS (SELECTED)

- Fierro, P, A. Rodríguez-Pose, F. Rowe & E. J. Helsper. Social Capital and Voting Behaviour in the United States (*Under Review*).
- Fierro, P., E. J. Helsper, T. Correa & S. Toro. Municipality digitalisation and local engagement: The case of Chile.
- Aroca, P. & P. Fierro. Identifying gatekeepers in the allocation of public funds: a spatial econometric analysis.
- Fierro, P., P. Aroca & F. Sanchez. Measuring Frustration and Resentment in Politics: The Case of Chile 2017-2020.
- Fierro, P., C. Ramírez, A. Scherman & S. Rivera. Campaigning and Political Efficacy: The Role of Electoral Communication in Shaping Democratic Engagement.
- Fierro, P., M. Saldaña & C. Ramírez. Internet’s role in political affection: Online political efficacy after the Covid-19 Pandemic.
- Covarrubias, N., P. Navia & P. Fierro. Trust in institutions and online political participation: Evidence from Chile, 2019-2023.

EDITORIAL WORK

Referee for: Political Geography; New Media & Society; International Journal of Communication; International Journal of Public Opinion Research; Regions; Psychology Research and Behavior Management; Revista de Comunicación; Revista Contratexto.

OTHER BOOKS OR BOOK CHAPTERS

- 2021 Aroca, P. et al (2021). Descentralización: un camino necesario para un Chile más inclusivo. Ediciones Universitarias de Valparaíso. Pontificia Universidad Católica de Valparaíso. Chile.

POLICY PAPERS AND REPORTS (SELECTED)

2025	Fierro, P. (2024). Municipales 2024. <i>Fundación Plensa</i> .
2025	Fierro, P. (2024). Una década de encuestas. <i>Fundación Plensa</i> .
2023	Fierro, P. (2023). Marginados en la era digital. <i>Fundación Plensa</i> .
2021	Walker, I. et al (2021). La descentralización después de la pandemia: nuevos desafíos. <i>Pontificia Universidad Católica de Valparaíso</i> .
2020	Fierro, P (2020). Nueve medidas esenciales para modernizar las campañas electorales y fomentar la afección política. <i>Fundación Plensa</i> .
2020	Walker, I. et al (2020). Desafíos y oportunidades para una descentralización efectiva. <i>Pontificia Universidad Católica de Valparaíso</i> .
2019	Duarte, M. & P. Fierro (2019). ¿Cuál es el norte? Una hoja de ruta para la descentralización efectiva de Chile. <i>Fundación Plensa</i> .

ACADEMIC CONFERENCES

2023	SChPP (Sociedad Chilena de Políticas Públicas), Santiago, Chile. NARSC (North American Regional Science Council), San Diego, California, U.S.A. ECPR (European Consortium of Political Research), Prague, Czech Republic. ERSA (European Regional Science Association), Alicante, Spain. RSAI-BIS (Regional Science Association International, British and Irish Section), Newcastle, UK.
2022	INCOM (Chilean Communication Researchers Association), Viña del Mar, Chile. ERSA (European Regional Science Association), Pécs, Hungary, RSA (Regional Studies Association), Regions in Recovery E-Festival.
2018	WAPOR (World Association for Public Opinion Research), Marrakesh, Morocco. TRSA (The Regional Science Academy), Arrábida, Portugal. SChPP (Sociedad Chilena de Políticas Públicas), Santiago, Chile
2017	IPSA-CICOM (International Political Science Association), Pamplona, Spain.
2016	WAPOR (World Association for Public Opinion Research), Austin, Texas, USA.

GRANTS and SCHOLARSHIPS

FONDECYT Regular - Folio 1231927

Institution: ANID (Chilean Government)

Title: Subnational Expenditure and its Impact on Political Attitudes

Role: Co-Researcher

Date: 2023 to 2026

Budget: USD\$ 40,000

Beca Chile de Postdoctorado – Folio 74240036

Institution: ANID (Chilean Government)

Role: Scholarship Holder

Date: 2024 to 2026

Budget: USD\$ 45,000

Academic Excellence Scholarship

Institution: Adolfo Ibanez University, Chile

Role: Scholarship Holder

Date: 2006 to 2010

Budget: USD\$ 7,000

INVITED TALKS (SINCE 2023)

- *Territorial Divide and Political Emotions in the Chilean Constituent Processes*. London School of Economics, UK.
- *Measuring Frustration and Resentment in Politics*. London School of Economics, UK.
- *Geographies of Discontent*. Government School-Universidad Adolfo Ibáñez, Chile.
- *New Challenges for Political Communication in Latin America*. University of Navarra, Spain.
- *Spatial Considerations in the Study of Politics and Communication*. MEPOP-Universidad Diego Portales, Chile.

TEACHING EXPERIENCE

- Communication and Political Affairs (Master Program). Adolfo Ibanez University, Chile.
- Public Opinion and Leadership (Master Program). Adolfo Ibanez University, Chile.
- Communication and Law (Undergraduate). Adolfo Ibanez University, Chile.
- Public Opinion (Undergraduate). Adolfo Ibanez University, Chile.
- Leadership (Undergraduate). Adolfo Ibanez University, Chile.

HONOURS AND AWARDS

- Cum Laude (Maximum distinction). Ph.D. dissertation. University of Navarra, Spain (2018).
- Outstanding Judicial Practice. Judicial Assistance Corporation of Peñalolén, Chile (2011).
- Academic Excellence Distinction. Seminario San Rafael, Chile (2005).

LEADERSHIP EXPERIENCE

2013 -	Columnist in different newspapers (<i>CNN Chile, Diario Financiero, The Clinic, La Segunda, LaTercera.com</i> , among others) (2013 -)
2021-2022	Permanent panelist on radio program “Reunión de Pauta”, Pauta FM. (2021 – 2022)
2019 -	Permanent member of the Board for “Decentralisation and Regional Development”. Summoned by the Pontificia Universidad Católica de Valparaíso. (2019 -)
2016-2017	Member of the Council for the “Infrastructure for Mobility in the Metropolitan Area of Valparaíso”. Summoned by the Regional Government of Chile. (2016 – 2017)
2008	Vice-president of the Law Students Union, Adolfo Ibanez University. (2008)

ADDITIONAL TRAINING

2022	BIGSSS Computational Social Science Summer School on Social Cohesion. Bremen International Graduate School of Social Science-University of Groningen
2020	Multivariate Calculus (Mathematics for Machine Learning Specialization). Imperial College London – MOOC
2020	Linear Algebra (Mathematics for Machine Learning Specialization). Imperial College London – MOOC
2020	Statistics with Python Specialization. University of Michigan – MOOC 3 Courses: Understanding and Visualizing Data, Inferential Statistical Analysis and Fitting Statistical Models to Data with Python.
2018	Introduction to Data Science / Big Data with “R”. Center for Regional Economics and Policy, Adolfo Ibanez University
2013	Professional training about government strategies. GSPM, George Washington University

IT AND LANGUAGES

- Software and Programming Languages: Intermediate user of Python, R, Stata, GeoDa, QGIS, SPSS, LaTeX/BibTeX and Zotero.
- Languages: Spanish (native) – English (fluent).

REFERENCES

Ellen Helsper

Professor of Digital Inequalities
Media and Communications Department
London School of Economics and Political Science (UK)
E.J.Helsper@lse.ac.uk

Andrés Rodríguez-Pose

Professor of Economic Geography
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Professor of Population Data Science
Geographic Data Science Lab
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Patricio Navia

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