Curriculum Vitae

Wladimir Gramacho

1. Identification

Name: Wladimir Ganzelevitch Gramacho
Institutional affiliation: Faculty of Communication, University of Brasília (UnB), Brasília, Brazil
Email: wggramacho@unb.br / wggramacho@gmail.com
ORCID: 0000-0002-7159-3339

2. Academic Profile

I am a professor and researcher in communication, with a research trajectory focused on the empirical study of political communication, public opinion, and misinformation dynamics in digital environments. My work examines how messages, sources, informational cues, and digital platforms shape citizens' attitudes, beliefs, and behaviors, particularly in areas of public interest such as health, the environment, and public security.

My research follows a strongly empirical and interdisciplinary approach at the intersection of communication, political science, and public policy. I primarily use quantitative and experimental methods—including surveys, survey-embedded experiments, content analysis, and digital data analysis—to assess the effectiveness of communication strategies, refutation techniques, and behavioral interventions aimed at countering misinformation, as well as their ethical and practical limits.

In teaching and graduate training, I develop courses oriented toward applied analysis of digital media and evidence-based communication strategies. In Fall 2025, I taught the graduate-level course *Communication Strategies Against Misinformation*, which focused on comparative and empirical evaluation of communication interventions designed to reduce the circulation of misleading content in digital environments. The course emphasized refutations, accuracy nudges, psychological inoculation, and the role of digital platforms in information diffusion and consumption.

3. Areas of Expertise

- Digital media and the public sphere

- Misinformation, disinformation, and infodemics

- Political communication and public policy

- Public opinion and information behavior

- Quantitative and experimental methodologies

- Health communication and public health

- Media fragmentation, polarization, and news consumption

---

4. Education

PhD in Political Science
University of Salamanca, Spain (2007)
Dissertation: *Government Popularity, the Economy, and Political Parties in Brazil*

MA in Political Science
University of Brasília, Brazil (1999)

BA in Communication (Journalism)
University of Brasília, Brazil (1994)

---

5. Academic Appointments

Professor, Faculty of Communication, University of Brasília (2014–present)
Teaching at undergraduate and graduate levels, research, student supervision, and administrative responsibilities.

Visiting Researcher, Université Laval, Québec, Canada (2024)

Visiting Researcher, The University of Western Ontario, Canada (2020)

Assistant Professor, University of Salamanca, Spain (2004–2007)

---

6. Relevant Professional Experience

Secretariat of Social Communication of the Presidency of the Republic (Brazil)
Coordinator of Public Opinion Research (2012–2014).
Led national surveys on media consumption and public communication.

Instituto FSB Pesquisa / FSB Comunicações
Director and Executive Director (2007–2012).
Applied research in public opinion, media, and strategic communication.

Professional Journalism
Folha de S.Paulo, Jornal do Brasil, Gazeta Mercantil, Correio Braziliense, Revista IstoÉ
(1994–2002).

---

7. Teaching Experience

Undergraduate: Public communication, specialized journalism, media and society, public opinion.
Graduate: Experimental methodology, communication and misinformation, health communication.

---

8. Supervision and Advising

Supervision and co-supervision of master's theses and undergraduate research projects, especially on misinformation, public communication, and digital media.

---

9. Research Projects (selected)

Misinformation and Firearm Control in Brazil (CAPES, 2026–) – Principal Investigator.
Analysis of misleading narratives and experimental testing of communication interventions on social media.

Communication and COVID-19 (2020–2025).
Longitudinal and experimental studies on information, vaccination, and informational inequalities.

The Federal Senate, Constitutions, and Public Policy (2024–).
Institutional and communication analysis of the role of the Brazilian Senate.

---

10. Scientific Publications (selected)

Gramacho, W., Vidigal, R., & Stabile, M. (2025). Issue framing effects across information environments. **Political Behavior**, 47, 1–20.

Gramacho, W., Turgeon, M., & Fernandez, M. (2024). E quando ainda não há vacina? A importância dos hábitos de uso de mídia na adesão a intervenções não farmacológicas durante a COVID-19 no Brasil. **Journal of Science Communication – América Latina**, 7(2), A01.

Gramacho, W., Turgeon, M., Mundim, P. S., & Pereira, I. (2024). Why did Brazil fail to vaccinate children against COVID-19 during the pandemic? An assessment of attitudinal and behavioral determinants. **Vaccine**, 42, 315–321.

Gramacho, W. G., Freire, A., Mundim, P. S., & Gomes, V. L. (2023). A mídia influencia o Congresso Nacional? Um estudo sobre a percepção dos deputados federais no Brasil (2011–2014). **Revista Brasileira de Ciência Política**, 40, 1–27.

Gramacho, W., & Oliveira, C. (2023). Quem se lembra de João Alberto? Efeitos de agendamento na TV sobre um caso de racismo. **Contemporânea – Revista de Comunicação e Cultura**, 21, 1–32.

Mundim, P. S., Gramacho, W., Turgeon, M., & Stabile, M. (2022). Viés noticioso e exposição seletiva nos telejornais brasileiros durante a pandemia de COVID-19. **Opinião Pública**, 28(3), 615–634.

Gramacho, W. (2022). It's dangerous: The glorification of risk in the media and young people's attitudes toward driving. Intercom: **Revista Brasileira de Ciências da Comunicação**, 45, 1–16.

Gramacho, W., Turgeon, M., Kennedy, J., Stabile, M., & Mundim, P. S. (2021). Political preferences, knowledge, and misinformation about COVID-19: The case of Brazil. **Frontiers in Political Science**, 3, Article 646430.

Gramacho, W. G., & Turgeon, M. (2021). When politics collides with public health: COVID-19 vaccine country of origin and vaccination acceptance in Brazil. **Vaccine**, 39(19), 2608–2612.

Gramacho, W. (2021). Party cues no Brasil? Um teste crucial da capacidade do sistema de partidos brasileiro em influenciar a opinião pública. **Opinião Pública**, 27, 385–411.

Book

Gramacho, W. (2023). *Introduction to Experimental Methodology*. São Paulo: Blucher.

---

11. Public Engagement and Media Outreach

Articles and interviews in *The Conversation Brasil, Folha de S.Paulo, Valor Econômico, Poder360,* and *O Globo*.

---

12. Academic Service

Coordinator, Center for Research on Political Communication and Public Health (CPS – UnB).
Reviewer for international academic journals and funding agencies.

---

13. International Networks and Collaborations

Collaborations with universities and research centers in Canada, the United States, Europe, and Latin America.

---

14. Methodological Skills

- Surveys

- Randomized experiments

- Content and digital data analysis

- Quantitative and qualitative methods

---

15. Languages

- Portuguese: native

- English: fluent

- Spanish: fluent

- French: intermediate, professional working proficiency

Brasília, January 2, 2026