



ERNEST CALVO

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“THE WINNER-LOSER GAP IN NEWS CONSUMPTION: WHAT LOST ELECTIONS TELL US ABOUT THE DEMAND FOR NEWS”

This article documents a digital winner-loser gap in news consumption when election results are reported to the public. We explain this gap as the result of news-seeking and news-avoidance behavior, with important amplification consequences in disseminating partisan narratives and polarizing content. We examine Brazilian voters’ news consumption patterns before, during, and after the 2022 presidential runoff won by President Lula da Silva. We analyze 2.5 million digital trace events from 1,714 survey respondents’ smartphones and computers when the election results were reported to the public. Using a robust interrupted time series design, we show increased consumption among winners compared to losers, with changes in the partisan shares of articles accessed, browsing speed, and reading time. We then analyze the sensitivity of the winner-loser gap to partisan, social, and attitudinal variables.

TIME

**Monday, April 7, 2025
12:10PM-1:30PM**

LOCATION

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