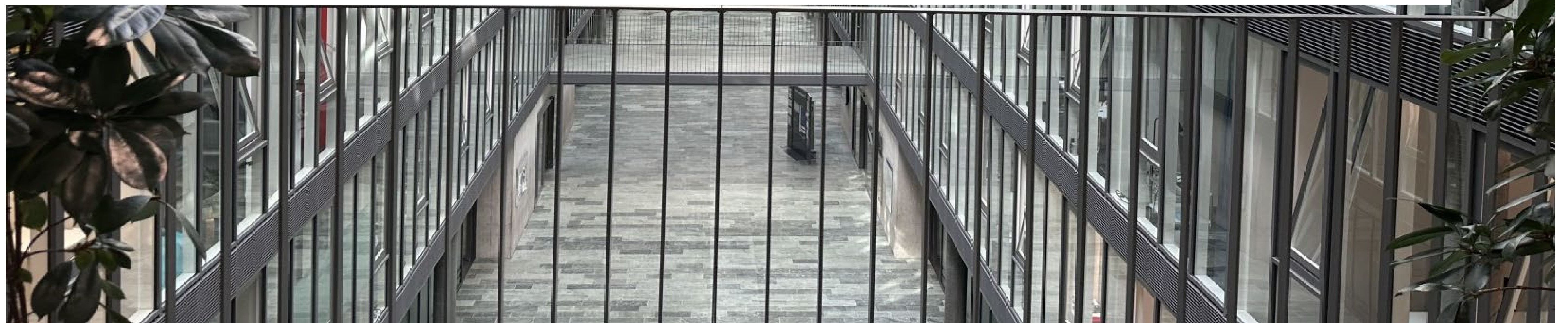




IKMZ Speaker Series

Chile's 2022 Constitutional Referendum: Unpacking voting behavior in times of misinformation

Monday, 19 May 2025, 4.15 p.m., room AND-4-06



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Magdalena Saldaña works as Associate Professor in the School of Communications at Pontificia Universidad Católica de Chile, where she teaches topics related to social media and news, digital journalism, and research methods. She is Associate Director of the Center for the Study of Media, Public Opinion, and Politics in Chile, MEPOP, and Associate Researcher at Chile's Millennium Institute for Foundational Research on Data, IMFD. She also serves as Associate Editor for Digital Journalism. Her research looks at information disorders in digital environments, such as misinformation, uncivil language, and hate speech.

Abstract

The potential of misinformation to damage a country's political life has become an increasing global concern. This concern is justified on classic models of voting behavior, stating that the public makes electoral decisions based not only on political predispositions, but also on information coming from political actors, political campaigns, and the news media. Arguably, some electoral processes require more information than others to make educated decisions, such as referendums involving complex issues. This was the case during Chile's 2022 Constitutional Process, in which voters were asked to approve or reject an extensive, technical text, with potential long-term consequences for multiple spheres of public and private life. This talk builds up on three studies to examine how different news repertoires, combined with low institutional trust and misinformation circulating on different venues, affected Chilean citizens' voting choices during the 2022 referendum for a new constitution.

Please join us for the last talk of the spring semester 2025!

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