

Gísli Gylfason

Last updated: September 13, 2026

✉ [gisligylfason@gmail.com](mailto:gisligyfason@gmail.com) ☎ +33 (0)7 67 81 39 45 🌐 Icelandic

RESEARCH INTERESTS

Primary — Political Economy, Media Economics

Secondary — Applied Microeconomics, Health Economics

EDUCATION

Ph.D. in Economics

2022 – early 2027 (expected)

Paris School of Economics & EHESS Advisor: Ekaterina Zhuravskaya

Paris, France

Thesis: Three Essays in the Political Economy of the Internet and Social Media

Research visit: Princeton University, Department of Politics, with Prof. Jacob N. Shapiro

2024–2025

M.Sc. in Economics (Public Policy and Development)

2020 – 2022

Paris School of Economics & EHESS

Paris, France

Highest Honours (summa cum laude)

B.Sc. in Economics

2016 – 2019

University of Iceland

Reykjavík, Iceland

Top of class, with distinction (9.03/10)

JOB MARKET PAPER

Doomscrolling: TikTok and News Consumption

Draft available upon request.

Abstract: How does TikTok use affect news consumption? Leveraging detailed device-level mobile browsing and app use data and a shock to early adoption of TikTok as a novel, plausibly exogenous source of variation, I estimate the causal effect of TikTok use on news consumption, political knowledge and attitudes in the United States. I find that increased TikTok use substantially reduces news consumption related to major news events such as elections, national disasters and major political developments. TikTok use causes decreases in news consumption along both the extensive and intensive margins. It also reduces the length of individuals' news consumption sessions, suggesting that reduced attention spans contribute to the effect. Survey evidence shows that the effect is not limited to mobile devices and has downstream consequences. Individuals in high-TikTok-use media markets have lower traditional news consumption and political knowledge, and higher partisan polarization in presidential approval after, but not before, TikTok's proliferation.

WORKING PAPERS

Twitter's Effect on Mental Health: Evidence from Population-Scale U.S. Insurance Data, 2006–2020

(with D. Baseman, G. Bushnell, K. J. Dolinski, D. B. Horton, D. Kosenkov, M. Kumar, E. Sisay, O. G. Troyanskaya, E. Zhuravskaya and J. N. Shapiro)

Under review. Draft available upon request.

Short abstract: Linking population-scale U.S. public and private insurance claims to a shock to early Twitter adoption, we find that Twitter penetration raised claims for anxiety, depression and eating disorders from 2011 onward.

From Tweets to the Streets: Twitter and Extremist Protests in the United States

Short abstract: Twitter raised the frequency of U.S. protests and disproportionately fuelled those involving extreme groups, on both the political left and the right.

WORK IN PROGRESS

The Political Effects of Russian TV Propaganda in the Baltics (with V. Eliseeva and E. Zhuravskaya)

Summary: Using the 2022 ban on Russian state television in Estonia and Latvia, this project studies how losing access to propaganda affects voting behaviour.

PRE-DOCTORAL PUBLICATIONS

A Natural Experiment in Education Reform: The Case of Upper-Secondary Curriculum Compression

(with T. L. Ásgeirsdóttir and G. Zoega), *The Manchester School*, 2025.

Monetizing Utility Reductions Associated with Bullying (with T. L. Ásgeirsdóttir, A. Hauksdóttir, E.

B. Þórðardóttir and U. A. Valdimarsdóttir), *Journal of Happiness Studies*, 24(8), 2395–2439, 2023.

Gender Differences in Iceland's Education System (with G. Zoega), *Tímarit um uppeldi og menntun* /

Icelandic Journal of Education, 30(2), 135–165, 2021.

SEMINARS AND CONFERENCES

- 2026 CESifo Workshop on Digital Platforms: Methods, Policy and Politics (University of Warwick), Applied Economics Lunch Seminar (PSE), GPET Internal Seminar (PSE)
- 2024 CESifo Venice Summer Institute: The Economics of Social Media, Political Economy Research Seminar (Princeton), ESOC Lab Meeting (Princeton), NePE Workshop (Paris 1 Panthéon-Sorbonne), Public Governance Working Group (Paris Dauphine), GPET Internal Seminar (PSE)
- 2023 2nd Academic Workshop for Icelandic Economists Abroad (University of Iceland), Applied Economics Lunch Seminar (PSE), GPET Internal Seminar (PSE)
- 2019 Þjóðarspejillinn: Conference in Social Science (University of Iceland), Icelandic Ministry of Education, Science and Culture

GRANTS AND AWARDS

- | | |
|---|------|
| Project Grant , Icelandic Research Fund (Rannsóknasjóður, Rannís), ISK 76m (approx. EUR 535,000). Co-proposer with T. L. Ásgeirsdóttir and G. Zoega (PI); funds a three-year postdoctoral position | 2026 |
| Landsbankinn Scholarship for PhD studies, awarded to students judged likely to enrich Icelandic society | 2025 |
| International Mobility Grant , Paris School of Economics, for a research visit to Princeton University | 2024 |
| Campus France Scholarship , Ambassade de France en Islande, for master's studies | 2022 |
| Icelandic Student Innovation Fund , for work on upper-secondary schooling length and university achievement | 2019 |

TEACHING EXPERIENCE

- | | |
|--|------------|
| Teaching assistant, Paris School of Economics (master's level) | |
| Introduction to Political Economy (M1) | 2023, 2024 |
| Political Economy 2: Conflict, Institutions, Media and Governance (M2) | 2022, 2023 |
| Teaching assistant, University of Iceland (bachelor's level) | |
| Macroeconomics 2 | 2018, 2019 |
| Microeconomics 2 | 2019 |

Mathematics for Economic Analysis 1, 2 and 3

2018, 2019

Overall evaluation scores at the University of Iceland ranged from 8.5 to 9.5 out of 10, against a faculty average of about 7.5.

RELEVANT WORK EXPERIENCE

OECD, Centre on Well-being, Inclusion, Sustainability and Equal Opportunity (WISE)

2021

Summer intern — effects of COVID-19 on well-being

Paris, France

SKILLS AND TRAINING

Coding & software R, Python (incl. PySpark), Stata, L^AT_EX, QGIS

Languages Icelandic (native), English (fluent), French and Danish (basic)

Training Summer School and Workshop on Artificial Intelligence in Economics, ETH Zürich

Sept. 2026

REFERENCES

Ekaterina Zhuravskaya (Advisor)

Professor of Economics

Paris School of Economics

ezhuravskaya@gmail.com

Jacob N. Shapiro

Professor of Politics and International Affairs

Princeton University

jns@princeton.edu

Oliver Vanden Eynde

Professor of Economics

Paris School of Economics

o.vandeneynde@psemail.eu