

# Giuseppe Musillo

## Personal Information

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## Office address

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## Education

**Ph.D. in Economics**, Tilburg University, 2022-Present.  
**Center Research Master in Economics**, Tilburg University, 2020-2022.  
**M.Sc. in Economics**, Tilburg University, 2019-2020, *Specialization in Behavioral Economics*.  
**B.Sc. in International Economics and Finance**, Bocconi University, 2016-2019.

## Research Interests

Political Economy, Economic History, Media Economics

## Working Papers

### **It's a Bird, it's a Plane, it's Superman! Using Mass Media to Fight Intolerance**

with A. Armand, P. Atwell, J.F. Gomes, and Y. Schenk

Abstract: This paper examines the impact of progressive radio programming on societal change during the early period of desegregation in post-World War II U.S. We investigate the influence of the popular radio show *The Adventures of Superman* on promoting tolerance and exposing the bigotry of the Ku Klux Klan (KKK) in 1946. Using state-of-the-art radio propagation models, we map the broadcast's exposure and analyze its effects on various socioeconomic outcomes. We find that counties with higher exposure to the broadcast experienced a significant decrease in support for segregationist political candidates. Individuals potentially exposed to the Superman program during their youth exhibited more progressive attitudes towards racial desegregation and African Americans later in life. These individuals were also more likely to be in interracial marriages and less likely to participate in the Vietnam war. Additionally, we uncover significant and progressive long-term effects of the radio coverage on county-level outcomes such as the presence of active KKK branches, civil rights organizations, and accessibility of non-discriminatory services for African Americans listed in the "Green Books." These results underscore the potential of progressive radio programming as a catalyst for social change and contribute to our understanding of how media shapes societal attitudes and beliefs.

## Presentations

**Spanish Economic Association**, Salamanca, Dec 2023  
**Applied Seminars**, Universitat Autònoma de Barcelona, May 2023  
**Internal Workshop**, Tilburg University, May 2023  
**Inaugural Essex Ph.D. Conference in Applied Economics**, *University of Essex*, March 2023

## Awards

**Jenny Lighthart Award**, CentER, 2023. Best Research Master thesis. *The Persistent Effect of Entertainment Radio on Racial Attitudes: Superman and the Ku Klux Klan*

## Research Assistance

**Research Assistant**, *TiSEM*, Department of Economics, with Dr. D. Schindler, 2022.  
Digitized historical documents from the U.S. National Archive.

**Research Assistant**, *TiSEM*, Department of Economics, with Dr. D. Schindler, 2021.  
Assisted in conducting a laboratory experiment.

## Teaching Assistance

**Public Sector for Economics** (*B.Sc. in Economics*), Tilburg University, 2024 - Present.

**Econometrics** (*B.Sc. in Economics*), Tilburg University, 2022 - Present.

**Microeconomics: Markets and Games** (*B.Sc. Entrepreneurship and Business Innovation*), Tilburg University, 2022 - 2023.

**Skills: Visualizing Data & Writing for Policy Makers** (*B.Sc. in Economics*), Tilburg University, 2022 - 2023.

**B.Sc. Thesis Supervision** (*B.Sc. in Economics*), Tilburg University, 2022 - Present.

## Activities

**Applied Micro Meeting Organizer**, Tilburg University, Jun 2023 - Present.

**ENTER Seminar Series Coordinator**, Tilburg University, Oct 2022 - Present.

**GSS Seminar Coordinator**, Tilburg University, Oct 2021 - Present.

**Member of the Education Committee**, *TiSEM*, Tilburg University, Nov 2021 - Sep 2022.

**Host of GSS Interview Series**, Tilburg University, Apr 2021 - Jul 2022.

**Member of the Sounding Board**, *TiSEM*, Tilburg University, Sep 2019 - Jul 2020.

**Course Committee Representative**, *B.Sc. International Economics and Finance*, Bocconi University, Oct 2017 - Nov 2018.

## Computer Skills

Python, R, Stata, ArcGIS.

## Languages

Italian (native), English (fluent).

## References

**Dr. David Schindler**

Department of Economics

Tilburg University

Email: d.schindler@tilburguniversity.edu

**Dr. Mery Ferrando**

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