

**Timeline**

February-April 2020

**Study Type**

Quasi-experimental Analysis

**Article Link**

[http://www.ajzenman.com/wp-content/uploads/2020/04/ACDM\\_4\\_2020-1.pdf](http://www.ajzenman.com/wp-content/uploads/2020/04/ACDM_4_2020-1.pdf)

**Research Implemented by IPA**

No

# More than Words: Leaders' Speech and Risky Behavior During a Pandemic

## Researchers

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## Abstract

How do political leader's words and actions affect people's behavior? Researchers address this question in the context of Brazil by combining electoral data and geo-localized mobile phone data for more than 60 million devices throughout the entire country. The study finds that after Brazil's president publicly and emphatically dismisses the risks associated with the COVID-19 pandemic and advises against isolation, social distancing measures of citizens in pro-government localities reduce relative to those places in which his support is weaker, while pre-event effects are insignificant. The impact is large and robust to different empirical model specifications. Researchers also find suggestive evidence that this impact is driven by localities with relatively higher levels of media penetration.

## Link to Results

[Working paper is available here.](#)

## Impact Goals

- Reduce COVID-19 transmission rates

## Project Data Collection Mode

- Web

## Results Status

Results