Mathieu Lavigne

✉mathieu.lavigne@mcgill.ca
🏠mathieulavigne2.github.io
𝕏 @MathieuLavigne3

Appointment

Analytical Lead, Media Ecosystem Observatory, McGill, 2025-Pres.

SSHRC Postdoctoral Fellow, Dartmouth College, 2023-2025.
Program in Quantitative Social Science
Supervisor: Brendan Nyhan

Senior Analyst, Media Ecosystem Observatory, McGill, 2025.

Education

Ph.D., Political Science, McGill University, 2023.
Thesis: *Resilient? Perceptions, Spread, and Impacts of Misinformation in the New Political Information Environment*
Supervisor: Éric Bélanger Committee: Aaron Erlich, Richard Nadeau
Awards:
(1) K.B. Jenckes Prize, most outstanding graduate in the Humanities/Social Sciences
(2) Arts Insights Dissertation Award, best dissertation in Humanities/Social Sciences
(3) Principal's Prize for Public Engagement through Media

M.Sc., Political Science, Université de Montréal, 2018.
Thesis: *Micro-ciblage et polarisation partisane lors de l'élection canadienne de 2015* [Microtargeting and Partisan Polarization during the 2015 Canadian Election]
Supervisor: Frédérick Bastien
Award: Brigitte-Schroeder Award, best master's thesis in political science

B.Sc., Political Science - Honours, Université de Montréal, 2016.
Award: Jocelyne Dion Award, highest-ranking student of B.Sc. in political science

Peer-reviewed articles

[5] **Lavigne, Mathieu**, Holly Ann Garnett, and Aengus Bridgman. Forthcoming, 2026. Misinformation, Polarization, and Trust in Elections: Longitudinal Evidence from Canada. *Public Opinion Quarterly.*

[2] **Lavigne, Mathieu**. 2026. The politicization of attitudes towards misinformation: how ideology shapes epistemic beliefs, normative judgments, and policy support. *Journal of Elections, Public Opinion and Parties.*

[3] **Lavigne, Mathieu**. 2024. L'inconfort ou l'indifférence ? Comprendre l'opposition aux mesures visant à contrer la mésinformation au Québec. *Canadian Journal of Political Science.*

[2] **Lavigne, Mathieu**, Éric Bélanger, Richard Nadeau, Jean-François Daoust, and Erick Lachapelle. 2022. Hide and Seek: The Connection Between False Beliefs and Perceptions of Government Transparency. *Harvard Kennedy School Misinformation Review.*

[1] **Lavigne, Mathieu**. 2021. Strengthening Ties: The Influence of Microtargeting on Partisan Attitudes and the Vote. *Party Politics.*

Encyclopedia

[2] **Lavigne, Mathieu** and Olivier Bergeron-Boutin. 2025. Misinformation. in Daniel Stockemer, Stephen Sawyer, and Audrey Gagnon (ed.). IPSA Companion to Political Science. Springer Nature.
[1] **Lavigne, Mathieu**. 2022. Microtargeting. *Elgar Encyclopedia of Technology and Politics*. Edward Elgar Publishing.

Chapters

[2]**Lavigne, Mathieu**. Forthcoming, 2026. Microtargeting in Canadian Campaign Advertising. In Alex Marland, Elizabeth Dubois, and Thierry Giasson (ed.). *Marketing the Vote: Election Strategy and Campaigning in Canada*. UBC Press.
[1]**Lavigne, Mathieu**. 2024. Polarisation affective : Comprendre nos différences pour apaiser nos différends. In *L'état du Québec 2025.* Directed by Josselyn Guillarmou and Sandra Larochelle. L'Institut du Nouveau Monde et Somme toute/Le Devoir.

Under review

Outlet- and Topic-Level Selective Avoidance Limit the Reach of Content Challenging Election Fraud Misinformation (with Brian Fogarty, John Carey, Brendan Nyhan, and Jason Reifler).

Working papers (full draft)

[5] The News Canadians Actually See: Redefining Political Information in the Age of Platforms.

[4] Fake, Frequent, Harmful: Unpacking and Explaining the Citizen View of Misinformation.
[3] Une Barrière Linguistique? How Language Influences the Spread of U.S.-Based Misinformation (with Aengus Bridgman).
[2] The Origin, Prevalence, and Consequences of Issue-Based Affective Polarization: Examining COVID-19 and Climate Change Affects (with Éric Bélanger).
[1] Reach, Perceived Accuracy, and Engagement With Real and Fake Stories During the 2021 Canadian Federal Election (with Aengus Bridgman).

Research reports

[8] **Lavigne, Mathieu**, Helen Hayes, Chris Ross, and Esli Chan. 2026. *Canadians' Perspectives on Governing AI Chatbots*. Media Ecosystem Observatory.

[7] Desblancs-Patel, Mika, Esli Chan, **Mathieu Lavigne** et al. 2026. *Conspiratorial Claims and Institutional Distrust in Canada's Online Ecosystem.* Media Ecosystem Observatory.

[6] Bridgman, Aengus, **Mathieu Lavigne** et al. 2026. *Ripple Effects of the Charlie Kirk Assassination in the Canadian Information Ecosystem*. Media Ecosystem Observatory.

reports

[5] Bridgman, Aengus et al. 2025. *The Canadian Information Ecosystem during the 2025 Federal Election.* Media Ecosystem Observatory.

[4] **Lavigne, Mathieu** et al. 2023. *Analyse du rôle de la mésinformation lors de l'élection provinciale québécoise de 2022* [Analyzing the Role of Misinformation during the 2022 Quebec Provincial Election]. Media Ecosystem Observatory.

- Cited by Élections Québec to justify recommendations of legislative reform in *Pour une nouvelle vision de la Loi électorale*.

Research reports

[3] Bridgman, Aengus, **Mathieu Lavigne**, et al. 2022. *Mis- and Disinformation during the 2021 Canadian Federal Election: A Report of the Canadian Election Misinformation Project*. Media Ecosystem Observatory.

- Presented to the G7 Rapid Response Mechanism (February 2022).
- Cited by Elections Canada when launching their ElectoFacts website.
- Cited in reports by Elections Ontario, Élections Québec, and Elections Saskatchewan making recommendations for electoral law reform.
- Discussed at the Foreign Interference Commission
- Cited in the Report on the assessment of the 2021 Critical Election Incident Public Protocol.
- Discussed by Canada's House of Common's Standing Committee on Procedure and House Affairs.
- Cited by Freedom House in their 2023 evaluation of internet freedom in Canada.

[2] Ruiz Soler, Javier, **Mathieu Lavigne**, Colette Brin, and Aengus Bridgman. 2021. Disinformation Risk Assessment: The Online News Market in Canada. Global Disinformation Index.

[1] Lefebvre, Solange et al. 2020. Peur de quoi ? L'extrémisme violent au Québec et le paysage médiatique. [Afraid of What? Violent Extremism in Quebec and the Media Landscape] Final Report. Joint initiative of the Quebec Ministry of Immigration and FRQSC. (I contributed to this report as a research assistant).

Invited articles

Academics as citizens: On the value of public engagement for young career researchers. *McGill Faculty of Arts newsletter.* April 13, 2023.

Awards and Scholarships

2024	K.B. Jenckes Prize (most outstanding graduate receiving a Ph.D. in the Humanities and social sciences at McGill)
2024	McGill Arts Insights Dissertation Award (best dissertation in Humanities/Social Sciences)
2023	Principal's Prize for Public Engagement through Media ($5,000)
2023	SSHRC Postdoctoral Fellowship ($90,000)
2021	ICPSR Scholarship for Political Science Research
2020	Charles R. Bronfman and Alex K. Paterson Awards ($5,000)
2020	Joint Initiative for Digital Citizen Research (Canadian Heritage) ($10,000)
2019	Joseph-Armand Bombardier Scholarship ($105,000)
2019	Brigitte-Schroeder Award, best master's thesis in political science, UdeM
2019	Prestage-Cook Travel Award, SPSA (300 $)
2018	FRQSC Ph.D. Scholarship ($80,000)
2018	Graduate Excellence Fellowship ($13,000)
2018	CSDC Entrance Fellowship ($5,000)
2018	Mallory Graduate Award ($3,000)
2017	SSHRC Master's Graduate Scholarship ($17,500)
2016	Jocelyne Dion Award, highest-ranking student of B.Sc. in political science, UdeM
2010	Honorary Medal of the Lieutenant Governor of Quebec

Grants

2025	Technology and the Future of Democracy. SSHRC Connection grant to organize a pre-APSA workshop (about 100 participants) on the threats and opportunities of new technologies for democracy (Co-applicant, PI: Holly Ann Garnett)
2024-29	Chaire de recherche du Québec sur la démocratie, le vivre ensemble et les valeurs communes au Québec [Quebec Research Chair on Democracy, Living Together, and Shared Values in Quebec] (PI : Mireille Lalancette and Éric Bélanger) (1,9M$)
2023-25	La désinformation et les changements climatiques au Québec et au Canada: Acteurs, discours, adhésion et solution [Disinformation and climate change in Quebec and Canada: Actors, discourses, adherence, and solutions] (PI : Marie-Eve Carignan), FRQSC ($150,000)
2022-23	Projet sur la désinformation électoral au Québec [Quebec Election Misinformation Project] (PI : Taylor Owen) ($45,000)

Research positions

Project director, Media Ecosystem Observatory
Director of the *Quebec Election Misinformation Project*, 2022-23.
The project combined social media and survey analyses to identify and evaluate the spread and impact of misinformation during the election.
I obtained the funding, led a team of 7 researchers during the election, wrote the report, and co-organized a public event to launch it.

Survey lead, Media Ecosystem Observatory
Lead survey analyst for the *Canadian Election Misinformation Project*, 2021.
I designed the survey questionnaires on Qualtrics, analyzed the data, participated in media interviews, and co-authored public-facing and academic publications.

Research assistant, Université de Montréal
The process of radicalization leading to violence, 2018-2019 (with Frédérick Bastien).
Survey-based analysis of public perceptions about radicalization and how they are associated with media consumption behaviors.

Teaching

Lecturer, McGill University
POLI 320: Issues in Canadian Democracy, Winter 2023.
(Built from the ground up, 76 students)

Guest speaker, University of Ottawa
CMN 3533: Media and Politics, March 28, 2025. Prof: Audrey Gagnon.

Guest speaker, Dartmouth College
PBPL 23/GOVT 30: Political Misinformation and Conspiracy Theories, Feb. 5, 2024.
Lecturer: Hwayong Shin.

Guest speaker, Université du Québec à Trois-Rivières
COM6036: Political Communication and Analysis of Media Messages [Communication politique et analyse des messages médiatisés], April 6, 2023.
Graduate seminar, Prof: Mireille Lalancette.

Teaching assistant, McGill University
POLI 618: Quantitative Analysis (graduate level), Fall 2019.
Computing and math summer camp, Summer 2019.

Grader, McGill University
POLI 426: Political Parties and Electoral Behavior in Quebec, Fall 2021.

Teaching assistant, Université de Montréal
CEP 1000: Political Communication, Fall 2017.

Supervision

[3] I currently lead the Analytical Team at McGill University's Media Ecosystem Observatory.
[2] I directed a team of 7 graduate and undergraduate students as part of the Quebec Election Misinformation Project.
[1] I supervised a research internship (MA level) and an undergraduate student when leading the implementation of the *Quebec Portal on Public Opinion*.

Invited speaker

Speaker
Correction mismatch? How Inattention and Selective Exposure Limit the Effects of Election Fraud Debunking. Caltech Information and Misinformation in Elections 2025 Conference. January 16-17, 2025. California Institute of Technology.

Keynote speaker
From Fragmented Data to Comprehensive Insights: A Framework for Evaluating the Use and Real-World Effects of Political Microtargeting. ERC workshop on data-driven political targeting. April 17-18, 2024. Wageningen University, Netherlands.

Round table
The State and Future of Democracy. Bilingual symposium organized by McGill's Institute for the Study of Canada, the Centre for the Study of Democratic Citizenship, and C-Dem. March 25, 2024.

CIVIX: Democracy Bootcamp. March 27, 2025.
CIVIX: Democracy Bootcamp. March 16, 2023.

Organized events

Technology and the Future of Democracy. Pre-APSA Workshop. Co-convenors: Holly Ann Garnett, Nicole Goodman, Aengus Bridgeman, Chris Tenove, Heidi Tworek, Valere Gaspard. September 10, 2025.

2022 Quebec Election: Information and Politics after COVID and Trump
In collaboration with the Centre for Media, Technology, and Democracy, the Centre for the Study of Democratic Citizenship, the Centre d'études sur les médias, and the UNESCO-PREV Chair. March 15, 2023.

Conference presentations

Presenting author

[23] The News Canadians Actually See: Redefining Political Information in the Age of Platforms. Canadian Political Science Association, June 2026.

[22] Campagnes électorales québécoises à l'ère de la désinformation: perceptions partisanes et confiance démocratique. ACFAS, May 2026.

[21] Polarisation politique et réalignement partisan: l'ascension du Parti conservateur du Québec. ACFAS, May 2026.

[20] Inattention and Differential Exposure: How Online Content Challenging Election Fraud Misinformation Rarely Reaches the Public. American Political Science Association, Sept. 2025.

[19] Election fraud and pro-insurrection content on Facebook and Instagram. American Political Science Association, Sept. 2025.

[18] Election fraud and pro-insurrection content on Facebook and Instagram. Canadian Political Science Association, June 2025.

[17] Correction Mismatch: How Inattention and Selective Exposure Limit the Effects of Voter Fraud Debunking. Research Design Workshop, Dartmouth College, Nov. 2024.

[16] Correction Mismatch: How Inattention and Selective Exposure Limit the Effects of Voter Fraud Debunking. Poster presentation. Toronto-Montreal Political Behaviour Workshop, Sept. 2024.

[15] (Mis)information Flows and Public Beliefs about Voter Fraud in the 2020 and 2022 U.S. Elections. Canadian Political Science Association, June 2024.

[14] Misinformation, Polarization, and Trust in Elections: Longitudinal Evidence from Canada. Canadian Political Science Association, June 2024.

[13] Une Barrière Linguistique? How Language Influences the Spread of U.S.-Based COVID-19 Misinformation. Canadian Political Science Association, May 2023.

[12] The Case for Issue-Based Affective Polarization. CSDC – C-Dem Forum on Democratic Citizenship, March 2023.

[11] The Importance of Truth: Issue Positions, Ideology, and the Perceived Acceptability of Spreading Misinformation. American Political Science Association, Sept. 2022.

[10] The Contagion of Electoral Disinformation Campaigns: American Style Vote Conspiracies in the 2021 Canadian Federal Election. International Election Integrity Project Workshop, July 2022 (with Aengus Bridgman).

[9] The Relative Importance of Truth: Issue Positions and the Acceptability of Misinformation. Canadian Political Science Association, June 2022.

[8] Reach, Perceived Accuracy, and Engagement with Real and Fake Stories During the 2021 Canadian Federal Election Canadian Political Science Association, June 2022 (with Aengus Bridgman).

[7] Hide and Seek: How False Beliefs Shape Perceptions of Government Transparency. American Political Science Association, Sept. 2021.

[6] What Is the Government Hiding? Transparency, Trust, and False Beliefs. Canadian Political Science Association, June 2021.

[5] Geographies of Misinformation: Evaluating Subnational Differences in Resilience to Online Misinformation. Canadian Political Science Association, June 2021.

[4] Romantic Politics: Lemmatization and Political Sentiment Analysis in Romance Languages. Southern Political Science Association, Jan. 2020.

[3] News Outlets and Citizens' Concerns About Violent Radicalization. Société québécoise de science politique, May 2019 (with Frédérick Bastien).

[2] The Influence of Microtargeting on Partisan Attitudes and the Vote. Poster presentation. Data-Driven Elections: Implications and Challenges for Democratic Societies' Workshop, May 2019.

[1] Microtargeting and Polarization: Do Data-Driven Communications Impact Political Attitudes? Canadian Political Science Association, May 2018.

Media

More than 40 media appearances on topics related to misinformation, polarization, and social media with all major Canadian news outlets. Below is a selected list:

Written media

[1] Should Canadians worry about foreign interference in the federal election?. *The Telegram*. April 11, 2025.
[2] Qu'est-ce qu'on attend pour se parler ?. *La Presse*. November 11, 2024.
[3] Près du tiers des Québécois exposés à de la mésinformation lors des dernières élections. *Le Devoir*. March 16, 2023.
[4] Elections Alberta recommends legislative changes to tackle misinformation, disinformation. *CBC*. December 7, 2022.
[5] Près du tiers des partisans du PCQ doutent des derniers résultats électoraux. *Le Devoir*. October 27, 2022.
[6] Une élection tranquille au chapitre de la désinformation. *Radio-Canada*. October 8, 2022.
[7] Booed in Beauceville: False Facebook post highlights Quebec election online misinformation. *CBC*. September 28, 2022.
[8] 'Out of control': Quebec politicians facing repeated intimidation on campaign trail. *The Canadian Press*. September 14, 2022. Published by CBC, CTV, The Globe and Mail, Global News, CityNews, The Toronto Star, and other regional outlets.

Radio

[1] Élection 2025 : Comprendre les risques de désinformation. Dans la mosaïque (Myriam Eddahia), *Radio-Canada*. April 4, 2025.
[2] La COVID-19 cinq ans plus tard : les discours révionnistes et complotistes. A échelle humaine (Gabrielle Sabourin), *Radio-Canada*. March 15, 2025.
[3] Polarisation affective (Michel Gailloux), *Radio VM*. November 12, 2024.
[4] Il y a un très petit nombre d'acteurs responsables d'une grande partie de la désinformation, dit le directeur du Projet sur la désinformation électorale (Mario Dumont), *QUB Radio*. March 16, 2023.
[5] La désinformation sur les réseaux sociaux : entrevue avec Mathieu Lavigne. Le Québec maintenant (Patrick Lagacé), *98.5 FM*. October 28, 2022.
[6] Les conséquences et origines de la désinformation en ligne. Y'a pas deux matins pareils (Nicolas Haddad), *Radio-Canada*. July 4, 2022.
[7] La mésinformation en temps d'élection. Dans la mosaïque (Isabelle Ménard), Radio-Canada. May 4, 2022.
[8] The Canadian Election Misinformation Project. 14 interviews in the morning shows of CBC's regional channels across Canada. *CBC*. September 2, 2021.

Television

[1] How climate misinfo harms — and how you can fight back. CBC News: The National, *CBC*. March 13, 2023.
[2] Researchers explore misinformation during Quebec election campaign. *Global News*. October 3, 2022.
[3] 2021 Canadian federal election, CTV Morning Live, *CTV*. September 21, 2021.

Professional service

Journal Reviewer
Nature Communications; *Behaviour & Information Technology*; *Electoral Studies*; *Information, Communication and Society*; *International Journal of Public Opinion Research*; *Journalism and Media*; *Journal of Elections, Public Opinion, and Parties*; *Journal of Information Technology & Politics*; *Media and Communication*; *PLOS One*; *Political Behavior*; *Political Research Quarterly.*

Committees
Graduate Student Representative, Search committee to hire the Diamond Brown Chair in Democratic Studies, McGill University, 2022-23.

Data
Put in place and populate the *Quebec Portal on Public Opinion* to increase accessibility to data about Canadian and Quebec politics (with Claire Durand, Éric Bélanger, and Valérie-Anne Mahéo), 2021-2023.

Discussant
Canadian Political Science Association, 2022-2025.

Relevant professional experience

Intern/Market Analyst, Quebec's Ministry of Transportation
Market Analysis and Claims Unit, 2014-17

- Conduct research and data analysis to assess and promote competition in public contracts and help prevent/detect collusion.
- Inform and make recommendations to senior officials through research reports and ministerial notes.

Additional training

Data Science and Text Analysis, ICPSR Summer Program, 2021
Causal Inference, ICPSR Summer Program, 2021.
Conjoit experiments, Montreal Methods Workshop, 2021 (Kirk Bansak).
Collecting and Analyzing Social Media Data, Montreal Methods Workshop, 2021 (Alexandra Siegel).
Panel data analysis, McGill University, 2021.
Conjoint experiments, McGill University, 2021.
MLE for Count Models. McGill University, 2018.
Time series' general-to-specific modeling strategy. McGill University, 2018.
Computing and Math Summer Camp. McGill University, 2018.