

TODAY'S MEDIA TRENDS

RECORDNEWS

OCTOBER 5, 2026

THE GDELT PROJECT

BRAZIL'S RIGHT-WING RESURGENCE: A LEGISLATIVE AND FIRST-ROUND SHIFT.

A RESURGENT RIGHT-WING MOVEMENT LED BY FLÁVIO BOLSONARO SECURES A DOMINANT GRIP ON THE BRAZILIAN LEGISLATURE AND A FIRST-ROUND LEAD.



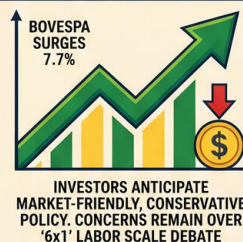
GUERNATORIAL RIGHT-WING WAVE



URBAN SECURITY CRISIS & PUBLIC SAFETY

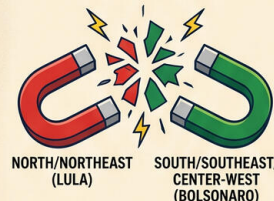


MARKET REACTION & ECONOMY



DEEP DIVE: TRENDS & THEMES

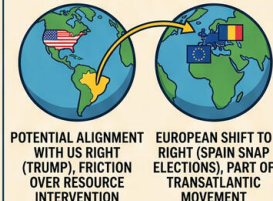
COLLAPSE OF THE 'THIRD WAY' & POLARIZATION



THE 'MICHELE FACTOR' & CONSERVATIVE FEMINISM



EXTERNAL DYNAMICS & GLOBAL POSTURE



STRATEGIC FORESIGHT, RISKS & OUTLOOK

SHORT TERM (1-4 WEEKS):
INTENSE MANEUVERING,
MARKET VOLATILITY

MEDIUM TERM (1-6 MONTHS):
CONGRESSIONAL ORGANIZATION, POTENTIAL
GOVERNABILITY CRISES OR AMNESTY PUSH

LONG TERM (1-5 YEARS):
STRUCTURAL SUPREME COURT SHIFT,
POTENTIAL DOMINANT-PARTY STATE



RISK: CONSTITUTIONAL CRISIS
(SENATE vs. STF CONFLICT)



RISK: URBAN CIVIL UNREST
(NARROW MARGIN, FRAUD CLAIMS)



RISK: INFRASTRUCTURE FAILURE
(CLIMATE EXTREMES & VULNERABILITIES)

FUNDAMENTALLY ALTERING THE NATION'S GOVERNANCE AND INSTITUTIONAL STABILITY

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DAY-AT-A-GLANCE

The October 4, 2026, general elections in Brazil have delivered a systemic shift toward conservative and right-wing dominance, effectively marginalizing the traditional Left and the centrist "Third Way." Flávio Bolsonaro (PL) secured a [commanding lead](#) in the first round of the presidential race with 47.50% of the vote, compared to 44.61% for incumbent Luiz Inácio Lula da Silva. This performance, which defied most polling projections, has positioned Bolsonaro as the clear frontrunner heading into the October 25 runoff. The results suggest a "silent vote" phenomenon and a consolidation of conservative sentiment across the nation's most vital economic and populous hubs.

Beyond the presidential race, the Liberal Party (PL) and its ideological allies have achieved a historic "super-majority" in the National Congress. The PL will hold [121 seats](#) in the Chamber of Deputies and a massive 19-seat bloc in the Senate. This legislative landscape creates immediate risks for the judiciary, as the new Senate appears capable of pursuing impeachment proceedings against Supreme Court (STF) justices and altering the Constitution. The defeat of traditional leftist strongholds is underscored by gubernatorial victories in the first round for right-wing candidates in [São Paulo, Minas Gerais, and Paraná](#), effectively surrounding the federal government with a hostile sub-national conservative front.

Domestically, the election was marred by localized tragedies and persistent urban insecurity. A prominent journalist, [Márcio Schayer](#), died of a sudden health event while pursuing phone thieves in São Paulo, highlighting the "glass-breaker gang" crisis. Simultaneously, extreme weather events caused deaths and structural collapses in the [interior of São Paulo](#), serving as a reminder of critical infrastructure vulnerabilities amidst the political fervor. Internationally, the speed of Brazil's electronic voting was leveraged by [Donald Trump](#) to criticize the American electoral system, while the Nobel Prize in Medicine highlighted global scientific progress in [optogenetics](#).

MAJOR DEVELOPMENTS

- **Presidential Runoff Confirmed:** A second round will take place on October 25 between Flávio Bolsonaro and Lula, with Bolsonaro holding a [3-million-vote](#) advantage. No candidate in Brazilian history has ever overturned such a lead in the second round.
- **Legislative Power Shift:** The PL party and the right-wing "Centrão" have secured the [largest conservative bloc](#) since the redemocratization, providing them leverage to dictate the national agenda and potentially challenge the Supreme Court.
- **Gubernatorial Right-Wing Wave:** Tarcísio de Freitas was [reelected in São Paulo](#) in the first round with 62% of the vote, while Sérgio Moro secured a first-round victory for the [governorship of Paraná](#).
- **Historical Female Representation in Senate:** For the first time, a federal unit (Distrito Federal) will be represented entirely by [three women](#)—Michele Bolsonaro, Bia Kisses, and Damares Alves—all from the conservative right.
- **Urban Security Crisis:** The death of journalist [Márcio Schayer](#) during a robbery in São Paulo has amplified calls for stricter public safety measures and underscored the perceived failure of current urban policing.
- **Market Reaction:** The financial markets responded with [record highs](#), with the Bovespa surging 7.7% and the dollar dropping as investors anticipated a more market-friendly, conservative-led economic policy.

KEY GOVERNANCE TOPICS

Leadership Dynamics & Governance: The election results signal a crisis for the Workers' Party (PT), which failed to secure significant gubernatorial or legislative gains. Analysts suggest the PT must [reinvent its platform](#) to appeal to a younger, more "modern" left-wing demographic, as its current messaging failed to resonate outside its traditional base. Conversely, the right wing is already managing a [congested leadership](#) pipeline for 2030, with figures like Tarcísio de Freitas, Sérgio Moro, and Cleitinho Azevedo emerging as viable national figures.

- **Macroeconomics & Trade:** Markets are pricing in a [shift in economic conduction](#). However, concerns remain regarding the "6x1" work scale [legislative proposal](#) being debated in the Senate, which could impact labor costs and industrial productivity.
- **Legal Warfare & Regulatory Risk:** The new Senate composition poses a direct threat to the [Supreme Court](#). With the power to approve judicial appointments and hear impeachment cases, the conservative bloc may attempt to curtail the "judicial activism" it has long criticized.
- **Critical Infrastructure Security:** Extreme weather in São Paulo led to a [hospital roof collapse](#) and power outages in 19 municipalities in Mato Grosso do Sul, highlighting the urgent need for climate-resilient urban planning.
- **Climate & Extreme Weather:** Severe storms and [hail in Rio Grande do Sul](#) affected over 13,000 people, further straining the emergency response capacities of the southern states.

- **Geopolitical Competition:** The potential victory of Flávio Bolsonaro aligns Brazil more closely with the [American right wing](#), specifically Donald Trump, though analysts warn of friction over U.S. desires to intervene in Brazilian [monetary systems like Pix](#).

DEEP DIVE: TRENDS AND THEMES

The Collapse of the "Third Way" and Polarization: The 2026 election has finalized the destruction of the political center. The "Third Way" candidates, such as [Augusto Curi](#), saw their support evaporate as voters gravitated toward the two poles. This polarization is no longer just ideological but geographic and demographic, with the [North and Northeast](#) remaining Lula's strongholds, while the South, Southeast, and Center-West have become solidly "Bolsonarista."

Urban Crime as a Political Catalyst: Public safety has transitioned from a local issue to a primary driver of national voting behavior. The narrative of the ["Street of Panic"](#) in São Paulo, where robberies are routine, and the high-profile death of a journalist, have validated the right-wing's focus on [punitive security measures](#). This is exemplified by the massive vote counts for candidates who emphasize law and order, such as [Guilherme Derrite](#).

The "Michele Factor" and Conservative Feminism: The election results in the Distrito Federal, where [Michele Bolsonaro and Bia Kisses](#) won Senate seats, demonstrate a successful rebranding of the right wing to include women in leadership roles. This "Conservative Feminism" focuses on family values and religious conviction, proving highly

effective at mobilizing a demographic that the Left has historically sought to capture.

INTERNAL DYNAMICS & DOMESTIC INSTABILITY

Brazil faces significant institutional tension as the legislative and judicial branches appear headed for a collision. The new Senate, described as a ["conservative fortress,"](#) has signaled an intent to review the conduct of STF justices. This institutional decay is compounded by the [historically high abstention rate](#) of 21.08%, suggesting that over 33 million Brazilians are opting out of the democratic process, potentially due to disillusionment or logistical hurdles.

- **Elite Infighting:** The re-election of [Tarcísio de Freitas](#) and the rise of [Sérgio Moro](#) as governors creates a potential rivalry within the right wing, as both figures now possess the executive credentials to challenge for the presidency in 2030.
- **Institutional Distrust:** High levels of [voter apathy](#) and the rejection of the political center suggest that the mandate of the eventual presidential winner will be challenged by a significant portion of the population.
- **Security Crisis:** The "Gangue da Pedrada" and the death of [Márcio Schayer](#) reflect a breakdown in social order in Brazil's largest city, contributing to a sense of lawlessness that undermines government legitimacy.

EXTERNAL DYNAMICS & GLOBAL POSTURE

Brazil is increasingly viewed as a battleground for global ideological trends. The

[international community](#) has closely monitored the election, with the market's positive reaction indicating a global preference for the right-wing's fiscal promises. However, the [United States'](#) interest in Brazilian resources like [rare earth minerals and petroleum](#) suggests that a Bolsonaro presidency would face significant pressure to align its resource management with U.S. strategic interests.

- **Election Diplomacy:** Donald Trump's use of [Brazil's electoral speed](#) to critique U.S. processes demonstrates how Brazilian domestic events are being weaponized in the American information warfare environment.
- **European Shift:** The snap elections in [Spain](#) and the weakening of Pedro Sánchez's government reflect a broader global trend toward the right, suggesting that Brazil's election is not an outlier but part of a [transatlantic movement](#).
- **Regional Hegemony:** The results in Brazil could impact [regional alliances](#), particularly regarding Venezuela, as a right-wing government would likely take a much more confrontational stance against the Maduro regime.

THE ECONOMIC ENVIRONMENT

The economic outlook has shifted dramatically following the first-round results. Markets are reacting to the prospect of a Bolsonaro administration that prioritizes privatization and [fiscal adjustments](#), despite the challenges such policies face in a divided state like Minas Gerais. The agricultural sector remains the backbone of the economy, but it faces [logistical bottlenecks](#) and a lack of adequate

rural insurance, which threatens long-term stability.

- **Bovespa Surge:** The stock market climbed [nearly 10%](#) in some sectors as investors hailed the conservative legislative victories.
- **Currency Fluctuations:** The dollar saw a [significant drop](#) against the Real, reflecting increased confidence in Brazil's fiscal future under a potential Bolsonaro-led government.
- **Small Business Growth:** Micro and small enterprises now represent [96% of Brazilian companies](#) and 26.5% of the GDP, with new regulations aiming to reduce opening times to [less than 2 hours](#).
- **Commodity Pressure:** High temperatures and El Niño are expected to [sustain orange and lemon prices](#), impacting the agribusiness sector's profitability.
- **Labor Risk:** The proposed end of the [6x1 work schedule](#) is a major point of contention between labor groups and industrial leaders, with significant implications for the cost of business.

LEADERSHIP CHANGES

The election results have initiated a major reshuffling of Brazil's political elite, with new power centers forming around state governorships and Senate leadership.

- **Flávio Bolsonaro:** Emerges as the **undisputed leader** of the right wing, successfully stepping out of his father's shadow to lead a national movement [into a second round](#).
- **Tarcísio de Freitas:** His massive [first-round victory](#) in São Paulo cements him as a future presidential contender and a key ally/rival for the Bolsonaro family.

- **Michele Bolsonaro:** By winning a Senate seat and [mobilizing the female vote](#), she has become a significant political actor in her own right.
- **Cleitinho Azevedo:** The former vegetable seller's election as [Governor of Minas Gerais](#) represents the rise of the "populist outsider" who bypasses traditional party structures.
- **Sérgio Moro:** His transition to [Governor of Paraná](#) rehabilitates his political career after his exit from the federal ministry, placing him back in a powerful executive role.
- **Antoni Garotinho:** His [withdrawal from the Rio gubernatorial race](#) cleared the path for the PL's **Douglas Ruas** to take a dominant position.

EDITORIAL POSTURE & STORY HIERARCHY

The broadcast maintained a high-intensity, election-focused hierarchy, with presidential and legislative results receiving nearly 80% of the airtime. The tone was generally analytical but underscored by a sense of urgency regarding the [3-million-vote gap](#) and the legislative "wave." A significant amount of time was also dedicated to **public safety**, specifically the death of journalist Márcio Schayer and the "Street of Panic," framing these as indicative of a national crisis. "Buried" stories included the ongoing environmental challenges in the Amazon and the specifics of labor scale reforms, which were mentioned only in passing. A **conspicuous omission** was the lack of detailed reporting on the economic platform of the Lula campaign for the second round, focusing instead on the Right's momentum.

GEOPOLITICAL FRAMING

The world is portrayed as a fracturing system where right-wing populism is gaining ground against a struggling global establishment. Leaders like **Donald Trump** are framed as competent observers of electoral efficiency, while **Pedro Sánchez** is seen as a leader losing his mandate to a rising conservative tide.

- **Brazil:** Framed as a nation in a ["clash of titans,"](#) with an efficient electoral system but a deeply divided and polarized citizenry.
- **Flávio Bolsonaro:** Portrayed as a **strategic and resilient** leader who outperformed expectations. "Flávio led the dispute from the first to the last moment" [source](#).
- **Lula:** Framed as a leader on the defensive, **struggling to adapt** to a new political reality. "Lula wants a total change in his campaign for a turnaround that has never happened" [source](#).
- **United States:** Portrayed as an **influential but interfering** power, interested in Brazil's resources and critical of its internal systems [source](#).
- **Israel:** Framed as a site of **significant political engagement** for the Brazilian diaspora, which overwhelmingly favored the Right (74% for Bolsonaro) [source](#).

INFORMATION WARFARE ENVIRONMENT

The election cycle has seen a sophisticated use of social media and "underground" narratives. The [massive vote counts](#) for candidates like Nicolas Ferreira and Lucas Pavanato, who have high engagement with

youth on social networks, suggest that the information battlefield has moved entirely away from traditional media. The Right has successfully seeded a "meta-narrative" of **judicial overreach** and **insecurity**, while the Left has struggled to counter with a coherent vision for the future, relying instead on historical achievements that appear not to resonate with younger voters.

- **Voter Suppression Narratives:** Reports of [long lines and apathy](#) were countered by the Right's narrative of a "patriotic surge" that defied polls.
- **Disinformation in Personal Security:** The proliferation of "fakeCar" scams and [CPF identity thefts](#) highlights a breakdown in digital security that political actors are using to argue for more state surveillance.

HYPOTHESES AND FUTURE OUTLOOK

- **Judicial Retaliation:** The new Senate is highly likely to initiate [impeachment proceedings](#) against at least one STF justice within the first year of the new term to demonstrate power.
- **Second Round Shift:** Lula will likely attempt a ["front for the Left"](#) strategy, moving away from a broad centrist coalition to a more ideologically pure, combative stance to energize his base.
- **Public Safety Reforms:** Regardless of the presidential winner, the right-wing governors in SP, MG, and PR will likely implement [aggressive new policing models](#) that could set a national precedent.

STRATEGIC FORESIGHT

Short Term (1-4 Weeks): Expect intense political maneuvering and "loyalty tests" as candidates from the defeated center choose sides. Market volatility may increase slightly as the runoff approaches, though the bias remains positive toward a Bolsonaro victory.

Medium Term (1-6 Months): The new Congress will begin organizing, with the PL likely securing the presidencies of both the Chamber and the Senate. If Lula wins, he faces immediate [governability crises](#); if Flávio wins, expect a rapid push for [amnesty for Jair Bolsonaro](#).

Long Term (1-5 Years): Brazil may see a structural shift in its [Supreme Court](#) and a permanent realignment of its party system into a dominant-party state led by the PL, similar to the Republican party's shift in the U.S.

RISK ASSESSMENT

The most significant risk is a **constitutional crisis** triggered by the legislative branch attempting to remove members of the judiciary, which could lead to civil unrest or a breakdown in the rule of law.

- **Risk: Institutional Conflict between Senate and STF.** Triggers: The filing of impeachment petitions against STF justices. Likelihood: High. Impact: Extreme; could lead to a suspension of judicial functions. Mitigations: Negotiations for a "truce" involving a conservative STF appointment.

- **Risk: Urban Civil Unrest.** Triggers: A very narrow runoff margin (less than 1%) and claims of electoral fraud. Likelihood: Medium. Impact: High; potential for blockades and protests in major cities. Mitigations: Strong international recognition of the results and military neutrality.
- **Risk: Infrastructure Failure due to Climate Extremes.** Triggers: Another season of El Niño-driven storms in the South/Southeast. Likelihood: High. Impact: Medium; disruption of supply chains and further deaths. Mitigations: Emergency funding for [distributing tiles and lonas](#) in affected zones.
- **Risk: Economic Paralysis due to Labor Reform.** Triggers: The passage of the [end of the 6x1 scale](#) without industrial compensation. Likelihood: Medium. Impact: High; reduction in manufacturing output and increased inflation. Mitigations: Gradual implementation over a decade.
- **Risk: Resource Nationalization and Diplomatic Friction.** Triggers: U.S. pressure for exclusive access to [rare earth minerals](#). Likelihood: Medium. Impact: Medium; strain on Brazil's "sovereignty" rhetoric. Mitigations: Diversifying trade partners for critical minerals.

GAPS & BLIND SPOTS

- **Military Posture:** The transcripts provide no insight into the current sentiment of the Armed Forces leadership regarding the election results or a potential Bolsonaro return.
- **Environmental Policy:** There is a total lack of discussion on the [Amazon's future](#) under a Bolsonaro administration, despite the global importance of the rainforest.

- **International Sanctions:** No analysis was provided on the potential for international sanctions or diplomatic isolation if the new Senate pursues radical institutional changes.
- **Economic Specifics:** The specific "spending cuts" mentioned by the Bolsonaro campaign remain [vague and uncalculated](#) in the current news cycle.

CONTRARIAN NARRATIVE SCENARIOS

The "Centrão" Betrayal: While the PL party appears dominant, its alliance with the "Centrão" is opportunistic. A contrarian view suggests that if Flávio Bolsonaro wins, the Centrão may quickly turn against him to extract even greater concessions, leading to a **weakened presidency** rather than a dominant one.

Black Swan Event: Judicial Preemption. The Supreme Court, sensing the impending threat from the new Senate, could issue a series of rulings that disqualify key winning candidates (such as Deltan Dallagnol or others under appeal) before they take office, triggering a **direct and immediate revolt** by the legislative branch and potentially the populace.

RECOMMENDATIONS & IMPLICATIONS

For Statecraft/Public Sector:

- **Security:** Prepare for a shift in national public safety strategy toward [military-style interventions](#) in urban centers.
- **Economic:** Anticipate a push for [PIX deregulation](#) or modifications based on international pressure.

- **Diplomatic:** Recalibrate relations with the U.S. and Israel, anticipating a [closer ideological alignment](#) from Brasília.

For Private Sector/Investors:

- **Supply Chains:** Invest in [private storage and logistics](#) solutions to bypass state infrastructure bottlenecks.
- **Regulatory:** Monitor the "6x1" scale debate closely; its outcome will fundamentally alter [labor cost structures](#).
- **Safety:** Enhance corporate security in São Paulo hubs due to the [high-risk urban crime environment](#).

LEGISLATIVE ROUNDUP

The legislative agenda is currently focused on labor reform and the strategic positioning of the new Senate. The presidency of the Senate under David Alcolumbre is attempting to expedite **populist labor measures** while managing a rapprochement with the executive branch [source](#).

- **BILLS DISCUSSED/DEBATED:**
 - **PEC 6x1:** A proposal to end the six-day work week, currently a priority for the Lula administration but facing skepticism in the [Senate](#).
 - **Amnesty Law:** Proposed legislation to pardon those involved in the [January 8 and 2022 events](#), likely to be prioritized if Flávio Bolsonaro wins.
 - **Judicial Reform:** Plans for a constitutional amendment to limit STF powers and mandate [fixed terms for justices](#).

• HEARINGS & PRESS EVENTS:

- **Lula Presser:** The President acknowledged the need for a [strategic pivot](#) for the second round.
- **Flávio Bolsonaro Collective:** The candidate emphasized [single-term governance](#) and public safety as core pillars.

KEY STORIES

- **Brazilian Presidential First Round Results:** Flávio Bolsonaro leads with 47.5%, forcing a runoff with Lula (44.6%) on October 25. The gap is approximately 3 million votes [source](#).
- **Legislative Super-Majority:** The PL party secures a record 121 seats in the Chamber and 19 in the Senate, creating a [dominant right-wing bloc](#).
- **Tarcísio de Freitas Victory:** Re-elected Governor of São Paulo in the first round with over 62% of the vote [source](#).
- **Sérgio Moro Gubernatorial Win:** Moro elected Governor of Paraná in the first round with 50.1% [source](#).
- **Cleitinho Azevedo Victory:** Elected Governor of Minas Gerais with 55.4% of the vote [source](#).
- **Death of Márcio Schayer:** 71-year-old journalist and founder of Conjur died after pursuing [mobile phone thieves](#) in São Paulo.
- **Severe Storms in São Paulo:** Rainfall caused two deaths and the [collapse of a hospital structure](#) in Araçatuba.
- **Nobel Prize in Medicine:** Awarded to Dicerth, Hegemann, and Nagel for developments in [optogenetics](#).

- **Missing Brazilian in Spain:** Vítor Hugo Paladini disappeared in Barcelona; Spanish police now treat it as a [homicide and body concealment](#).
- **Elephant Sandro's New Life:** The 54-year-old Asian elephant was transferred to a sanctuary in [Mato Grosso](#) after decades in a circus and zoo.
- **Gol Flight 1907 Anniversary:** The 20th anniversary of the tragedy that killed 154 people in the [Amazon rainforest](#).
- **Butantan Serum Production:** Insight into the advanced [production of anti-snake venom](#) using horses at the Butantan Institute.
- **Female Senate Record:** 12 women elected to the Senate, with the Distrito Federal electing [three conservative women](#).
- **Hawaii Lava Arch Collapse:** A 500-year-old natural arch collapsed into the Pacific due to a [storm](#).
- **Fake Car Seller Scam:** A seller in Santa Catarina had his identity stolen for [over 150 scams](#), leading to a rare judicial order to cancel his CPF.
- **Super Diarrhea Outbreak:** U.S. authorities traced a parasite outbreak to [lettuce farms in Mexico](#).
- **Domestic Violence Case in Goiás:** A woman filmed her husband [threatening to set her on fire](#), leading to his arrest.
- **School Attack in the US:** Two dead and 30 injured during a shooting at a [back-to-school party](#).
- **São Paulo FC Women's Title:** The "Soberanas" won the [Brazilian Championship](#), ending Corinthians' hegemony.
- **Cycle Lane Fine Increase:** Fines for invading bike lanes rose [nearly 30%](#) across Brazil.

- **Missing Nuclear Source:** Authorities in São Paulo are searching for a [missing nuclear load](#).
- **Argentina Messi Tickets:** Tickets for Lionel Messi's final home game for Argentina [sold out instantly](#).
- **Agroforestry in Taguatinga:** A project in DF demonstrates the viability of [forest-produced food](#).
- **Water Recycling Success:** An 800-municipality state (MG) features a farmer using [artificial lakes](#) to survive droughts.
- **Tábata Amaral's Mother:** Maria Renilda remains in [grave condition](#) after a fall during a campaign event.
- **Bus Driver Shot:** A driver in Goiás was shot [twice by a passenger](#) following an argument.
- **Hawaii Volcanoes Park Warning:** Visitors warned to avoid unstable [coastal cliffs](#).
- **Trump's Election Commentary:** Trump used the speed of the [Brazilian vote count](#) to allege manipulation in the U.S. system.
- **Snap Spanish Elections:** Pedro Sánchez dissolved parliament and called for [November elections](#) after legislative defeats.

ABOUT THIS REPORT

Today's Media Trends is a public interest experiment in applying deep thematic trend analysis to television news coverage from around the world to explore how responsibly applied advanced AI can help journalists and scholars better understand the overarching trends, themes and patterns of our global world.

No data is used to train or tune any AI model.

Each morning, in collaboration with the Internet Archive's TV News Archive, we apply Google's Gemini 3 to deeply examine yesterday's coverage from each television news channel to tease out the overarching themes and trends of its news coverage into a richly annotated thematic analysis. Each high-level insight is connected back to the original broadcast, allowing journalists and scholars to understand the dominate themes and trends and instantly click out to the underlying sources for details.

By helping journalists and scholars see the broader trends and patterns of global news coverage, this analysis helps them identify relevant stories and coverage they might not otherwise have encountered and uncover connections, emphases and narrative shifts

that enable more comprehensive reporting and deeper, evidence-based research.

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