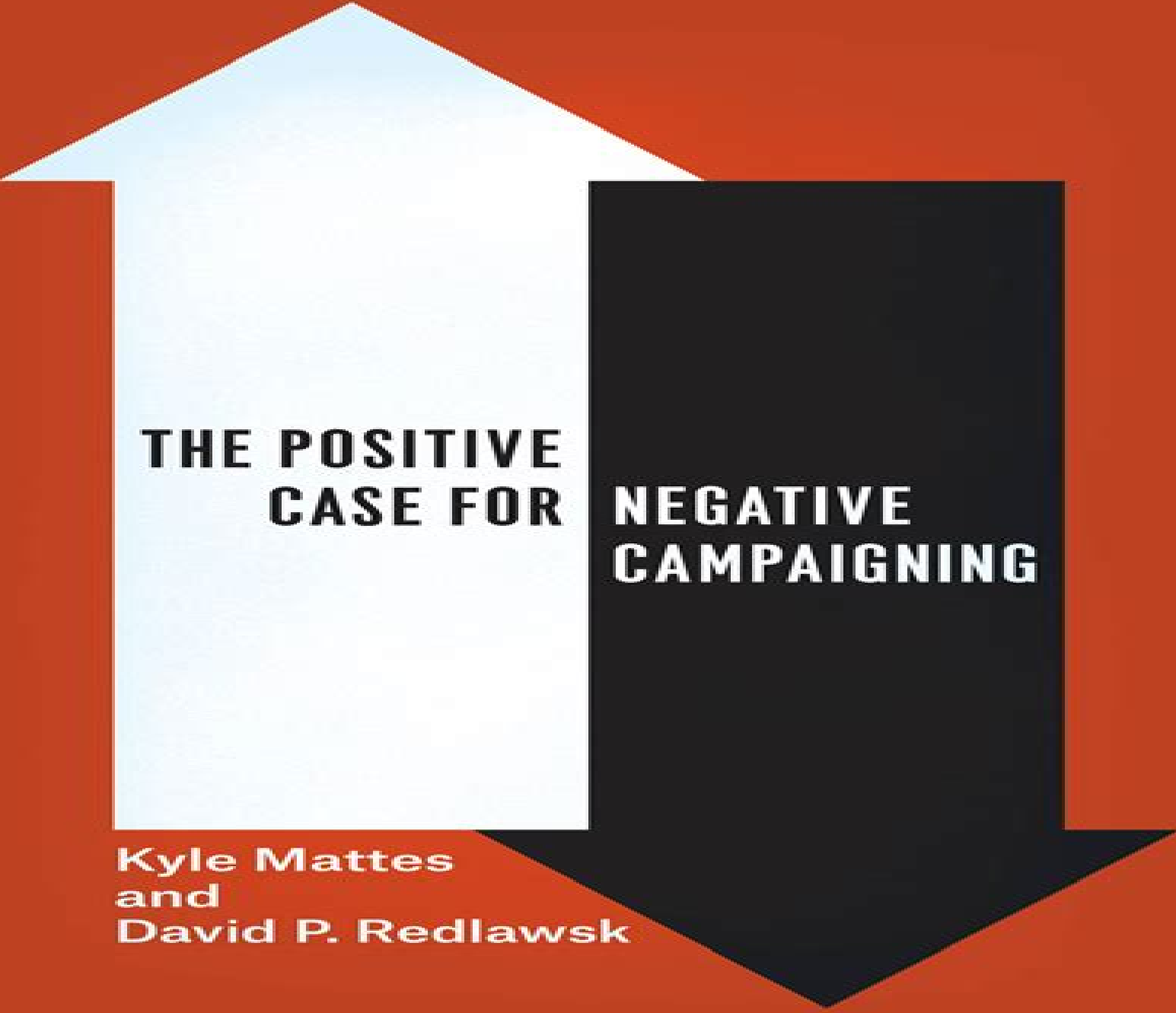




**THE POSITIVE
CASE FOR**

**NEGATIVE
CAMPAIGNING**

**Kyle Mattes
and
David P. Redlawsk**

The Positive Case For Negative Campaigning

Christina Holtz-Bacha, Marion R. Just



The Positive Case For Negative Campaigning:

The Positive Case for Negative Campaigning Kyle Mattes, David P. Redlawsk, 2015-02-06 Turn on the television or sign in to social media during election season and chances are you'll see plenty of negative campaigning. For decades, conventional wisdom has held that Americans hate negativity in political advertising, and some have even argued that its pervasiveness in recent seasons has helped to drive down voter turnout. Arguing against this commonly held view, Kyle Mattes and David P. Redlawsk show not only that some negativity is accepted by voters as part of the political process but that negative advertising is necessary to convey valuable information that would not otherwise be revealed. The most comprehensive treatment of negative campaigning to date, *The Positive Case for Negative Campaigning* uses models, surveys, and experiments to show that much of the seeming dislike of negative campaigning can be explained by the way survey questions have been worded. By failing to distinguish between baseless and credible attacks, surveys fail to capture differences in voters' receptivity. Voters' responses, the authors argue, vary greatly and can be better explained by the content and believability of the ads than by whether the ads are negative. Mattes and Redlawsk continue on to establish how voters make use of negative information and why it is necessary. Many voters are politically naive and unlikely to make inferences about candidates' positions or traits, so the ability of candidates to go on the attack and focus explicitly on information that would not otherwise be available is crucial to voter education.

The Positive Case for Negative Campaigning Kyle Mattes, David P. Redlawsk, 2014 For decades, the conventional wisdom has been that voters hate negative campaigning. Some have even argued that it can be a deterrent to voting at all. *The Positive Case for Negative Campaigning* shows that negativity in campaigns is not only necessary but is also often viewed as acceptable by voters themselves. The most comprehensive treatment to date of negativity in campaigns, Mattes and Redlawsk's book attacks the subject using a host of different approaches, including formal models, survey research, and laboratory experiments. The ability of candidates to go on the attack and to explicitly focus on information that otherwise would not be revealed provides voters with more and fuller information than they would have otherwise had. At the same time, the authors find that voters can and do accept negativity as a legitimate part of the political environment. Much of their supposed dislike can be explained by how survey questions are worded. Voters' responses to negativity vary greatly and can be better explained by the content and believability of the ads than simply by whether the ads are negative. All told, Mattes and Redlawsk make an original and compelling case that voters are not as negative about negativity as previously believed, as well as for its positive benefits in political campaigning.

New Perspectives on Negative Campaigning Alessandro Nai, Annemarie Walter, 2016-10-14 Have you ever seen a politician fiercely attacking his opponent? Sure, you have. Election campaigns without attacks on the rival candidate's performance, policy propositions, and traits simply do not exist. Negative campaigning makes up a substantial part of election campaigns around the world. Though heavily covered in election news, the practice is strongly disliked by political pundits.

journalists and voters Some are even concerned that negative campaigning damages democracy itself Negative campaigning has inspired numerous scholars in recent decades But much of the existing research examines the phenomenon only in the United States and scholars disagree on how the practice should be defined and measured which has resulted in open ended conclusions about its causes and effects This unique volume presents for the first time work examining negative campaigning in the US Europe and beyond It presents systematic literature overviews and new work that touches upon three fundamental questions What is negative campaigning and can we measure it What causes negative campaigning And what are its effects

Marketing Manipulation: A Consumer's Survival Manual Michael Kamins,2018-07-31 Marketing Manipulation deals with the tactics and strategies used by marketers that prey on human cognitive social and memory based biases ultimately influencing consumer behavior in their favor Kamins focuses on examples from academic research where consumers have been found to be susceptible to bias and therefore have made less than optimal purchase decisions Particularly academic research in the area of Pricing Product Promotion Sales and marketing research Written in an accessible manner this book puts the consumer you in the center and aims to help making all of us a better decision maker when confronted with a range of stimuli in a marketing environment

The Oxford Handbook of Political Participation Marco Giugni,Maria Grasso,2022-06-16 The Oxford Handbook of Political Participation provides the first comprehensive up to date treatment of political participation in all its varied forms investigates a wide range of topics in the field from both a theoretical and methodological perspective and covers the most recent developments in the area It brings together research traditions from political science and sociology bridging the gap in particular between political sociology and social movement studies contributions also draw on crucial work in psychology economics anthropology and geography Following a detailed introduction from the editors the volume is divided into nine parts that explore political participation across disciplines core theoretical perspectives methodological approaches modes of participation contexts determinants processes outcomes and current trends and future directions The book will be a valuable reference work for anyone interested in understanding political participation and related themes

The Oxford Handbook of Electoral Persuasion Elizabeth Suhay,Bernard Grofman,Alexander H. Trechsel,2020 Electoral persuasion is central to democratic politics It includes strategic communication not only by candidates and parties but also by interest groups media and citizens This volume surveys the vast literature on this topic emphasizing contemporary research and topics and complementing deep coverage of U S politics with international perspectives

Routledge Handbook of Political Advertising Christina Holtz-Bacha,Marion R. Just,2017-02-24 This Handbook provides the most comprehensive overview of the role of electoral advertising on television and new forms of advertising in countries from all parts of the world currently available Thematic chapters address advertising effects negative ads the perspective of practitioners and gender role Country chapters summarize research on issues including political and electoral systems history of ads the content of ads reception and effects of ads regulation of

political advertising on television and the Internet financing political advertising and prospects for the future The Handbook confirms that candidates spend the major part of their campaign budget on television advertising The US enjoys a special situation with almost no restrictions on electoral advertising whereas other countries have regulation for the time amount and sometimes even the content of electoral advertising or they do not allow television advertising at all The role that television advertising plays in elections is dependent on the political the electoral and the media context and can generally be regarded as a reflection of the political culture of a country The Internet is relatively unregulated and is the channel of the future for political advertising in many countries

Smear Campaign Fouad Sabry, 2024-10-09 Explore the intricate world of political maneuvering in Smear Campaign an essential examination of the tactics impacts and ethical implications of smear campaigns in modern politics This book offers insights into how public perception and electoral outcomes can be manipulated through misinformation and character assassination

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This groundbreaking work is indispensable for professionals and enthusiasts offering insights into the complex strategies of modern political discourse Equip yourself with the knowledge to discern truth from manipulation and safeguard democracy in an era of information warfare

The Advertising Age Encyclopedia of

Advertising John McDonough, Karen Egolf, 2015-06-18 For a full list of entries and contributors a generous selection of sample entries and more visit the The Advertising Age Encyclopedia of Advertising website Featuring nearly 600 extensively illustrated entries The Advertising Age Encyclopedia of Advertising provides detailed historic surveys of the world's leading agencies and major advertisers as well as brand and market histories it also profiles the influential men and women in advertising overviews advertising in the major countries of the world covers important issues affecting the field and discusses the key aspects of methodology practice strategy and theory Also includes a color insert *Political Advertising in the United States* Erika Franklin Fowler, Michael Franz, Travis Ridout, 2021-11-24 Political Advertising in the United States examines the volume distribution content and effects of political advertising in congressional and presidential elections The book considers the role of television ads using extensive data on ad airings on local broadcast stations It also analyzes newly available data on paid digital ads including ads on Facebook Instagram Google and YouTube The book covers the role of outside groups in airing ads including the rise of dark money groups and gaps in existing federal campaign finance laws around transparency of outside group spending The authors consider how ad sponsors design and target ads They also review the positive and negative implications of an electoral system where billions are spent on paid advertising With detailed analysis of presidential and congressional campaign ads and discussion questions in each chapter this accessibly written book is a must read for students scholars and practitioners who want to understand the ins and outs of political advertising New to the Second Edition Covers the spending content and tone of political advertising in the 2016 and 2020 presidential elections and the 2018 midterms looking ahead to 2022 and 2024 Addresses the interference of foreign actors in elections and their connection to political advertising Expands the discussion of digital political advertising and incorporates this topic into every chapter Adds a new chapter specifically addressing digital ad content and spending Includes data from the Facebook Google and Snapchat ad libraries and explores the role of these companies in regulating the sale of political advertising Incorporates new data on the effects of race and gender in advertising including what is known about the way in which advertising may activate prejudicial attitudes

The Enigmatic Realm of **The Positive Case For Negative Campaigning**: Unleashing the Language is Inner Magic

In a fast-paced digital era where connections and knowledge intertwine, the enigmatic realm of language reveals its inherent magic. Its capacity to stir emotions, ignite contemplation, and catalyze profound transformations is nothing lacking extraordinary. Within the captivating pages of **The Positive Case For Negative Campaigning** a literary masterpiece penned by way of a renowned author, readers set about a transformative journey, unlocking the secrets and untapped potential embedded within each word. In this evaluation, we shall explore the book's core themes, assess its distinct writing style, and delve into its lasting effect on the hearts and minds of those who partake in its reading experience.

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