

# Going negative - how attack ads shrink and polarize the electorate

Free Press - Going Negative: How Political Advertisements Shrink and Polarize the Electorate



Description: -

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Spanish: Adult Nonfiction

Art

General

Religious life -- Catholic Church.

Benedictine nuns -- Religious life.

Meditations.

Negativism

Political campaigns -- United States

Advertising, Political -- United States

Advertising, PoliticalGoing negative - how attack ads shrink and polarize the electorate

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Notes: Includes bibliographical references (p. 215-234) and index.

This edition was published in 1995



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Tags: #Going #Negative: #Angry #Ads #and #Negative #Partisanship

## Political Advertising: What Effect on Commercial Advertisers

And negative campaigning pushes this framing, making not just campaigns but political life generally seem zero sum. American Politics Research, January 2010, Vol.

## New book focuses on effects of negative advertising

Agenda Setting through Social Media: The Importance of Incidental News Exposure and Social Filtering in the Digital Era. The central finding of Going Negative: How Political Advertisements Shrink and Polarize the Electorate The Free Press, New York , is that negative ads have little effect on partisan voters but are a huge turn-off to independent voters, driving them away from the ballot box.

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The viewing rooms were configured to resemble, as closely as possible, the normal conditions in which a person views political advertisements. Voter Response to Negative Political Ads.

[Review of: A.N. Crigler (1996) The psychology of political communication; S. Ansolabehere, S. Iyengar (1995) Going negative: how attack ads shrink and polarize the electorate; T.M. Holbrook (1996) Do campaigns matter?; R. Huckfeldt, J. Sprague (1995) Citizens, politics, and social communication: information and influence in an election campaign]

In contrast, in 2012 only 14. Trump, on the other hand, has by and large used contrast ads, which both promote himself and attack Clinton. Instead, they claim that voters are not at all angered by negative campaigning and even find it helpful.

## New book focuses on effects of negative advertising

Existing empirical research suggests that candidate characteristics affect the extent to which they benefit from relying on negativity. The size of this contrast effect increases when people see two political ads instead of only one. Yet, attacking an opponent is a risky strategy.

## **Negative Campaigning and Attack Ads**

Comparing Commercial and Political Advertising Even though the use of political advertising has spread exponentially, both in terms of the sheer frequency of exposure and the increased length of political campaigns, political advertising is still miniscule compared with commercial advertising. American Journal of Political Science, 2015, Vol. On balance, there is no evidence supporting common wisdom about negative campaigning representing an effective strategy for maximizing votes.

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More specifically, exposure to negativity leads people to be less politically efficacious, which makes them less likely to make it to the polls on election day. Very good in very good dust jacket.

## **Going Negative: How Political Advertisements Shrink and Polarize the Electorate**

Positive differences indicate an advantage for product ads and vice versa. Because of this significant movement in the ratings of the political ads, we also found significant experimental effects on the differences between the ratings of political and product ads. Out of shock and voyeurism, television news programs on all three networks featured the commercial and the resulting controversy.

## Related Books

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