THE DEPARTMENT OF POLITICAL SCIENCE
AND
THE POLITICAL BEHAVIOR RESEARCH GROUP

cordially invites you to the lecture

COMPARING HOW CITIZENS AND SCHOLARS PERCEIVE NEGATIVITY IN POLITICAL ADVERTISING

presented by

KEENA LIPSITZ
Queens College CUNY

Date: May 29, 2013 - 15:00
Venue: CEU, Nador u. 11, Room 004

Professor Keena Lipsitz will compare citizen and scholar perceptions of advertising negativity by using original survey data from the 2012 US presidential election. As part of the Vanderbilt/YouGov Ad Rating Project, more than 17,000 respondents evaluated the negativity of 29 Obama and Romney ads. A national sample of campaigns and elections scholars evaluated a selection of these ads as well. Lipsitz argues that citizen perceptions of negativity are profoundly affected by partisanship while scholar perceptions are not. As a result, citizen and scholar perceptions of negativity differ significantly.