Turn on the television or sign in to social media and chances are you’ll see plenty of negative campaigning.

In their book, *The Positive Case for Negative Campaigning*, David Redlawsk and his co-author Kyle Mattes show not only that some negativity is accepted by voters as a valid part of politics, but that negative advertising is necessary to convey valuable information that would not otherwise be revealed.

In this provocative talk, Dr. Redlawsk will explain why we should be positive about negativity.