

Contents

<i>Figures</i>	<i>page</i>	ix
<i>Tables</i>		xi
<i>Preface</i>		xiii
<i>Acknowledgments</i>		xix
1 On Negativity		I
<i>The Psychology of Negativity</i>		2
<i>Negativity in Microeconomics</i>		6
<i>Negative Brains and Bodies</i>		8
<i>Why Are We So Negative?</i>		9
<i>Does Positive Never Win?</i>		10
<i>Negative Institutions</i>		12
2 Negativity in Politics		15
<i>The Negativity Bias in Political Behavior</i>		16
<i>Negativity in Political Advertising</i>		18
<i>Elsewhere in (Political) Communication</i>		19
<i>Beyond Political Behavior and Communications</i>		21
<i>Negative Political Institutions?</i>		30
3 (Political) Impression Formation		32
<i>Evaluations of Presidents</i>		33
<i>Voting for Presidents</i>		37
<i>Evaluations of Australian Prime Ministers</i>		40
<i>Heterogeneity in the Negativity Bias</i>		42
<i>Where Exactly Is Neutral?</i>		47
<i>Taking Stock</i>		49

4	Economic Sentiment and Government Approval	51
	<i>Asymmetry in U.S. Economic Sentiment</i>	52
	<i>Asymmetry in European Economic Sentiment</i>	57
	<i>Economic Sentiment and Government Approval</i>	60
	<i>Asymmetric Reactions to Change, across Levels</i>	65
	<i>Endlessly Negative?</i>	70
5	Media Content	72
	<i>Negativity in Media Content</i>	73
	<i>Crime Reporting in Bloomington, IL</i>	76
	<i>Economic News Content in the United States, United Kingdom, and Canada</i>	82
	<i>Conclusions</i>	93
6	Reactions to News Content	95
	<i>Selecting the News We Read</i>	96
	<i>Physiological Reactions to News Content</i>	101
	<i>The Market for News</i>	106
7	Negativity in Political Institutions	108
	<i>From Individual Behavior to the Design of Political Institutions</i>	109
	<i>Is Negativity Bad?</i>	118
	<i>Appendix A</i>	123
	<i>Appendix B</i>	126
	<i>Bibliography</i>	145
	<i>Index</i>	179