

# Does hostile campaigning work?

**LSE** [blogs.lse.ac.uk/polis/2016/06/14/does-hostile-campaigning-work/](https://blogs.lse.ac.uk/polis/2016/06/14/does-hostile-campaigning-work/)

2016-6-14

A new Polis report by Laya Maheshwari looks at the topic of hostile campaigning in the corporate sector and explores where the line is drawn between confrontation and bullying.

Some key findings of the report include:

- Being negative is a way of eliminating choice
- Negative language is more impactful
- The size of the players limits the negative messaging
- Contextual factors can facilitate negativity
- How the world views negative discourse is pivotal

Read the report [here](#)

## About the author:

*Laya Maheshwari obtained an MSc in Social Policy and Planning (Merit) from the London School of Economics and Political Science and is currently a Yenching Scholar at Peking University in China. [@lazygarfield](#)*

- Copyright © 2014 London School of Economics and Political Science

