

# THE HONG KONG POLYTECHNIC UNIVERSITY DEPARTMENT OF MANAGEMENT AND MARKETING

## Departmental Research Seminar



### Beauty And Negativity At The Ballot Box: Effects Of Negative Political Advertising And Attractiveness On Candidate Evaluation By

Dr Juliana Fernandes  
University of Miami

Date : 11 Sep 2018 (TUE)  
Time : 2:30 pm – 4:00 pm  
Venue : M802

#### Abstract

Research on the attractiveness stereotype has found that people who are considered attractive receive higher evaluations on several trait dimensions as compared to unattractive people. This finding was shown on several social contexts, such as politics, donations, and imprisonment sentences. The purpose of this research is to investigate how physical attractiveness of a political candidate interacts with the valence (negative vs. positive) of the message he delivers and examine how these factors affect his evaluation, vote intention, and trustworthiness of the information he delivers. In particular, we are interested in investigating the conditions under which negative political advertising and physical attractiveness might be beneficial or detrimental to political candidates and the image they portray to voters.

**Dr Juliana Fernandes**, Assistant Professor in the Department of Strategic Communication, holds a Ph.D. in Mass Communication and a Master of Arts in Political Communication from the University of Florida. She received her Bachelor of Arts in Journalism from Universidade do Vale do Rio dos Sinos in Brazil. Her research has been published in the *Journal of Advertising*, *International Journal of Advertising*, *Journal of Current Issues in Advertising*, *Mass Communication & Society*, *Journal of Public Relations Research*, *Journalism*, *American Behavioral Scientist*, *American Journal of Media Psychology*, and in several book chapters in edited collections. Her work has also been competitively selected for presentation at the AEJMC, the American Academy of Advertising, the Broadcast Education Association, and the American Political Science Association conferences. Her research interests focus on two areas: (1) uses and effects of negative information in persuasive communication messages and (2) how social and traditional media are used as a strategic tool during political campaigns.

**All interested are welcome.**



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