

The Power of Being Divisive: Negative Social Evaluations and Their Positive Outcomes

A growing body of research has looked at negative social evaluations, i.e. when practices, individuals and organizations are negatively perceived. This, for example, has encompassed work on stigma, illegitimacy and scandals. This literature is however in need of an overarching framework to understand the conceptual differences between those notions, but also the outcomes of those evaluations. Recent empirical research has counterintuitively suggested that being negatively perceived can have positive consequences for individuals and organizations. We will unpack and bridge the gaps between those mechanisms.