

## **Abstract**

The study compares the negative campaigns of presidential candidates Andrej Babiš and Petr Pavel in the second round of the 2023 presidential election on the social network Instagram. Specifically, it aims to determine the frequency of negative campaign usage by each candidate and to further categorize its typology and targeting. The answers obtained through comparative analysis of Instagram posts during the given period demonstrate that presidential candidate Andrej Babiš used negative campaigning more in this area of research. The research also showed that both presidential candidates predominantly used attack campaigns aimed at their opponents.