Language typology and the study of particular languages and language groups need each other. Typologists, on the one hand, are dependent on data provided by linguists working on individual languages, who, on the other hand, benefit from typologists’ results, which give them new insights into the properties of their respective languages. In this talk, I will discuss the relationship between language typology and Uralic linguistics highlighting the mutual benefits of the two fields of study. The discussion is illustrated with concrete examples coming mainly, but not exclusively, from the domain of negation, and the talk will thus also serve as an overview of the typologically interesting aspects of negation in the Uralic language family.