



Universität
Basel

Research Project

Persuasion on the subreddit r/ChangeMyView

Project funded by own resources

Project title Persuasion on the subreddit r/ChangeMyView

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Organisation / Research unit

Departement Sprach- und Literaturwissenschaften / English Linguistics (Locher)

Project Website <https://copre.org>

Project start 01.01.2020

Probable end 31.12.2026

Status Active

The CMV project employs qualitative and corpus pragmatic methods to explore linguistic persuasion on the subreddit r/ChangeMyView. The data is constituted by a large corpus of submissions and comments annotated with emic community measures for persuasiveness. The initial stage of our research consists of several case studies that explore different linguistic variables within a "persuasive" corpus of interest and a "non-persuasive" reference corpus. Among other aspects, we have investigated register difference (aspects of formality), conversational moves, politeness.

Keywords persuasion, computer-mediated communication, pragmatics, register, discourse analysis

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Add publication

Published results

4653030, Dayter, Daria; Messerli, Thomas, Persuasive language and features of formality on the R/CHANGEMYVIEW subreddit., Internet Pragmatics, Publication: JournalArticle (Originalarbeit in einer wissenschaftlichen Zeitschrift)

Add documents

Specify cooperation partners