



# Research and Technical Writing Institute

Presented by NVivo, Citavi & XLSTAT

Day 2: Writing a Compelling Argument

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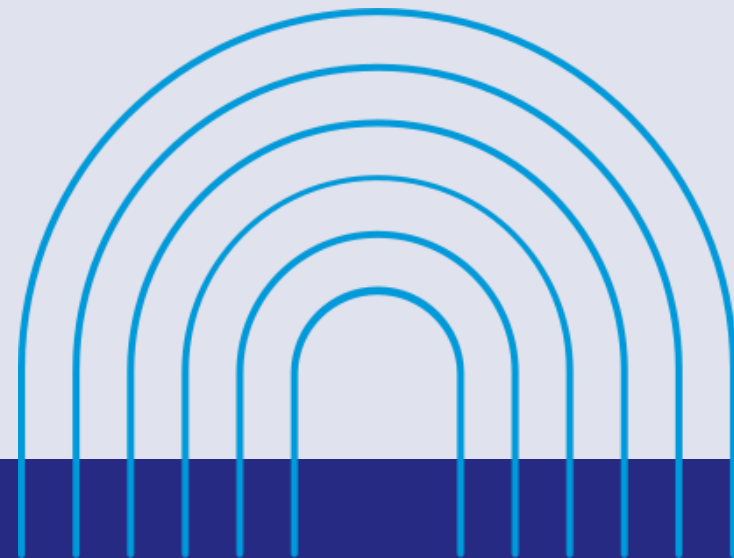


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# Writing a Compelling Argument

Dr. Jessica Parker  
June 21, 2023



# About Me

- Researcher, educator, academic coach
- Specialize in using the latest generative artificial intelligence tools to help scholars streamline their workflows
- 14+ years of research experience
- Supported 200+ scholars
- Reviewer for the *American Journal of Public Health*, *Journal of Multidisciplinary Healthcare*, *Journal of Health Care for the Poor and Underserved*, and *Journal of Professional Nursing*.



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- Qualitative methodologists, statisticians, professional editors
- Supported 850+ scholars from 224 universities across the world
- Donate a portion of our revenue to a scholarship fund to support single mothers and children in developing countries



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**01.** Foundational structure of an argument

**02.** Three rhetorical appeals

**03.** Counterarguments

**04.** Argumentative writing methods

**05.** Live Demo of NVivo and Citavi



# AGENDA





# Poll

How confident are you in your ability to develop a strong and compelling argument?

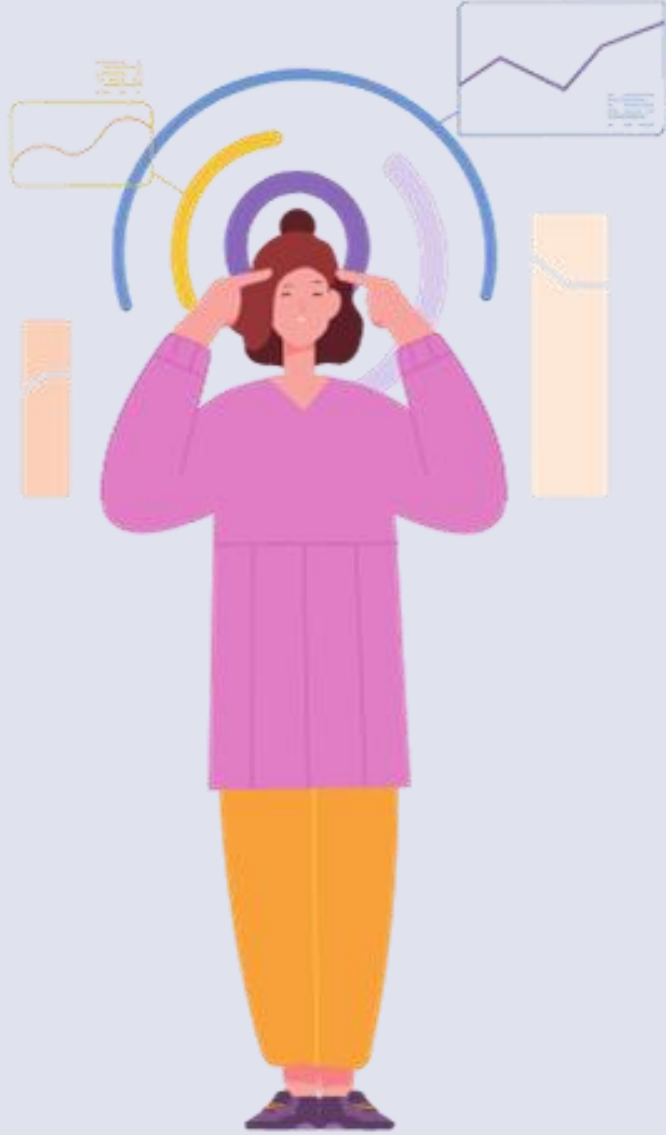
A.Highly confident

B.Confident

C.Fairly confident

D.Not confident





# What is an argument?

An argument is a set of premises that lead logically to a conclusion.




# Common Challenges

- Lack of familiarity with argumentative writing conventions
- Insufficient understanding of the topic
- Weak critical thinking or analytical skills
- Inadequate use of evidence



# Three Rhetorical Appeals

 **Logos – the quality of reasoning**

*Does the evidence support the claim?*

 **Ethos – the credibility and veracity of reasoning**

*Is the argument believable (credible) and true (veracity)?*

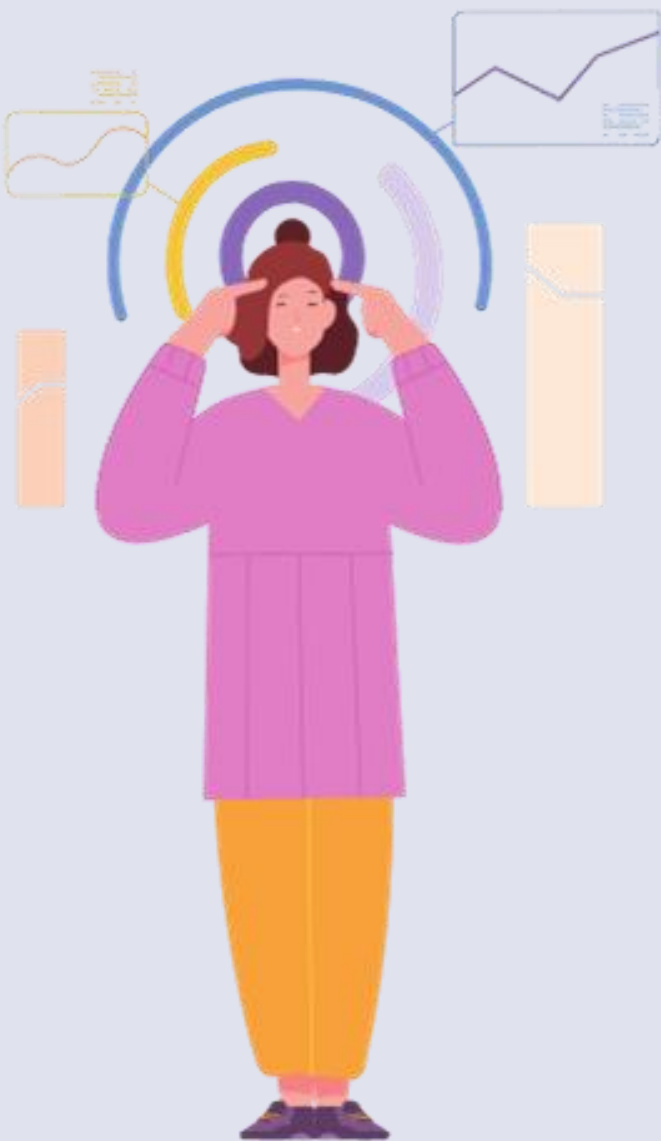
 **Pathos – the appeal to emotions**

*Does the argument evoke emotions?*



# Example

Appeal	Emphasis	Example
Logos	The quality of reasoning	The correlation between increased carbon production and the melting of our polar caps is too strong to ignore.
Ethos	The credibility and veracity of reasoning	Scientists who have studied the evidence agree that we must diminish if not completely halt our reliance on fossil fuel consumption if we are to stop global warming.
Pathos	Audience's emotions and affective state	Our very survival as the human race demands that we stop using fossil fuels to power our economies.



# Argumentation Across Disciplines

## Differences

- Nature of claims
- What counts as evidence
- How evidence is used to support claims
- Rhetorical devices



# Basic Components of an Argument

Thesis

Main idea of the paper

Claim

Declarative 'truth' that is  
open to debate

Evidence

Data

Counterargument

Different viewpoint

# Thesis Statement

*Sometimes called a purpose statement or problem statement.*

(Typically) located in the introduction

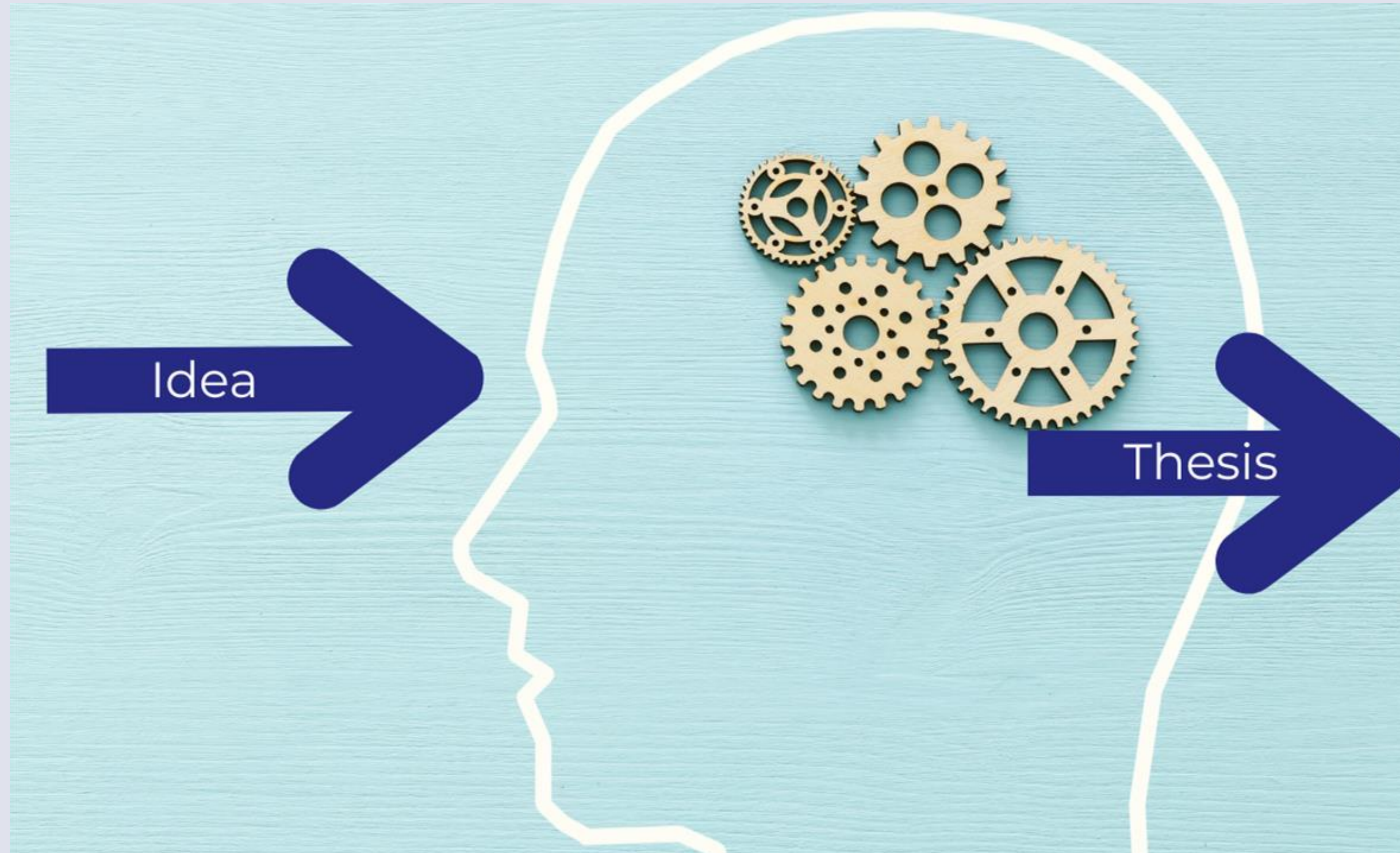
- In scientific publications, the main “claim” is often located in the discussion section of the article.
- Main idea of the paper
- Supported by evidence
- Guides the reader by explicitly stating what the argument is and how it will be supported in the paper.

***Example:*** *In this paper, I will argue that although it is challenging to isolate the contributing factors of nurse burnout, this occupational phenomenon can be prevented if interventions are developed within the context of stressors in the work environment and individual level characteristics.*



# Topic vs. Thesis

*A topic is an **idea**. A thesis is the writer's claim about the idea.*



## Example: Thesis Statement (Central Claim)

*In this paper, I will argue that although it is challenging to isolate the contributing factors of nurse burnout, this occupational phenomenon can be diminished if healthcare organizations prioritize the implementation of interventions to reduce workplace stressors. Recognizing the urgent need to address nurse burnout is essential to safeguarding the well-being of healthcare providers and maintaining the quality of patient care, thus compelling stakeholders to prioritize comprehensive interventions and foster a supportive work environment.*

*Pathos – emotional appeal to the reader*

# Claim

A declarative 'truth' that is open to debate.

- Central claim = thesis statement
- Sub claims = logically connected to the thesis statement, often appear as topic sentences
- Supported by evidence
- Developing a claim requires knowledge of the topic and your ability to draw conclusions from the available evidence.
- A claim can be **simple** or **complex**.
  - A simple claim is a concise declarative statement
  - A complex claim requires reasoning and argumentation

*Let's look at an example...*



# Central Claim

*In this paper, I will argue that although it is challenging to isolate the contributing factors of nurse burnout, this occupational phenomenon can be diminished if healthcare organizations prioritize the implementation of interventions to reduce workplace stressors. Recognizing the urgent need to address nurse burnout is essential to safeguarding the well-being of healthcare providers and maintaining the quality of patient care, thus compelling stakeholders to prioritize comprehensive interventions and foster a supportive work environment.*



# Sub Claims

1. Rates of nurse burnout have increased over the past decade.
1. Nurse burnout is a complex and multidimensional phenomenon.
1. Researchers have struggled to isolate factors contributing to nurse burnout.
1. Several workplace interventions have been developed to effectively reduce nurse burnout.
1. The most successful interventions target stressors in the work environment.

# Example: Claim + Evidence

(Logos) *Does the evidence support the claim?*

(Ethos) *Is is believable and true?*

Claim	Evidence
Several workplace interventions have been developed to effectively reduce nurse burnout.	A systematic review by Brenner et al. (2020) reported several promising workplace interventions for reducing burnout. Interventions addressing high workload and staffing issues were most commonly reported, followed by interventions designed to address interpersonal conflict.
	<div>VS</div> Workplace stressors commonly reported within the literature include high workloads, staffing issues, emotional demands, and interpersonal conflicts (Lundit et al., 2017).

# Example: Claim + Evidence


(Logos) *Does the evidence support the claim?*

(Ethos) *Is is believable and true?*

Claim	Evidence
Nurse burnout is a complex and multidimensional phenomenon.	Several studies have identified multiple dimensions of nurse burnout, including emotional exhaustion, depersonalization, and reduced personal accomplishment. For instance, a systematic review conducted by Maslach et al. (2019) found consistent evidence of these dimensions across various healthcare settings and countries. Furthermore, qualitative research studies have highlighted the intricate interplay of individual, organizational, and environmental factors contributing to nurse burnout. For instance, a study by .....
	<div>VS</div> <p>A study by Smith et al. (2010) found a statistically significant association between nurse burnout and patient outcomes, suggesting that nurse burnout has a substantial impact on quality of care.</p>



# Counterarguments



Counterarguments enhance the  
credibility of your argument by  
demonstrating you understand the  
position of other experts in your field.

# Counterargument

- What are the opposing views within the literature?
- What is your position on the counterarguments?
  - Be fair and objective
  - Be consistent with your original position



# Common Mistakes

- Opposing view is not logically connected to the claim
- Sweeping statements that are not supported by evidence
- Listing of facts instead of cohesive writing that connects ideas
- Inappropriate language (e.g., emotional language that may not reflect the source's intention).



# Counterargument

**Claim:** Several workplace interventions have been developed to effectively reduce nurse burnout.

**Counterargument:** While it is true that several workplace interventions have been developed to reduce nurse burnout, their effectiveness in practice remains uncertain. The implementation of these interventions often requires significant resources, time, and organizational commitment (Brenner et al., 2022). Moreover, the impact of these interventions may vary depending on the unique context of each healthcare setting (Smithers et al., 2017). Some studies have shown mixed results regarding the effectiveness of interventions, suggesting that the reduction of nurse burnout is a complex challenge that cannot be easily addressed through standardized interventions alone (Pike, 2011; Summerville et al., 2016; Yadkin, 2019).

# Ineffective Counterargument

**Claim:** Several workplace interventions have been developed to effectively reduce nurse burnout.

**Counterargument:** Workplace interventions to reduce nurse burnout are unnecessary because nurses should be able to manage their stress and workload on their own without relying on external support. Nursing is a demanding profession, and nurses should have the resilience and coping skills to handle the challenges they face. Implementing interventions may create a culture of dependency and hinder nurses' ability to develop personal strategies for managing stress. Therefore, it is more appropriate to expect individual nurses to take responsibility for their own well-being and find ways to prevent burnout without the need for workplace interventions.



# Writing Templates

Templates for counterarguments:

- The claim that \_\_\_\_\_ rests upon the questionable assumption that \_\_\_\_\_.
- X may have been true in the past, but recent research has shown that \_\_\_\_\_.
- By focusing on \_\_\_\_\_, X has overlooked the more significant problem of \_\_\_\_\_.
- Although I agree with X up to a point, I cannot accept the overall conclusion that \_\_\_\_\_.
- Though I concede that \_\_\_\_\_, I still insist that \_\_\_\_\_.
- Whereas X has provided ample evidence that \_\_\_\_\_, Y and Z's research on \_\_\_\_\_ and \_\_\_\_\_ convinces me that \_\_\_\_\_ instead.
- Although I grant that \_\_\_\_\_, I still maintain that \_\_\_\_\_.
- While it is true that \_\_\_\_\_, it does not necessarily follow that \_\_\_\_\_.

Source: Academic Phrasebank, <https://www.phrasebank.manchester.ac.uk/>



# 3 Argumentative Writing Methods



**01. Toulmin**

**02. Classical**

**03. Rogerian**



# Toulmin

- Ideal for building a logical chain of reasoning to support your argument
- Underlying assumption: The audience will support your argument if the argument's key claims are logically supported with evidence.

## Format

- Claim
- Data
- Warrant
- Backing
- Counterclaim
- Rebuttal



# Toulmin

- **Claim:** Present overall thesis statement
- **Data:** Present evidence to support the claim
- **Warrant:** Explain why your evidence supports the claim
- **Backing:** Present additional logic or reasoning to support the warrant
- **Counterclaim:** Present counterclaims(s) in an unbiased manner
- **Rebuttal:** Respond to the counterclaim(s)

# Rogerian

- Ideal for focusing on controversial issues
- Underlying assumption: Audience will perceive your argument as a reasonable compromise if you present the argument objectively and highlight the common ground between distinct perspectives.

## Format

- Introduction (includes thesis statement, but a thesis statement is not required)
- Opposing view
- Statement of understanding
- Statement of your position
- Statement of contexts
- Statement of benefits





# Rogerian

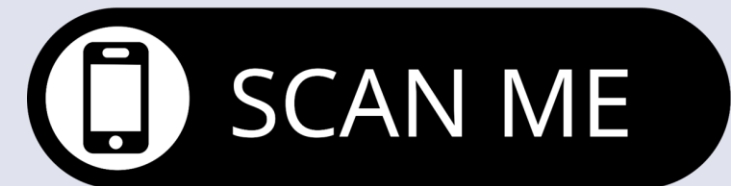
- **Introduction:** State the issue as objectively as possible
- **Opposing view:** Present a counterargument without judgement
- **Statement of understanding:** Acknowledge the validity of the opposing viewpoint
- **Statement of your position:** Explain your stance despite the validity of the opposing viewpoint
- **Statement of contexts:** Provide examples of when your argument is most appropriate
- **Statement of benefits:** Explain the advantages of your argument and why the opposing side might consider accepting your argument

# Classical “Aristotelian Method”

- Ideal for focusing on issues of definition and application of evidence
- Underlying assumption: The course of action will be clear when all parties understand the issue.

## Format

- Introduction
- Background statement
- Proposition
- Proof
- Refutation
- Conclusion



# Classical

- **Introduction:** State the issue and its significance
- **Background statement:** Help the audience understand the issue by presenting contextual or historical information
- **Proposition:** State your claims
- **Proof:** Present evidence and explain how the evidence supports your claim(s)
- **Refutation:** Present counterarguments
- **Conclusion:** Summarize main points and draw a declarative conclusion that persuades the audience to consider your argument.



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# THANK YOU

Questions?

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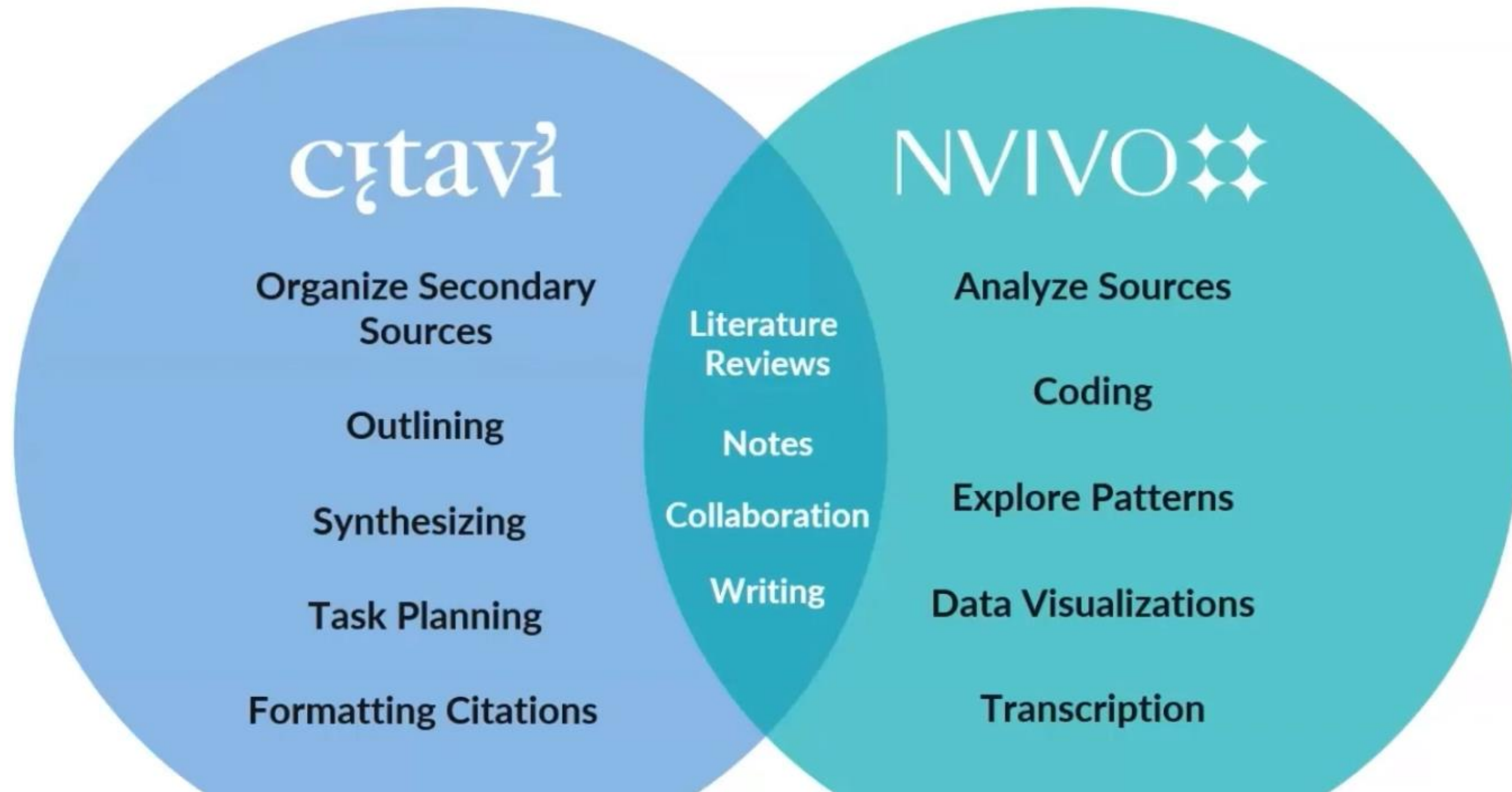
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# Live Demo of NVivo and Citavi



# Citavi and NVivo Integration





# Citavi & NVivo supports the full literature review process

NVIVO

Interpretation and analysis

Collect &  
manage  
articles

Search the  
literature

Reading,  
commenting,  
interpreting  
& analyzing

Identify gaps,  
relations,  
variances

Reviewing,  
writing &  
updating

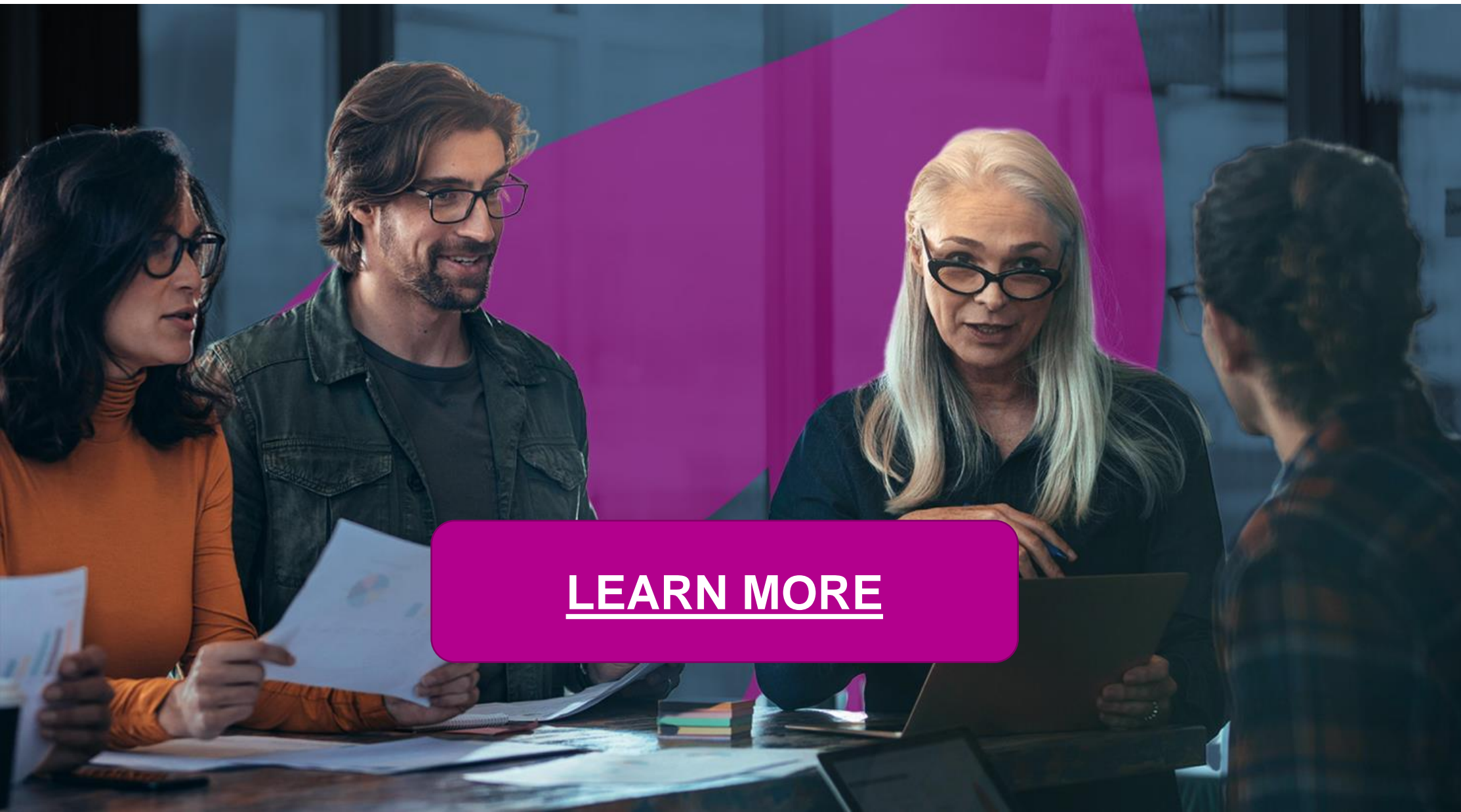
Organization

citavi

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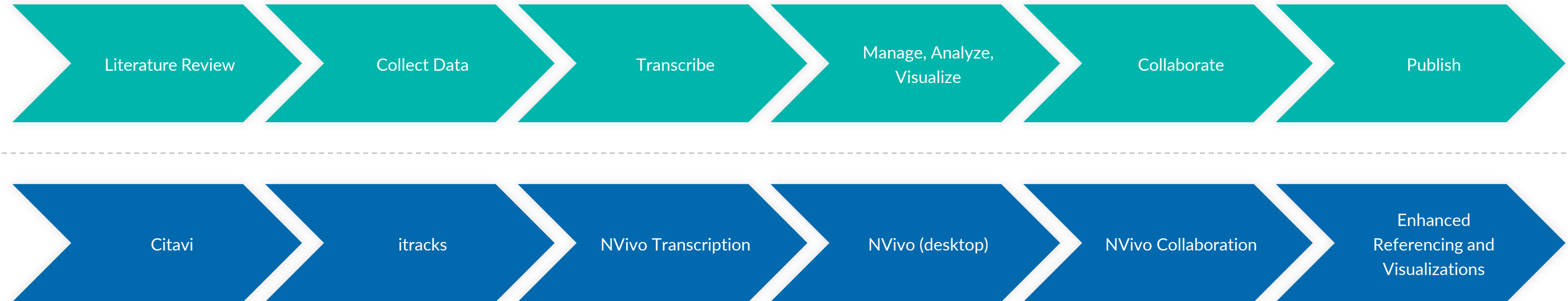
The focus of the call for presentations is on the impact of data analysis methods and student placement management. We welcome presentation proposals exploring, but not limited to:

- Statistical Methods and Applications
- Qualitative Research Methods
- Mixed Methods
- Risk Management
- Collaboration
- Student Placement and Work Integrated Learning
- Writing and Reference Management

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