

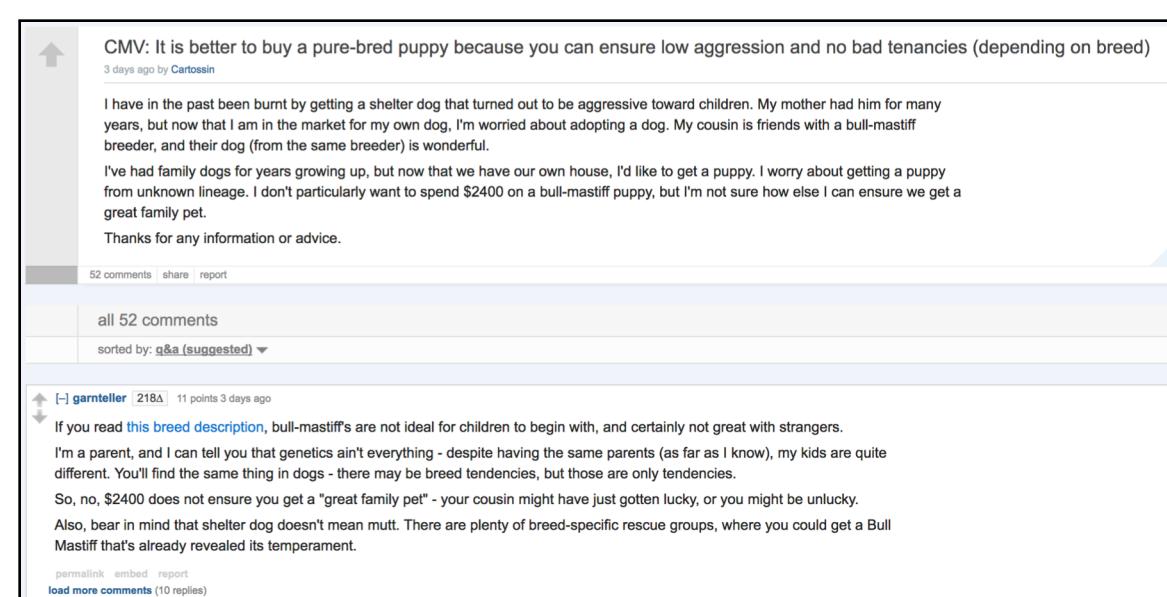
# Persuasive Characteristics of Hyperlinks in Change My View Posts

Alyssa Hwang

ahh2143@columbia.edu

## Background

- Change My View (CMV): popular Subreddit where users post personal opinions and invite others to change their view
- CMV posts include a title and original post. Further discussion is conducted in the comments section. Some content contains links.



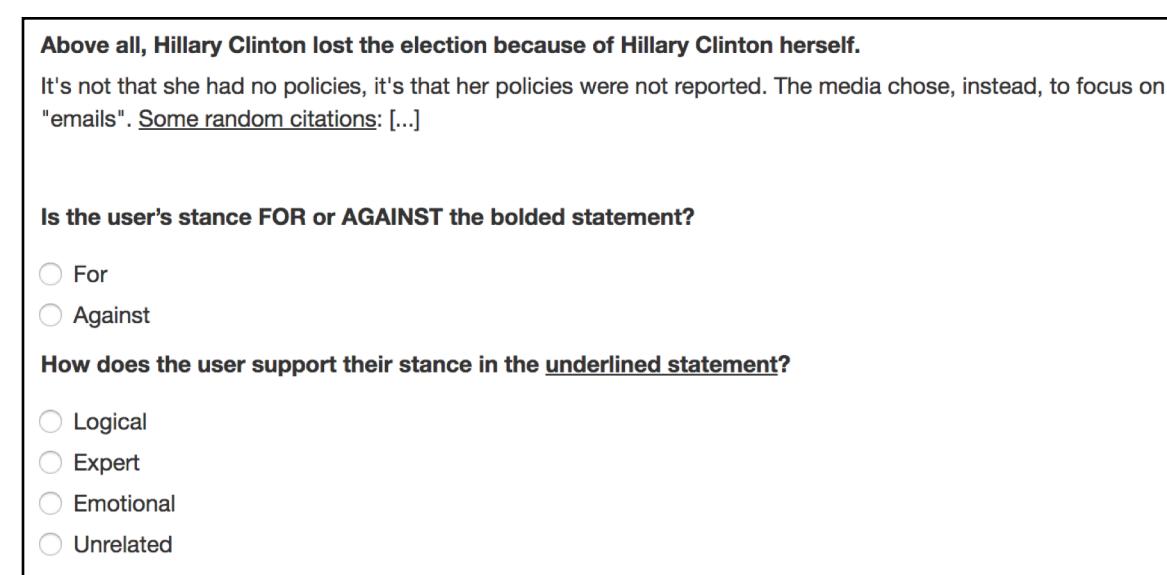
- Elements of persuasion
  - Claim:** user's stance
  - Premise:** justification for claim
    - Ethos:** appeal to authority
    - Pathos:** appeal to emotion
    - Logos:** appeal to rationality

## Research Questions

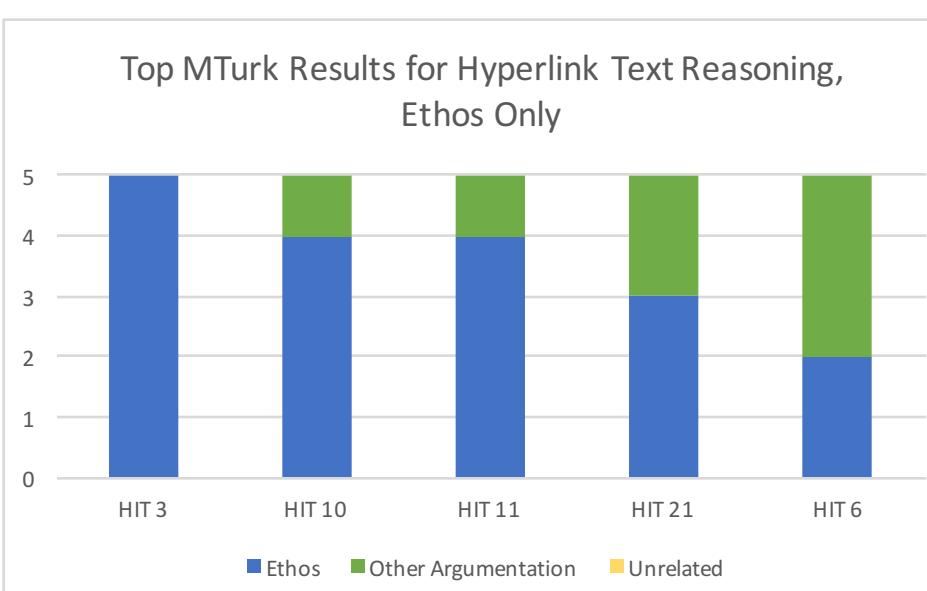
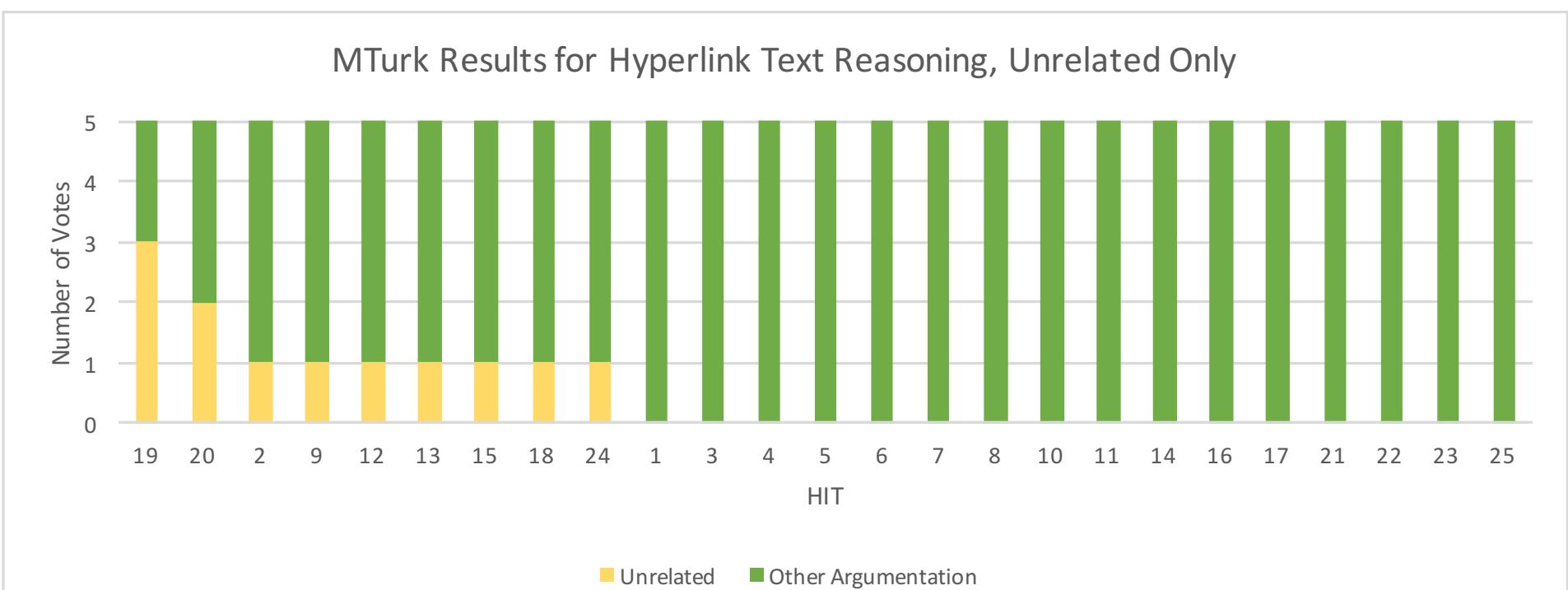
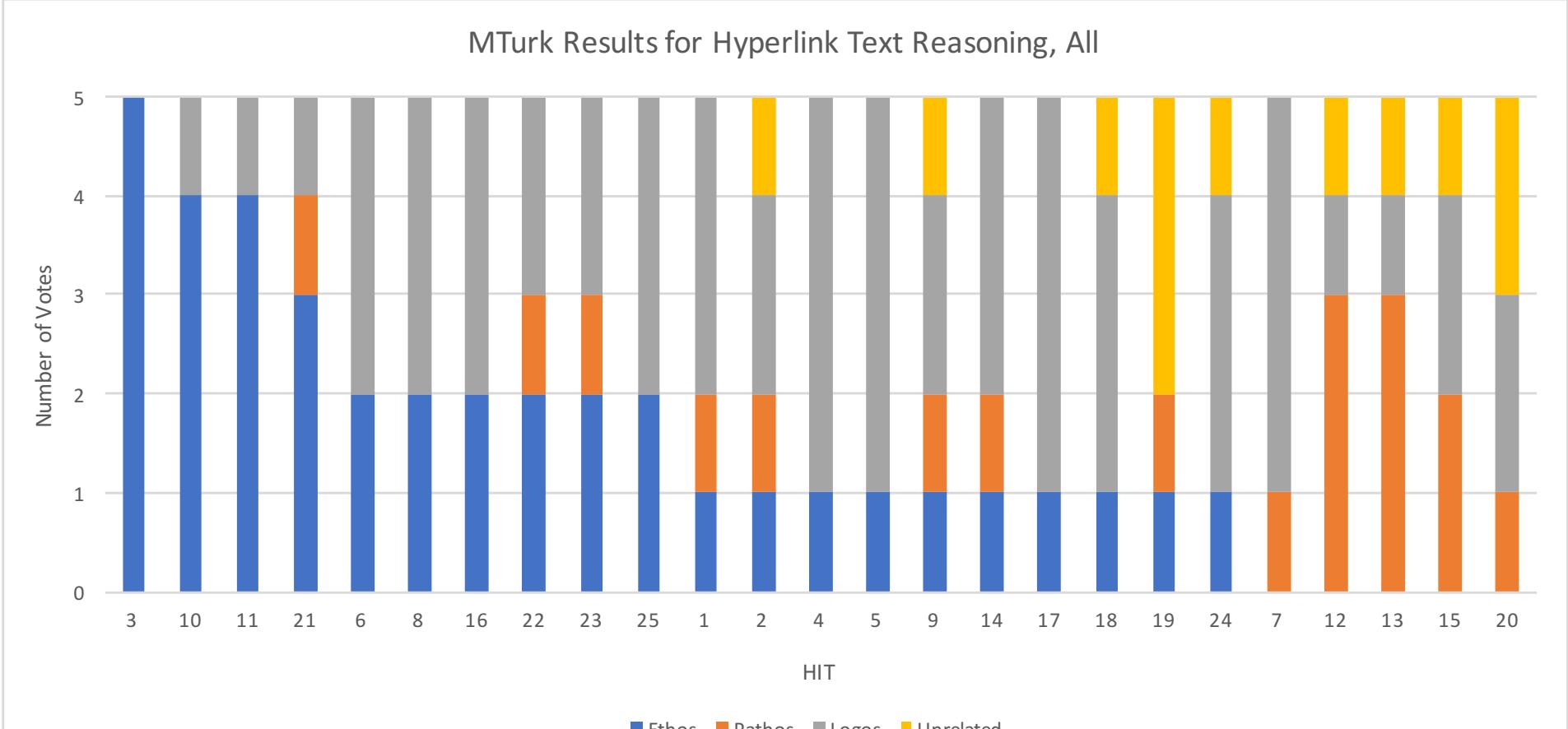
- Does the text surrounding a hyperlink represent a form of argumentation?
- How are people using links in arguments?

## Methodology

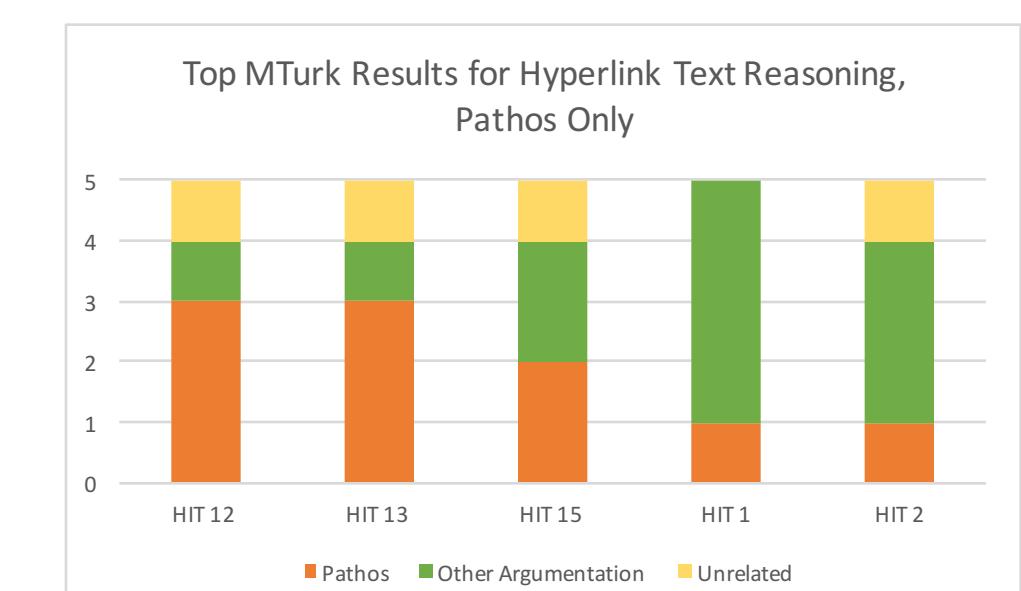
- Posts are mined from CMV and evaluated for hyperlinks.
- Excerpts containing the hyperlink are uploaded to Amazon Mechanical Turk (MTurk) for review.
- Turkers indicate ethos, pathos, logos, or unrelated for each HIT.



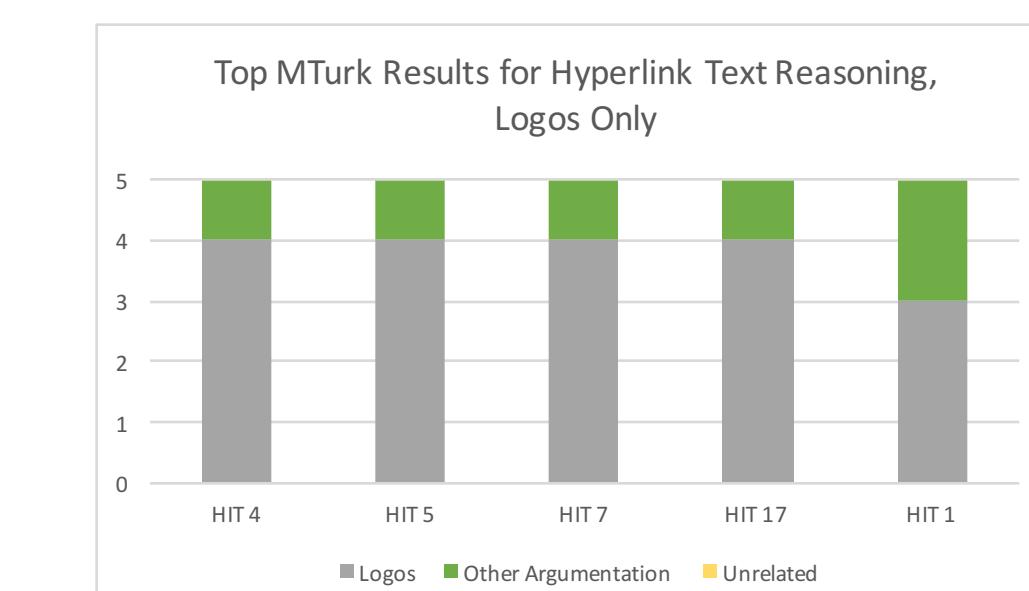
## Results



HIT 3: "If Russia's goal in interfering with the 2016 election was to 'undermine public faith in the US democratic process' then they have already succeeded. lol don't worry, they haven't succeeded. just 9% of Americans actually believe trump colluded with Russia according to an ABC poll lol"



HIT 12: "If Russia's goal in interfering with the 2016 election was to 'undermine public faith in the US democratic process' then they have already succeeded. I don't think anyone could disagree that half of the country that actually cares lost their minds when Trump won. We've seen unprecedented levels of vitriolic rhetoric in regards to his presidency, unprecedented levels of negative media coverage, and even an attempt to assassinate republicans."



HIT 4: "Net neutrality isn't a problem, lack of competition between Internet service providers is. I don't think net neutrality is necessarily the less expensive option. There exists evidence to suggest that the real barrier to entry aren't the costs of internet infrastructure, but rather interference from state and local governments."

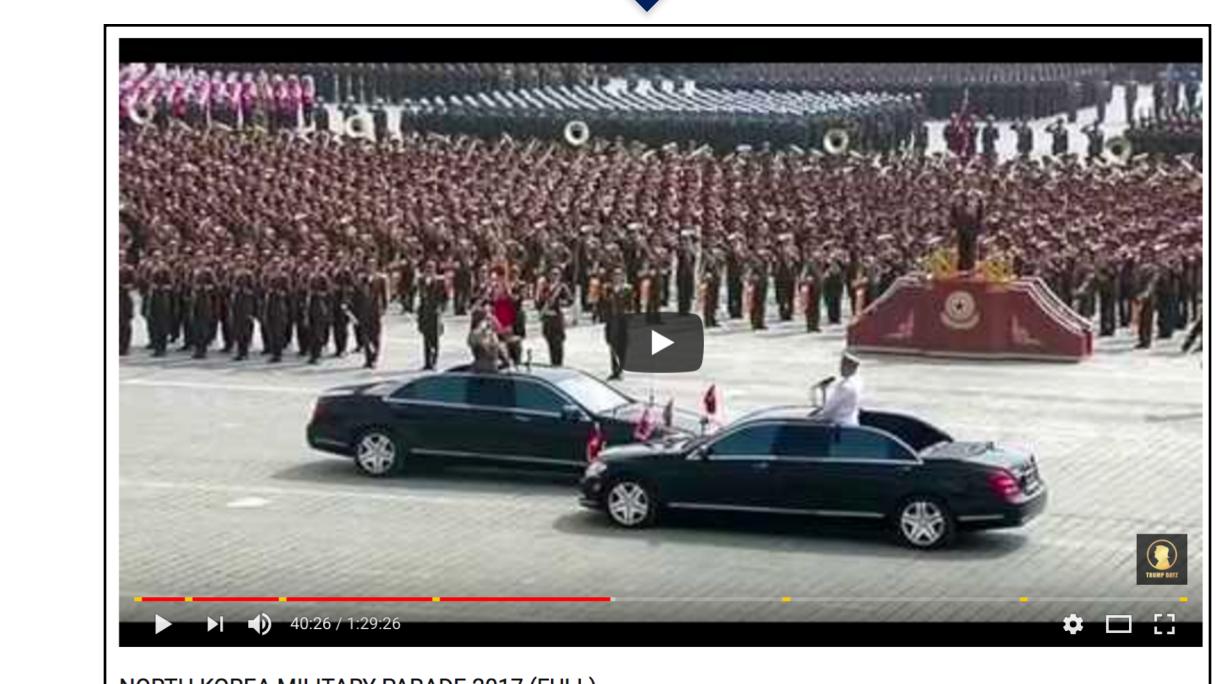
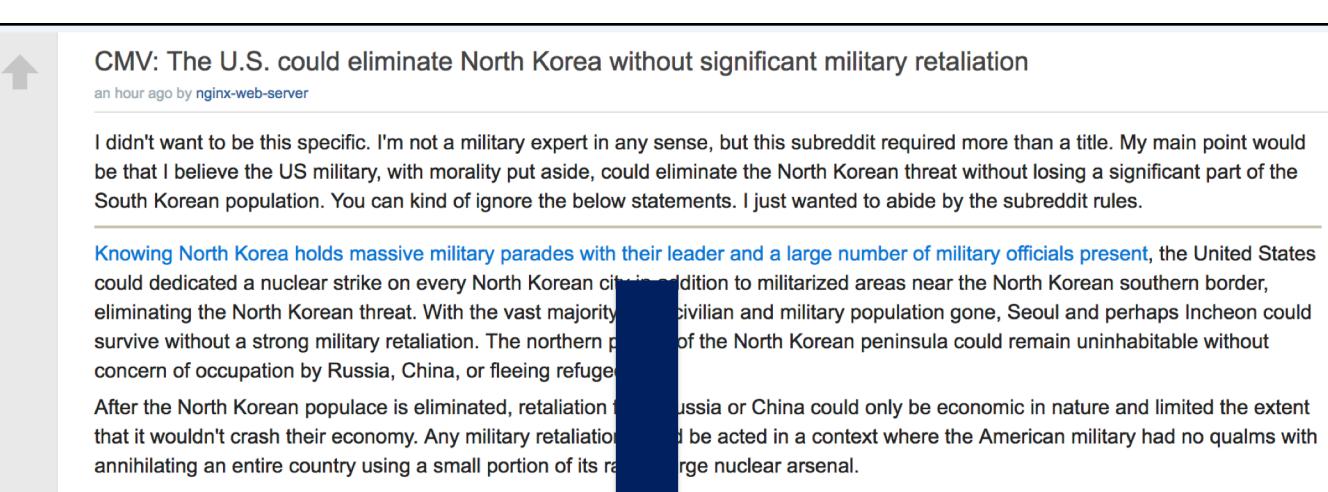
## Literature

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## Discussion

- Hyperlinks in text often served as supporting evidence for responding users' stances
- All HITs had at least 2 votes for a type of argumentation, leading us to believe that phrases containing hyperlinks are frequently forms of argumentation
- Responders were more likely than original posters to use hyperlinks
- The success of the annotation scheme is currently challenging to measure because of the small sample size
- Further investigation requires the expansion of the sample size as well as possible revision to the MTurk instructions
- Since the phrase containing a hyperlink was often found to be a form of argumentation, a next step can be exploring whether that same phrase can act as a summary of the content contained on the linked website



## Acknowledgments

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