

Attitude Change On Reddit's Change My View

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Introduction

- Most attitude change studies conducted in controlled, but artificial environments.
- Interventions tested on individual topics → limited generalizability.
- Examined factors that promote attitude change in 100,000 comments on a range of topics on the Reddit forum Change My View, a forum dedicated to argumentation and discussion.

Example posts

The screenshot shows three posts from the Change My View subreddit:

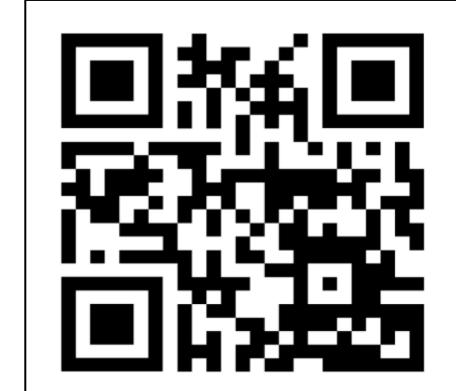
- CMV: Religion is far more harmful to modern society than it was ever helpful**
13 hours ago by * (last edited 12 hours ago) BlackRose47
35 comments share save hide report crosspost
- CMV: Guns don't kill people. People kill people.**
2 hours ago by blender_head 1Δ
61 comments share save hide report crosspost
- CMV: Iceberg lettuce is pointless and its prominence in American cuisine is bad for our eating habits**
20 hours ago by AtomicDruid
20 comments share save hide report crosspost

Tracking attitude change

- Users that change someone's mind are awarded a "delta."
- Track how delta awarding is related to evidence to determine factors that promote attitude change.

Determining use of evidence

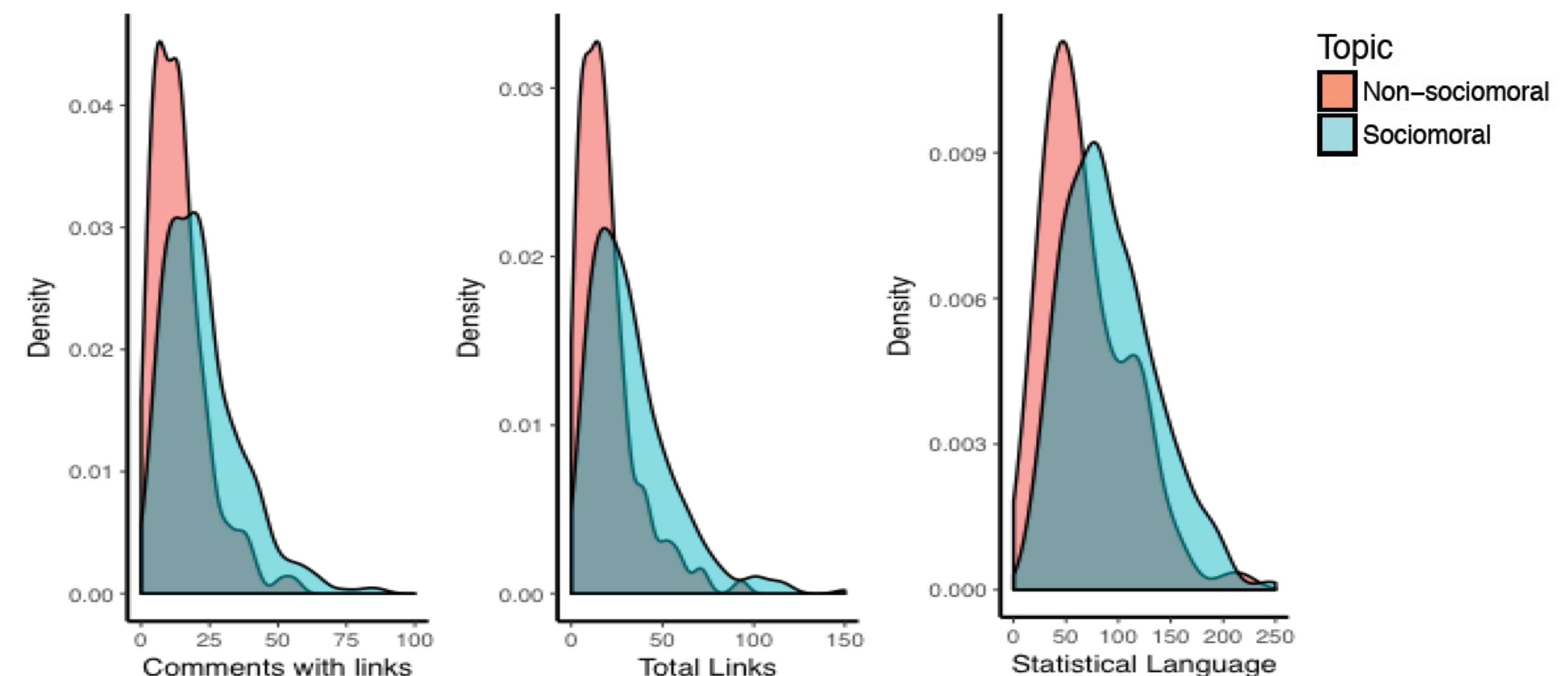
- Using words related to statistical language (e.g., data, %, average).
- Linking to external data and websites to support an argument.



Results

- People are not easily convinced to change their beliefs about social and moral (sociomoral) issues (two deltas for every 400 comments).
- Evidence changes people's minds.

Sociomoral discussions cite more evidence



Evidence predicts attitude change

