

Change My View

Do Moral Appeals Facilitate Compromise?

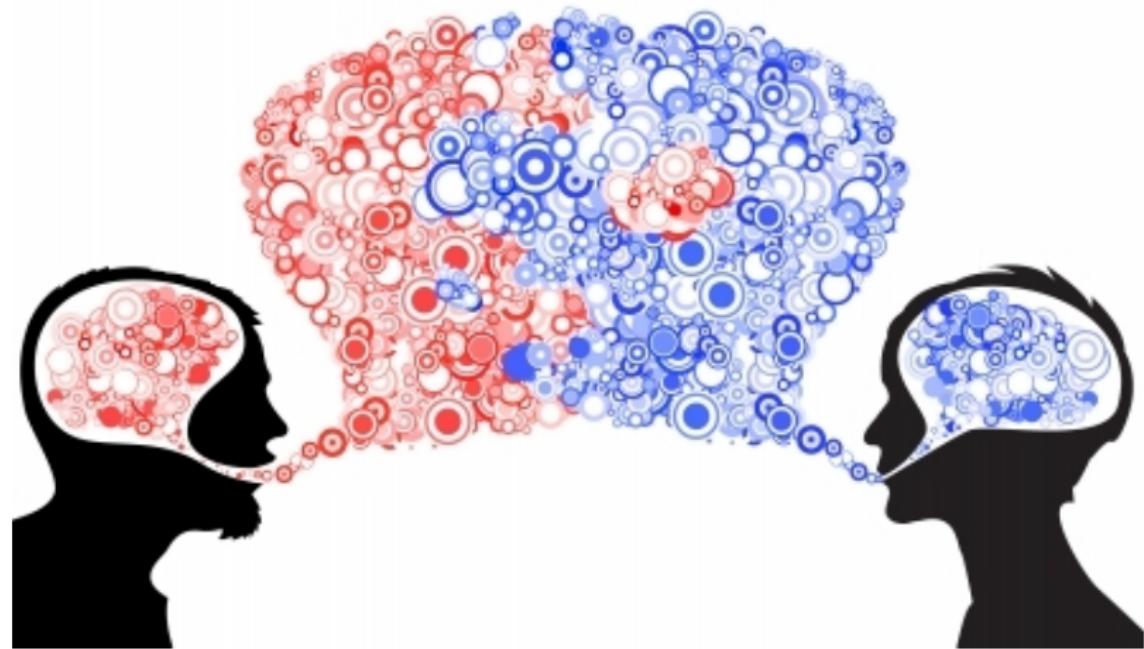
Patrick W. Kraft

MAPPS Meeting
Marquette University

October 12th 2018



Introduction



Moralized Politics as a Source for Disagreement

Discuss the literature on moral psych and politics: Moralization of politics as a key that prevents people from finding compromise
Also mention the literature on political discussions in heterogeneous networks?

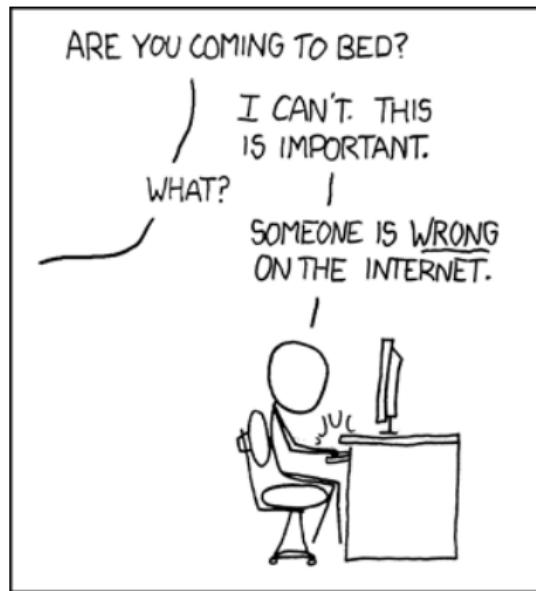
How can we overcome disagreements?

Two opposing hypotheses regarding the role of morality in political discussions:

H1 (Moral Conviction): Arguments that involve moral appeals will be less persuasive than arguments that do not involve moral appeals.

H2 (Moral Foundations): Arguments that involve moral appeals will be more persuasive than arguments that do not involve moral appeals, but only if they are congruent with the opening statement's moral framework.

Online Discussions



Online Discussions



reddit

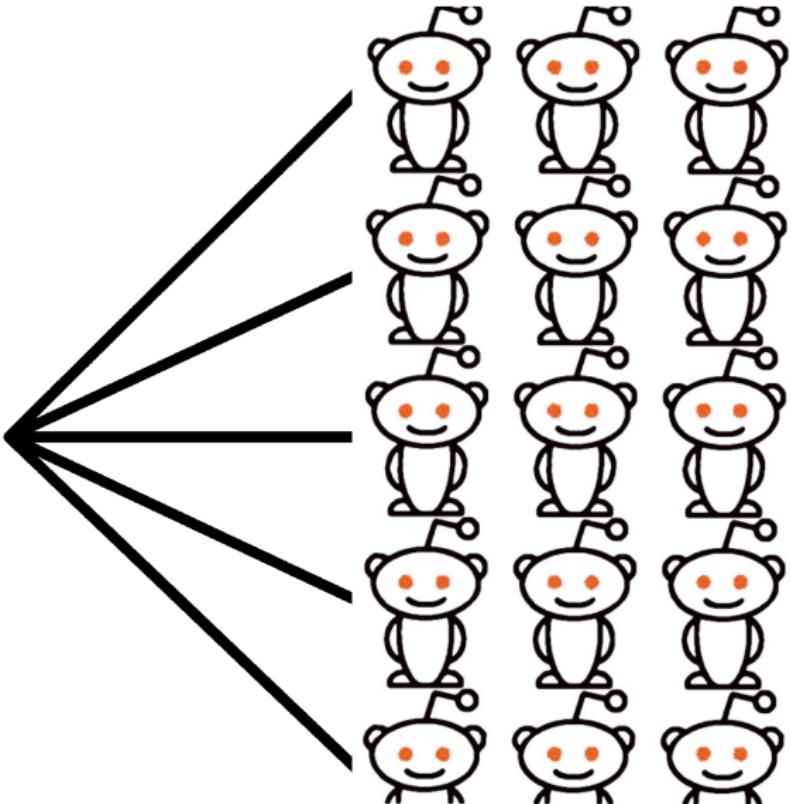
Online Discussions



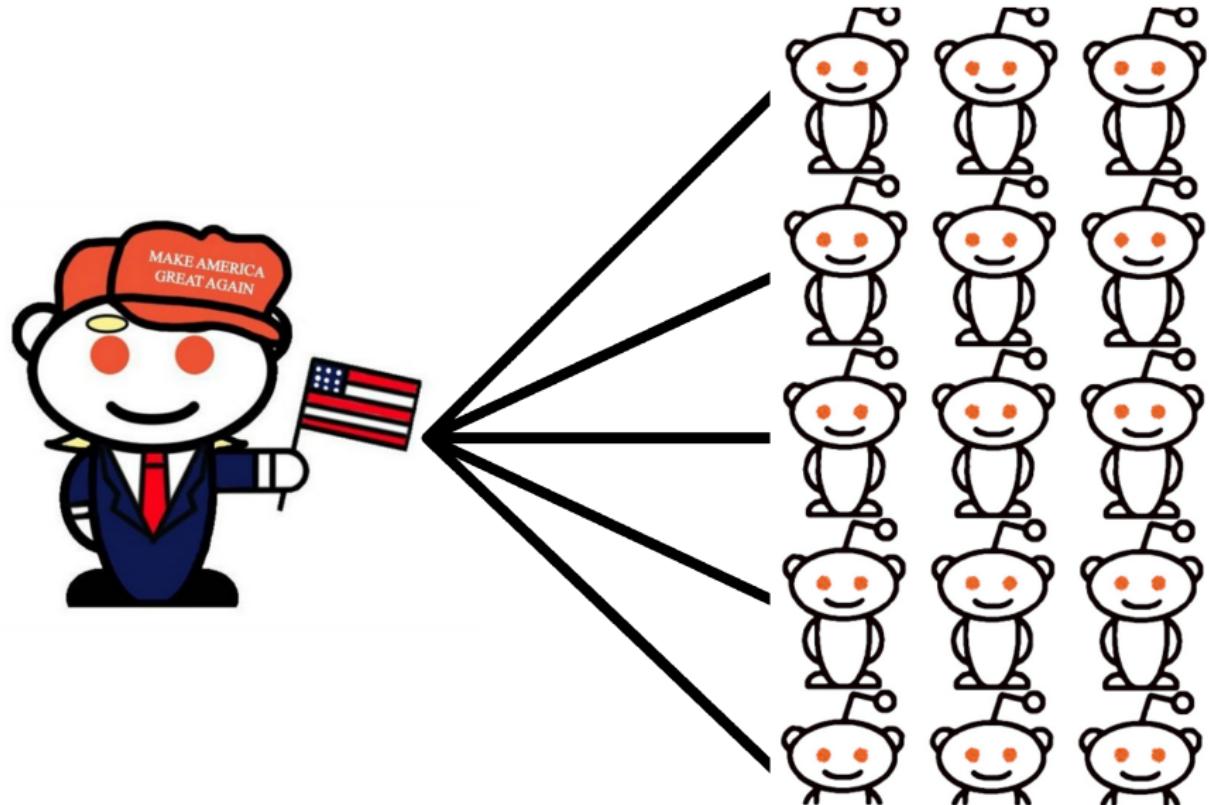
The Subreddit /r/ChangeMyView



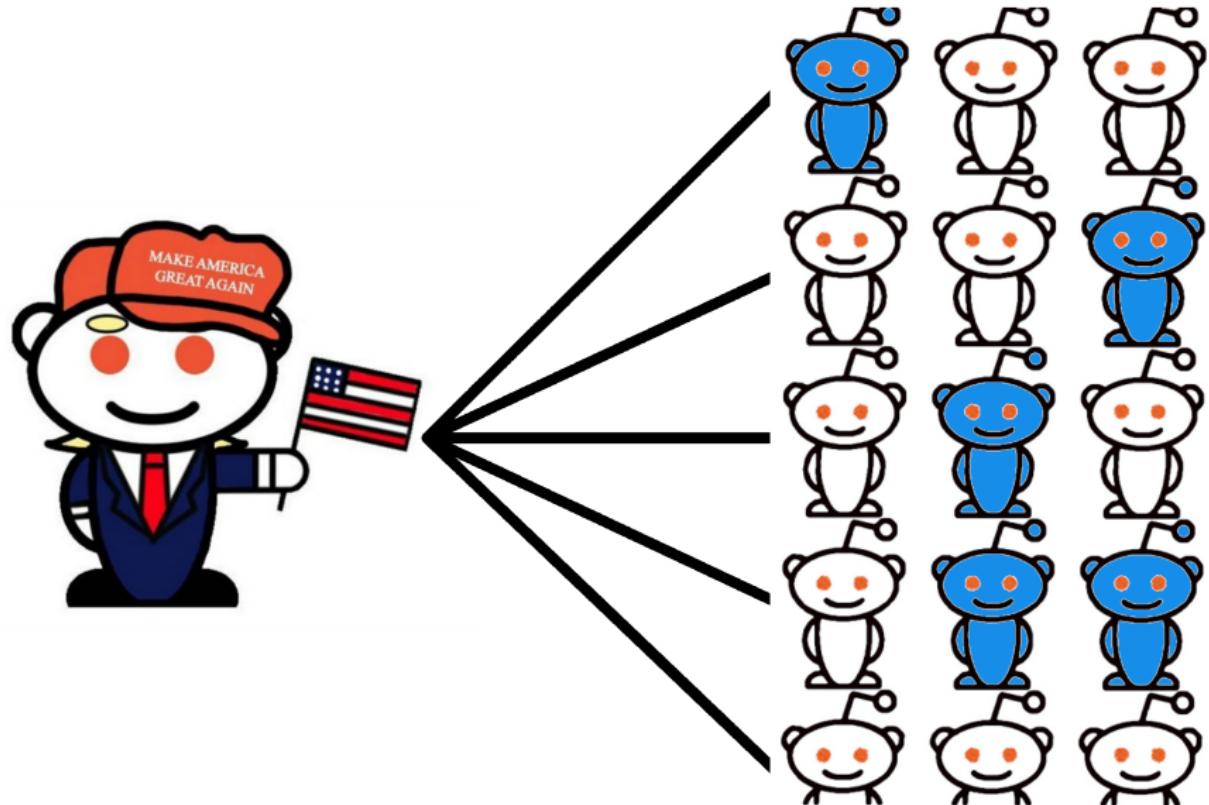
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What is /r/change my view?

A place to post an opinion you accept may be flawed, in an effort to understand it better and move on the issue. Enter with a mindset for conversation, not debate.
More Detail

Message the Moderators

CMV Podcast Episodes

Submission Rules

Never over edit for more info

A Explain the reasoning behind your view, not just what that view is (50+ characters required).
B You must personally hold the view and demonstrate that you are open to it changing.
C Submission titles must adequately sum up your view and include "CMV" at the beginning.
D Posts cannot express a neutral stance, must have a clear bias against a specific person, be self-promotional, or discuss this subreddit (visit /r/ideasforchange instead).
E Only post if you are willing to have a

Content / Appendix

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Change My View

HOT NEW RISING TOP GILDED Wiki of CMV

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More Detail

Message the Moderators

CMV: A company going public inevitably will sacrifice its humanity and become inherently concerned about money only

15 hours ago by [Freddy_Popo](#) 233 comments share save hide report DELIVER FROM SPAM

CMV: Before bringing someone else into your life, you should have a happy independent life worth sharing. Adding a romantic partner to fix your unhappiness is not a solution.

3 hours ago by [Knew99](#) 11 comments share save hide report

CMV: An entire class performing extremely poor on a test is a clear indicator a professors teaching style needs to be evaluated

an hour ago by [The_Wonder_Years](#) 9 comments share save hide report

CMV: Religious freedom should not include the right to turn away gay children and teachers

15 hours ago by [Far_Gone](#) 130 comments share save hide report DELIVER FROM SPAM

CMV: People who wish to transition genders need to wait until they are at least 21

22 hours ago by [thebewilderednugget](#) 133 comments share save hide report DELIVER FROM SPAM

CMV: Reddit is just as bad as most other social media networks

10 hours ago by [DanknessDay](#) 20 comments share save hide report DELIVER FROM SPAM

CMV: Very few people in the 1% are actually "self made."

12 hours ago by [theresavetee](#) 64 comments share save hide report

CMV: People do not put human life as highly as they say they do

10 hours ago by [WeirdTheTessie](#) 27 comments share save hide report

CMV: People should have to disclose if they are trans before intercourse

8 hours ago by [I_Dove_Without_a_Helmet](#) 150 comments share save hide report

CMV: defensive gun uses are very rare.

13 minutes ago by [paranoidglasses](#) 1 comment share save hide report

CMV: China, not the US, will be the leading figure in the fight against global warming

22 minutes ago by [redidle](#) 1 comment share save hide report

CMV: The US should abolish the death penalty. It is morally wrong, economically inefficient, ineffective as a deterrent for heinous crimes, and it implicates each citizen (as a participant in the democracy) as part of state-sponsored murder.

13 minutes ago by [enrag3d](#) 1 comment share save hide report

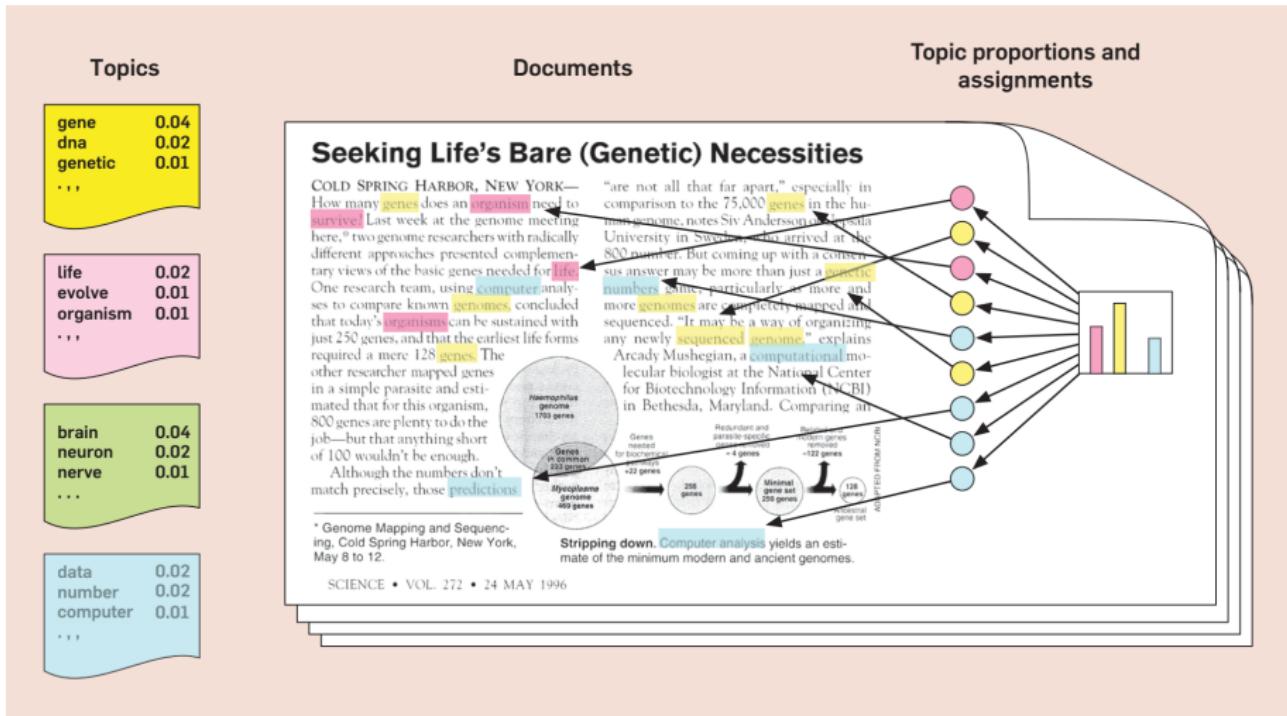
CMV: Having an Abortion is more harmful than going through a pregnancy.

14 minutes ago by [YouCanDeleteMe](#) 5 comments share save hide report

Analyses

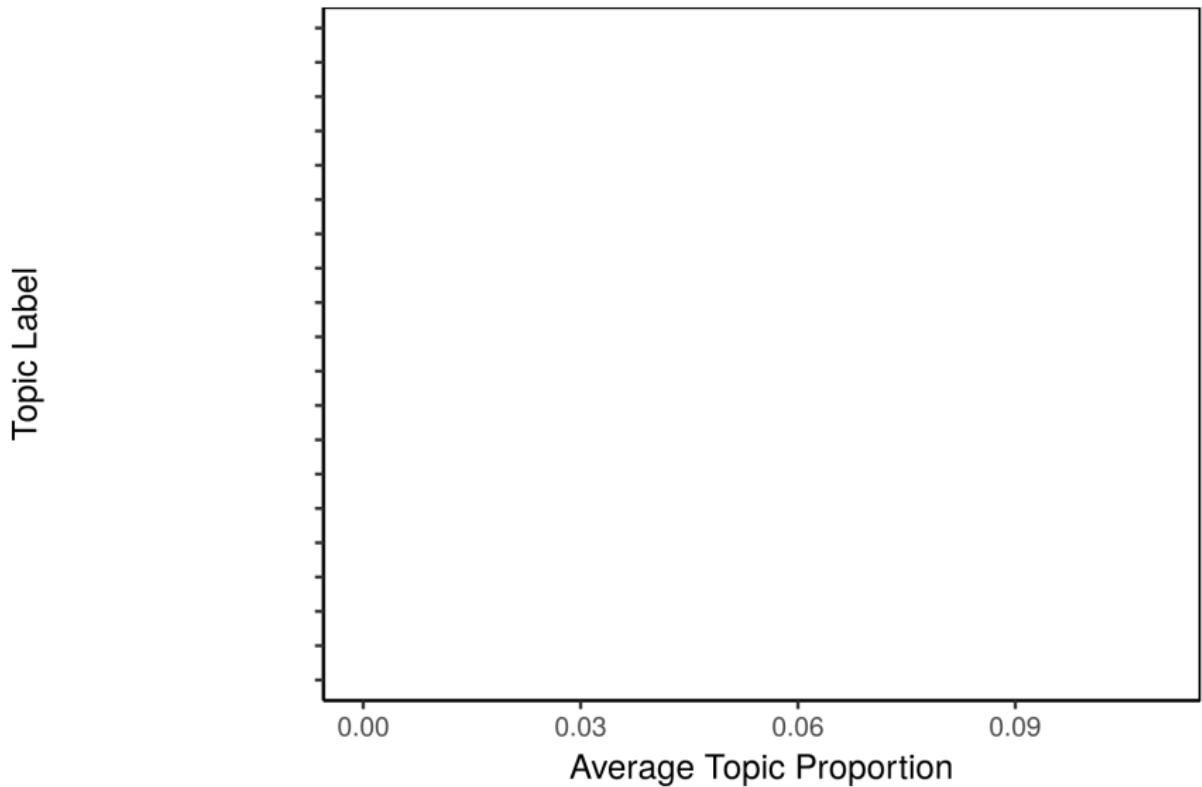
Describe dataset in more detail, include discussion of moral foundations dictionary

Extracting Topics from Text – Latent Dirichlet Allocation



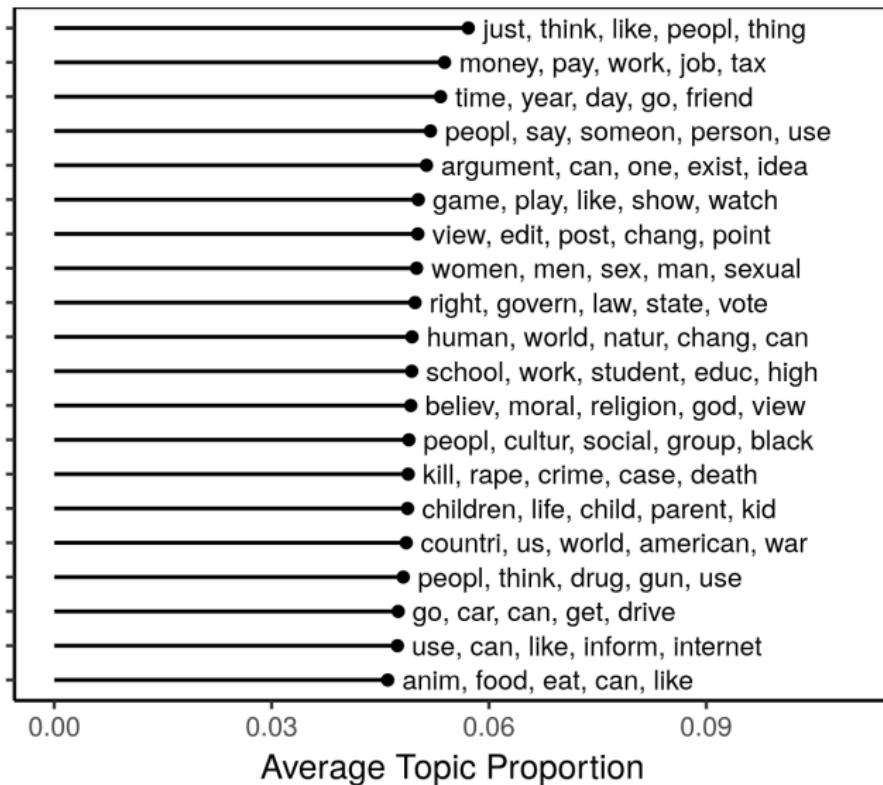
Source: Blei (2012)

Discussion Topics on /r/ChangeMyView

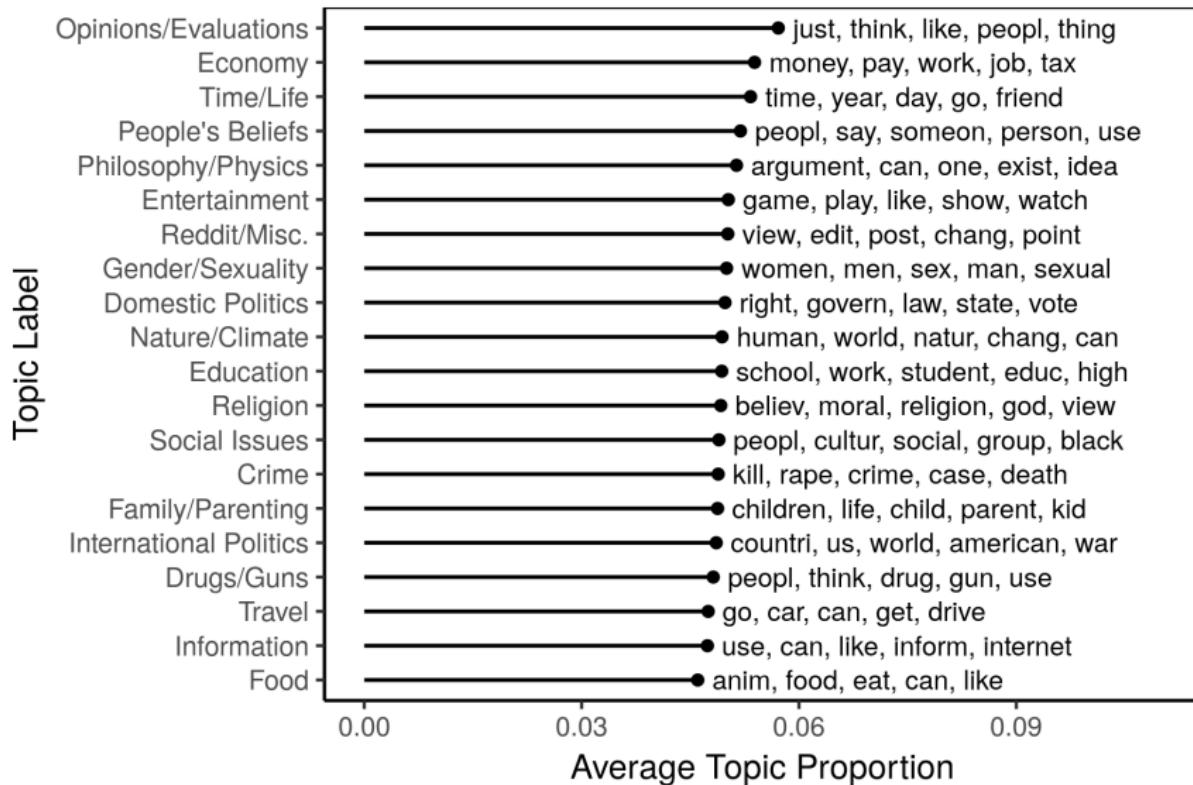


Discussion Topics on /r/ChangeMyView

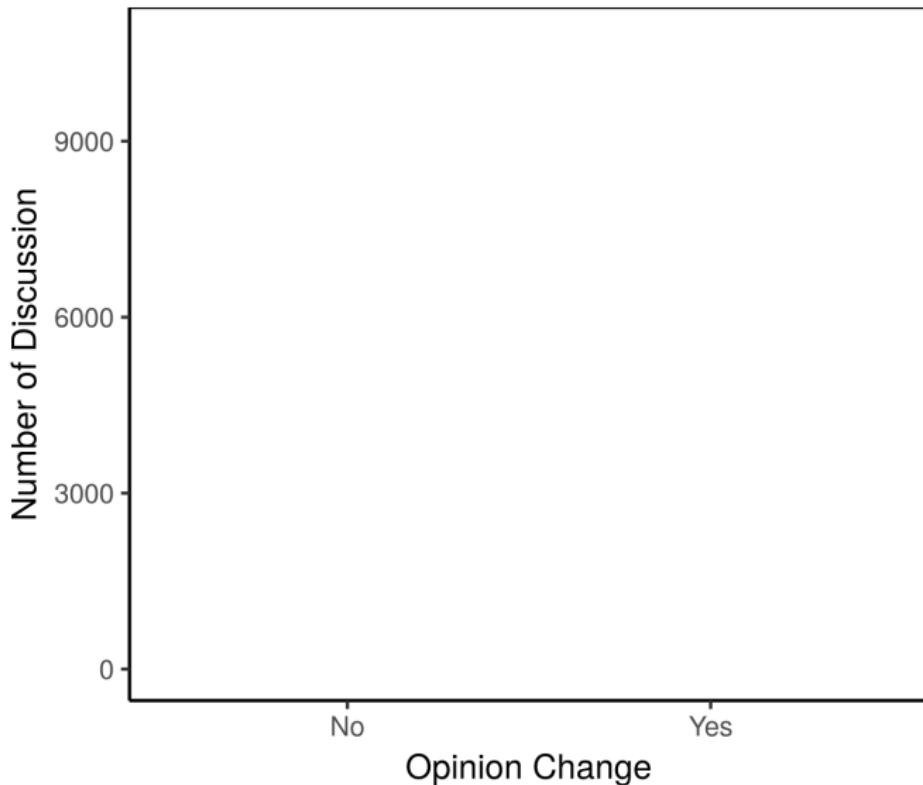
Topic Label



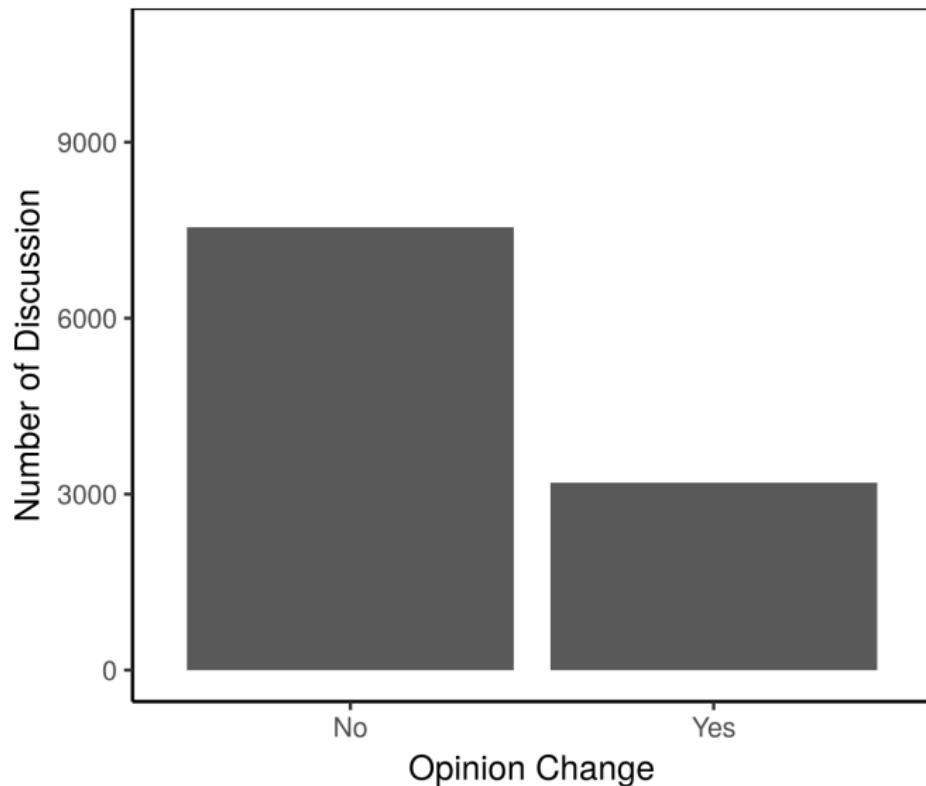
Discussion Topics on /r/ChangeMyView



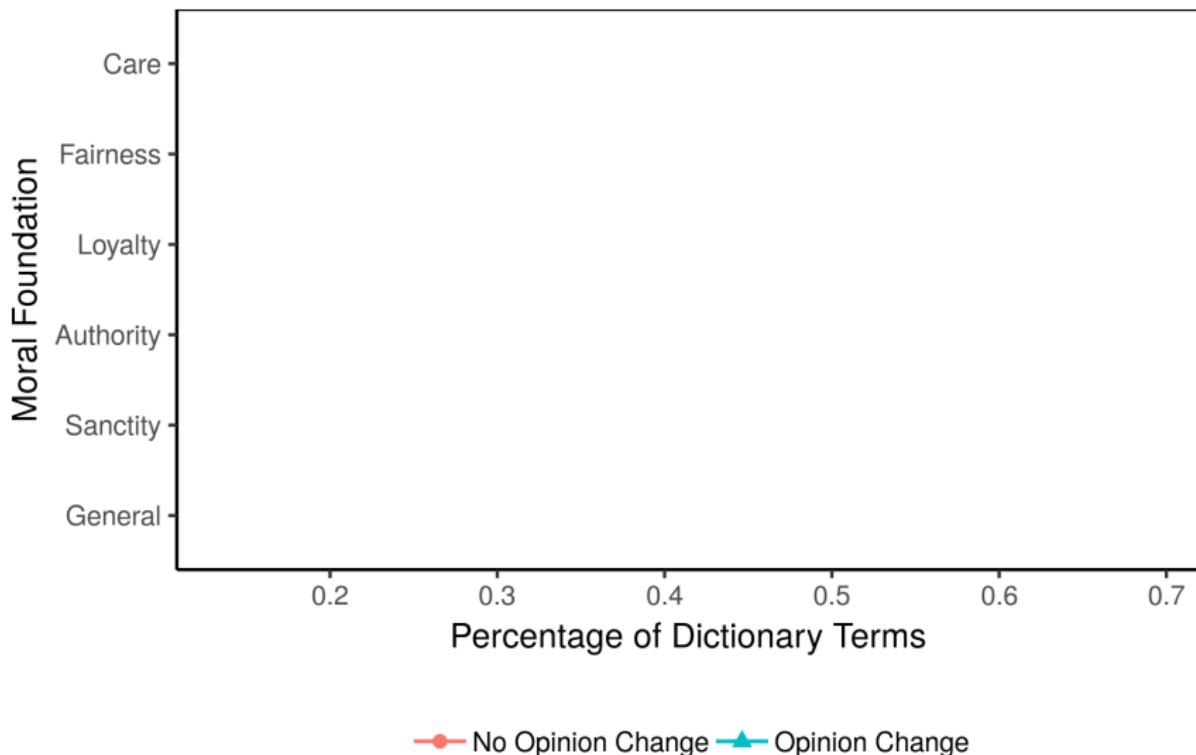
Awarding Δ s on /r/ChangeMyView



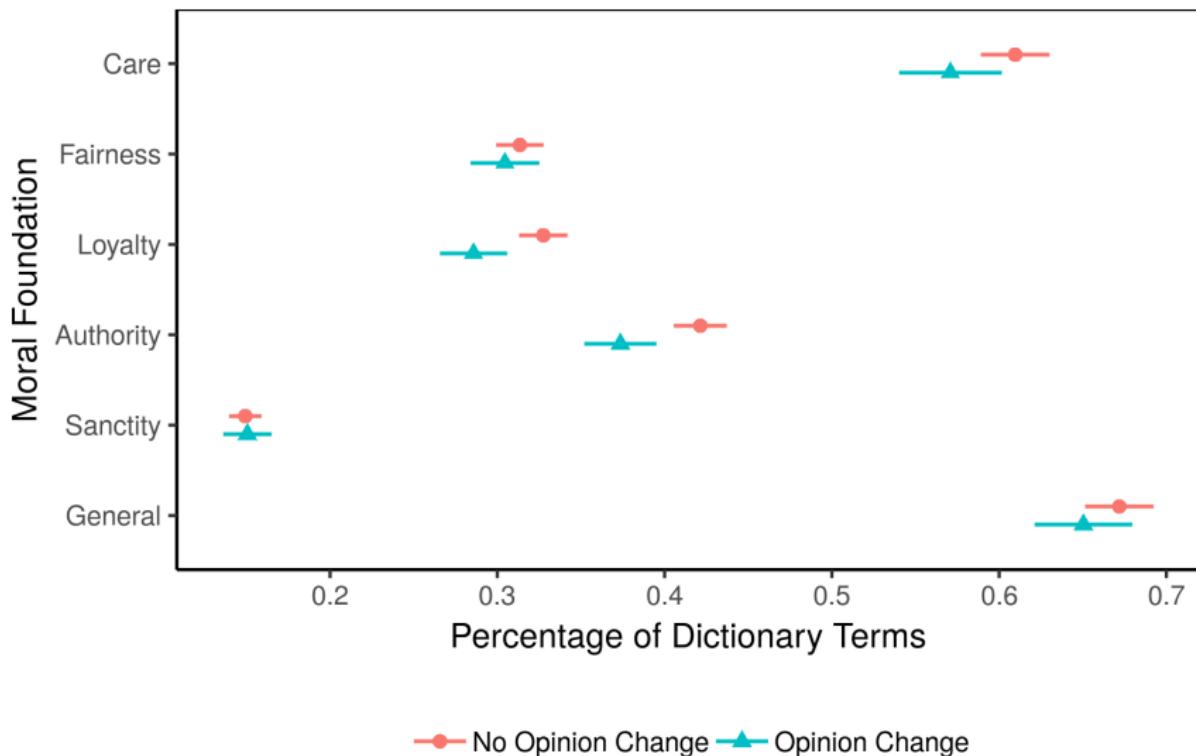
Awarding Δ s on /r/ChangeMyView



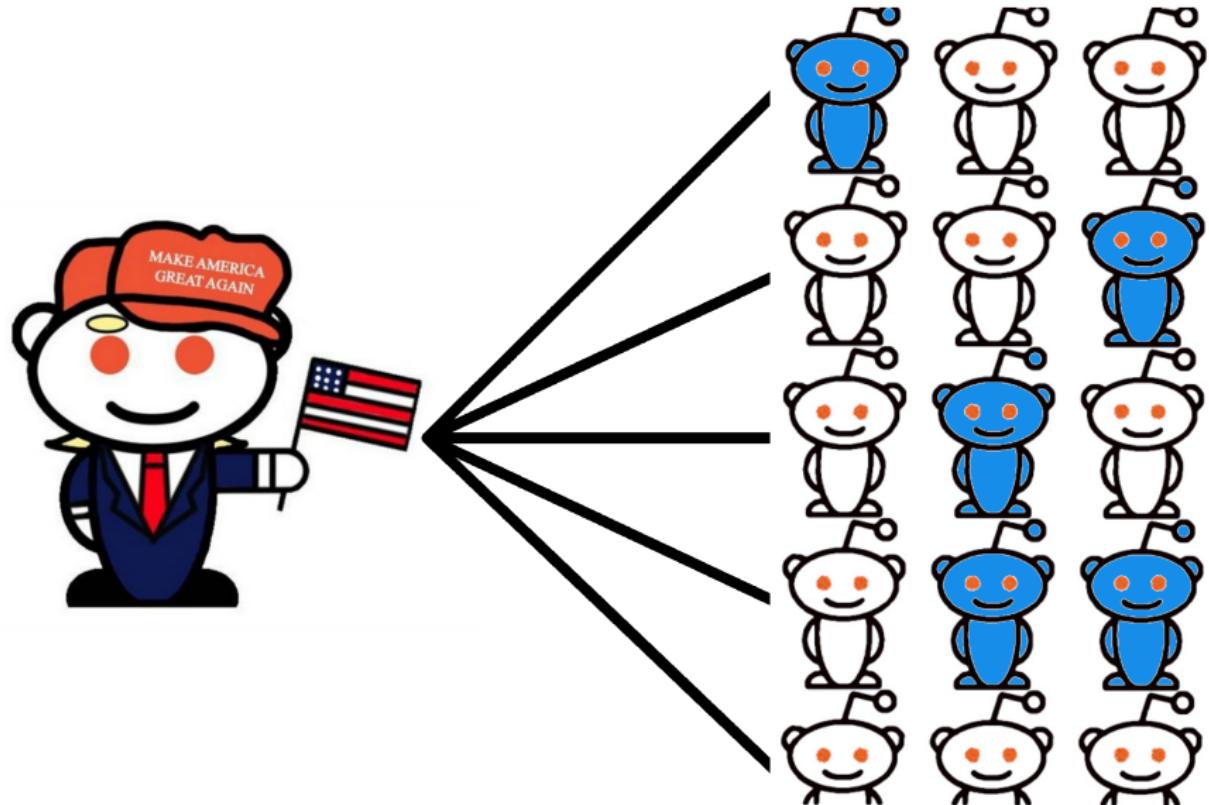
Moral Foundations and Persuadability



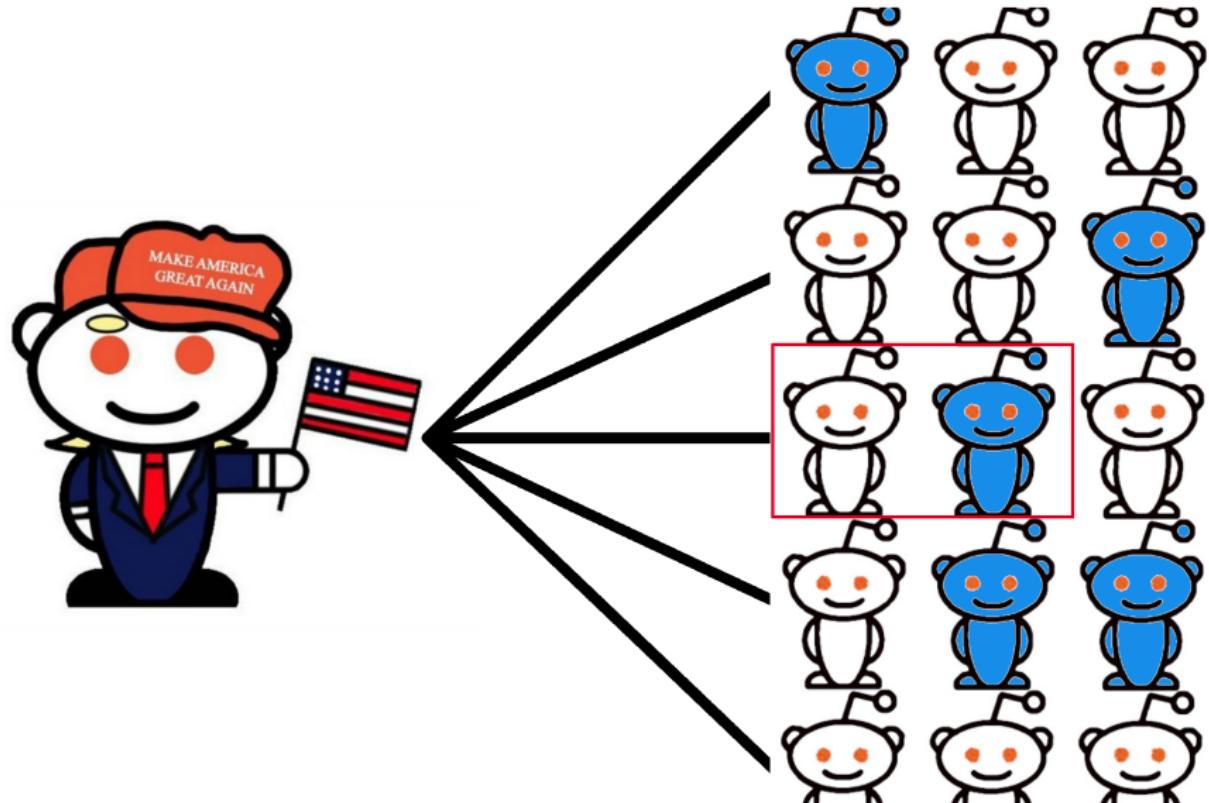
Moral Foundations and Persuadability



The Subreddit /r/ChangeMyView



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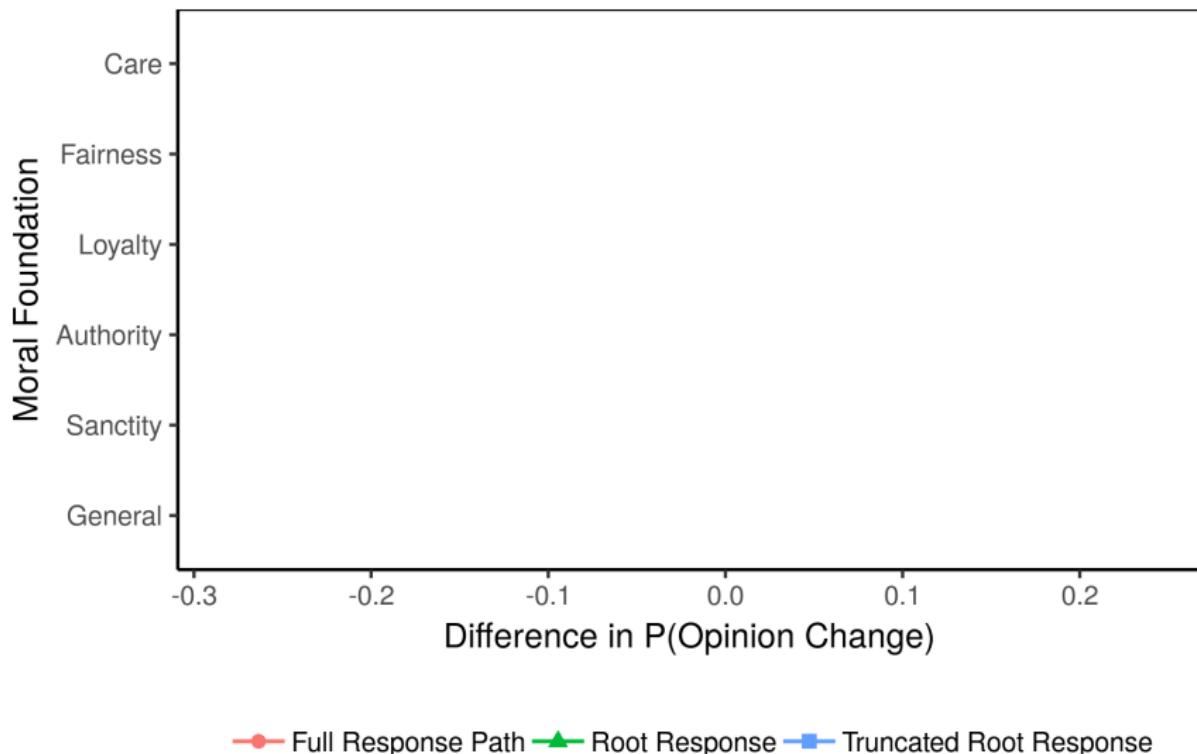
Matching Similar Arguments

$$\text{Jaccard}(B_\Delta, B_{\neg\Delta}) = \frac{|B_\Delta \cap B_{\neg\Delta}|}{|B_\Delta \cup B_{\neg\Delta}|}$$

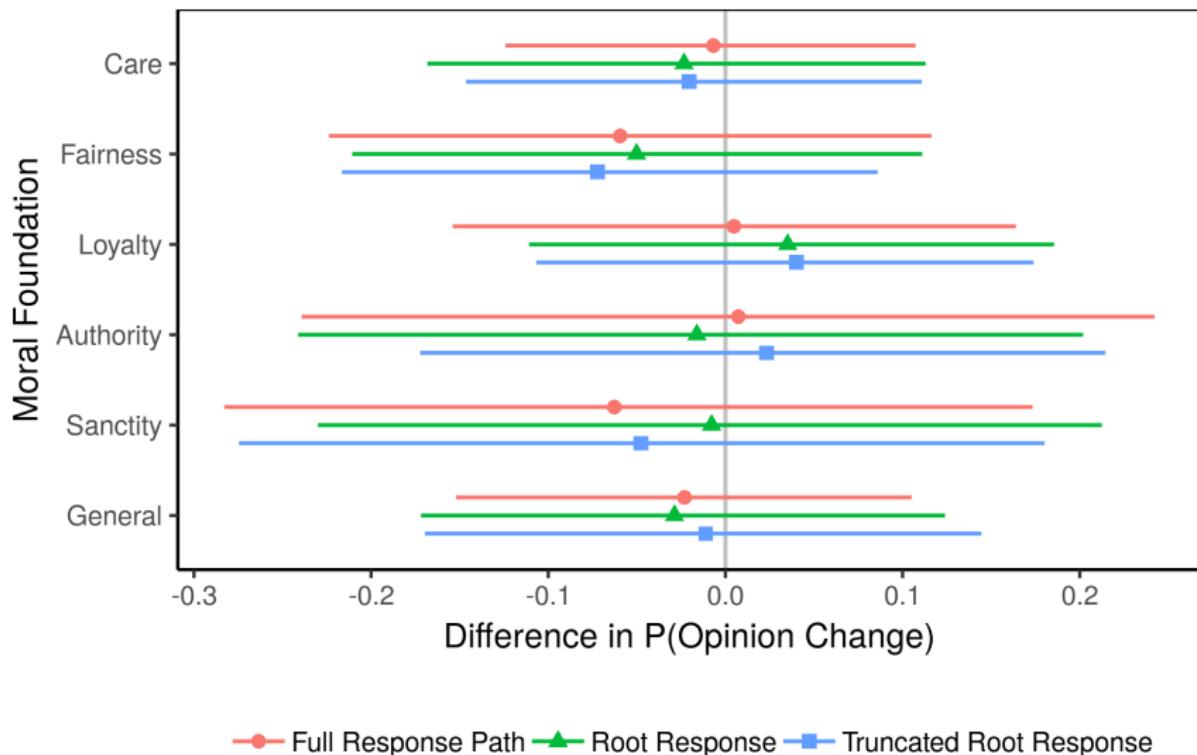
Question:

Which of two lexically similar arguments is the successful one?

Moral Appeals are Futile



Moral Appeals are Futile



—●— Full Response Path ▲— Root Response ■— Truncated Root Response

Measuring Moral Congruence

$$\text{MFT Congruence} = \frac{\vec{a} \cdot \vec{b}}{||\vec{a}|| ||\vec{b}||}$$

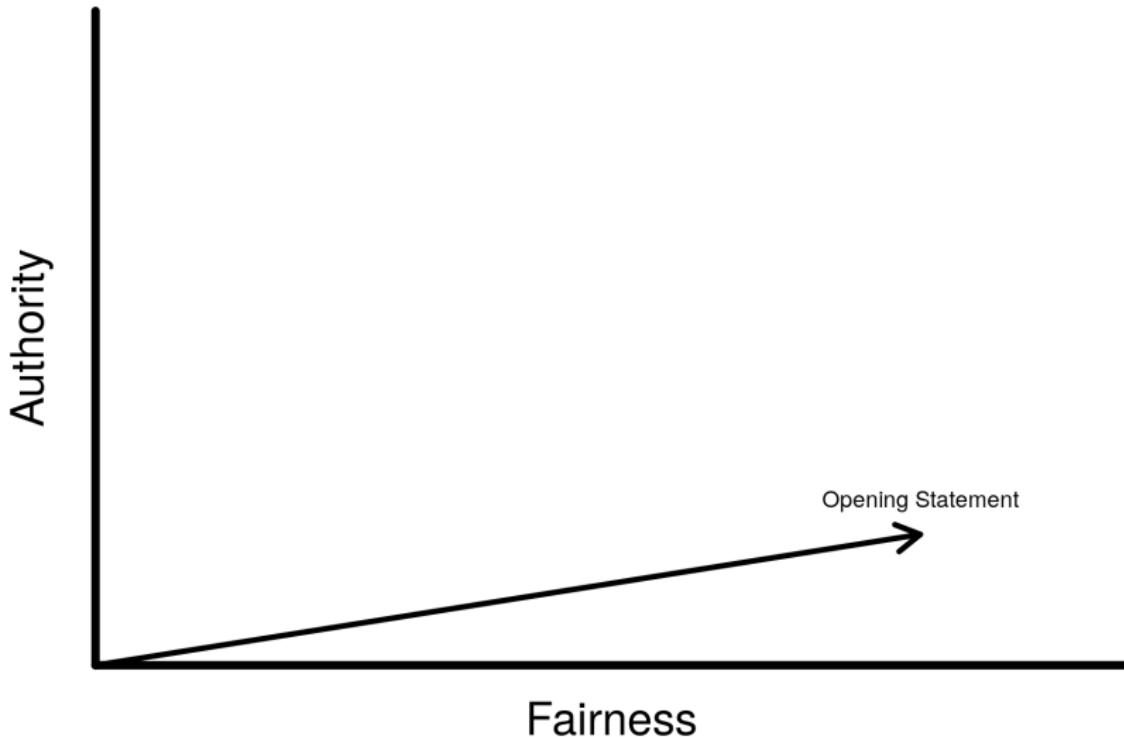
Basic Approach:

Measure the cosine similarity in dictionary counts between opening statements and counterarguments

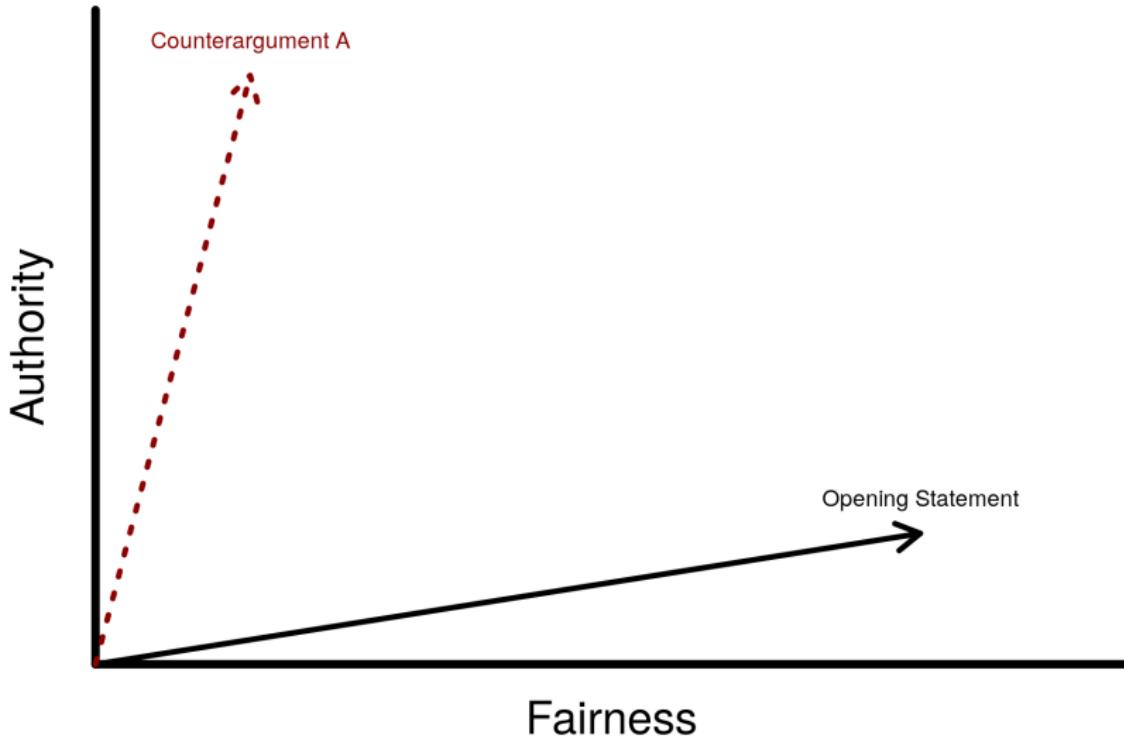
Measuring Moral Congruence



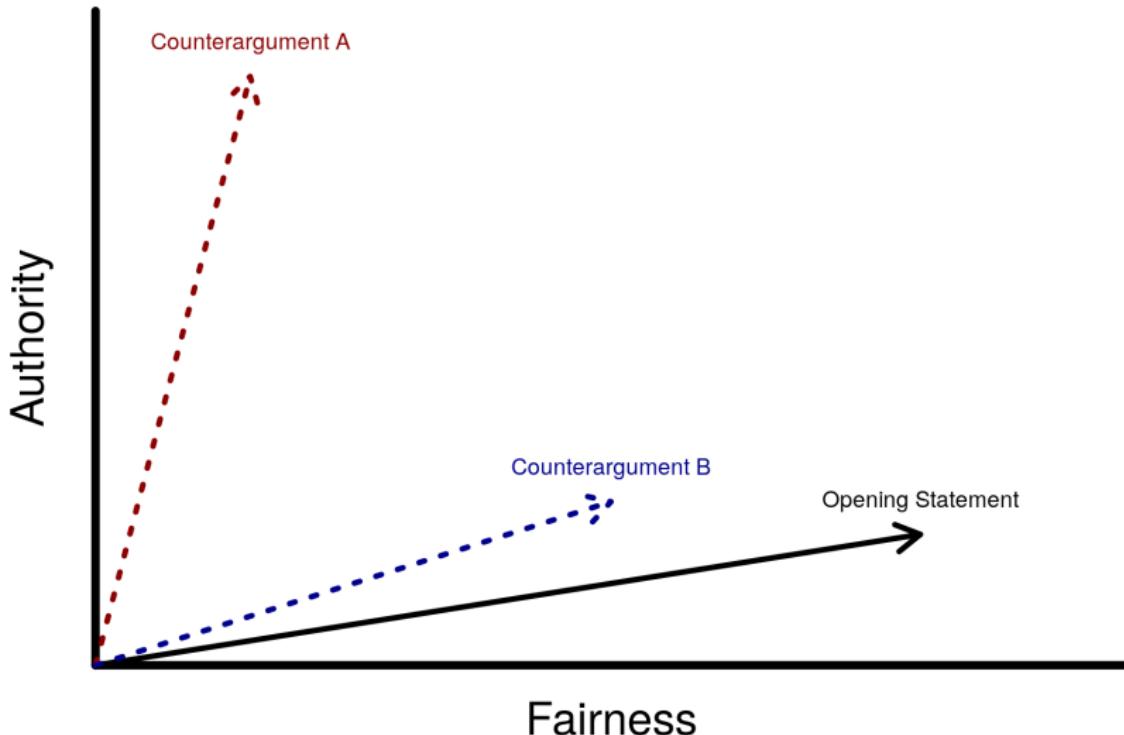
Measuring Moral Congruence



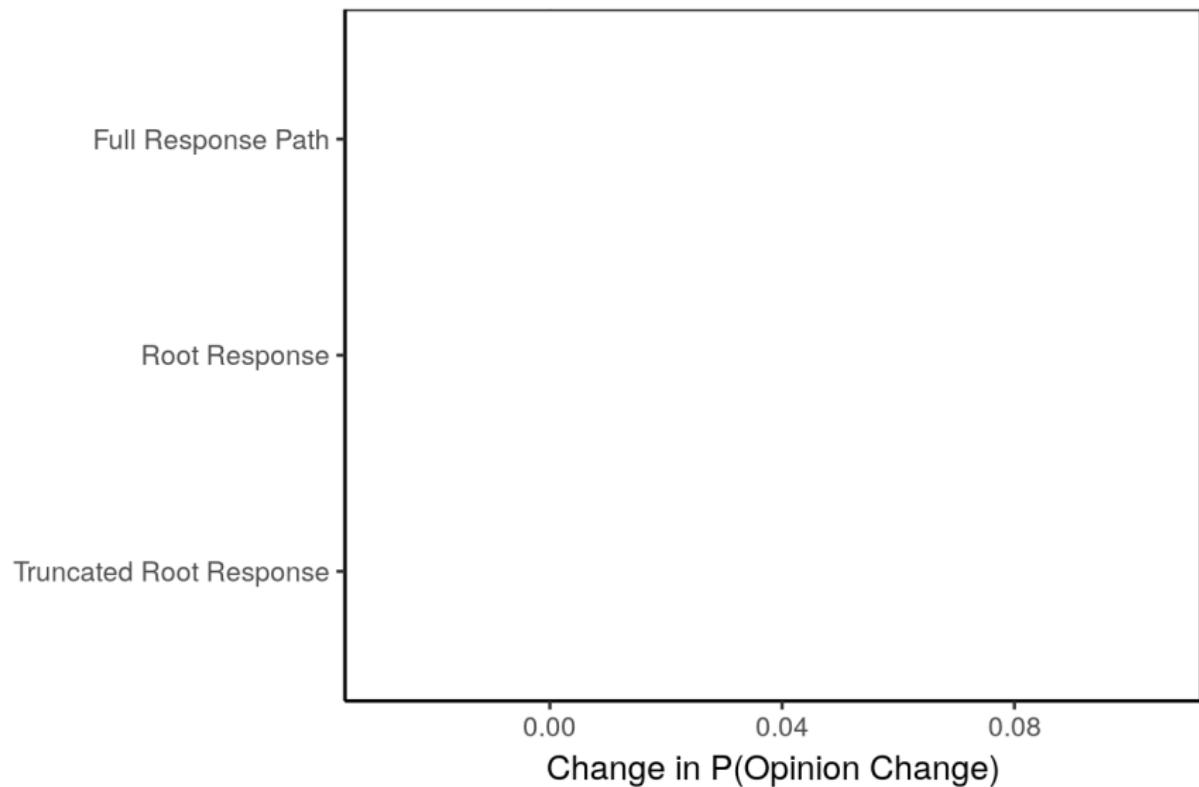
Measuring Moral Congruence



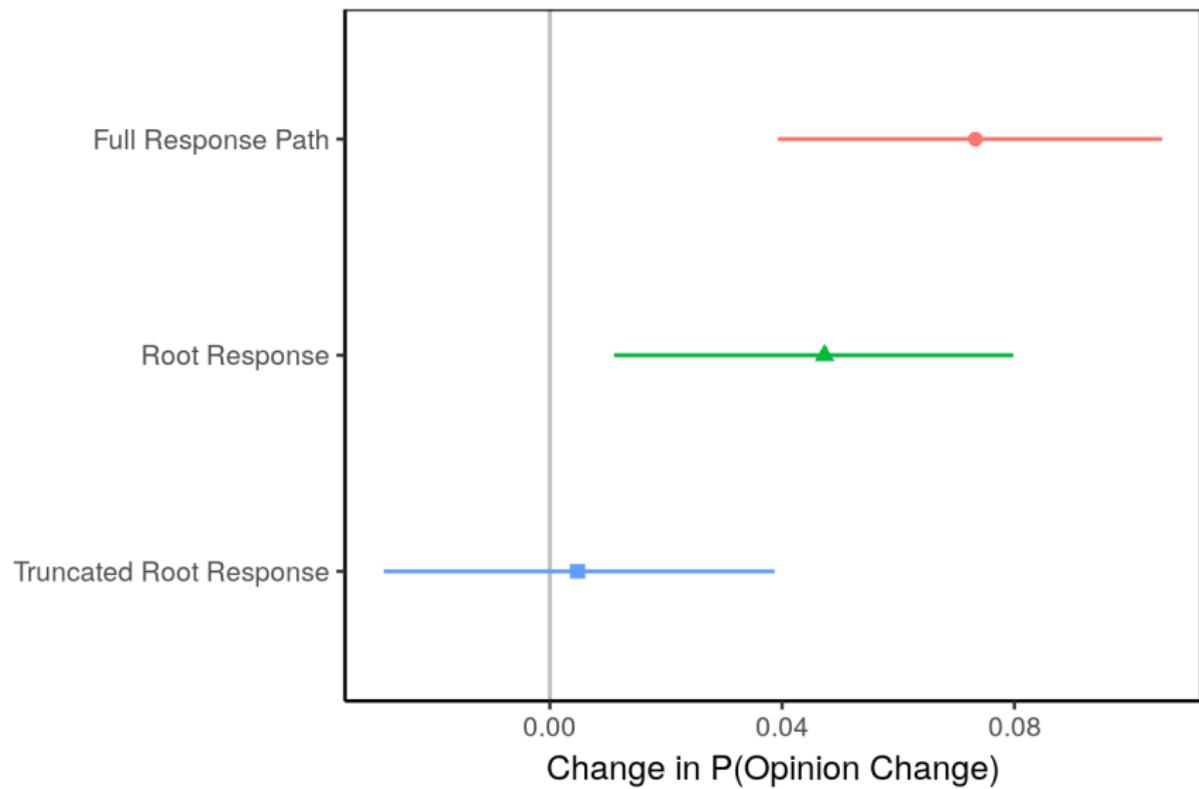
Measuring Moral Congruence



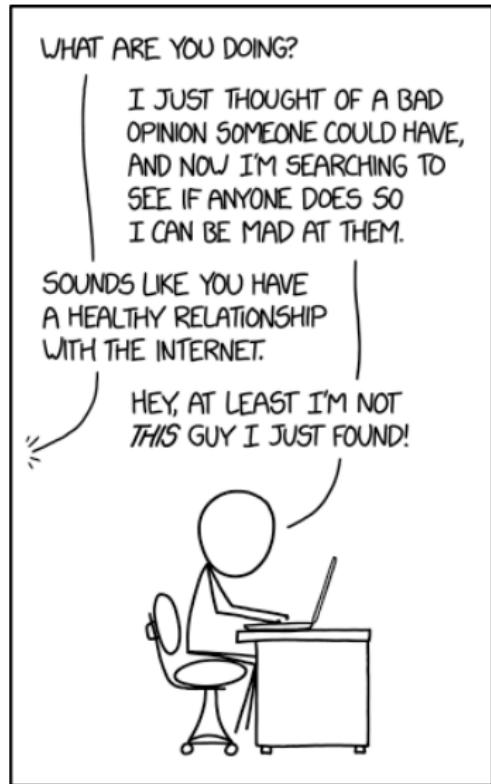
Speaking the Same Moral Language is Effective



Speaking the Same Moral Language is Effective



Conclusion



Thank you very much for your attention!

Manuscript and code available at:
<https://github.com/pwkraft/cmv>

Comments, questions?

✉ kraftp@uwm.edu

🌐 pkraft.github.io
🐦 [@patrickwkraft](https://twitter.com/patrickwkraft)

Content

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Empirical Results
Overview

Conclusion

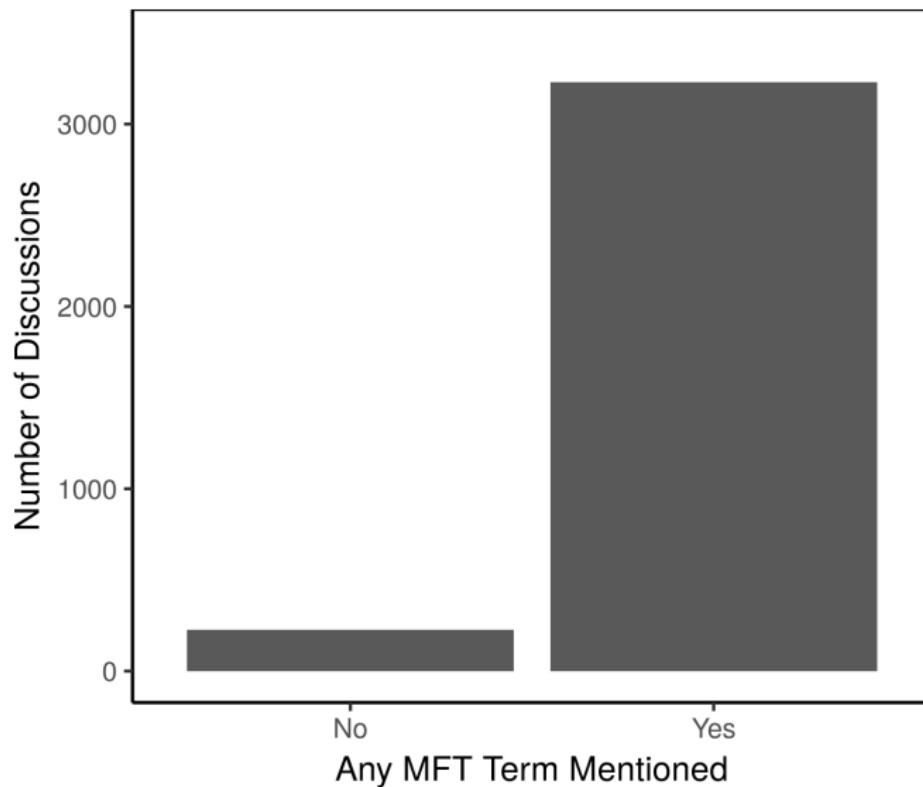
Appendix Content

Moral Language in Opening Statements that Received a Δ

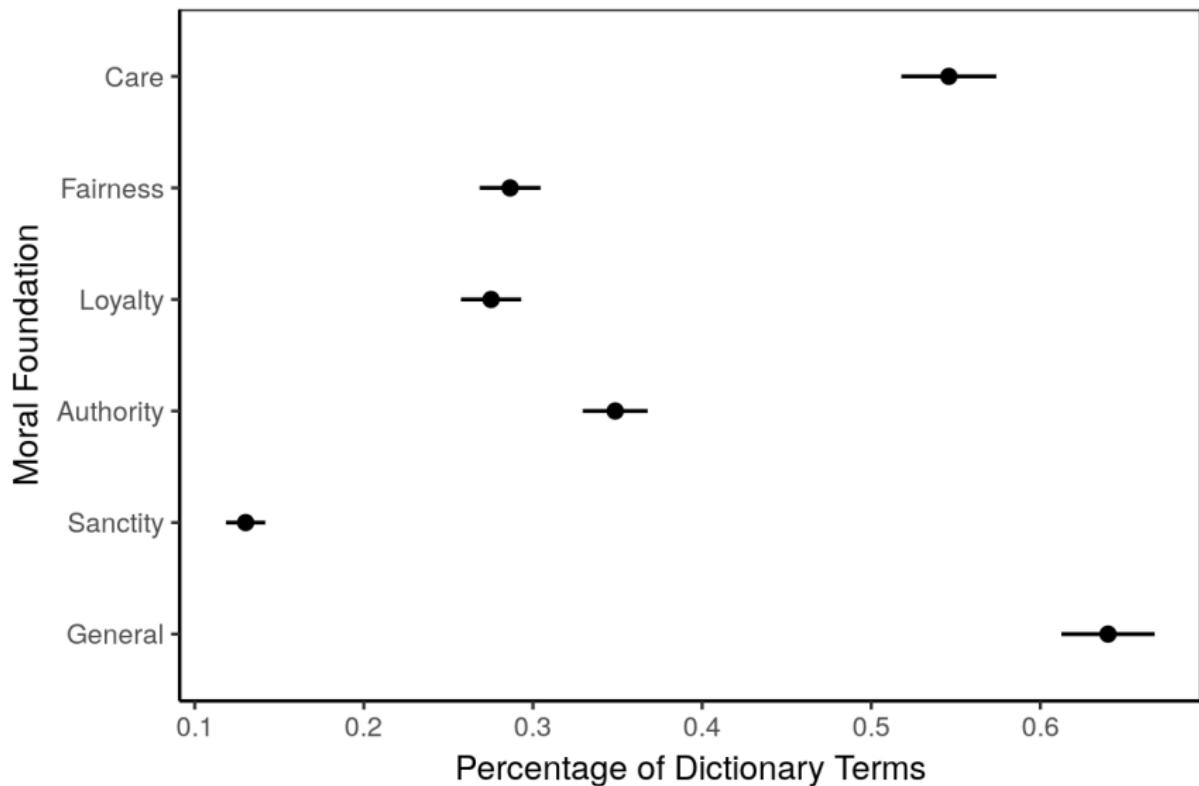
Difference in Response Length

Topic Differences in Persuadability

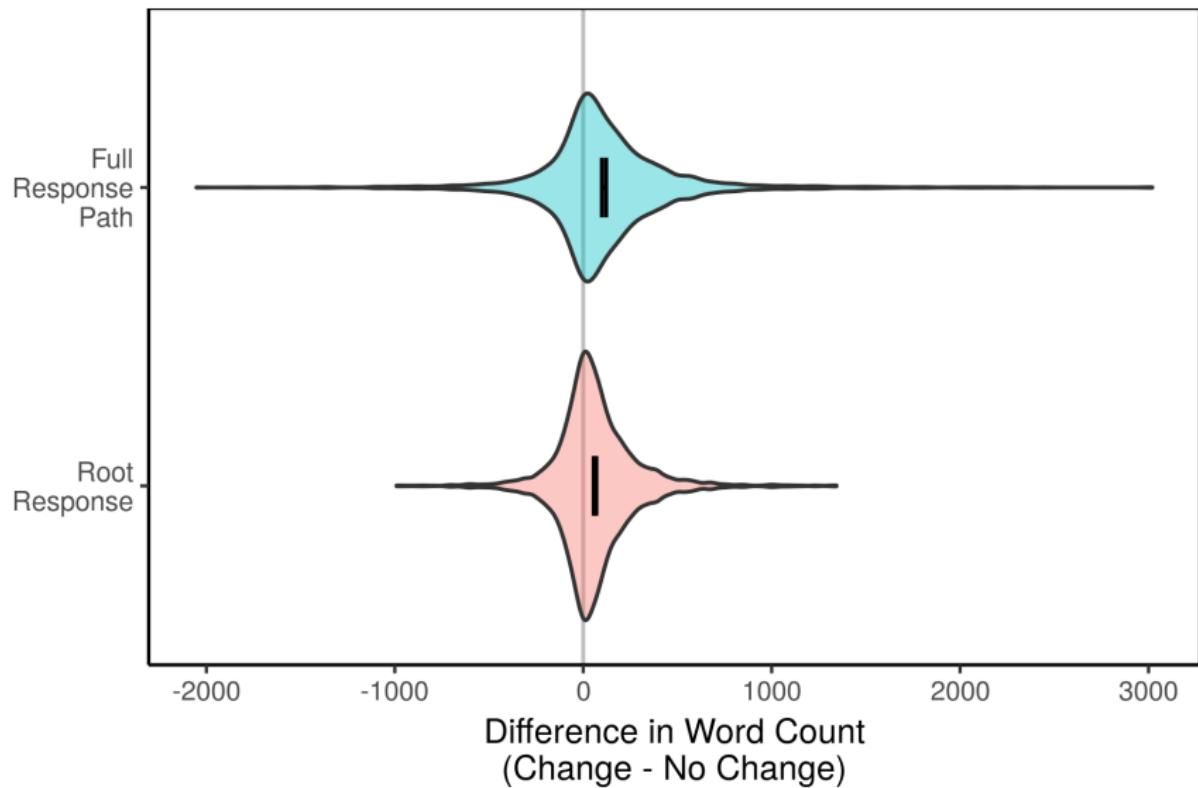
Moral Language in Opening Statements that Received a Δ



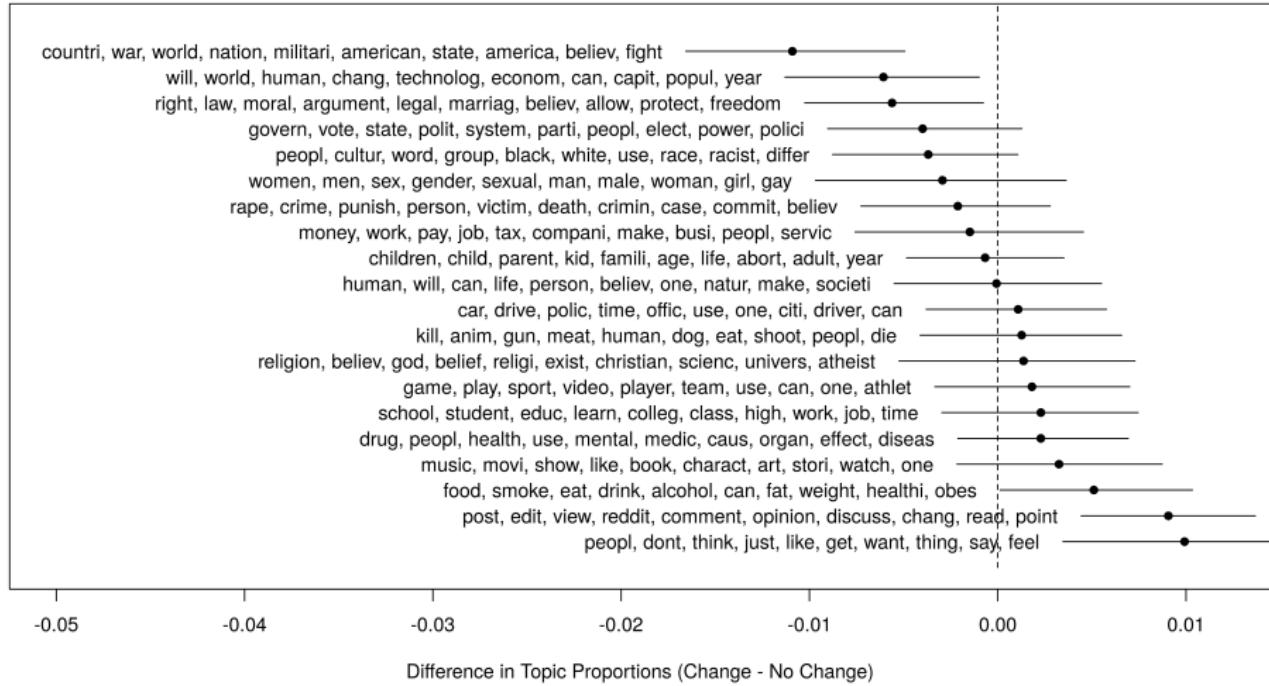
Moral Language in Opening Statements that Received a Δ



Difference in Response Length



Topic Differences in Persuadability



References

Blei, David M. 2012. "Probabilistic topic models." *Communications of the ACM* 55 (4): 77–84.