

ChangeMyView: How Moral Appeals Induce Persuasion

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Overview of initial results

Keywords: Moral Foundations, Persuasion, Attitude Change

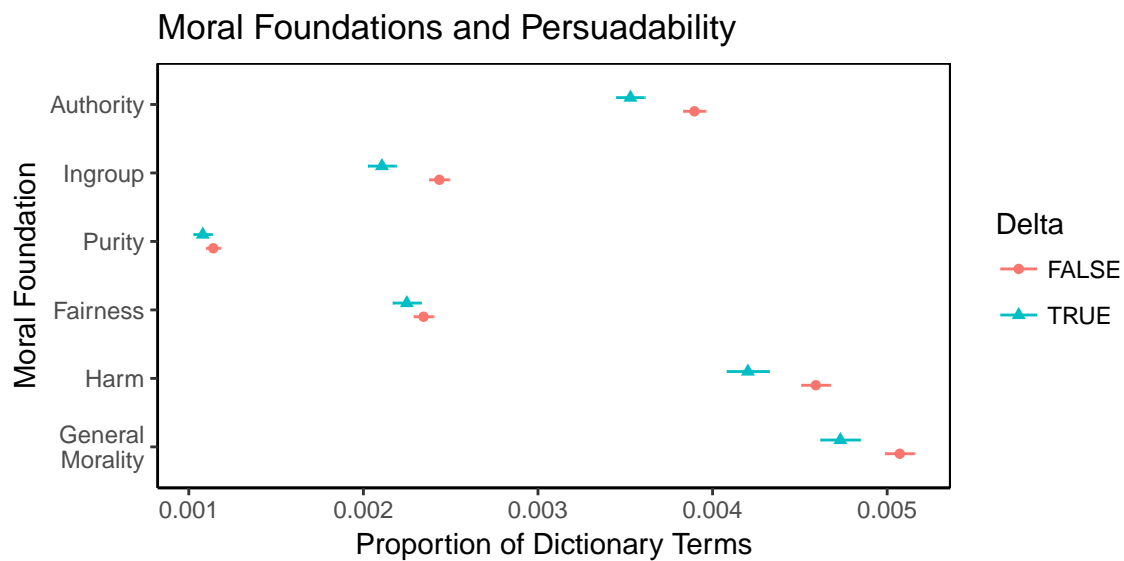
Introduction

Description of Dataset

*ToDo*s

- clean original posts (links etc)!
- adjust confidence intervals to correct for multiple comparisons
- add more comments in functions!

Moral Foundations and Persuadability

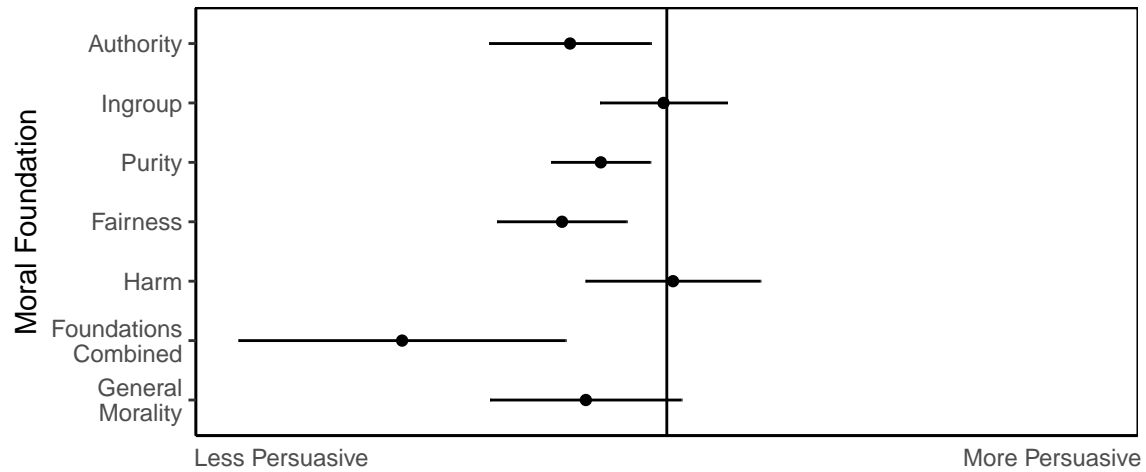


Is Moral Consistency Convincing?

Authority

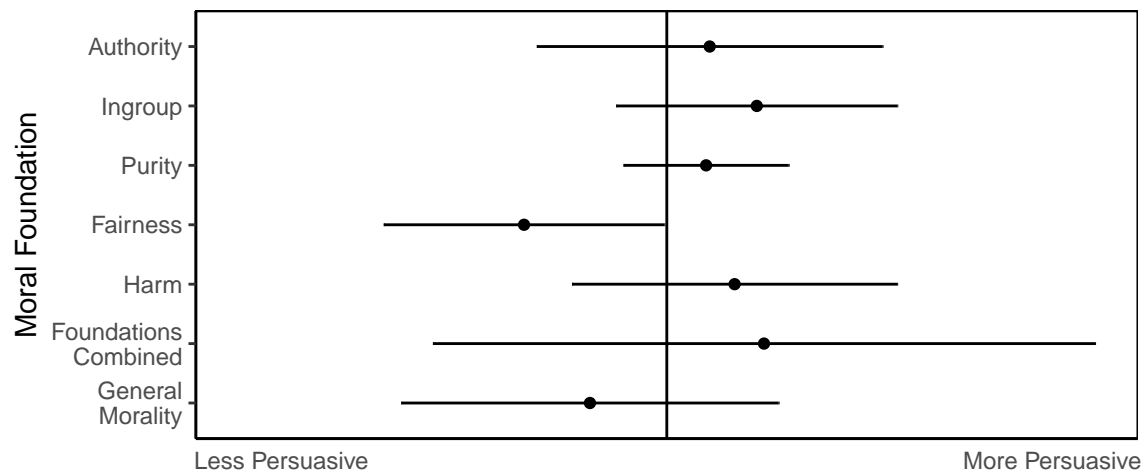
Search Query (2620 hits):

abide; allegian; authorit; bourgeoisie; caste; class; command; complian; comply; c



Search Query (481 hits):

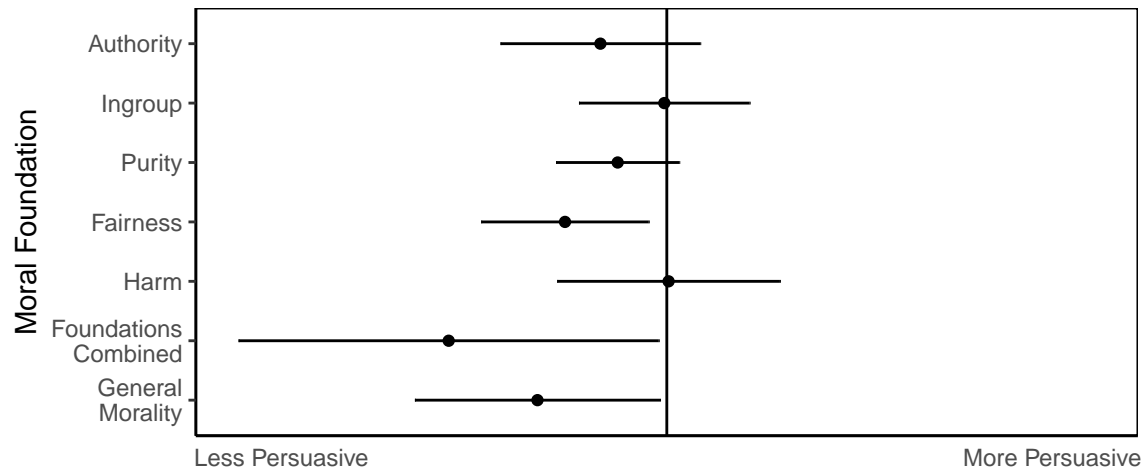
agitat; alienate; apostasy; apostate; betray; defector; defian; defy; denounce; des



Ingroup

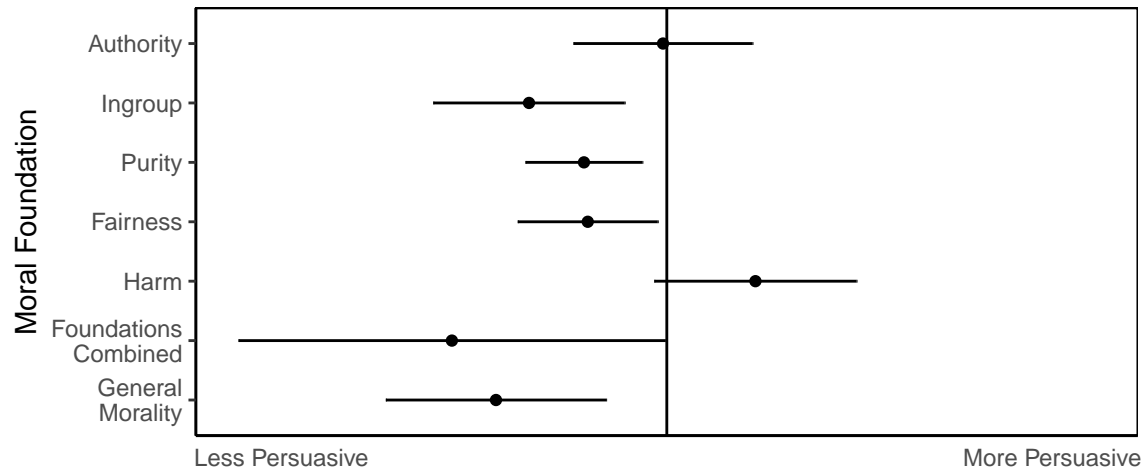
Search Query (3074 hits):

ally; cadre; cliqu; cohort; collectiv; communal; commune; communis; communit; c



Search Query (597 hits):

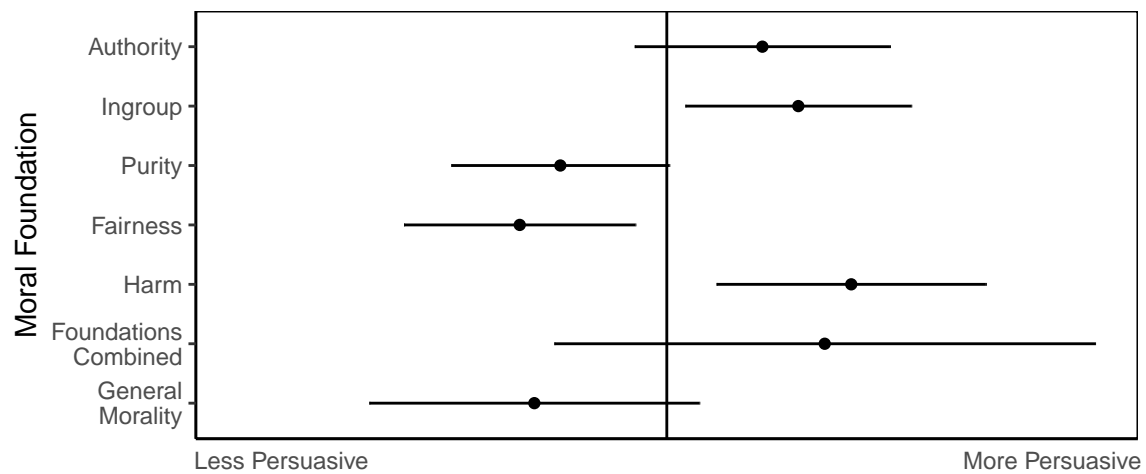
abandon; apostasy; apostate; betray; deceive; deserted; deserter; deserting; disloy



Purity

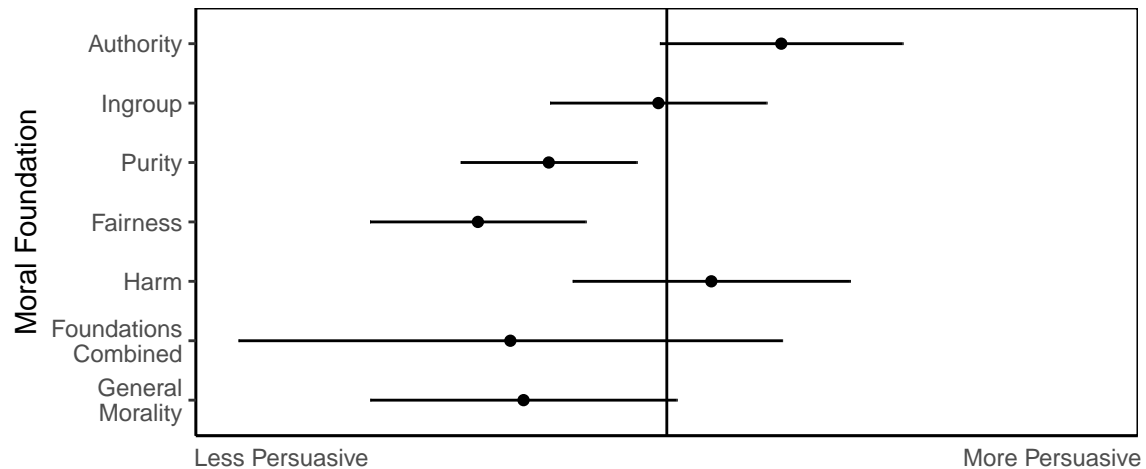
Search Query (483 hits):

abstemiousness; abstention; abstinen; austerity; celiba; chaste; church; clean; dec



Search Query (2075 hits):

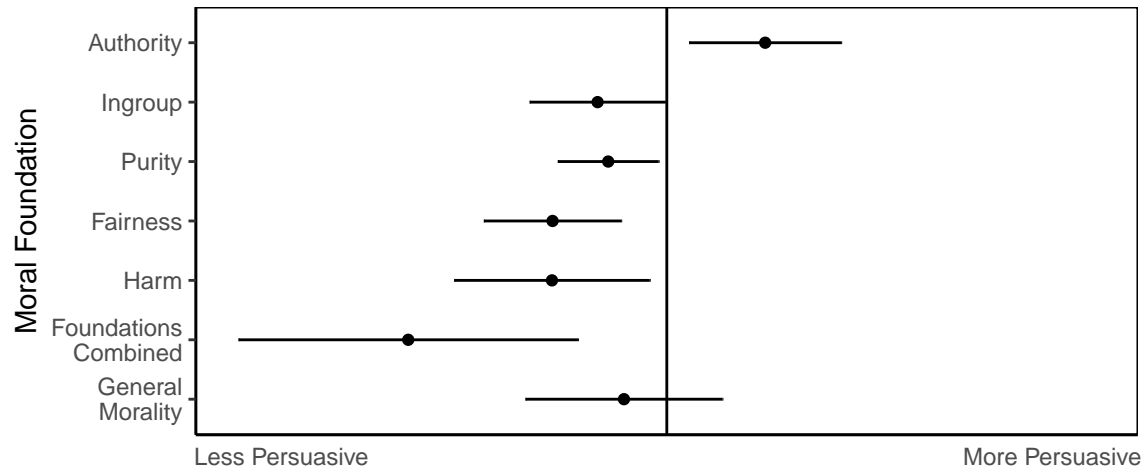
adulter; apostasy; apostate; blemish; contagio; debase; debauch; defile; deprav;



Harm

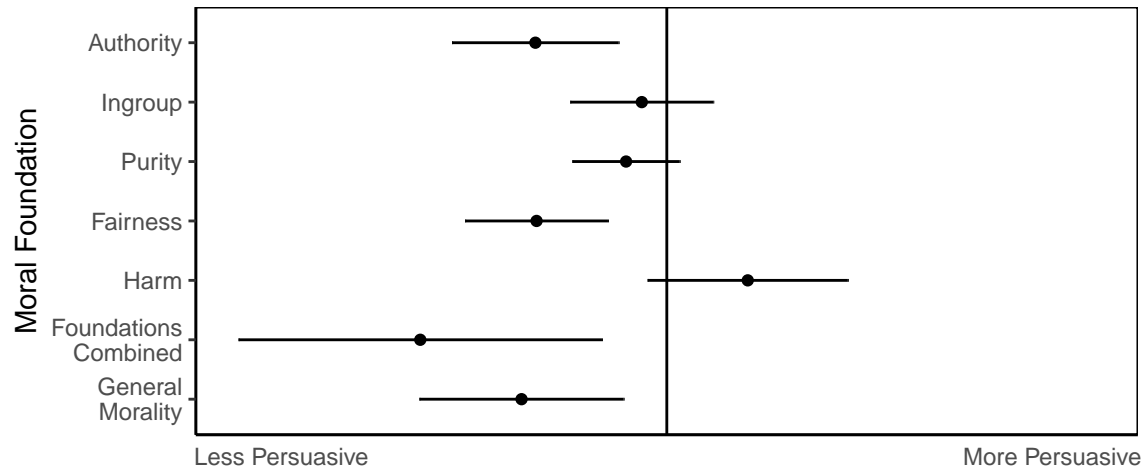
Search Query (1430 hits):

amity; benefit; care; caring; compassion; defen; empath; guard; peace; preserve;



Search Query (1925 hits):

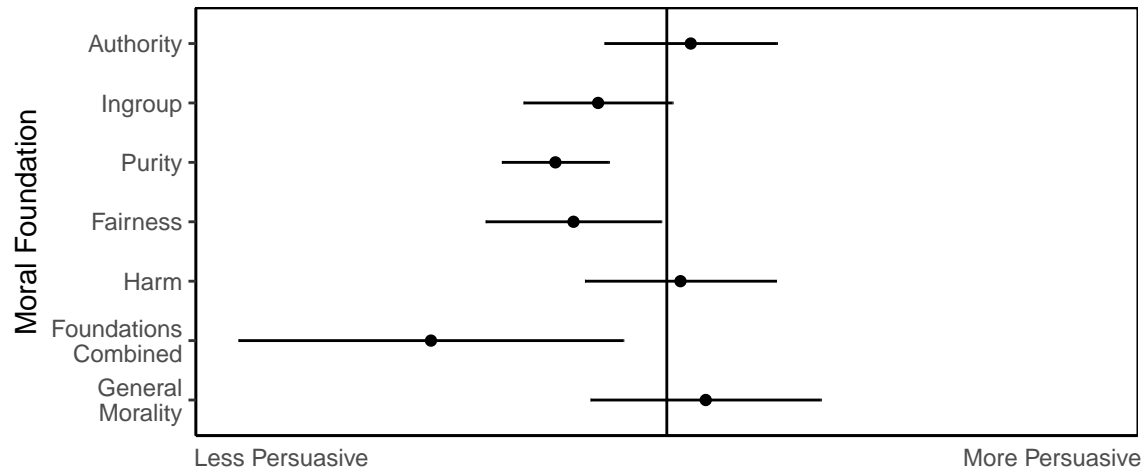
abandon; abuse; annihilate; attack; brutal; cruel; crush; damag; destroy; detrimen



Fairness

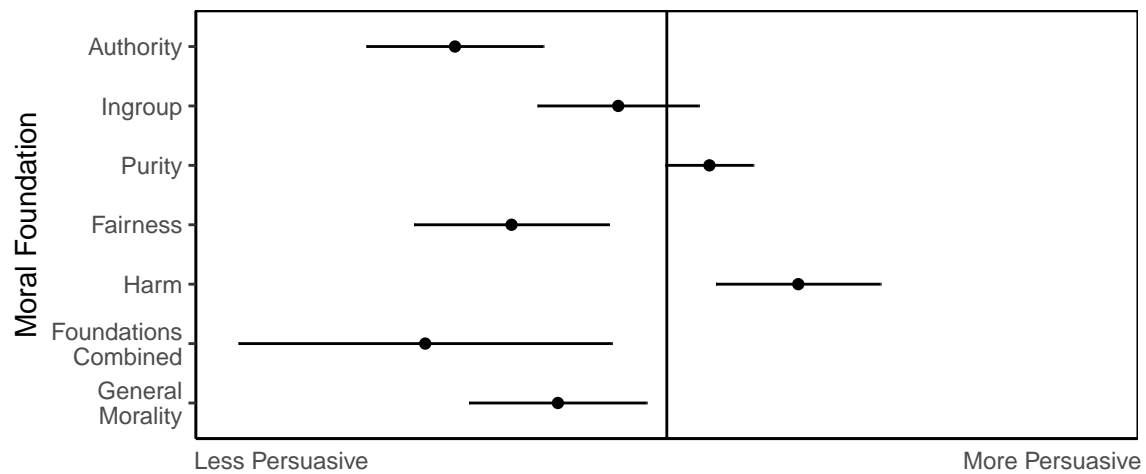
Search Query (1385 hits):

balance; constant; egalitar; equable; equal; equity; equivalent; evenness; fair; fair-



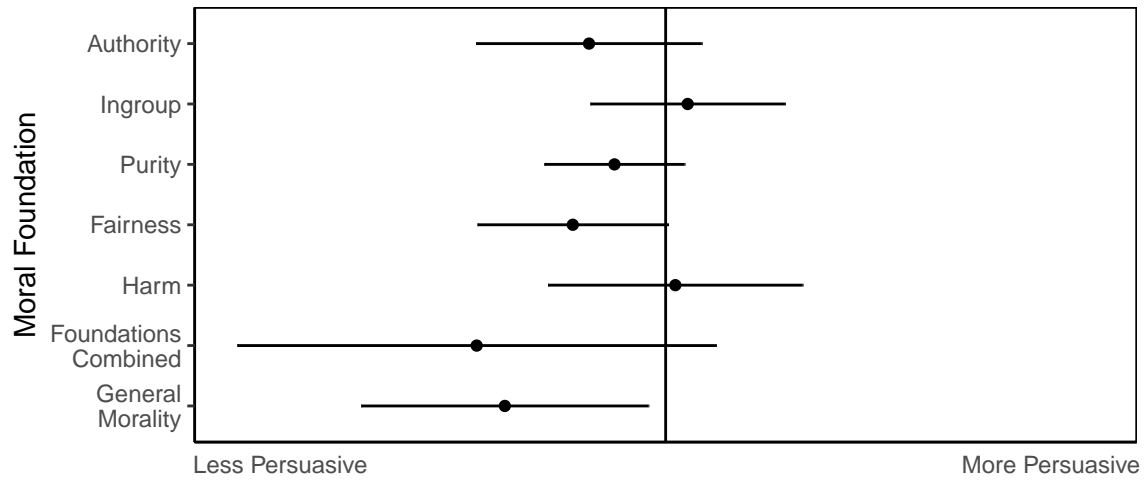
Search Query (544 hits):

bias; bigot; discriminat; dishonest; disproportion; dissociate; exclud; exclusion; fav



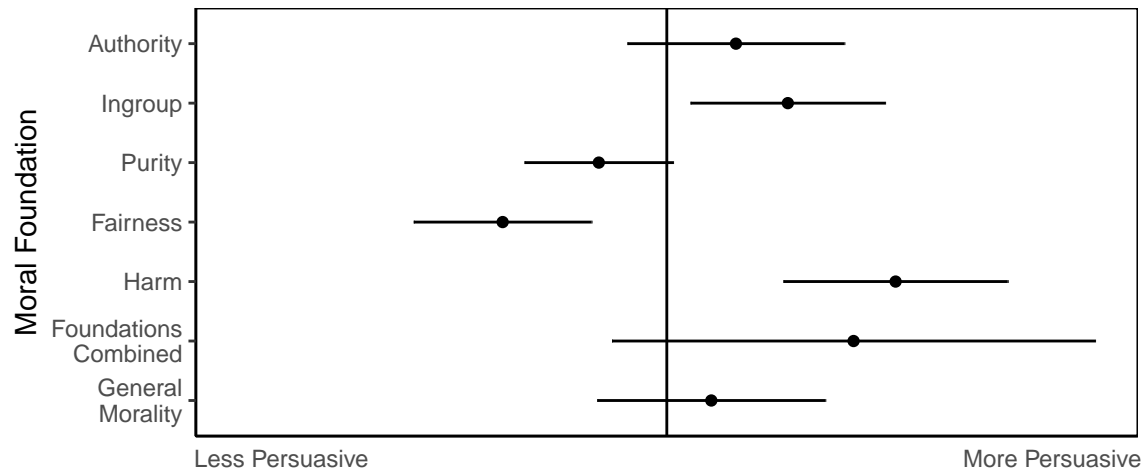
How about other topics?

Search Query (3456 hits):



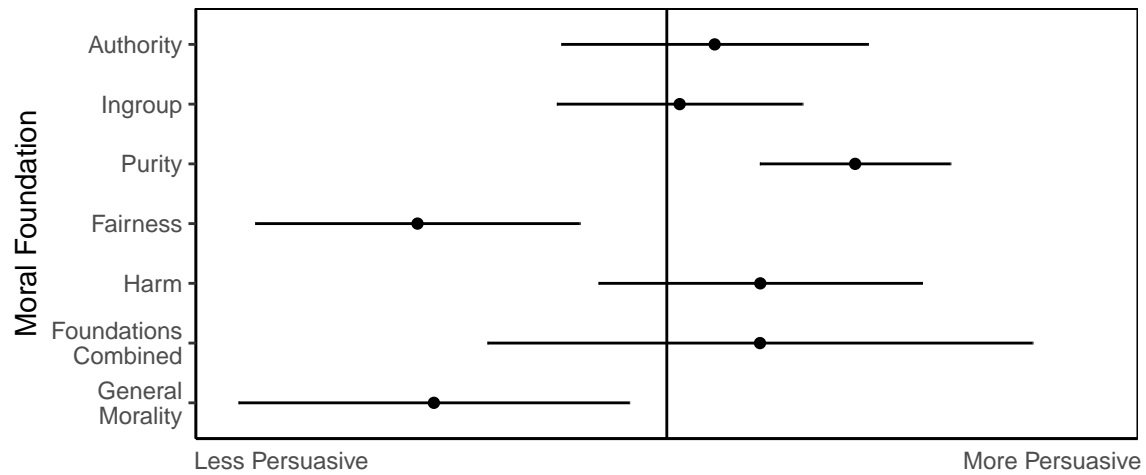
Search Query (362 hits):

politic



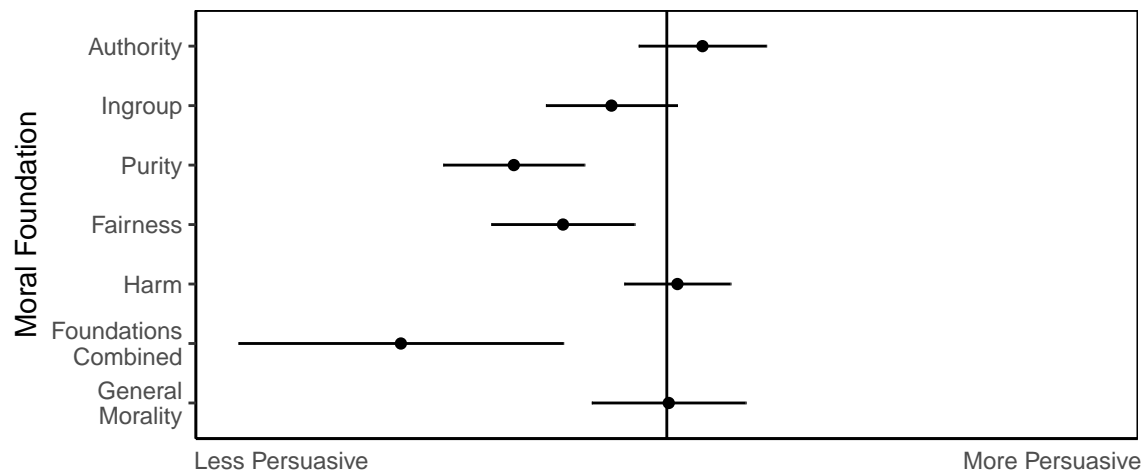
Search Query (155 hits):

liberal; conservati



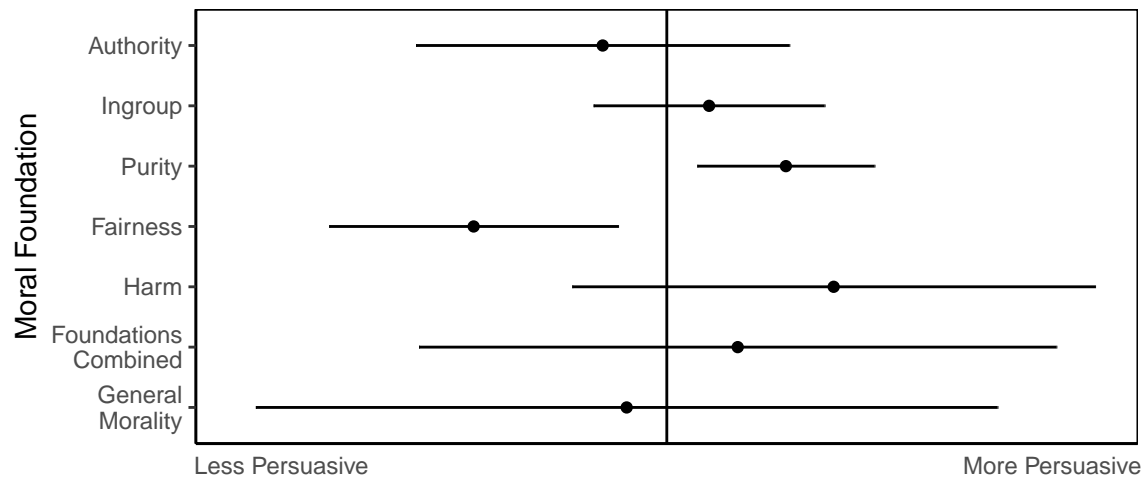
Search Query (84 hits):

democrat; republican



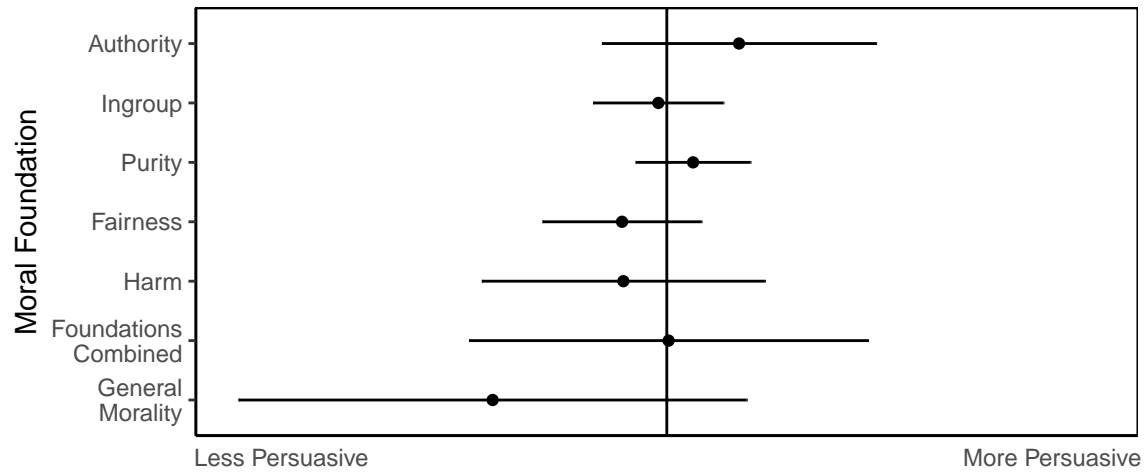
Search Query (46 hits):

climate



Search Query (55 hits):

climate change; global warming



Search Query (549 hits):

politic; liberal; conservati; democrat; republican; president; climate change; global

