

Evaluarea argumentelor

Curs 8

22 Noiembrie 2022

- Te salut, Protagoras.
- Zeii cu tine, Gorgias. De unde vii?
- Ca și tine, le-am vorbit oamenilor despre cursele ascunse în vorbire în care pot cădea dacă nu respectă legile logicii.

Astfel se salutară cei doi sofști, la umbra unei fântâni. Era o zi călduroasă și caii lor pășteau în voie. În zare se vedeau porțile cetății.

Își mai spuseră că fiecare are câte 100 de taleri, reprezentând plata muncii lor. După un timp Protagoras spune:

- Gorgias, cu 100 de taleri niciunul nu este bogat. Dar cu 200 de taleri, ar fi altceva. Iată ce îți propun: să facem o cursă până la porțile cetății. Stăpânul calului care ajunge primul, va pierde și îi va da celuilalt banii.

Gorgias acceptă și ambii se întind leneși la umbra pomilor. Brusc unul dintre ei sare și se îndreaptă spre cal. Celălalt îl urmează. Amândoi încalecă și încep să gonească nebunește spre cetate. De ce?

What do you understand by manipulation?

Note that there are different definitions for the term, but they all have something in common.

**What do you understand by
persuasion?**

Persuasion	Manipulation
Definition: the ability to convince someone to believe or do something	Definition: the ability to influence someone's emotion to get them to act or feel in a certain way
All those involved are aware of what is going on	Not all those involved are aware of what is going on
Freedom of choice	There is no freedom of choice
The power is in the hands of one that is going to be convinced	The power is in the hands of the one that manipulates

Note that manipulation is considered successful if the one manipulated is not aware of this.

Can there be positive
manipulation?

If you answered 'no'

- Then you (most probably) focused on the freedom of the persons involved.
- There is no situation when manipulation is used and the one that is manipulated has the freedom of choice.
- The consequences are hierarchised **lower** than people's rights - in this situation.
- **Based on this, one can argue that manipulation is not positive.**

If you answered 'yes'

- Then you (most probably) focused on the consequences.
- There are situations when manipulation has positive outcomes (e.g. saving a life); still, the one manipulated has no freedom of choice.
- The consequences are hierarchised **higher** than people's rights - in this situation.
- **Based on this, one can argue that manipulation can be positive.**

How do you usually decide if you use manipulation or persuasion?

Why we shouldn't use manipulation

- ~~It's not morally correct.~~ It is not, but it's not like we do only moral things.
- The others may not be as involved as we want, because they do not fully understand what's going on.
- If they realise what's going on, they might turn against our cause (or us).
- It does not provide a sustainable and safe place.
- If we pass on such methods, we shortly are going to be the ones manipulated.

Usually we use manipulation because:

- ‘There is no alternative left AND I strongly believe I am right/the consequences are worth it/I can help the other one.’ (This is ALMOST morally correct.)
- ‘I am forced to, by others’ attitude.’ (Truth be told, we are never forced to. Manipulation is a choice.)
- ‘Let’s be honest, it works.’

Let's redo an experiment

- I will shortly present you two products and you can decide which one you prefer.

A \$50

Our headphones offer you an amazing sound. It is ideal for music or audiobooks, because it uses the latest technology. The material is qualitative and showed to have resistance and long life. However, our studies showed that if the product is used during intense workouts (or movements), it's lifetime might reduce by 30%.

B \$50



A \$40

Our headphones offer you an amazing sound. It is ideal for music or audiobooks, because it uses the latest technology. The material is qualitative and showed to have resistance and long life. However, our studies showed that if the product is used during intense workouts (or movements), it's lifetime might reduce by 30%.

B \$50



A \$20

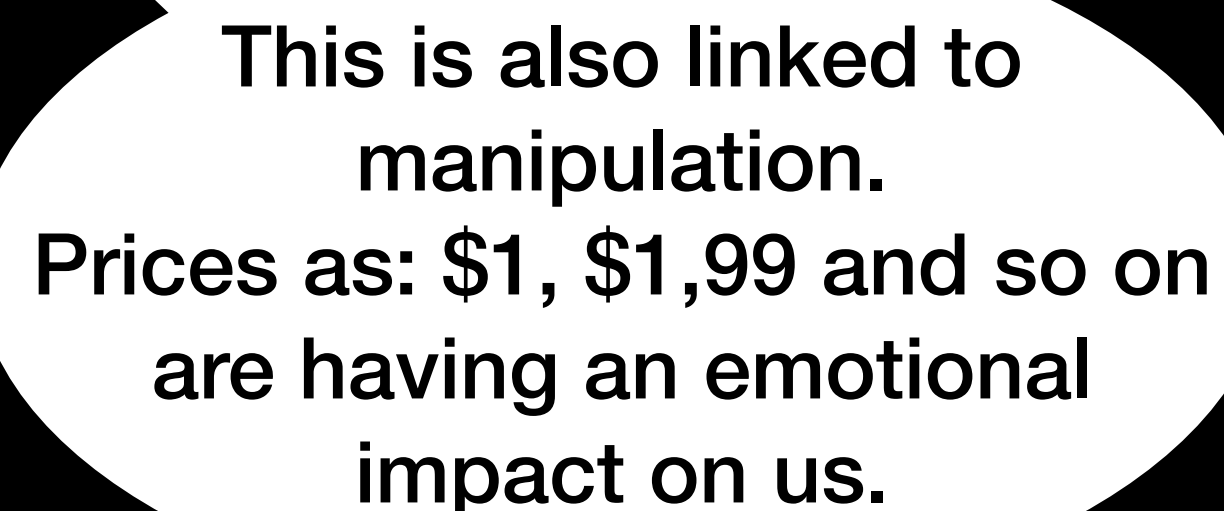
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B \$50



Basically, people really like to make decisions based on emotions

- A study similar to what we've done, showed that the subjects of the study (almost the majority) preferred the product presented using the classical commercial.
- There were almost no changes when the product presented using rational arguments was on sales.
- People still preferred to pay full price for a product, because they associated it with an emotion.
- The only observable change happened when the 'rational' product reached the price of \$1.



This is also linked to manipulation.
Prices as: \$1, \$1,99 and so on
are having an emotional impact on us.

First step to be able to protect yourself, is to notice something is wrong

The link between manipulation and (logical) fallacies

- Persuasion uses arguments.
- An argument is a structure formed of at least one premise and a conclusion.
(e.g. If it rains, I will take my umbrella. Today it rains. Thus, I will take my umbrella.)
- Fallacies can be formal (based on the structure of an argument) and informal.

Sofisme - Paralogisme

- **Sofism** =_{df} exprimarea unor idei greșite sau a unor opinii false
=_{df} (în sens logic) o eroare de raționare sau de argumentare, realizată conștient, intenționat, cu scopul de a înșela sau convinge
- **Paralogism** =_{df} eroare logică produsă în sens involuntar, datorită unei confuzii terminologice sau necunoașterii unor principii de raționare

- Vă puteți gândi la o situație în care ați fi dispuși să utilizați un argument despre care știți că e greșit pentru a convinge?

Which one do you prefer?

A. If I will work hard, I will get a reward. I worked hard. Therefore, I will get a reward.

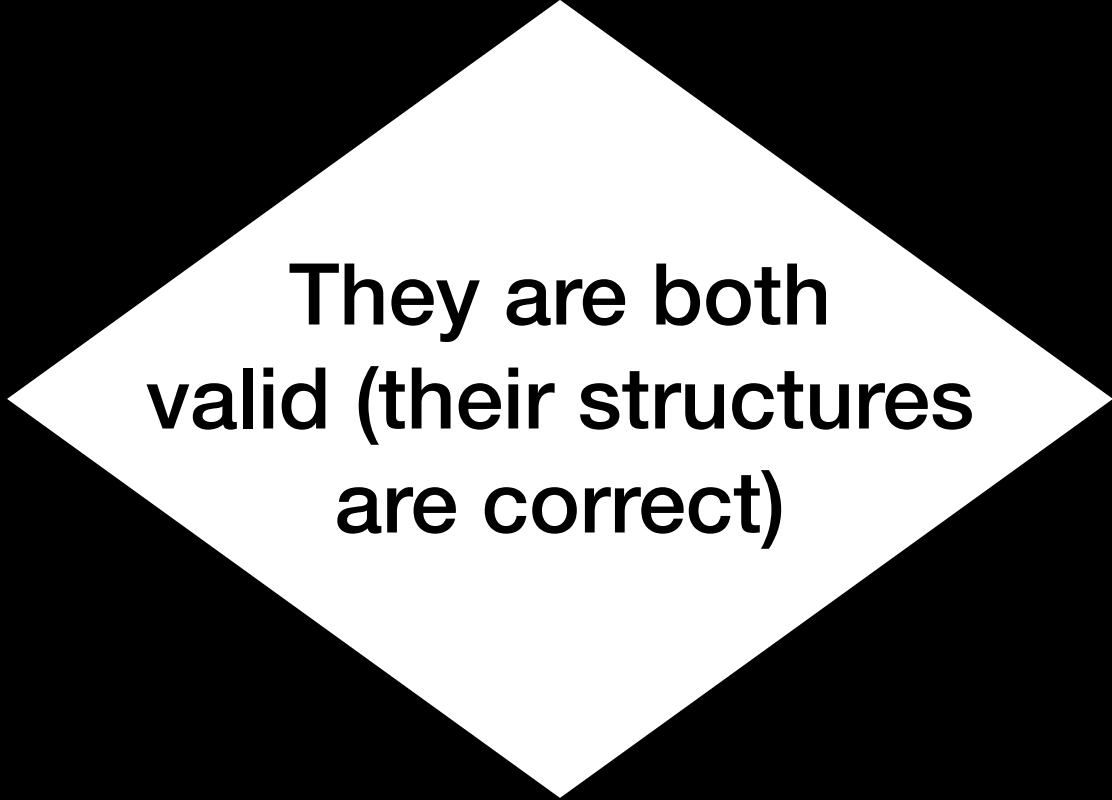
B. If it rains, Trump dances in pink shoes. It rains. Therefore, Trump dances in pink shoes.

They both have the same structure

If **something**, then **something else**. **Something**. Therefore, **something else**.

A. If I will work hard, I will get a reward. I worked hard. Therefore, I will get a reward.

B. If it rains, Trump dances in pink shoes. It rains. Therefore, Trump dances in pink shoes.



They are both
valid (their structures
are correct)

- Usually we have an intuition regarding the correct arguments (intuitive logic).
- However, there are situations when we use wrong arguments (even if we know they are wrong)

If it is a circle, then it is blue. It is blue.
It follows that:

A. It is a circle.

B. It is not a circle.

C. Nothing.

If it is a circle, then it is blue. It is blue.
It follows that:

A. It is a circle. (79.6%)

B. It is not a circle.

C. Nothing. (20.4%)

If **something**, then **something else**. **Something else**. Thus, **something**.

- If it rains, I will take my umbrella. I took my umbrella. Therefore, it must rain.
- If I work hard, I will get a reward. I got the reward. Therefore, I worked hard.

They are both incorrect. But we sometimes use them because they offer informational shortcuts - we are able to reach our conclusion quicker.

(Logical) Fallacies

Formal

Informal

They are usually linked
to manipulation.

Informal fallacies

- Language (meaning of the terms, or of the statement).
- Relevance of the premises to the conclusion.

Equivocation

- In this company we are told we are all **equal**. However, Jin has more work to do than Anna. Therefore, we are far from being **equal**.
- **Equal** - we all have equal rights.
- **Equal** - we all have the same amount of work to do.

Equivocation

- The meaning of one term is changed during the argument.
- Usually there are slight alterations, not that obvious.
- Elena asked for a half day off. She started working at 9 and stopped at 12. Since 12 is the middle of the day. So, she got 6 hours off - instead of 4.
- Half day - working day
- Half day - 24h day.

Amfibolia

- O expresie sau o propoziție din cadrul unui argument este ambiguă din punct de vedere sintactic.

Steliștii spun dinamoviștii vor câștiga anul acesta Cupa.

Accentul

- Sublinierea improprie a unui cuvânt sau expresie dintr-un argument, ajungându-se la schimbarea înțelesului expresiei.

Ex.: Biblia ne spune să facem bine *acelora care ne fac rău*. Dar Andrei nu mi-a făcut niciodată vreun rău. Deci, pot să-i fac ceva rău.

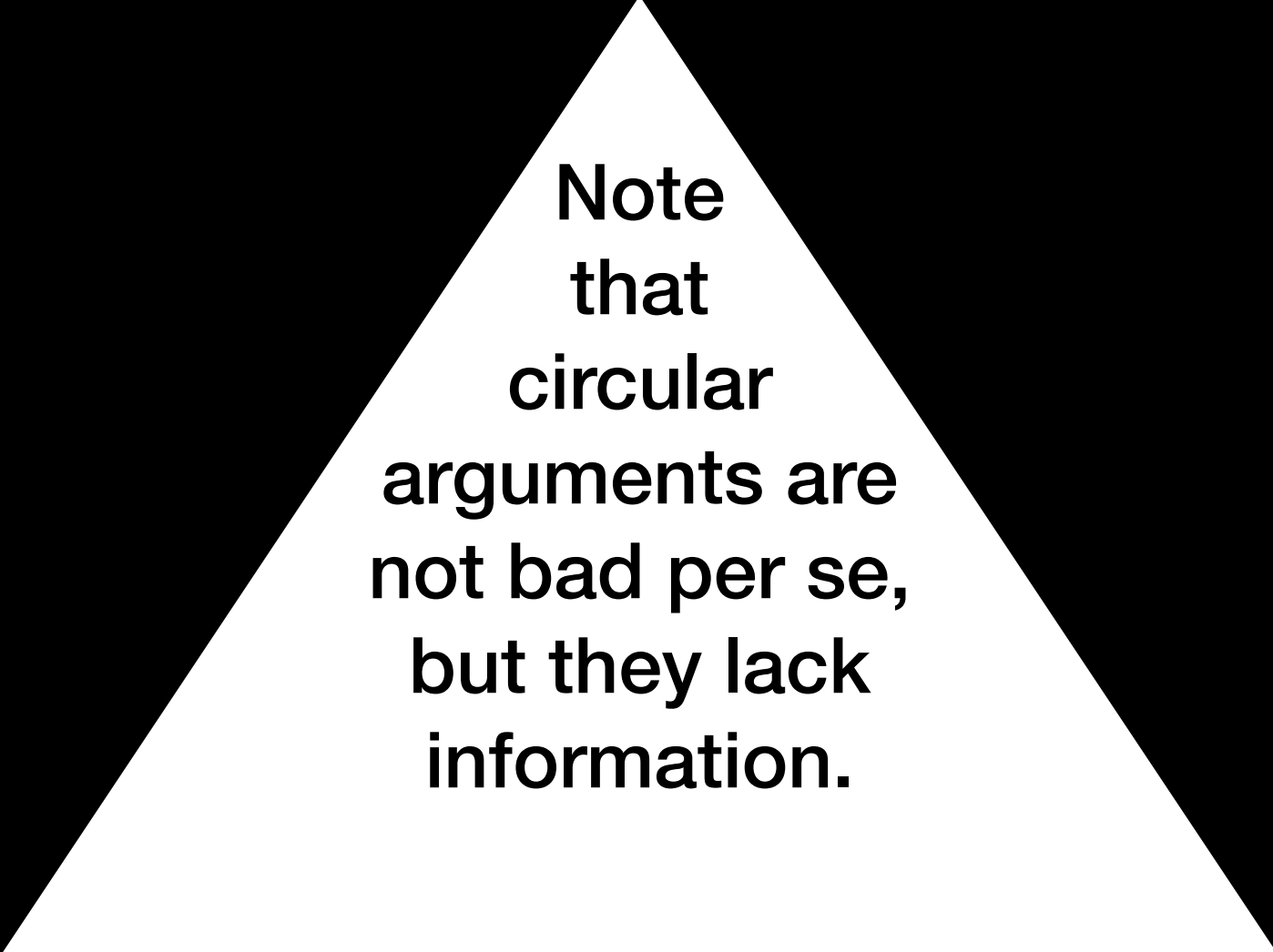
Division and Composition

- This team (10 members) has amazing results. Therefore, each member has amazing results.
- **Division:** saying something about a group/set and then applying that property to each member.
- Each document from the email required a short time to be solved. Therefore, the email did not take me a lot of time. {Plot twist: it has 100 attachments}
- **Composition:** the other way around (saying something about each member of a set, then applying the property to the set)

Circular argument

- The earth is not flat.
- Why?
- Because the previous sentence is true.

In arguments: it is argued that a thesis is true because it is true.



Note
that
circular
arguments are
not bad per se,
but they lack
information.

Afirmarea repetată

- Trebuie să-ți faci tema, pentru că trebuie să-ți faci tema. Deci, fă-ți tema!

Loaded question

- Why haven't you used the new template in the document?
 - Did you finish the document?
 - Have you heard about the new template?
 - Do you know how to use the new template?

A question is asked jumping over some previous questions that were just assumed.

False dilemma

- A dilemma is a situation where we have to pick between **two** alternatives.
- You are told that you either accept a job, or you will be jobless.
- You either wash your hands with this soap, or you will have dirty hands.
- A false dilemma presents a situation as a dilemma, when - in fact - it is not the case. (De facto you have **more than two** alternatives)

Inconsistency

- Your boss complains about the fact that a colleague doesn't work in a team, they work alone too much.
- Your boss complains about the fact that a colleague works only in teams, they do not work alone.
- How are you supposed to work?
- **There are two claims that cannot be consistent (both true).**

Ad hominem

- I don't think they should be trusted because they swear a lot.
- We accept/reject a statement one says based on the person (usually based on things related to the person that are unrelated to the statement).

Ad ignorantiam (lack of information)

- ‘I think my colleague believes this, because they never claimed otherwise.’
- It is assumed A is true, because there is no proof for not-A.

Ad baculum

- If you don't do this, there will be bad consequences.
- Argument to 'force'.

Ad misericordiam

Opposite to ad baculum

- I really need you to not give me so much work to do, because I am falling behind and my colleagues make me feel bad about it.
- If 'ad baculum' used force - aimed to provoke fear - this one aims to provoke empathy.

Ad verecundiam (authority)

- She is our supervisor, therefore her perfume for sure is amazing.

Note that this argument is fallacious only if the domain the authority is used is not the expertise domain of that person.

It is perfectly ok to use 'your supervisor' as an authority for their job, but they have no authority in the fragrance field.

- Uses an authority (influential person) to convince others to accept the thesis.

Ad populum

- You should do so, everyone does the same in this situation.
- Uses the power of majority.

Analogie neconcludenta

- Matei are părul lung și poartă ochelari. Mara are părul lung. Deci, Mara poartă ochelari.
- Einstein avea părul ciufulit. Eu am părul ciufulit. Einstein era un geniu. Concluzia e evidentă.

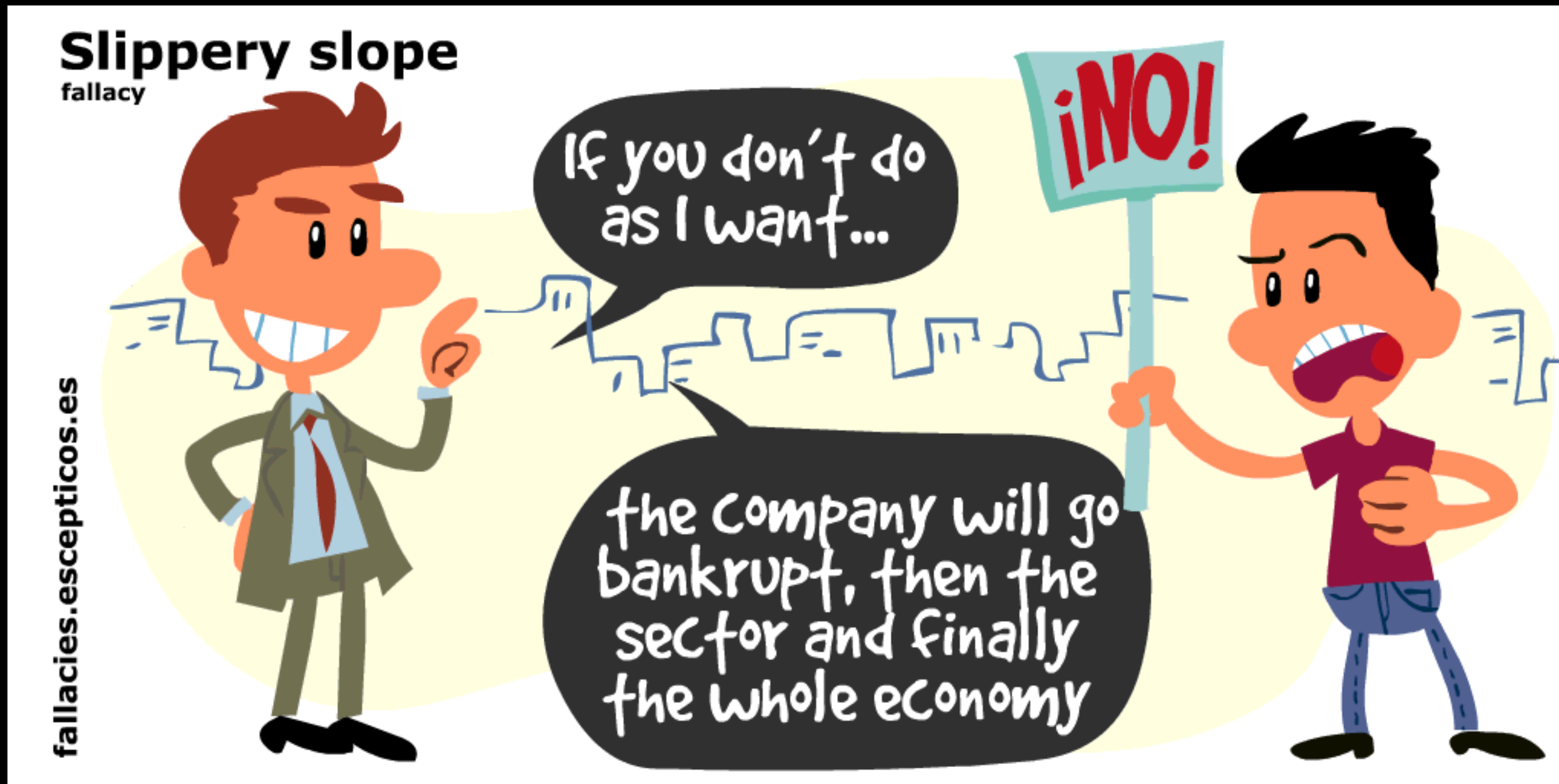
False cause

- I wore this necklace to the interview and I did not pass it. For sure it was the necklace's fault!
- It causally links two situations that just happened to be one after another.

Hasty generalisation

- I met one member of the team and I didn't like their vibe. Therefore, I won't like that team.
- Based on insufficient information, it generalise a situation.
- It is an inductive form of reasoning, but with insufficient premises.

Slippery slope



From minor
to major.
Minor changes
lead to major
differences.

Name	Example	Observation
Equivocation	We are all equal, but some are more equal than others.	
Division/Composition	If the molecules are invisible, so is the object.	
Circular argument	I am right, because I am always right.	Accepted in maths :)
Loaded question	Did you wash your hands after you beated them?	
False dilemma	You either use this soap, or you will have dirty hands.	
Inconsistency	They praised her for working before 9 and also complained about him for doing the same thing.	
Ad hominem	I don't trust them because they have red hair.	
Ad ignorantiam	Unicorns exist because no one proved otherwise.	
Ad baculum	Send the email or there will be bad consequences.	
Ad misericordiam	Give me a less work or my colleagues will make fun of me.	
Ad verecundiam	She is our boss, therefore she uses amazing products.	Not always fallacious
Ad populum	You should do what everyone is doing.	
Hasty generalisation	The first member of the team did not give me a good vibe, therefore so will do the whole team.	
Slippery slope	I did not send the email. Thus, I will get fired.	
False cause	Red is a lucky color for me, cause I get a promotion every time I wear it.	

Identify the fallacies

You don't have to remember the name, just point out what seems wrong

1. There aren't aliens because no one proved there are.
2. Please, don't take this task away from me. Because if you do so, I will have to learn to do something completely new and my family has a lot going on right now and I can't focus on this these days.
3. How can you tell me to respect deadlines when you missed one last week?!
4. A colleague stole my drink. Therefore, all my colleagues are stealing.
5. The actor I really like uses this product. Therefore, the product should be amazing.
6. You don't want to help me finish this task? What a pity! I will be the fool of the office and I will also make sure there will be some consequences for your team as well.
7. I came to the office every day (I was the only one in the office) and got Covid. I got Covid from the office.
8. Această lucrare a fost socotită de critică strălucitoare și foarte inspirată, iar dacă ai găsit puncte slabe în ea, ar trebui să-ți dai seama că ai greșit.
9. Ce ai făcut cu banii pe care i-ai furat?

- Toți își vor binele. Nu-i lăsa să ți-l ia!
- Dacă îmi ridicăți permisul, nu voi mai putea conduce, deci nici lucra. În acest caz voi pierde locuința și copiii mei vor ajunge în stradă. Deci, trebuie să țineți cont de acest lucru și să nu-mi ridicăți permisul.
- Echipa de fotbal este performantă. Prin urmare, portarul este performant.
- Tu îmi spui să nu beau, dar acum doi ani ai fost la dezalcoolizare.
- Hasan, turcul, mi-a furat portofelul. Așadar turcii sunt hoți.
- Katherine îl iubește pe Tom Cruise. Într-o zi, aceasta îl întâlnește. Tom îi spune că unicornii există în New York. Fără a cerceta dacă basmele au devenit reale în New York, Katherine crede propoziția ca fiind adevărată.
- Având în vedere că studenții nu au întrebări legate de ce s-a discutat la ultimul curs, rezultă că ei sunt foarte bine pregătiți pentru un posibil test.
- Știu că nu mă iubești. Cu toate acestea, dacă nu ne căsătorim, mama va fi disperată. Știi că are probleme cu inima, nu? Chiar vrei să-i faci asta?
- Nu doriți să adoptați câțelul? Păcat. E posibil să fie eutanasiat astăzi. O să trăiți cu asta tot restul vieții.
- Cred că ar trebui să folosești Colgate, altfel vei avea nevoie de o vizită la dentist.
- Nu ne putem căsători. Rata de divorț e foarte mare.
- Eu nu aș cumpăra crema x, o vinde Kim Kardashian. Nu are cum să fie bună!
- Nu cred că ar trebui să-i ascuți argumentul. Nu e cel mai deștept om de pe Terra.
- Oamenii care mănâncă lapte au inimi sănătoase.
- Cocoșii cântă înainte de a răsări soarele. Prin urmare, soarele răsare din cauza cocoșilor.
- Fix când am strănutat s-a produs scurtcircuitul. Știu, e vina mea.
- Ana a purtat lanțisorul ei preferat azi la examen. A luat 10. Acela trebuie să fie un lanț foarte norocos.

