

Effekte von Textkohärenz auf die Wirkung und Beurteilung von verschwörungstheoretischen Argumentationen

In an idealized model we would presume that the convictions of those who participate in social discourses can be altered through argumentation: Good and well formulated arguments for certain propositions are strongly convincing whereas bad or imperfectly presented arguments only produce a weak effect. Proceeding from this assumption and in the context of current social discourses on the COVID-19 pandemic our experiment investigates the following question: What is the importance of textual and argumentative quality for the persuasive effect of a text?

Conspiracy theories are – besides currently being of great import in such discourses – a particularly striking example of the kind of texts, in which argumentation plays an important role. For that reason, we analyse the credibility of a text in which a conspiracy theory on the COVID-19 pandemic is propagated.

In order to analyse the impact of such a good versus bad argumentative text on readers a complex experiment is planned, which is built on texts of different argumentative quality. The aim is to see if there is a difference in the impact each of the texts has on the attitudes of its readers.