Applied Argument Mining: Supporting Behaviour Change

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Want to solve (or at least tackle) some tough, large-scale, real-world problems

- Behaviour Change
  - Ethical/Informed
  - Lasting/Motivated
Elements of a Solution

- Behaviour Change Models:
  - e.g. C+O+M = B
  - Motivation is important
  - Relatively poor in practise
  - Ad Hoc - Lacking in formal foundations & implementational detail
Arguments?

- Increase Motivation by
  - Giving good reasons
  - Arguing constructively
  - Engaging (in dialogue)
  - through existing & new channels
Rich engagement with people on a societal scale is hard
- Just gathering data & personalising it is hard
- Need some (semi-)automated support tools
- ARGUMENT MINING?
Broad Concept

✦ How do we get the information we need, in a form we can use, from a plethora of un/ill-structured resources

✦ Parallels with GOF Data Mining & FOTM Big Data

✦ Multiple approaches

✦ Tools, Formats, Algorithms, Interactions
References 1

- Behaviour Change & Persuasion Models:
References 2

✧ Problem Context:

✧ “Type 2 Diabetes a UK Health Emergency”, Nursing Times, July 7th 2014

References 3

• Representation & Description of Argument & Dialogue:
  • Wells, S. (2012), “Collation of Formal Dialectical Games from the Literature”, University of Dundee Technical Report. - Intro contains an overview of ways the DGDL has been deployed
Applications of DGDL tools & platforms:
