JORNADA ANGLOTIC
30TH APRIL 2013

TRIPADVISOR’S WHAT TO DO IN...FORUMS.
HOW TO EXCHANGE OPINIONS AND ADVISE THROUGH INTERPERSONALITY.

PART OF R+D PROJECT REF. FFI2011-24712 (MINISTERIO DE CIENCIA E INNOVACIÓN)

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THIS PRESENTATION AIMS ...

to look at the internet genre Travellers’ Forums and see how WREADERS’ (Writer/Reader)

interact to exchange opinions and provide faithful information

method: «Interpersonality» and «Voice» (writer’s and reader’s)

purpose: show that the function known as INTERPERSONALITY and its «markers» are useful to explain, learn and teach new ways of communication and new web genres from the internet
Tourism web genres and the new «Travellers 2.0»

Born from the Internet

New platform for tourism business operations

Travellers choose hotels and destinations based on other traveller’s opinions

Tourism web genres are more and more important for the tourism industry
World’s largest travel site portal.

Founded in 2000.

Headquarters in Newton, MA, USA.

Attracts more than 74m unique monthly visitors.

Linked to other travel sites that sell hotel rooms and holidays.

It offers...

Hotel Reviews

Travellers’ Forums
TRAVELLER’S FORUMS.....

- Provide information of main cities around the World.

- Your TripAdvisor account is linked to your Facebook profile.

- Result: you get direct info about hotels, attractions and cities from your contacts and friends in...

  Example: « Things to do in...” leads you to the city you want
The Travellers’ Forum, a 2.0 Web Genre

Tourists/travellers transmit «word of mouth» information. Exchange of opinions, advice and evaluations based on non-commercial grounds have important implications for the tourism industry.

B2C = C2C
Business to customer, customer to customer.

More and more, «word of mouth» is taken as the authentic information to be included in touristic adverts, guides, etc.
Travellers’ forum
Communicative goals and conversational thread

To advise

To evaluate

Based on solidarity, not business driven

One interactant starts conversational thread

Others answer and provide information
A: (WREADER 1) I am bringing my niece to Europe as a graduation gift in June. What do you think teens enjoy the most in London? We will be there for a week. I don't know how much she will care about museums but I will for sure drag her to at least one. Also, I'd like to spend one day doing a day trip. Recommendations for something we'd be enjoy are appreciated. Thanks!

B: (WREADER 2) Not sure why you mention Bristol (not knocking it) but it's not the obvious choice compared with the usual suspects - Bath, York, Cambridge, Oxford or even Brighton. If you are doing Rome and Barcelona I would be inclined to skip Paris and try somewhere more 'different'. As for what to do - without knowing either you or your niece it is hard to advise.

C: (WREADER 3) I would say first of all ask your niece what she would like to do. She may surprise you with the suggestions. Once she's pointed you in the right direction the forum can help you fine tune the details.
WHAT IS «INTERPERSONALITY» AND «VOICE»?

- **Interpersonality:** «language that helps writers/speakers to communicate and influence readers/hearers in aspects beyond the message itself.»

- This interpersonal language takes different forms known as «markers».

- **Voice:** social concept that represents the writer or the reader (WREADER) within a text. This notion is, then, close to that of interaction.
The writer-oriented voice concerns the ways writers present themselves through the text and conveys judgments, opinions and commitment.

The reader-oriented voice concerns the ways writers align in the text, recognising the presence of readers and thus involving them in the discourse.
Voice and Interpersonality: What do they bring to describe the Traveller’s Forums?

Voice as a social concept explains how authority is conveyed by writer and reader (Smith 2003; Hyland 2008)

Interpersonality says which markers convey this authority

Voice describes how readers position themselves in the discourse

Interpersonality describes what kind of markers are contained in each Voice (writer’s or reader’s)
WRITER’S AND READER’S VOICE (HYLAND, 2008) ENGLISH

- **Writer’s voice**: *Interpersonal markers’ examples (our corpus)*
  - **hedges**: “We are considering Hilton London Tower Bridge”
    [think, might, could, can]
  - **boosters**: “…the Tower Bridge Hilton is excellent..”
    [spectacular, suitable, interesting]
  - **self-mention**: “…we just always look for the best”
    [I, me, my ]
  - **attitude**: “…this is clearly the best option…”
    [no doubt, surely]

- **Reader’s voice**: *Interpersonal markers’ examples (our corpus)*
  - **readers’ pronouns**: «If you're looking for a low key tea experience…”
    [you, your, yours]
  - **directives**: «…but also consider the Hilton at Canary Wharf”
    [have a look at, don’t miss, try]
  - **questions**: «Any suggestions on hotels, sites or activities particularly suited for children?”
### Writer’s Voice Markers

<table>
<thead>
<tr>
<th>Hedges/</th>
<th>Boosters/</th>
<th>Attitude markers/</th>
<th>Self-mention/</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.555</td>
<td>164</td>
<td>27</td>
<td>4.303</td>
</tr>
<tr>
<td>25.7%</td>
<td>2.7%</td>
<td>0.4%</td>
<td>71.1%</td>
</tr>
</tbody>
</table>
RESULTS: WRITER’S VOICE

- mostly expressed through *self-mentions* (71%) and *hedges* (25%)

- *lack of attitude markers* and *boosters*, opposingly to other genres like hotel web pages, etc.

- thus, authority is based on *experience* and *knowledge of the self* + *a non imposition of advice*
## Reader’s Voice Markers

<table>
<thead>
<tr>
<th>Reader pronouns/</th>
<th>Directives /</th>
<th>Questions /</th>
</tr>
</thead>
<tbody>
<tr>
<td>3.310</td>
<td>685</td>
<td>205</td>
</tr>
<tr>
<td>81%</td>
<td>16.3%</td>
<td>4.9%</td>
</tr>
</tbody>
</table>
RESULTS: READER’S VOICE

- personal pronouns (81%) and directives (16%) are the most frequent markers

this way, the reader is highly involved in evaluations, judgements and advice, showing solidarity and a peer-to-peer communication
Quantitative Interpersonality Markers in both voices

Markers

Reader's V
Writer's V.
**CONCLUSIONS: THE TRAVELLER’S FORUM THROUGH INTERPERSONALITY AND VOICES OR....**

<table>
<thead>
<tr>
<th>structure of conversational threads:</th>
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<tbody>
<tr>
<td>- Initial question</td>
</tr>
<tr>
<td>- Several answers</td>
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<tr>
<td>- Open ended</td>
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<table>
<thead>
<tr>
<th>role exchange</th>
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<tr>
<td>between writers and readers</td>
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<tr>
<td>«wreaders»</td>
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</table>

| wreaders as evaluators and advisors  |
| word of mouth                        |

| balance of writer’s and reader’s voice through interpersonal markers |

*Why the Reader Is Your Co-Writer*

[www.helpingwritersbecomeauthors.com]
Thanks for your attention!!!
¡¡Gracias por vuestra atención!!

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