Pragmatic Study of Politeness Super- strategy in YouTube Comments from Leech's Perspective

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Abstract

The past few years have witnessed many social transformations and shifts like the significant development of the means of electronic communication via the World Wide Web(WWW) ; particularly the YouTube. This site is probably the most famous one among other sites for the social milieu; therefore a critical study on YouTube in a form of research is essential because it highlights the societal issues and practices that touch on the reality of the comment-writers' thinking and challenges. There are other dimensions beyond the discourse to be clarified through the perspective of polite discourse or courtesy. In 2014, Geoffrey Leech introduced his integrated theory of linguistic politeness of the Superstrategy that included ten maxims in addition to the two linguistic properties: Conversational Irony and Banter. These properties exploit some maxims for the sake of reversing the meaning so that the intention becomes the reverse of the linguistic message. In the Analysis, the samples are displayed against the maxims, that are the standard means of calibration, to examine whether the person observes the maxim or breaks it(flout) or takes some position in-between . So, the samples of the YouTube reflect the choice of the comment-writers' observing or flouting the maxims, and thus, they depend on the Superstrategy of politeness. The most important conclusions of the thesis are: The applicability of Leech(2014) on YouTube comments, Banter and Irony exploit the maxims and they can be annexed with the ten maxims as they were even treated as maxims

in the display analysis of the data ,and a partial flout in the sixth maxim of obligation.

1.Introduction

Politeness is one of the oldest and the most appreciated practices that have evolved with cultures of the world. This means that it is a universal concept that can be found in all cultures because societies tend to follow standard rules that may or may not clash with those of other cultures. Yet, this is not the case in its essence because there are strategies or maxims that can show how humans cooperate linguistically or refrain from cooperation by taking certain implicatory moves. As the information technology attained a stage in which it became possible to interact with people (by using mobiles, ipods, and laptops), it became so easy to spot some people who are impolite in a very marked way or people who are nice and mentally-stable. Thus, it is very encouraging to take YouTube users' comments for the current study to find out about the maxims or the constrains that govern the way they interact verbally online. A very sophisticated and modern model is chosen for analyzing the samples collected, for this study viz Leech(2014).

The problem is that Politeness is not about commenting with the best manner. Politeness is a behavior because it involves the pragmalinguistic character of how the concept of politeness came into being, and how it is treated, seen or realized. Politeness and impoliteness, as core areas of pragmatics, have received special care from linguists in the last two decades. So many theories and models were presented in the literature and the major of them are: Leech(1983), Brown and Levinson(1987),and Fraser(1990). Yet, there seems no model that purports to be perfect in this concern. As the human mind became capable of communicating online through virtual or digital means of the social media, people started to get used to log in so as to surf or communicate in groups. That is because humans are congregational beings in the sense that they always need to communicate, and thus they need to communicate in an accepted, liked, and appropriate way through the social media; one of them is "YouTube". YouTube became a fertile area of the discourse studies that are based on interactions(interactional behaviors) for many reasons. A great social impact on the people who can also use it on their mobiles to communicate with others on shared interests or beliefs can be seen in YouTube comments. In this way, those who use a

good language are marked as polite, and those who use it otherwise are tarred with impoliteness.

It is hypothesized in this study that:the General Strategy of Politeness (GSP) can be applied to the Western anglophone societies but with slight modification, Irony and Banter(as second order strategies) exploit the GSP, but they are also part of the General strategy of Politeness. Those who comment use Irony and Banter to show intelligence. The third hypothesis is that not all maxims are observed in the videos' comments. The last hypothesis is that the degree of politeness of the comments are not measured according to (following) the Sociopragmatic scale: vertical/horizontal distance, cost/benefit, strength, and self/other territory. A null and void value to the sociopragmatic scale is given to YouTube comments. YouTube users follow the pragmalinguistic scale.

The study aims at Studying YouTube comments from a pragmatic point of view by using the politeness maxims. It is concerned with applying Leech's politeness model of 2014 on some YouTube comments. The model is a restatement of his treatment of politeness in 1983. The model includes the General Strategy of Politeness (GSP), the superconstraint, that includes ten maxims (five pairs). Contrary to adhering to the maxims , the effect would be "Impoliteness".

The study is conducted through the following procedures: the General Strategy of Politeness(GSP), which is the revised model of (Leech,2014), is applied to the data collected of the YouTube comments. They are analyzed for the sake of assessing (im)politeness and treated as texts.

However the study is limited to the following: the Prosodic and kinesic features or transcriptions are outside the current study, and the study is only confined to the politeness aspects of the Youtube comments(not other activities online). As the analysis is limited to the model of Leech(2014) ,the approach adopted in this study is pragmatic and not discursive.

2. Theoretical Overview

2.1.The Expansionist approach

Geoffrey Leech started focusing on the idea that politeness is a system that has a great effect on the life of the society. He based his work on the Gricean maxims because he believed that his own

framework is also maxim-based. The idea here is that certain flouts of the maxims of Grice are done for certain reasons or purposes that serve politeness. In thinking about politeness, Leech presented scales like, indirectness, cost-benefit, social distance, authority and optionality so as to strengthen the maxims of the model of 1983. (Pizziconi,2009:707). For example, Leech believes that indirectness gives options to the target person because indirectness is ambivalent in the sense of having more than one possible pragmatic force. Once the interlocutor is given the chance to say "no", then the interaction will be polite in the sense that the face-threatening act is enhanced or mitigated. Unlike Brown and Levinson(1987) who focused on the face needs, Leech focused on the indirectness in his philosophical question: "Why people are often so indirect in conveying what they mean?"(Leech,1983:80). Then, Leech found that the Gricean maxims are not enough to account for the phenomenon of politeness. The approach that Leech presented is called the "expansionist approach" because he added six set of interpersonal maxims and the Politeness Principle(PP) to the four Gricean maxims and the Cooperative Principle(CP). The "expansionist approach" is opposed to the "reductionist approach" of Horn(1984) and the "revisionist approach" of Levinson(2000). Thus, it is the "Neogricean" pragmatics in the sense of "rethinking Grice" in his relational maxims and the Cooperative Principle. (Archer et al,2012:53- 55). In the present chapter, three models are presented starting from Leech(1983). To be more specific, the second model of Leech(2005) is only a link or an introduction to Leech(2014). Leech(2005) was only investigating the possibility of the application of the Grand Strategy of Politeness(GSP) on the West and the East as well as its capacity as a critique of the criticisms that Leech believed they were not right. Leech believed that the criticisms are based on the critics' misunderstanding of the terms. Thus, it was a terminology problem rather than fully epistemic mistakes or loopholes. In later works, Leech started to use his own terms in a marked way so as to make things clear.

2.2.Leech(2014)

Leech(2014) has taken another perspective in tracing the evolutionary origin of politeness and its status quo. He started with the social explanation of politeness culminated in "Comity" and traced politeness as a result of conscious *design*. Altruism, cooperation and selfishness are the pieces on which the politeness came into its primitive shape, but then it started to formed in a way that matches the needs of the culture in which it occurred until it preoccupied the misgiving of the global megacommunities. The other part is the

psychological explanation of politeness culminated in the notion of "Face". Face here is the "psychological correlate of the social comity factor" in the sense that this is a face-based approach to the study of politeness starting from Goffman's notion of face to the explanation presented in of Brown and Levinson (1978). (Leech,2014:21-24). The model of Leech(2014) is based on both the Social and the psychological perspectives but he based his explanation and the orientation in different ways that suit the Leechian methods in Leech(2014). Leech(2014) started the explanation of the evolution of politeness from Parson's *Cybernetic Hierarchy* to Bourdieu's *Habitus* to Richard Dawkins' *Meme* to Pinker's historical sketch of violence and hatred in his book: The Better Angels of our Nature(2011).(Leech,2014:26-27). Thus, his final work is more comprehensive than his earlier ones. Leech(2005) functioned as if it were an introductory work for the model of Leech(2014) in the sense that it presented the major points. Yet, Leech(2014) has its own explanation, orientation and it abounds in modifications presented in textbook entitled The Pragmatics of Politeness. One example of modifications is that the maxims and the Politeness Principle are considered "constraints" so as not to be taken for moral imperatives as it was mentioned before. Thus, politeness here is a system of constraints, values and favorables. The Politeness Principle(PP) here is described as "analogous" to the Cooperative Principle in the sense that the Politeness Principle is a :"constraint observed in communicative behavior, influencing us to avoid communicative discord or offence, and maintain or enhance communicative concord or comity." (Leech,2014:87). In the same position, politeness was described   as something scalar, "Politeness itself is scalar" (Leech2014:87), because it is based on scales. There are two major scales that Leech(2014) envisaged in politeness, that were described as "two ways of looking at politeness" or the "two kinds of politeness scales"(Leech,2014:88):

1.Pragmalinguistic(formerly "absolute")politeness scale. By this scale, it is seen that people judge politeness (out of context) in terms of "keeping the context invariant". For example, if someone is given the choice in a request, it is considered politeness on the pragmalinguistic scale for a semantic reason. Leech(2014:88) maintains that the pragmalinguistic scale is " unidirectional and registers degree of politeness in terms of the lexigramatical form and semantic interpretation of the utterance.". The pragmalinguistic facets of politeness are encoded in : the Honorific system, modal verbs, varied "self" and " other"-reference forms, omission of the first- and second-

person reference in Japan and Korean, and diminutives in many European languages like Spanish. These facets are highly conventionalized (pragmaticalized) to weaken the pragmatic force.(Leech,2014: 105).

2. *Sociopragmatic (formerly "relative")politeness scale.* This scale shows that politeness is " relative to norms in a given society, group, or situations", unlike the semantic scale "the pragmalinguistic". In this regard, what is considered more polite on the pragmalinguistic scale of politeness can possibly be less polite "relative to the norms of the situation" because this scale is bidirectional. The pragmalingiuistic scale registers politeness as it is semantically out of the situational or the social context. Accordingly, The sociopragmatic scale registers "overpoliteness", "underpoliteness" and "politeness appropriate to the situation"(Leech,2014:88). The sociopragmatic scales are used to assess the appropriate degree of politeness depending upon other scales of value like *Vertical distance*(power, role, age etc.), *Horizontal distance*(intimate, familiar, acquaintance, stranger etc.) , *Cost/benefit*(socially define value of the transacted thing), *Strength*(socially defined obligations and rights), and *Self-territory and Other territory*(in-group membership vs. out-group) (Leech,2014:103).

Back to the concept of maxim as a constraint, Leech(2014:90) argues that the meaning of the term *maxim* is represented in the following propositions:

1. A maxim is a constraint influencing the speakers' communicative behavior.

2. The constraint is aimed at achieving a particular goal.

3.The goal can be achieved to a greater or lesser degree, being associated with a scale of value that extends from a neutral or negative pole to a positive pole.

4.Maxims can conflict or compete with one another in context.

What makes this model so comprehensive is that it is formed of ten maxims that are subsumed under one single superconstraint that is called *General Strategy of Politeness* (or GSP) that was formerly called (Grand Strategy of Politeness) in Leech2005. The General Strategy of Politeness is formulated in this way:

In order to be politeness, S expresses or implies meaning that associate a favorable value with what pertains to O or associates an unfavorable value with what pertains to S (S=self,speaker).(Leech,2014:90)

In the following framework of the General Strategy of Politeness, the *pos-politeness* of maxims(with odd numbers) are S-oriented, and the *neg-politeness* maxims(with even numbers) are H-oriented. The hearer-oriented maxims are more powerful than the speaker-oriented maxims with one exception: the Generosity maxim less pwerful than the Tact maxim in the anglophone societies. The General Strategy of Politeness of Leech(2014:91) is composed of the following parts divided into the following classification that accounts for the phenomena of politeness:

The component maxims of the General Strategy of Politeness

Maxims(expressed in an imperative mood)	Related pair of maxims	Label for this maxim	Typical speech event type(s)
(M1) give a high value to O's wants.	Generosity, Tact	Generosity	Commissive
(M2) give a low value to S's wants.		Tact	Directive
(M3) give a high value to O's qualities.	Approbation, Modesty	Approbation	compliment
(M4) give a low value to S's qualities		Modesty	Self-devaluation
(M5) give a high value to S's obligation to O	Obligation	Obligation(of S to O)	Apologizing, thanking
(M6) give a low value to O's obligation to S		obligation(of O to S)	Responses to thanks and apologies
(M7) give a high value to O's opinions	Opinion	Agreement	Agreeing, Disagreeing
(M8)give a low value to S's opinions		Opinion reticence	Giving opinions
(M9) give a high	Feeling	Sympathy	Congratulating,

value to O's feelings			commiserating
(M10)give a low value to S's feelings		Feeling reticence	Suppressing feeling

Taken from Leech(2014:91)

Concerning the Conversational Irony Principle and the Banter Principle, they are similarly formulated as in Leech(2005). The other thing to mention is that the afore-mentioned maxims may compete or clash with each other in what Leech(2014) calls a "Battle" of politeness. For example, *in arguing who should pay the bill in a restaurant*, the agreement constraint competes with the generosity constraint. Generosity can also compete with agreement and modesty maxims as in *giving advice* and *offering or inviting*. Sometimes, there happens a *crash* of the maxims of the Politeness Principle with the *Cooperative Principle* like, exaggerating the compliment can intensify the Approbation and may be rejected as a "flattery" because it was overdone. This is because flattery is treated as insincere and accordingly conflicts or clashes with the Gricean maxim of Quality that signals "Truthfulness" (Leech,2014:101-102).

3.Analysis:

The ten maxims (the components maxims of the General Strategy of Politeness) are the means against which the comments are analyzed. The relevant comments in this research were retrieved from the YouTube and their links are located in the appendix[1] .What is important to mention is that these maxims are put in pairs in the Theoretical Overview , but they are analyzed one by one here. The total number of the comments is thirty three, and each maxim is followed by three comments for its analysis. In this part, it suffices mentioning the maxim and its relevant three comments before the general analysis as in the following:

1.Maxim 1: Give a high value to O's wants (Generosity Maxim)

1: " evolution of size - national geographic documentary HD 2015one of the most amazing series about evolution .. very simply and useful enjoy .." (see link31)

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[1] The researchers apologizes for any inconvenient words or expressions ,but they are kept as they are for the sake of neutrality and objectivity.

2: "In addition to the fossil evidence, the genetic code proves that all animals, including us, evolved from bacteria over the last 700 million years on earth. When all of the evidence says something happened, and there is no evidence (zero) that anything else could have happened, it is the Truth beyond a reasonable doubt to honest, rational people. (page 1 book the Present) Google TruthContest and read the Present, it obtains the Truth of Life it reveals the Big picture of life, our true past and purpose, and many more things you didnt know" (see link32)

3: "Natural Selection - the process by which random evolutionary changes are selected for by nature in a consistent, orderly, non-random way".- It sounds good. But what are those "evolutionary changes"? No known process is proven to add complexity to organisms. Only adaptation can make an organism exhibit seemingly new traits, but on the DNA level they are always been there. And natural selection doesn't produce a thing either, it, actually, eliminates variation from the gene-pool. This video is a glaring example of the wishful thinking in action. "We observe adaptation and natural selection, hence we prove evolution". - Wrong, evolution is still unobserved, and unproven, and can not be as random natural process can not produce order and complexity." (see link33)

2.Maxim 2: Give a low value to S's wants (Tact Maxim)

1: "If I told you it was possible to do an 80 foot cold water dive on Mont Blanc in the Alps, would you believe it? Believe it. This video follows the dive crew into the depths. " (see link19)

2: "THERE IS LIFE WITHIN 14,000 light years from us.....computer generated fact." (see link20)

3: "I have never experienced heat as I did near Kruger National Park. The heat was 41 degrees centigrade. But it was dry heat which made more durable. I am quite use to South African temperatures, but I and my wife who is South African struggled in that heat. If you come to South Africa to enjoy our wildlife, make sure you take plenty of water with you. Please try to be safe. South Africa can be a very dangerous country." (see link30)

3.Maxim 3 Give a high value to O's qualities (Approbation Maxim)

1:"Every video I see about Siberia just makes me want to go there. Stunning. I guess it is a lot like Alaska." (see link2)

2: "good to watch.." (see link3)

3: "best animal documentary ive ever seen. amazing" (see link5)

4.Maxim 4: Give a low value to S's wants (Modesty Maxim)
1: "Nature is wonderful and beautiful, but that´s only the other side of it. Nobody wants to live in a world where the more aggressive and brutal one is the one who always wins. We don´t want to be animals anymore. We must chase the beast in mankind out of earth. Google the truthcontest, some serious and deep stuff." (see link16)

2: "It's hard not to see mankind as the cancer of the planet. It is our greed and selfishness more than anything else that defines our relationship to everything else that exists; including ourselves." (see link18)

3: "I thinks ants can relate to humans. We kill plants and kill lots of animals.;;" (see link21)

5.Maxim 5: Give a high value to S's obligation to O (Obligation Maxim)

1:"This is the best channel i've found on youtube. Thank you for uploading these" (see link1)

2: " Your videos are the bomb! Thanks for all your uploads! Great work bruh!" (see link6)

3: "thank you very much for the nice documentaries :D" (see link15)

6.Maxim 6: Give a low value to O's obligation to S wants (Obligation Maxim)

Sometimes no Reply is registered, only likes(liking the commment), flouting or observation of the maxim.

7.Maxim 7: Give a high value to O's opinions (Opinion-Agreement)

1: " just like kitties , which don't afraid of snakes !" (see link11)

2: " Thats life on the plains of Africa. It's the cycle and nature of life and you can't feel happy or sad for this. Truly I wish the Lion would of finished the Hyena off but thats why they call it the WILD KINGDOM!!!" (see link12)

3: " Lions rule the animal kingdom"   (see link13)

8.Maxim 8: Give a low value to S's opinions (Opinion-Reticence)

1: " I think it didn't survive" (see link8)

2: "i love how they take care of their injured and babies!! They truly do have each other. we could learn from these simple dogs.. well maybe not so simple...lol" (see link22)

3: "Wow I've never seen a Bullfinch in summer. Only during winter on bird feeders." (see link27)

9.Maxim 9:Give a high value to O's feelings (Feeling-Sympathy)

1: "poor tiger" (see link4)

2: " Beautiful quality and super cute!" (see link25)

3: "My cat is going insane. Meowing and pawing at the screen lol"

(see link26)

10.Maxim 10: Give a low value to S's feelings (Feeling-Reticence)

1: "If this snake can fly that means dragons could be real" (see link24)

2: "Future generations will listen to this and say: "So THAT'S what a rainforest was like" (see link2)

3: "Couldn't inter breed with humans. Yes they believed this. once. Our history changes as we obtain new data." (see link29)

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Second Order Strategies that Exploit the GSP

The following strategies are treated like the previous ten maxims because they show that they go like maxims according to the methodology that the researcher adopted in the analysis of data. It is worth mentioning that YouTube users use Banter and Irony to show intelligence in forms of joke-coated comebacks as in the following:

1. Conversational Irony or Sarcasm(Mock Politeness)

1: " Never try to play a trumpet underwater." (see link7)

2: " Never Goes Into The Sea Again" (see link9)

3: " That spider is too cute :3 So furry." (see link10)

2.Banter(Mock Impoliteness)

1: "I can't even steal meat from my own dog" (see link14)

2: "That's my species of boar "Giant Peckeree" ! haha, provides a lot of meat!" (see link17)

3: "at last i now no were to get rid of the wife." (see link23)

Testing the thirty three comments of the YouTube users against the criteria of the Model is one of the techniques used to see the compatibility of the framework in general and the data collected for the purpose of analysis. The comments are manifestation of the observation of the maxim, not its flouting or breaking. The three comments of the first maxim of Generosity are gauged by the amount and the quality of the comments. The second three comments of Tact are gauged by the tactful wording that highlights the value of the other and giving low value to the self. The three comments of the third maxim of Approbation give high value to the other's qualities or on their behalf, and low value to the self. Modesty required the speaker to give low value to the self evidently as in the three comments of the maxim of Modesty. The fifth maxim is observed because the comment-writers gave high value to the other as the speaker felt obliged to thank the other or give him high value. Some comment-writers opt to press the *like* button, and some of them reply for thanks. Thus, a partial flouting happen in the sixth maxim of giving low value of the obligation of the other to the speaker. The Opinion-Agreement of the comments is observed according to the seventh maxim, where a high value is given to the other's opinion. By giving a low value to the speaker's opinion, the three comments match the eighth maxim of Opinion-Reticence. On the other hand, giving high value to the other's feeling as in the three comments observe the ninth maxim of Feeling-Sympathy. Sometimes, as in the three comments of the tenth maxim, is half clear. This means that speakers of the three comments observe the maxim of Feeling-Reticence for their comments show reserved opinions. It is not to say that this is the end of the framework, but by the token of respect to the original model of Leech(2014), the researcher opted to separate the last two maxims. In the original model, they are treated as second order strategies: Conversational Irony and Banter. The researcher treated them the same way he treated the ten maxims so as to prove that they are maxims of the framework. As certainty in the science in general is not something stable or irrefutable , the researcher takes this certainty for granted in this location to address the idea that Banter
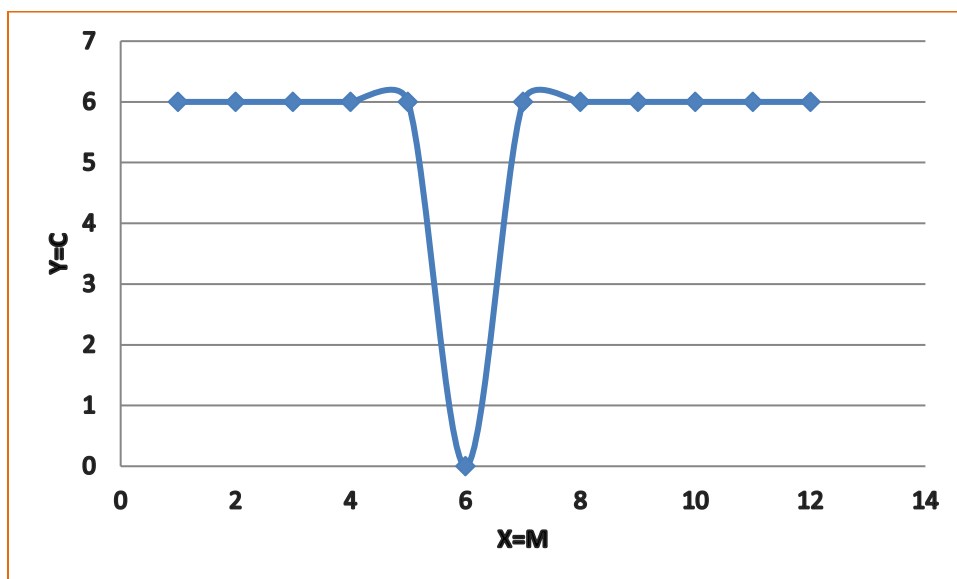
and irony are maxims. In Irony, a high value is given to the other to mean something else at the core as in the three comments that observed the maxim of Irony. In the second case where the researcher ventures to call "the twelfth maxim", the three comments mean something at the core only(not as on the surface or the face value) to show observation of the maxim of Banter.

4.Conclusion

The electric current, the radio waves, the energy of electrons and other things are not seen by the naked eye, but mainly perceived by the human sense perception based on empirical studies and theoretical frameworks. It could also be applied to the topic of politeness in the sense that a case study could possibly show to which extent a framework is right, wrong or something in-between that requires modifications. In linguistics, opinions may go the same way, but applied linguistics is risky especially when it is qualitative and quantitative at the same time. The case study investigates the behavior(politeness is behavior) of individuals in group of people in the matter of observing the maxims or breaking(flouting) them. The independent variables in the case study in this thesis were the maxims, in which each maxim was studied independently of other variables. In this way each maxim was true in its own right substantiated by three comments. This made the results reliable and valid due to the nature of the study, in which the maxims were taken as criteria and the comments their proofs according the pragmatic approach. In short, the results of the study are:

1. Comment-writers use Banter and Irony to show intelligence, where Banter was to make friends and Irony to show strange feelings of certain things.

2. It is correct that Banter and Irony exploit the maxims' properties, but the study showed that they can be annexed with the ten maxims in the framework of General Strategy of Politeness. Banter and Irony were even treated as maxims in the analysis, and they both proved to applied as maxims. In this way, we have 12 maxims.

3. A partial flout took place in the sixth maxim of Obligation of the other (O) to the speaker(S) , in which (O) gives low value to (S)'s obligation to him like response to thanks and apologies. Sometimes the maxim is observed and sometimes it is flouted to the full. The

other ten maxims were completely observed. Thus, the following chart shows the 12 maxims observed except the sixth one in which the comment(C) are on the axis Y and the maxims are on the X axis along with the other two maxims of Irony and Banter:

Chart(1): The relationship between the maxims(M)and the comments(C)

4. According to the results here, the General Strategy of Politeness(GPS) can be applied to the Western anglophone comment-writers, and the slight modification to the model of Leech2014. The modification is based on the research, where Leech have to mention that some maxims could be broken in online interaction like the case of the sixth maxim in which some comment-writers reply to thanks and some other YouTube users do not. The reason behind this flout is that members in the group under study reply on pressing the *like* button and that's it.

5. Another modification that the model of Leech2014 based on the case study can revoke the identity of Banter and Irony as Second Order Strategies because they are maxims, and could be treated as two independent variables like the other ten maxims. It is okay to say that they exploit the maxims but also some maxims can exploit other maxims or the benefit of them in interactional situations. The evidence here comes from the fact that giving high values or low values can make the comment-writer confused whether the speaker's intentions

good or bad.   Let alone the fact that Geoffrey Leech forgot that the framework is system of values. Banter gives low value and Irony gives high value like other maxims; yet, He treated them on a different level on the pragmatic basis to mean what they do not show on the surface. So what if the person uses the maxims in sarcasm and uses Banter and Irony in a serious way that he means what he says. Pragmatically this is not a big problem, but being with the maxims is scientifically accurate so as to make the expansionist approach a self-contained unit as the researcher suggests.

6. The approach of Leech highlights the pragmalinguistic aspects, and the current study did the same. What is identical between this study and the model of Leech 2014 is that the sociopragmatic scales were neglected to some extent. This is due to the fact that politeness is a communicative altruism that could be an antithesis of the selfish genetic gene of humans (See 2.2.). The person who commented in the group generally put the sociopragmatic scale aside. The components of the scale like, vertical/horizontal distance, cost/benefit, strength, and self and other territory are neglected for some reasons like:

a. Many profiles are anonymous when the matter concerns age, name,place of birth, sexual orientation, political and religious information.

b. Respect is based your behavior and popularity, not age or degree according to the comment-writers.

c. Things are not taken seriously by the comment-writers as in real life.

d. Getting territorial is something personal and some comment-writers fake it.

e. The analysis proves that technological memory ,so to speak, is not like the social knowledge. Usually, humans forget what others write, and may remember only few things. The technological memory is based on how people value the post in interaction, unlike the individuals who has personal values and preferences in general.

f. Most comment-writers have language problem like the inconvenient words they used in the group , and they interact depending on the pragmalinguistic scale that has been measured in the framework.

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Appendix: Links
Link1 : https://www.youtube.com/watch?v=l6GhiYFDchE
Link2: https://www.youtube.com/watch?v=A8LeOrn4kl8
Link3: https://www.youtube.com/watch?v=cr-er44rr2M
Link4: https://www.youtube.com/watch?v=eCA3UihP-mM
Link5: https://www.youtube.com/watch?v=-_DB-899hzU
Link6: https://www.youtube.com/watch?v=xfYAj1k9uZM
Link7: https://www.youtube.com/watch?v=a7QU3I-Xgv8
Link8: https://www.youtube.com/watch?v=p444Zf-gcHU
Link9: https://www.youtube.com/watch?v=FjRs1wBxaWI
Link10: https://www.youtube.com/watch?v=ZRTqNaSjvgM
Link11: https://www.youtube.com/watch?v=aOLi1_Y2UdQ
Link12: https://www.youtube.com/watch?v=NKZKnnUhPBM
Link13: https://www.youtube.com/watch?v=A_274jv2bUc
Link14: https://www.youtube.com/watch?v=1rTYCc2ZF2o
Link15: https://www.youtube.com/watch?v=PC_REmFa5jw
Link16: https://www.youtube.com/watch?v=Hoe1tH9eDBA
Link17: https://www.youtube.com/watch?v=TB5nGbMY5Dw
Link18: https://www.youtube.com/watch?v=ch7WKVf2gXU
Link19: https://www.youtube.com/watch?v=4gyKhhef694
Link20: https://www.youtube.com/watch?v=8hL1qkEQYgI
Link21: https://www.youtube.com/watch?v=vgJ6fMBtmNk
Link22: https://www.youtube.com/watch?v=YVHEHMVJ_Aw
Link23: https://www.youtube.com/watch?v=fIlmF64edKo
Link24: https://www.youtube.com/watch?v=HMs8Cu8PNKM
Link25: https://www.youtube.com/watch?v=FDKgLfWheoI
Link26: https://www.youtube.com/watch?v=Dbo3eoNN5tc
Link27: https://www.youtube.com/watch?v=fPj-mEFPhrA
Link28: https://www.youtube.com/watch?v=n4p4nuBQSHo
Link29: https://www.youtube.com/watch?v=tlM3xzsJzAo
Link30: https://www.youtube.com/watch?v=AGA8qu6-6hc
Link31: https://www.youtube.com/watch?v=rsPblju2SDM
Link32: https://www.youtube.com/watch?v=hSSzn4bIwZg
Link33: https://www.youtube.com/watch?v=0SCjhI86grU