

Linguistic Archaeology:

Excavating our assumptions from everyday language

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Most content and text analysis

Focuses on:

1. What is said

- Topics, narratives, frames, linguistic strategies

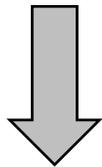
2. How it's said

- Positive/negative tone, with uncertainty

Buried in our language are also differences in the degree to which we take for granted the beliefs we express

For example

Sometimes we talk about surface beliefs, or beliefs that are top of mind



Other times we need to excavate the assumptions underlying these beliefs.





Why?

bc science is a collective effort...and you know what, go find your iPad

bc that is how science works

But why?



bc sharing ideas is important

Why?

bc I want to share my ideas with others

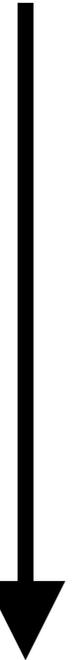
Why?

Why do you go to conferences?

to present my research

Why?

increasing taken-for-grantedness



***How might we study this dimension
of taken-for-grantedness?***

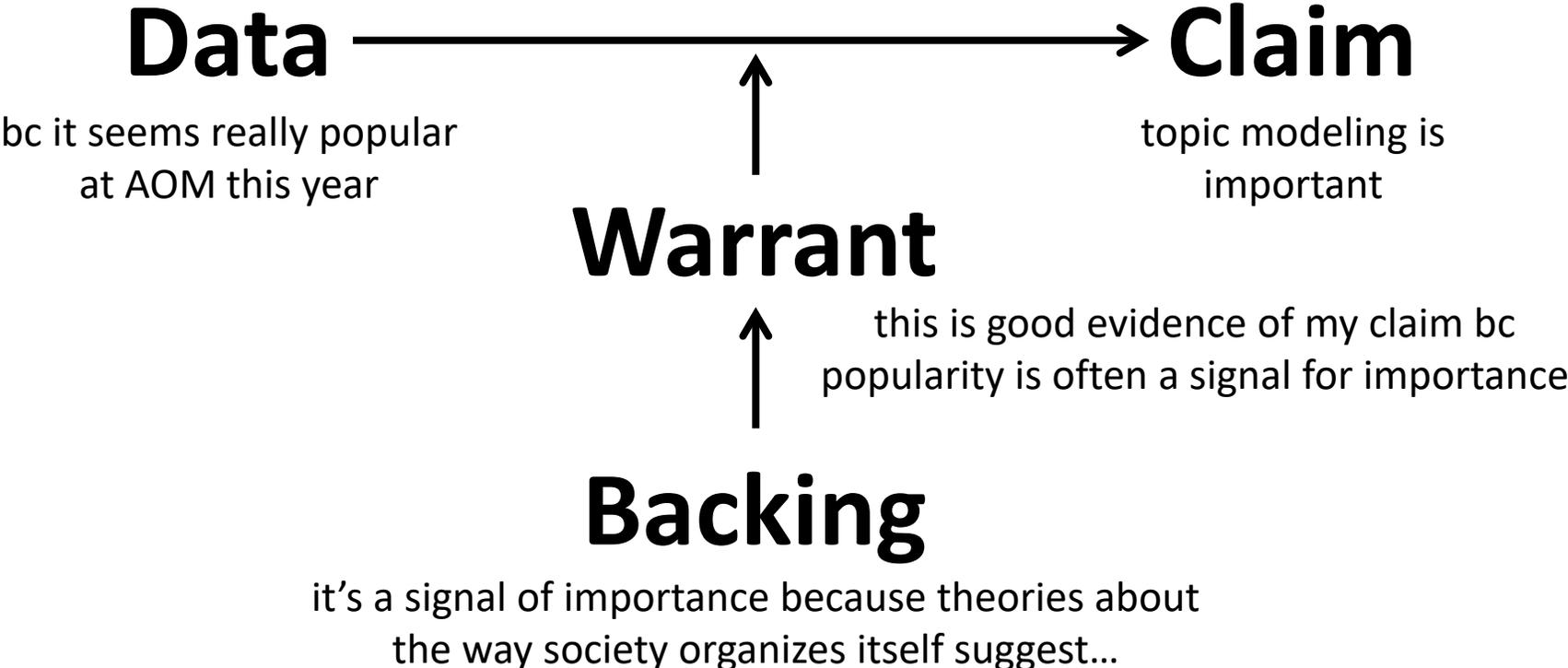
The Toulmin Model of Argument

A model of how people explain/justify things in normal life

Of course, in a world where every idea or belief is perfectly taken-for-granted, there would be no need for explanation.

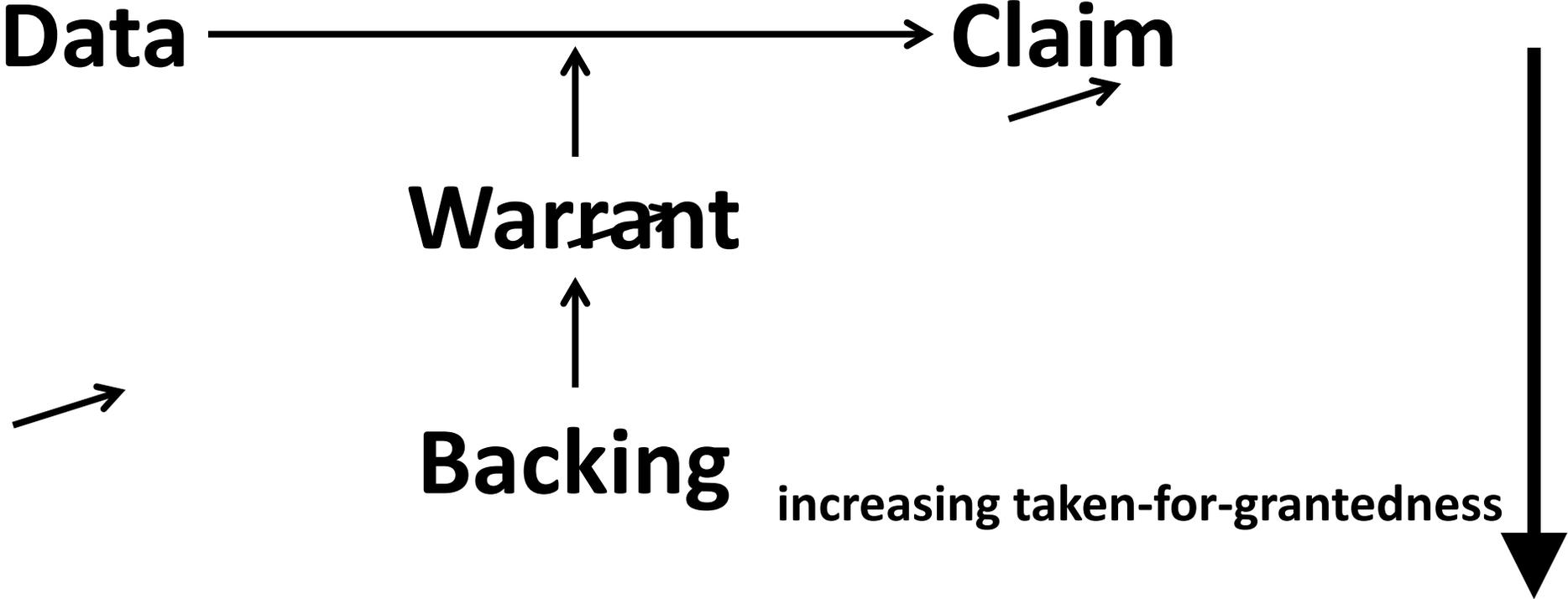
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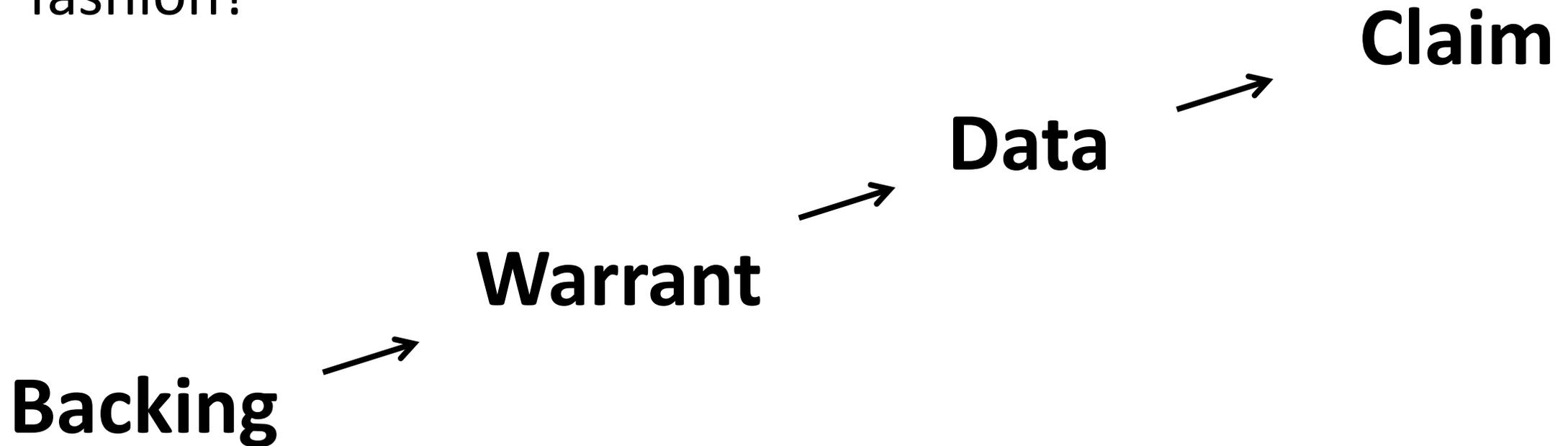
The Toulmin Model of Argument

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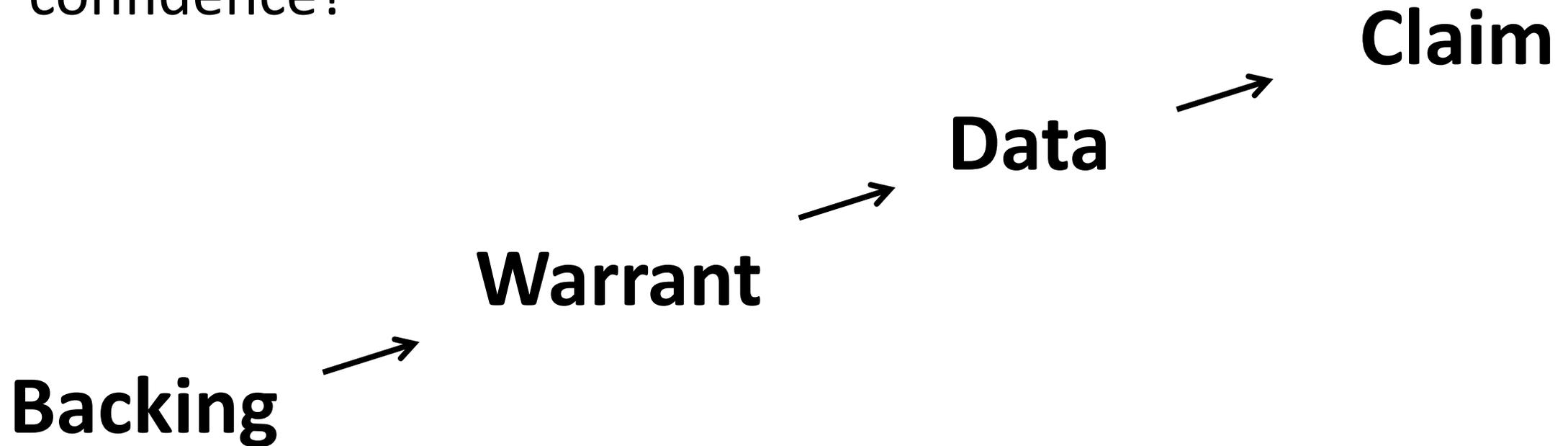
Green, Li, & Nohria (2009, AMJ)

What does it mean if you observe these components of speech disappearing from discourse in a sequential fashion?



Harmon (2019, ASQ)

What happens when a prominent leaders reaffirms something we all take for granted in order to bolster confidence?



If you take away anything...it's this:

1. Taken-for-grantedness matters
2. There are ways to measure it in language
3. We could benefit from more research on this topic

If you're interested in these ideas...

The basics:

➤ Introduces the Toulmin Model

- Toulmin, S. E. (1958). *The uses of argument*. Cambridge University Press.

➤ Lays out the argument in the presentation in detail

- Harmon, D. J. (2019). Arguments and institutions. *In Microfoundations of institutions, Research in the Sociology of Organizations*. Emerald Publishing Limited.

Empirical papers that have used these ideas:

- v. Werder, A. (1999). Argumentation rationality of management decisions. *Organization Science*, 10(5), 672-690.
- Green Jr, S. E., Li, Y., & Nohria, N. (2009). Suspended in self-spun webs of significance: A rhetorical model of institutionalization and institutionally embedded agency. *Academy of Management Journal*, 52(1), 11-36.
- Harmon, D. J. (2019). When the Fed speaks: Arguments, emotions, and the microfoundations of institutions. *Administrative Science Quarterly*, 64(3), 542-575.

Thank you!

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