DATA-DRIVEN
ARTS ADVOCACY

Principles of Persuasive Argumentation Workbook

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Principles of Persuasive Argumentation Workbook

Taken from the Webinar Series "Data-driven Advocacy", this worksheet provides 3 different methods used when forming a persuasive arguments. This workbook was made to be printed and filled out offline. For more information about these approaches, watch the entire webinar on the cvsuite blog at: cvsuite.org/ blog

Worksheets
Forming an Argument
1. Stasis examples
2. Stasis worksheet
3. The Toulmin Model
4. Criteria for Evidence

1 What is Stasis? Example Questions

Stasis is where the individual takes a stand; a point of contention that the argument revolves around. Stasis theory helps analyze and invent arguments. It is a powerful diagnostic tool, because it helps answer "What kind of argument are we having?" All arguments revolve around one of four kinds of stasis: fact, definition, value, policy. Below are 2 example cases. To define your arguments points of stasis use the worksheet on the next page.

	Courtroom - Example Questions	*Congress - Example Questions*
FACT	54% of artists in our county are unable to reside in our city due to the cost of rent and homeownership.	Is there a problem—something to be considered? What are the basic facts of the case? (increase in unemployment, decline in economic growth)
DEFINITION	Rental-market inflation, and economic development	What kind of problem is it? What do we call it? (downturn, recession, depression, apocalyptic meltdown)
VALUE	Affordable housing is essential to retain & attract talented artists to our community. Prioritizing housing for artists and other low-wage workers is an important aspect of our communities economic stability.	How serious is the problem? Is it more/less serious than some other problem? (mild recession, full-blown recession)
POLICY	What approach should our community take to make affordable housing for artists a reality?	What should be done about this problem?

2 Stasis Worksheet

Note how the points of stasis build upon each other. This is needed to establish the facts of a case. The facts help us define the act, defining the act helps us assess the quality, and figuring out the quality of the act helps us decide about policy issues.

	Questions
FACT	*"Is there an act to be considered?"... does it exist/did it happen?*
DEFINITION	*"How can the act be defined? What should we call it?"...What kind of thing is it?*
VALUE	*"How serious is the act?" Was it right or wrong? Good or bad? How good/bad?*
POLICY	*"Should this act be submitted to some formal procedure?"...what should we do?*

3 The Toulmin Model Worksheet

The Toulmin Model is a foundational model for argumentation. Use this worksheet when framing an argument. Start the process by outlining the data you're using. Often data will be gathered in response to a research question. When making a claim, tie the claim to the question you aim to answer. Then investigate the validity of the claim by understanding the inference or warrant that connects your data to your claim. Finally support your warrant by providing backing such an existing precedent or analogy.

Data

Claim

Data: It all starts with available evidence. What sort of argument does your data support? Can't torture it--data is recalcitrant.

Claim: Overarching point. Statement being argued. Should be non-intuitive--that's what makes an argument an argument and not a fact.

Warrant

Backing

Warrant (inference): The inference required to connect the data to the claim.

Backing: Support for the inference made by the warrant. Why the inference is a good or valid inference.

4 Criteria for Evidence Worksheet

When providing evidence, it is important to assess the quality of the evidence. To better understand how defensible your data are, answer the eight questions below about your evidence.

1 Recency

Is the support recent enough?

2 Sufficiency

Is the support sufficient, or is it insufficient to make any conclusions?

3 Relevancy

Is the support directly relevant to the argument?

4 Clarity

Is the support clear and easy to understand?

4 Criteria for Evidence Worksheet (pg2)

5 Consistency

Is the support resonant with other evidence?

6 Qualification

Is the support qualified and reliable enough to assess the issue?

7 Bias

Is the support neutral, fair and reliable?

8 Representative

Is the support representative of the information available?