AN ANALYSIS OF THE SPEECH ACT OF COMPLAINT IN ENGLISH AS A
LINGUA FRANCA (ELF): A DISCOURSE-PRAGMATIC STUDY OF A
CORPUS FROM TRIPADVISOR

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ABSTRACT

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The main purpose of this study is to explore the strategies that English as Lingua
Franca (ELF) users prefer while performing the speech act of complaint in a specific
computer-mediated communication (CMC) context— focusing on online reviews of
a popular travel platform called TripAdvisor. In accordance with this purpose, a
corpus (approximately 340,000 words) consisting of 1810 complaints written by
complainers, who claim to be in several various cities all around the world, was
compiled within a certain sampling frame. Based on their claimed locations, the
complainers in the study are categorized according to Kachru's World Englishes
model. In order to identify the complaint strategies performed by ELF users and
statistically compare strategic discrepancies among complainer groups, a mixed
method data analysis was employed. The qualitative analysis was conducted with the
help of a coding scheme which was developed based on the available complaint
strategy taxonomies in literature and a qualitative data analysis tool. This analysis
yielded the frequencies of strategies applied by complainers. For the quantitative
analysis part, Pearson's chi square test was employed to these frequencies to reveal

statistical similarities and differences. The findings of this study are believed to shed light on 3 important linguistic fields which have not been thoroughly investigated in the literature yet (ELF, CMC, speech act of complaint) and put forward some practical implications regarding the teaching of speech act of complaints in English.

Keywords: Speech act of complaint, ELF, CMC, TripAdvisor.

ÖZ

ORTAK DİL OLARAK İNGİLİZCE'DE ŞİKAYET SÖZ-EYLEMİ ANALİZİ: TRIPADVISOR DERLEMİNDE SÖYLEM-EDİMBİLİMSEL BİR ÇALIŞMA

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Bu çalışmanın başlıca amacı TripAdvisor adlı seyahat platformunun çevrimiçi yorumlarına odaklanarak ortak dil olarak İngilizce kullanıcılarının bilgisayar ortamlı iletişim bağlamında şikayet söz-eylemini gerçekleştirirken tercih ettikleri stratejileri araştırmaktır. Bu amaç doğrultusunda, dünyanın birçok farklı şehrinde bulunduğunu belirten şikayetçiler tarafından yazılmış 1810 şikayetten oluşan bir derlem (yaklaşık 340,000 kelime) belirli bir örnekleme çerçevesi içinde oluşturulmuştur. Belirttikleri konumlar esas alınarak, bu çalışmadaki şikayetçiler Kachru'nun Dünya İngilizceleri modeline göre kategorize edilmiştir. Ortak dil olarak İngilizce kullanıcılarının sergilediği stratejileri saptamak ve şikayetçi grupları arasındaki strateji farlılıklarını istatistiksel olarak kıyaslamak için, karma yöntemli veri analizi uygulanmıştır. Nitel analiz literatürdeki mevcut şikayet strateji sınıflamalarına dayanarak oluşturulan bir kodlama taslağının ve bir nicel veri analizi programının yardımıyla yürütülmüştür. Bu analiz şikayetçiler tarafından kullanılan stratejilerin sıklıklarını göstermiştir. Nicel analizde de istatiksel benzerlik ve farklılıkları ortaya çıkarmak için bu sıklıklara Pearson ki-kare testi uygulanmıştır. Bu çalışmanın sonuçlarının literatürde henüz derinlemesine ele alınmayan 3 önemli dilbilimsel alana (ortak dil olarak İngilizce,

bilgisayar ortamlı iletişim ve şikayet söz-eylemi) ışık tutacağına ve İngilizce şikayet söz-eyleminin öğretimi hakkında kılgısal çıkarımlar ortaya koyacağına inanılmaktadır.

Anahtar Kelimeler: Şikayet söz-eylemi, ortak dil olarak İngilizce , bilgisayar ortamlı iletişim, TripAdvisor

To my beloved family…

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LIST OF ABBREVIATIONS

CMC   Computer-Mediated communication

CMD   Computer-Mediated discourse

ELF   English as Lingua Franca

eWOM   Electronic Word of Mouth

FTA   Face-Threatening Act

SAT   Speech Act Theory

Cities
BKK   Bangkok

DUB   Dubai

IST   Istanbul

JHB   Johannesburg

LIM   Lima

NY   New York

PAR   Paris

SP   São Paulo

SYD   Sydney

Strategies
PPS   Past/Present-oriented strategies

NAR   Narrative

BI	Background information
IC	Identity of the complainer
RRA	Reference to remedial action
EC	Expression of complainable
CS	Complainable statement
NPSM	Negative personal state of mind
NJ	Negative judgement
ICON	Ill consequences
ACC	Accusation
NSACC	Non-specific accusation
SACC	Specific accusation
CR	Condemnation/Reprimand
IN	Insult
FS	Future-oriented Strategies
RWT	Recommendations/Warnings for the fellow travellers
RR	Request for repair
AWC	Advice/Warnings for the complainee
TH	Threat for the complainee
NTS	Non-temporal Strategies
SM	Sarcasm/Mocking
DA	Disarmer

Countries
ARB	Aruba
ARG	Argentina

AST	Austria
AUS	Australia
BAN	Bangladesh
BEL	Belgium
BHR	Bahrain
BRA	Brazil
CAN	Canada
CHI	China
CHL	Chile
CR	Costa Rica
CZE	Czechia
DEN	Denmark
DR	Dominican Republic
EG	Egypt
FIN	Finland
FRA	France
GER	Germany
IDN	Indonesia
IND	India
IRE	Ireland
ISR	Israel
ITA	Italy
JP	Japan
KEN	Kenya

KZK	Kazakhstan
MEX	Mexico
MLT	Malta
MLY	Malaysia
MZQ	Mozambique
NGR	Nigeria
NL	Netherlands
NZ	New Zealand
PAK	Pakistan
PER	Peru
PHI	Philippines
PNG	Papua New Guinea
POL	Poland
POR	Portugal
QTR	Qatar
RUS	Russia
SA	South Africa
SAU	Saudi Arabia
SK	South Korea
SNG	Singapore
SPA	Spain
SWE	Sweden
SWZ	Switzerland
TAI	Taiwan

THA	Thailand
TRI	Trinidad
TUR	Turkey
TZ	Tanzania
UKR	Ukraine
VNM	Vietnam

CHAPTER 1

INTRODUCTION

> What do an Italian writer in his early seventies; a 23-year-old Scandinavian chef; a middle-aged Australian housewife and a Japanese student have in common? All of them have had a travel experience, which they felt they wanted to share with a community of people. All of them have written a review narrating how their different hotel expectations have been met or not and posted it on TripAdvisor. (Baka, 2016, p. 148)

1.1. Background of the Study

The present study has been informed by three significant research areas that are briefly explained below (see Chapter 2 for further information): the speech act theory (SAT henceforth), English as Lingua Franca (henceforth ELF) and computer-mediated communication (henceforth CMC). More specifically, it approaches speech act of complaint realized in a CMC context from an ELF perspective.

Languages are rather complex systems comprising of several layers such as syntax, morphology and phonology. To be able to be a language user, extensive knowledge and felicitous execution of these layers are required. Nonetheless, successful communication—basically the purpose of all language use—cannot be achieved without the grasp of one of the most vital layers called pragmatics. Hence, the pragmatic rules and aspects of languages have been a hot topic in the linguistics research for a long time. According to Mey (2001), "pragmatics studies the use of language in human communication as determined by the conditions of society" (p. 6). In agreement with this definition, SAT which provides researchers favourable circumstances to scrutinize the effect of societal conditions on languages has been a valuable and frequently visited pragmatics subfield. Any utterance performing a communicational function can be characterized as a speech act (Richards, Platt &

Weber, 1985). Essentially, in plenty of daily life communication contexts (i.e., while requesting, refusing, thanking, apologizing, defining, betting etc.), a form of speech act is being performed. Therefore, speech acts studies which mainly adopt descriptive, cross-cultural or interlanguage pragmatics viewpoints are abundant in the literature (e.g., BIum-Kulka & Olshtain, 1984; Chen et al., 2011; Ekmekci, 2015; Nakhle et al., 2014; Trosborg, 1995; Worathumrong & Luksaneeyanawin, 2016).

Nowadays, mastery of the linguistic mechanics of our own native languages, as well as its pragmatic subtleties such as realization of L1 speech acts, is not regarded sufficient. In this remarkably globalized world, the ability to effectively and efficiently communicate in diverse multicultural and multilingual environments is a necessity. As a consequence of this necessity, English has gained a crucial role in all the arenas and reached to the status of common language of our age for international communication, in other words *lingua franca* (Alptekin, 2002; Jenkins, 2015). So much so that, the number of L2 speakers of English has exceeded the number of native speakers of English (Crystal, 2008). Being aware of the unstoppable diffusion of English and its lingua franca status, Kachru (1985) has proposed three concentric circles to differentiate the main use and purpose of English in the world: inner circle (e.g., the UK and the USA where English is the first language), outer circle (e.g., India and Nigeria where English is one of the second or official languages) and expanding circle counties (e.g., France and China where English is a foreign language). However, as House (2009) puts forward, diversification of English in both native and non-native varieties has outgrown these three circles, and its inner circle norms do not represent the standard anymore. As a consequence of this diversification, ELF has received considerable attention from the linguistic researchers in the recent years and become a major sub-field of linguistics (Hopkins, 2017; Murray, 2012). ELF has been investigated from various linguistic levels ranging from phonology (e.g., Jenkins, 2000), to lexicogrammar (e.g., Cogo & Dewey, 2006; Seidlhofer, 2004) and to pragmatics (e.g., House, 2013 for using discourse markers in ELF; Maíz-Arévalo, 2014 for disagreement strategies among ELF speakers; Metsä-Ketelä, 2016 for ELF pragmatic vagueness; Taguchi & Yamaguchi, 2020 for intercultural pragmatics in ELF). Furthermore, a couple of extensive ELF corpora have also been developed thanks to the attention ELF has

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received (e.g., a spoken ELF language corpus called VOICE; a spoken academic ELF language corpus called ELFA and its written version called WrELFA).

During the past decade, it cannot be denied that the Internet have turned into an indispensable part of our lives. According to Global Digital Overview report (2020), people spend an average of 6 hours and 43 minutes online every day, which corresponds to almost half of their waking hours. In our age, due to the unstoppable rise in computer and Internet usage, it seems that online communication, better known as "computer-mediated communication" (Herring, 1996), has become almost as common as spoken communication. In fact, it can be assumed that we perform most of our language use online. Naturally, this new mode of communication entails new communicative skills. Thanks to the advances in technology, linguistics researchers have expanded their scope into the various computer-mediated discourses. For instance, we are just one "click" away from a rich data goldmine— online reviews, which is a relatively new CMC genre. Many of us frequently visit this goldmine when we plan to buy a bedside table, to try the new Chinese restaurant in the mall or when we look for a nice but affordable accommodation before our long-awaited travels. Online reviews are basically a large user-generated content (henceforth UGC) of electronic word-of-mouth (henceforth eWOM) regarding services or products (Chen & Xie, 2008; Zhang & Vásquez, 2014). Online reviews introduce internet users a rich repertoire of non-expert opinions and experiences that can be accessed by anyone in anywhere of the world, contrary to traditional word-of-mouth (Gretzel & Yoo, 2008; Zhang & Vasquez, 2014). Their unprecedented effect on consumer or traveller decisions whether positive or negative has especially attracted the attention of researchers mostly related to fields of marketing, business, tourism and hotel management (e.g., Chong et al, 2017; Mangold & Smith, 2012; Ye et al., 2009) More recently, several linguists and discourse analysts have also discovered this valuable source of discourse.

1.2. Statement of the Problem

The speech acts have been one of the favourite research areas of scholars who are interested in pragmatics. Yet, compared to other speech acts such as apologies, refusals, compliments and request, which have been investigated thoroughly in many

languages (e.g., Bodapati, 2009 for apologies in French; Felix-Brasdefer, 2006 for refusals in Mexican Spanish; Morkus, 2009 for requests in Arabic; Othman, 2011 for complement responses in Malay; Ruhi, 2006 for complement responses in Turkish), the research on the speech act of complaint has been more limited. For this reason, the current study has focused on the realization of complaints. The majority of the research on complaints in the literature is based on *elicited* data such as role-plays, discourse completion tasks and rating scales (e.g., Chen et al, 2011; Deveci, 2003; Geluykens, & Kraft, 2007). The production of complaints in such studies are some sort of a deliberate response to a prompt(s) designed by the researcher (Vasquez, 2011). On the other hand, complaints studies based on naturally occurring data are fewer in number. With conversation analysis approach, some researchers investigate the realization and negotiation of complaints interactionally in spontaneous spoken language (e.g., Beltrán-Palanques, 2016; Laforest, 2002; Orthaber, & Márquez Reiter, 2011). There are also a handful of studies that analyse naturally occurring written complaints in the form of letters (e.g., Hartford & Mahboob, 2004) or CMC (which will be discussed below). Therefore, it can be claimed that the literature could benefit from complaint studies concentrating on naturally occurring data.

Pragmatics studies from an ELF perspective have gained considerable momentum during recent years. Unlike studies in ELF phonology and lexicogrammar, ELF pragmatics do not have a solid ground like a closed set of linguistic features, and it requires larger datasets to be able to observe its distinctive features and to come up with generalizable results (Seidlhofer, 2004). On the ground of the importance of intercultural communication in this borderless world, most of the ELF pragmatics studies in the literature address the interactional strategies (e.g., Firth, 1996; Lesznyák, 2002; Taguchi & Yamaguchi, 2020). However, ELF studies with a focus on speech acts are rather scarce (e.g., Bjorge, 2012 for disagreement in business negotiation; El-Dakhs et al. for criticizing stragies, 2019; Hopkinson, 2017 for apologies in CMC; Jenks, 2013 for identity orientation in compliments; Maíz-Arévalo, 2014 for disagreement strategies; in CMC; Rattanaphumma, 2016 for refusal strategies; Sell & Haggerty, 2019 for requests in business emails). To the extent I know, none of the ELF speech act studies focus on complaint strategies. That

being the case, studies exploring speech acts from ELF perspective can immensely contribute the growing body of ELF pragmatics.

Although CMC offers researchers who are interested in pragmatics substantially rich and authentic discourses to explore, speech act analyses in CMC context have also been mostly neglected in the literature. Considering the increasing growth of online platforms where every consumer/user can voice their dissatisfaction freely (Meinl, 2010), I believe that it is worthwhile to examine the speech act of complaint in various CMCs. However, studies that shed light on the speech act of complaint in CMC context have been scanty and mostly conducted in the last decade (Albert, 2016; Cenni & Goethals, 2017; Dayter & Rüdiger, 2014; Decock & Depraetere, 2018; Decock & Spiessens, 2017; Fiorentino & Compagnone, 2019; Kılıç Gönen, 2019; Meinl, 2010; Vasquez, 2011; Vladimirou & Hatipoğlu, in press). These studies usually follow a cross-linguistic approach to the speech act of complaint realized in CMC.

As a result, there are gaps in the literature in relation to three important linguistic research fields that have been discussed above. Furthermore, although aforementioned studies tend to apply one or two of them, to the best of my knowledge, a study that combines all three fields is not present in the literature.

1.3. Purpose and Scope

The main purpose of this study is to explore the strategies that ELF users prefer while performing the speech act of complaint in a specific CMC context— focusing on online reviews of a popular travel platform called TripAdvisor. TripAdvisor platform has been chosen to be the data collection context for the study due to the fact that it offers a rich source of unelicited (i.e., naturally occurring) complaint data generated by people all around the world (Vasquez, 2011), and because of their perceived reliability (Filieri et al., 2015), the reviews on TripAdvisor not only affect decisions of numerous travellers but also the reputation and management of hundreds of businesses listed on TripAdvisor (Baka, 2016; Yoo & Gretzel, 2009).

Among several available definitions of the speech act of complaint in the literature, this study adopts Trosborg's (1995) definition:

> A complaint is "an illocutionary act in which the speaker (the complainer) expresses his/her disapproval, negative feelings etc. towards the state of affairs described in the proposition (the complainable) and for which he/she holds the hearer (the complainee) responsible, either directly or indirectly" (pp. 311-312).

Accordingly, for the current study, the hotel reviews with low ratings on TripAdvisor (i.e., negative reviews) are considered to be realizations of the speech act of complaint as they have been written by complainers (hotel guests) to explicitly express the complainables occurred during their stay to complainees (hotel owners, managers or staff) and other travellers.

Similar to complaints, scholars have proposed different definitions of ELF, some of which exclude the involvement of native English speakers from ELF interactions (e.g., Firth, 1996; Samarin, 1987), hence data collection of ELF studies has been often restricted to speakers from expanding circles (Murray, 2012). Yet, especially within the context of online communities and their communications as in TripAdvisor reviews, excluding speakers from inner and outer circles seems neither possible nor rational. For this reason, the current study defines ELF as "the (usually, but not exclusively, spoken) discourse exhibited in interactions in English involving speakers of different L1s in multilingual and multicultural contexts" (Llurda et al., 2018, p. 159). In line with this definition, complaints made by complainers with different L1 backgrounds, including English, on the written multilingual discourse of TripAdvisor reviews have been incorporated into this study's dataset. Consequently, a corpus of 1810 complaints with three sub-corpora was compiled. It should be emphasized that this study does not aim to glorify the native English norms (whose existence is already questionable) concerning the speech act of complaints or to argue that the complaint strategies performed by non-native speakers of English reflect a non-standard English use. On the contrary, following the ELF perspective, it is intended to investigate the variabilities occur among three groups of English users (i.e., inner, outer and expanding circles) and to explore the common grounds related to complaint strategy choices among various L1 users.

Within the scope outlined above, the following research questions have been devised to guide this MA thesis designed as a corpus-driven pragmatics study:

1) What are the complaint strategies preferred by complainers from inner, outer and expanding circles in the CMC context of TripAdvisor reviews?
2) What are the characteristics of TripAdvisor ELF complaints?

1.4. Significance of the Study

It is hoped that this thesis will contribute the literature in these following respects:

- As mentioned before, unlike other speech acts, the speech act of complaint has not been thoroughly investigated in the literature. This study can further provide an inside on the matter.

- It can also enhance the literature in terms of the speech act studies in CMC contexts, which are limited in number.

- Since the complaints in this corpus are a form of naturally occurring data, complaints can be analysed without the influence of confounding factors (see section 4.4.)

- Owing to its iterative, data-driven analysis approach (see forth chapter, Methodology), this study can enhance the available complaint taxonomies in the literature.

- It is believed that the present study will be a pioneer in the literature in the sense that it addresses the speech act of complaint studies in CMC from an ELF standpoint.

- As the study probes into negative reviews published on a popular travel website, it can yield multidisciplinary implications (e.g., hospitality, tourism management, travel, business).

CHAPTER 2

THEORATICAL FRAMEWORK

The key concepts and literature of SAT, ELF and CMC which are the three pillars constituting this research are discussed in this chapter.

2.1. Speech Act Theory (SAT)

As speakers, we are like players who are provided with some essential yet dismantled Lego parts (i.e., syntax, morphology, semantics, phonology etc.) of the complex language set. Although we might be limited by the rules of these parts, there are limitless end products we can create depending on how we wish to assemble them functionally. However, as Wittgenstein (1961) suggested, it would not be possible to successfully communicate (following our metaphor, play the "language game") unless we had similar attitudes and values towards the world or had a sense of relevance.

Having been influenced by Wittgenstein's ideas (Harris & Unnsteinsson, 2018), the British language philosopher J.L. Austin gave a series of lectures in 1955, which later became his posthumously published book called "How to Do Things with Words" (1962). This book had a huge impact especially on pragmatics and in time formed the foundation of SAT. Austin (1962) postulates that speaking goes far beyond a cluster of fact and situation statements; it is more like an action (i.e., an *act*). This idea is against the prevailing *positivist* view of the time which claim that speaking is basically factual in nature (i.e., *truth condition*), and it is performed to describe or state something[1]. Thus, this view has restricted language only into *declarative* sentence class (Mey, 2001).

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[1] For example: The statement of "This soup is very hot" is testable and verifiable; thus, it is a meaningful and valuable utterance.

Austin points out that not all utterances in an interaction meet the truth condition; conversations consist of utterances other than declaratives such as commands (e.g., Give me your phone.), questions (e.g., What time is the meeting?), exclamations (e.g., How dare you!) or expression of wishes (e.g., Happy valentine's day). According to Austin, truthfulness of these kind of utterances cannot be tested, but that does not change the fact that they are meaningful and fundamental in conversations. Moreover, he asserts the idea that there is a subset of declaratives that are used to perform an action, not to make true-false statements. As it can be seen in the examples below, these statements, in other words *performative utterances*, include a particular *performative verb* and need to meet some situational (e.g., a wedding) and grammatical conditions (e.g., present tense, first person subject). These outward utterances are merely reflections of speakers' intended inward act. However, Austin himself realizes that it is not very practical, and a verbal equivalent of each performative action may not exist.

Example 1: Performative utterances

a. Saying "I do take this woman to be my lawful wedded wife" during a marriage ceremony.
b. Saying "I name this ship the *Explorer*" while christening a ship.
c. Saying "You are fired" while terminating someone's employment.
<div align="right">(Austin, 1962, pp. 8-11)</div>

Sifting his focus from individual utterances, Austin comes to the conclusion that all utterances effectuate a kind of speech act as they are performative in nature. Thus, he further claims that three specific acts are simultaneously performed when speaking: locutionary act, illocutionary act and perlocutionary act, which form the basis for SAT. *Locutionary act* is using the elements of a language (e.g., words, sounds, grammar) to represent the speech act. Illocutionary act, on the other hand, is the conveyed *force* (hence it is also called *illocutionary force*) or intended meaning behind the utterance. Finally, *perlocutionary act* is basically the effect that the performed act makes on the hearer. On the account that the definition of illocutionary acts usually corresponds to the term speech act (Saeed, 1997), and perlocutionary acts are hearers' responses to illocutions in utterances—hence, they are not in the scope of language (Allan, 1998), linguists have concentrated more on illocutionary acts.

Although he acknowledges that there is not a clear-cut distinction between them, Austin (1962) classifies *acts* into 5 categories (pp. 150-162) that emphasize the importance of context and appropriate circumstances (Sbisa, 2002):

1. Verdictives: give a verdict that may not be final (e.g., analysing, assessing, characterising, estimating, ranking)

2. Exercitives: exercising of a powers or rights (e.g., advising, directing, ordering, recommending)

3. Commissives: committing oneself to do something (e.g., planning, guaranteeing, promising, swearing)

4. Behavitives: expressing attitudes and social behaviour (e.g., apologising, expressing gratitude, greeting, wishing)

5. Expositives: fitting utterances into conversations or arguments (e.g., affirming, assuming, emphasising, illustrating)

Later, this classification is revised and modified by one of Austin's students, Searle (1976), who claims that it is a classification of illocutionary *verbs* not illocutionary *acts*. His speech acts framework has influenced many studies in the literature, including the present study. Showing similarities with Austin's classification, this classification consists of 5 groups as well (Searle, 1976, pp. 10-15):

1. Representatives: committing the speaker to the truth of the utterance. They are based on the truth value of a proposition (e. g., inform, boast, swear, assert).

2. Directives: attempts by the speaker to get the hearer to do something (e.g., request, suggest, order, ask).

3. Commissives: future oriented course of actions that the speaker commits to (e.g., threat, promise, agreement, offer).

4. Expressives: reflecting the psychological state of the speaker towards the proposition (e.g., thank, apologize, congratulate, welcome).

5. Declarations: changing the world as they are being performed. They are quite similar to performative utterances (declare war, christen, officiate marriage, fire an employee).

Furthermore, Austin (1962) and Searle (1975) argue that an utterance cannot fulfil its purpose as a speech act unless some conditions, which they call *felicity conditions*, are met. Whereas an utterance cannot be judged on its truth conditions, it can be

deemed as felicitous or infelicities depending on that if it satisfies the felicity conditions or not. These conditions are *propositional condition* (speaker or hearer's proposed condition*), preparatory condition* (speaker's authority over hearer and hearer's readiness to do so), *sincerity condition* (speaker's sincerity in the uttered act) and *essential act* (speaker's intention with the utterance to make the hearer perform the act).

2.2. Brown and Levinson's Politeness Theory

Among all the politeness theories that have been proposed[2], Brown & Levinson's (1987) face management view (FMV) is possibly the most popular and frequently applied politeness theory in the literature of pragmatics to date (Eelen, 2001). FVM was first introduced by Brown and Levinson in 1978, but it was revised and modified in their later publication, in 1987. What made this theory stand out compared to more rule-governed previous politeness approaches (e.g., Grice, 1975; Leech, 1983) is that it drives more from essential human concepts: desire to save face and be rational (Hatipoğlu, 2003).

FMV grounds on Grice's Cooperative Principle (CP) and Austin (1962) and Searle's (1976) SAT. Since SAT has been discussed in the previous section, CP—a milestone in conversation research—should be addressed briefly as well. Grice (1975) argues that efficient information exchange is the main objective of any conversation; thus, interlocutors comprehend the intentions behind utterances despite cultural differences and diverse interpretation principles. According to Grice (1975), interlocutors have successful conversations because each assumes that they share similar conversational patterns that implement similar interpretive conventions with their addressee(s). Moreover, there is an unspoken rule of CP that both speaker and hearer will contribute to the conversation when it is necessary and pursuant to the purpose and direction of the conversation (Grice, 1975). This constitutes the centre of this conversational model. To make it more feasible, CP is divided into 4 main

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[2] E.g., Fraser & Nolen, 1981 (Conversational-contract Approach); Leech, 1983 (Politeness Principle); Locher & Watts, 2005 (Relational Work); Spencer-Oatey, 2000 (Rapport Management Model).

rules, or as Grice names them *maxims*. Gricean maxims can be summarized as (Grice, 1975, pp. 45-47):

1. Maxim of Quantity: Be adequately informative; contribute neither too little nor too much.

2. Maxim of Quality: Make truthful contributions; do not share what you are not sure of.

3. Maxim of Relation: Make relevant contributions.

4. Maxim of Manner: Avoid ambiguity; and be orderly and concise.

Although Grice suggests to interlocutors to respect and follow these maxims in order to achieve a successful communication, he is also aware that speakers may opt to flout the maxims. For instance, someone asks to their interlocutor to play basketball in the garden, and the answer may be "It is getting dark", and the asker understands that the response is actually "no". Here, the maxim of relation is flouted, however no communication breakdown has occurred. Moreover, Brown & Levinson (1987) point out that *politeness*, which is usually imposed by cultural norms and values, may the underlying cause for flouting the maxims. With their FMV, Brown & Levinson (1978; 1987) intend to explain when and how Grice's maxims are deviated.

2.2.1. Face & Face-threatening acts (FTAs)

The notion of *face* was firstly suggested by Goffman in 1967, and Levinson and Brown build on this notion in their theory. For Goffman (1967), the face has more of a metaphor for a person's self-portrayal shaped by interactional situations, social and cultural values and convictions. He defines it as follows: "the positive social value a person effectively claims for himself by the line others assume he has taken during a particular contact. Face is an image of self delineated in terms of approved social attributes […]" (Goffman, 1967, p. 5). The face is emotionally charged and has a key role in any interaction (Brown & Levinson, 1987; Goffman, 1967). According to Brown & Levinson (1987), face can be "lost, maintained or enhanced" (p. 61). In interactions, interlocutors try to cooperatively maintain the face. This makes their face reciprocally vulnerable as each interlocuter's face maintenance is dependent on the other's; thus, if one's face is threatened, the other's is intrinsically threatened as well (Brown & Levinson, 1987). Brown & Levinson (1987) expands the concept of

face and divides it into two categories: *negative and positive face*, which are the two opposite sides of "face wants" (p. 62). While negative face refers to one's desire to preserve their "freedom of action and freedom from imposition", positive face refers to one's desire that their self-image is "appreciated and approved of" (Brown & Levinson, 1987, p. 61).

On the basis of previously discussed SAT (see 2.1), Brown & Levinson (1987) assert that illocutionary force of many speech acts may inherently threaten speaker's face, hearer's face or both of their faces—this kind of speech acts are called *face-threatening acts* (FTAs). Some speech acts can damage hearer's positive face (e.g., criticism, disagreement, expression of disapproval), and some can offend their negative face (advice, order, threat warning). Depending on the complaint strategies a complainer utilizes, complaints can be both a positive and negative face-threatening act (see 2.3.2.). In order to keep the mutual dependency on face management as balanced and harmonious, conversational partners are disposed to apply some politeness strategies that can mitigate the concerned face-threat. Figure 1 shows five super strategies, along with a few sub-strategies, that are at disposal of interlocuters (Brown & Levinson, 1987, p. 69). As the number of strategies go higher, the degree of politeness and indirectness increases; thereby, super strategy 1 is considered as the most direct and impolite.
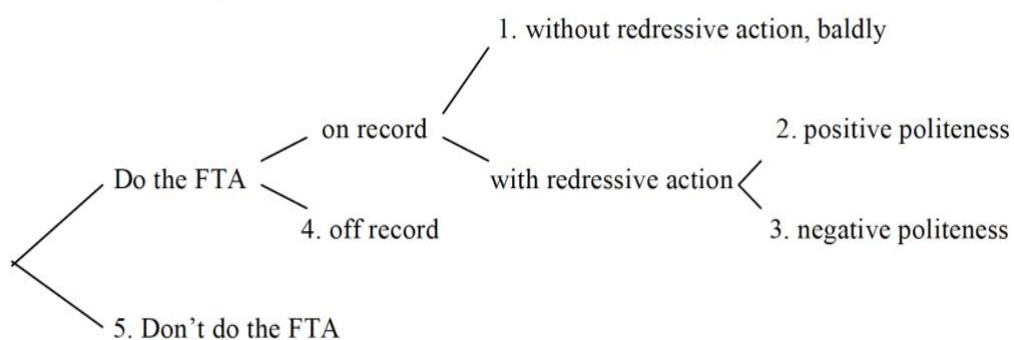
Figure 1: Brown and Levinson's politeness strategies for doing FTAs.

First of all, a speaker needs to decide whether they are going to perform the act or not. If they choose *not to do the FTA,* they opt for the politest strategy and save both

interlocutors' faces. On the other hand, they may choose to perform the potential FTA, then they need to decide whether they do it on record or off record. *Off record* strategies (e.g., hints, metaphors, irony) avoid impositions, and they are ambiguous, so they disguise the face-threat. *On record* strategies, which are more direct and balder, can be performed with or without redress. Being the more polite and indirect option, *redressive actions* can include either positive or negative politeness strategies. *Negative politeness strategies* offer a kind of way out to the hearer so that they can save their negative face and do not feel imposed, whereas *positive politeness strategies* provide redress to save the positive face of the hearer by letting them know that they are appreciated and loved. Finally, an act *without a redressive action*, which is also called *bald-on-record strategy*, is completely direct and concise. It is usually preferred when urgency is an issue, so "face-wants" need to be suspended (Hatipoğlu, 2003). Except bald-on-record strategy, politeness strategies for doing FTAs may violate one or two of Grice's (1975) maxims (e.g., off record strategies violate relevance and manner maxims).

Despite having a significant impact on pragmatics literature, Brown & Levinson's politeness theory has also received some criticism. The most prominent criticism is related to the universality of concepts (e.g., face, face wants, FMV, FTAs) Brown and Levinson have supported in their theory. Especially scholars from non-Western cultures point out that this model is rather ethnocentric, and since they are based on Western ideals and cultures, it is not applicable to all the languages or societies (Gu, 1990; Koutlaki, 2002; Matsumoto, 1988; Matsumoto, 1989; Nwoye, 1992). Another major concern is related to the claim that there is a correlation between politeness and indirectness. Perception of speech act politeness in terms of directness alters cross-culturally depending on cultures' values and norms, context and interpersonal factors (Wierzbicka, 1985). Therefore, being direct cannot always connote being impolite. Similarly, according to Decock & Depraetere, 2018, Depraetere et al., 2021 and Locher & Watts (2005), this model puts the speaker into the center; politeness and face-threat are associated with the intention of the speaker. However, the speaker's indirectness strategy may not be perceived as intended by the hearer (see also 2.3.2 and second cycle coding).

2.3. The Speech Act of Complaint

As the speech act that this study focuses on is complaining, it is necessary to define it and refer to some of its the significant characteristics.

2.3.1 Definition of the speech act of complaint

Compared to the other speech acts (e.g., apologies or requests), it is not an easy task to define the speech act of complaining because it has a variety of forms and lacks certain felicity conditions or formulaic linguistic forms that can make it more obvious to identify (Edwards, 2005; Laforest, 2002; Vasquez, 2011). In addition to this, according to Edwards (2005), speakers' purposeful avoidance to use the term complaining or to accept that they are actually performing an act of complaining can complicate the issue of detection and definition of complaints even more. Nevertheless, numerous researchers have proposed a complaint definition ranging from very specific to general (Edwards, 2005; Heinemann & Traverso, 2009; Laforest, 2002; Olshtain & Weinbach, 1987; Sacks, 1992; Trosborg, 1995). In its broadest sense, Heinemann & Traverso (2009) regard a comment that reports displeasure concerning any situation as a complaint. On the other hand, following a more specific approach on the matter, Laforest (2002) and Olshtain & Weinbach (1987) underscore that the accruing of a complaint prerequisites one or more unrealized expectations. Accordingly, a complaint can be thought as an expression of displeasure, announce or dissatisfaction caused by the hearer (complainee) who have performed an act that is perceived as offensive (complainable) by the speaker (complainer) and have failed to meet the expectations. As stated in the Introduction Chapter, Trosborg's (1995) definition, which is rather similar to Olshtain & Weinbach and Laforest's, is accepted in this study (see section 1.3.). The definitions of this speech act clearly indicate that being a way for complainers to express their negative feelings towards complainees, complaint utterances are considered as illocutionary acts.

2.3.2. Characteristics of the speech act of complaint

According to Brown and Levinson's politeness theory (1987), the speech act of complaint is categorized as a *face-threatening act* because complainers wish to

express their negative judgements and feelings arising from the complainable that the complainee has committed. This speech act threatens complainees' both positive and negative face. While complaints danger complainees' desire to be liked and appreciated (i.e., positive face threat), they also damage complainees' desire to be free from impositions (i.e., negative face threat), especially when they encourage complainees not to repeat the complainable or they request a repair explicitly (Brown & Levinson, 1987; Chen et al., 2011).

In parallel with its face-threatening nature, *the directness of complaints* can be calibrated by the complainer so as to save the face of either party and maintain the social harmony during a communication (Meinl, 2010). Trosborg summarizes the issue of directness level of complaints as follows:

> in a complaint, the utterance may only indirectly express the complainer's ill feelings towards the complainee, or these may be phrased in terms of a straightforward accusation or in terms of moral judgment. In the former case, the complainee has to perform an inference process to establish a link between what is said and what is intended on the basis of the situational context. By choosing a particular level of directness, the complainer decides on the conflict potential of the complaint (1985, p. 315).

Most of the taxonomies in the literature rank the complaint strategies based on their directness level (e.g., Albert, 2016; House & Kasper, 1981; Meinl, 2010; Olshtain & Weinbach, 1987; Trosborg, 1995). In these taxonomies, it is assumed that indirectness and politeness are correlated, and complainers decide on the level of face-threat of their complaints according to severity of imposition, social distance and relative power (Brown & Levinson, 1987). However, it should be noted that some scholars have challenged this correlation and this kind of taxonomies for the reasons that: 1) a supposed constant orientation towards politeness cannot be valid in every context and situation (Geluykens, 2007); 2) they are mostly based on the perceptions of English speakers and cannot be generalized to other languages or cultures (Grainger & Mills, 2016); and 3) perceived directness by the complainee may be different than the complainer's intended directness (Decock & Depraetere, 2018). These challenges to directness of complaints have played a role in the complaint strategies taxonomy of the current study as well (see section 4.6.1.2.).

Modification tends to be incorporated in the speech act of complaints as an attempt by speakers to adjust the degree of face-threat and to more successfully convey the illocutionary act. Meinl (2010) puts forward that complainers use modification with the intention of decreasing the severity of impositions that are put on complainees. The most common modification divisions in the literature are *upgraders & downgraders* and *internal & external* modification. Briefly, face-threatening nature of complaints can be intensified with upgraders; on the other hand, mitigation of face-threat can be achieved with the help of downgraders (Albert, 2016; Decock, & Spiessens, 2017; Meinl, 2010). Although they can also either mitigate or intensify complaints, internal and external modification division is based on lexical and syntactic considerations. While internal modifications are lexical or phrasal modulators in complaint utterances, external modifications (i.e., supportive moves)—which are also existent in the strategies used by the complainers in this study—are additional statements utilized by complainers to justify the rightfulness of the claims and blame alleged in their complaints (Trosborg, 1995).

The directness of complaints that has been discussed so far should not be confused with the *direct and indirect* (which is also referred as *third-party*) complaints proposed by Boxer (1993). While the directness mentioned above is about the explicitness or implicitness of complaints, this one is about whether complainers and complainees are present concurrently during the realization of complaints. Contrary to direct complaints where complainers address to complainees, complainees are not present in indirect complaints; complainers address their complaints to not real complainees but to a hearer who is not held responsible for complainables, thus a third party is involved. Indirect complaints' basic purpose is to create a sense of solidarity between the complainer and hearer (Boxer, 1993). Studies dealing with direct and indirect complaints focus on complaints realized during face-to-face spoken interactions (Vasquez, 2011). However, the complaints collected for this study have occurred in a CMC context (TripAdvisor reviews) where all users can read all complaints. Based on Boxer's (1993) conception, it seems that they need to be classified as quite indirect. Nevertheless, these complaints are specifically made on the review sections dedicated to each hotel, hence hotel managers (i.e., complainees) can view these complaints and even write a response to complainer via

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TripAdvisor. From this point of view, complaints of this study can be considered both as direct and indirect.

As argued by several researchers (Cohen & Olshtain; Lafoster, 2005; Tanck, 2004), speech acts, including complaints, typically incline to appear as a part of a *speech act set,* which are formed with the combination of different speech act types (Murphy & Neu, 1996). Speakers seem to prefer to use speech act sets for the reasons that they desire to save both their and their interlocutor's face, and one speech act utterance may not successfully convey the intended illocutionary force. To illustrate, a speaker can choose to perform a direct refusal to decline an invitation: "I can't come to your birthday party", which sounds quite impolite. Instead, a larger speech act set of a combination of an apology, refusal and excuse is more preferred by speakers: "I am sorry, but I can't come to your birthday party. I will be out of the town that day". Accordingly, as it is the case for the current data, other speech acts—mostly suggestions, requests, warnings and threats— frequently accompany the speech act of complaints (Olshtain & Weinbach, 1987; Vasquez, 2011),

As noted above, the lack of a "predetermined form" for complaints due to their intricate nature makes them hard to detect (Chen et all., 2011, p. 258). In the past couple of decades, this complex nature of complaints has given rise to the propositions of various taxonomies by researchers who wish to analyse this speech act in depth (Chen et all., 2011; Decock, & Spiessens, 2017; House & Kasper, 1981; Meinl, 2010; Murphy & Neu, 1996; Olshtain & Weinbach, 1987; Trosborg, 1995). Whereas based on Searle's (1976) taxonomy, the speech act of complaint can be considered as an *expressive* since by complaining complainers basically try to express their feelings in relation to the complainable and/or complainee, according to Wagner (2001, as cited in Decock, & Spiessens), it possesses more of a *directive* function. Indeed, apart from dissatisfaction or failed expectations expressed in complaints, complainers also often demand some sort of compensation (Decock, & Spiessens, 2017). On this account, it can be suggested that both expressive and directive functions are apparent in complaints. Several existing complaint taxonomies (e.g., Decock & Spiessens, 2017; Trosborg, 1995) reflect this expressive-directive duality; however, a more holistic approach is adopted in some others (e.g., Chen et al., 2011; Meinl, 2010).

2.4. English as Lingua Franca (ELF)

Store names, menus, applications, social media, songs played on the radio, even the box of surgical masks on my table… Billions of people in the world are exposed to the reflections of English one way or another almost every day. It would not be an exaggeration to claim that English has become an inevitable part of 21st century person's daily life. By means of technological advancements, our need to contact and interact with people who are on the other side of our national borders is increasing day by day. This need—along with other historical, socio-political and economic reasons—has made way for English to be the lingua franca of our age. As a consequence, ELF communication has been embraced by people who come from multilingual and multicultural contexts.

Scholars are divided into two broad perspectives when it comes to the conceptualization of ELF. Although supported by not many ELF researchers, the ELF definition of an important scholar below clearly points out that native speakers of English (NSE henceforth) are excluded from ELF paradigm: "[ELF is] a "contact language" between persons who share neither a common native tongue nor a common (national) culture, and for whom English is the chosen foreign language of communication" (Firth, 1996, p. 240). This definition excludes NSE because their use of English is regarded as the "standard" that ELF speakers need to comply with. On the other side of perspective, ELF speakers are accepted as "speakers from all walks of life in all continents" (Seidlhofer, 2017, p. 85), which includes NSE, speakers of English as a second language and foreign language (i.e., all three circles of Kachru's model[3]). Accordingly, having realized that ELF is a unique form of communication aiming mutual intelligibility, not a simple language form, scholars have asserted that ELF productions should not be compared with NSE norms (e.g., House, 2003; Jenkins, 2007). Therefore, the emergence of numerous English varieties due to its large spread and the goal of mutual intelligibility in ELF interactions have triggered scholars to question the supremacy and dominance of native varieties in the ELF literature, since their involvement in ELF interactions does not necessarily imply that they establish the linguistic patterns utilized in them (Jenkins, 2015). As Alptekin

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[3] It will be discussed in detail in the next section.

(2011) argues, what or how ELF is cannot be understood by correlating it to the whats and hows of NSE because "ELF has taken on a life of its own, independent to a considerable degree of the norms established by its native users, and that warrants recognition" (Seidlhofer, 2004, p. 212). As mentioned in the Introduction chapter, this study follows this second perspective on ELF paradigm.

Jenkins (2015) summarizes the current and prospective shifts in conceptualization of ELF and ELF research in three phases. Codification and description of ELF varieties was the centre of interest in "ELF 1" phase. It was believed that there were common language items used by ELF speakers with various L1 backgrounds (e.g., French English, German English). The attention of ELF research was especially on two areas: pronunciation and lexicogrammar. With the "ELF 2" phase, the focus veered from geographical forms towards ELF's variability, which is still the current perspective. The fact that ELF use exceeds national boundaries, and ELF interaction possesses an inherent fluidity motivated by multicultural identities and negotiation of meaning have been recognized by the researchers (Seidlhofer, 2009). ELF studies have paid more attention to "processes underlying ELF speakers' variable use of forms" (Jenkins, 2015, p. 55). The second perspective on the definition of ELF is also in the same vein as "ELF 2" phase. Another important element of "ELF 2" phase has to do with the impact of technology on ELF communication. Seidlhofer (2011) indicates that:

> at a time when many of us, and particularly those who are regular users of ELF, tend to spend more time communicating with people via email and Skype than in direct conversations with partners in the same physical space, the old notion of community based purely on frequent local, non-mediated contact among people living in close proximity to each other clearly cannot be upheld any more (pp. 86-87).

Since world become a global community, the traditional notions of speech community and shared repertoire has given way to "discourse communities" sharing common communicative purposes (Seidlhofer, 2011, p. 87). The CMC context of the current study (see section 4.1.) can be considered as one of these "discourse communities". Finally, with "ELF 3" phase, Jenkins (2015) suggests that ELF paradigm needs to be within the framework of multilingualism. English always has the potential to be present in multilingual communicative settings; yet according to

Jenkins (2015), its size needs to be reduced in ELF to make some place to take cognizance of the multilingual status of many ELF users.

2.4.1. Kachru's three concentric circles of world Englishes model

On the basis of the sheer magnitude of English language expansion, its new global status and the emergence of new English varieties, Kachru (1985) introduces the three concentric circles of world Englishes model, which have an important role both in the ELF literature and the present study. In his paper, Kachru (1985) also underlines the facts that the dichotomy of native and non-native English speakers was rather questionable; traditional monolingual approach to linguistic analyses was superficial; and due to the diffusion of English and the innovations arising from this situation, talking about universally accepted English standards was pointless. Moreover, according to Kachru (1992), this new model of "World Englishes" could be preferred over the traditional classification of English speakers (i.e., native, English as second language-ESL and English as foreign language-EFL speakers) as it emphasizes "WE-ness" (i.e., all the functional variations and varieties of English) rather than distinction between native and non-native English speakers (p. 2).

Kachru has (1985) tentatively labelled the three circles in his model as "the *inner* circle, the *outer* circle and the *expanding* circle" based on the patterns of spread and acquisition of English. The inner circle comprises "the traditional bases of English" where English is spoken as the mother-tongue by a mostly monolingual majority. The UK, the USA, Canada, Australia and New Zealand are the countries in the inner circle. The outer circle is mainly made up of countries where English has institutionalized functions. Even though long-lasting language policies regulate the status of English in educational and administrative domains, English is not the only official language in outer circle counties and not the only code in the linguistic repertoire of the people from these counties who tend to be bilingual or even multilingual. Mostly the former colonies of the UK such as India, Singapore, Kenya and Nigeria are placed in this circle. Lastly, the expanding circle countries are the rest of the world where English is neither the native nor an official language. English is usually learned through formal education as an important foreign language. The

expanding circle includes countries such as China, Turkey, France, Saudi Arabia. Figure 2 below roughly illustrates the concentric circles of Englishes model.
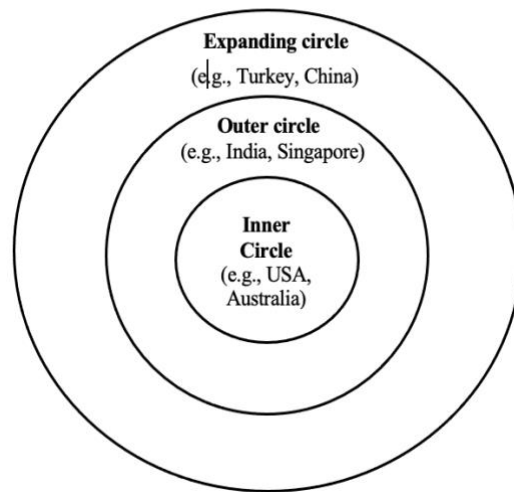
Figure 2: Kachru's three concentric circles of world Englishes model

In addition, in the light of this model, Kachru (1985) argues that it is ambiguous what constitutes the concept of "English-using speech community" anymore (p. 16). In other words, it is not easy to define the ideal, norm-provider speakers and listeners of English. Therefore, he proposes to use the term *speech fellowship* instead since it unifies all English users by "their underlying distinct differences, and also their shared characteristics" (Kachru, 1985, p. 16). This is exactly what this study intends to find out in terms of the speech act of complaint.

This model has been quite useful to raise awareness and recognition for the varieties of world Englishes. However, it has not lacked criticism either. Graddol (1997), Modiano (1999), Mollin (2006) and even Kachru himself later on point out that the classification of countries into three concentric circles may have been an oversimplification and created unclear memberships to the circles. Correspondingly, the fact that Kachru (1985; 1992) states that placement of some counties such as South Africa and Jamaica is a difficult task owing to their complex sociolinguistic situations indicates the existence of fuzzy, grey areas in the model. Furthermore, Graddol (1997) draws attention to the problem that placing native speakers in the

centre of the model implies that they are the source for the correctness of English language, which Kachru actually tries to avoid.

Applying the essence of the speech fellowship of English and in an attempt to fix the ill placement of native countries (i.e., inner circle) in the centre of the model illustration, I take the Figure 3 above, which I have visualized myself, as a model for the present study. Within a speech act realization context, the purpose of the study is to look into the blue, red and especially the green areas separately.
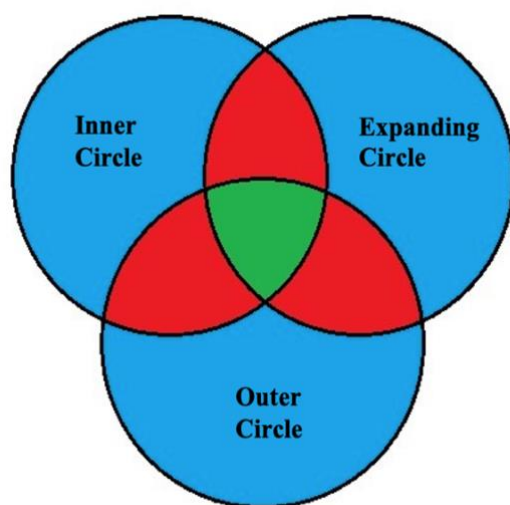
Figure 3: A model of three circles for the present study

2.5. Computer-Mediated Communication (CMC) & Computer-Mediated Discourse (CMD)

Herring (1996) defines CMC as "communication that takes place between human beings via the instrumentality of computers" (p. 1). When this definition was made, the great technological inventions, computer and the Internet, were newly gaining widespread popularity; yet both of them have come a long way and swiftly branched out since then. Therefore, "the communication via computers" is not necessarily restricted to computers and to its some features; it also includes smartphones, e-mails, instant messaging, social network services, videoconferences etc. (Munneke et al., 2007; Locher, 2010).

Since several forms of CMC have emerged and have been used by millions of people coming from different communities and cultural backgrounds, CMC has caused a

change in language use (Barron, 1984). Because of the growing interest in this new field, some researchers started to implement analytic tools of discourse analysis in CMC. This new approach consequently gave birth to a new subdiscipline called *computer-mediated discourse (CMD)*, which is defined as "the communication produced when human beings interact with one another by transmitting messages via networked computers[4]" (Herring, 2001, p. 612). Herring (2001) remarks that what differentiates CMD from CMC is its specific focus on the *language use* with a *discourse analysis* approach.

Traditionally, discourse is classified as written or spoken; however, on account of its novel characteristics, the classification of CMD has been a challenge for the scholars. In the beginning, CMC was approached to be one homogenous communication type (Meinl, 2010). The question was whether CMD should be classified under written discourse since all the utterances need to be typed and read via a computer screen, or it is actually "written speech" (Maynor, 1994) since it also shows some oral features such as informal register and rapid interaction. On the other hand, some scholars supported the idea that CMD was a unique combination modality of speech and writing (Murray, 1990). However, as the effects of globalization spread on the Internet, researchers have realized that CMD is pretty complex, and it consists of a great number of genres with different linguistic and communicative properties affected by different situational and technical factors (Baym, 1995; Herring, 2001).

As a result, the focus of CMD studies has shifted from the early attempt of classifying it as a single modality to the examination of different characteristics of each CMD "mode" (Murray, 1988) since users of each genre develop particular social and cultural conventions depending on the available technological affordances. Some of the common modes include email, chat, instant messaging, Web forums, blogs multiplayer games (e.g., Baron, 2002 for e-mails; Werry, 1996 for Internet relay chat-IRC). Unsurprisingly, CMD types and genres manifested in these modes differ. For instance, whereas chat rooms and instant messages are conversational in nature, multiplayer games can facilitate the production of narratives (Herring &

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[4] As a result of the continuing technological progress and emerging varieties, in a later work, Herring & Androutsopoulos (2015) broaden the term "via networked computers" into "via networked or mobile computers" so as to include any digital communication device (p.127).

Androutsopoulos, 2015). The crucial part is that each mode creates different discourse genres, and hence each discourse genre offers different environments for language use.

Additionally, a third classification approach for CMD called *faceted classification scheme* was developed by Herring (2007). In this classification, nuances of CMD modes are identified according to multiple categories (i.e., facets) connected with technological and social conditions of CMD. A faceted classification of the current study's idiosyncratic asynchronous CMD context (i.e., TripAdvisor reviews), will be addressed in the Methodology chapter more in depth.

2.5.1. Online consumer reviews & Electronic word-of-mouth (eWOM)

Even if we cannot meet corporally and interact face-to-face, thanks to the widespread technology passport and ELF visa that enable us to cross all the borders, we can reach and communicate with anyone in the world. Online consumer reviews can be considered as an interaction form in this technological era. According to Mudambi & Schuff (2010), online reviews are "peer-generated product evaluations posted on company or third party websites" (p.186), and they generate a particular CMC genre that tend to be text-based, asynchronous and usually anonymous.

The terms electronic word-of-mouth (eWOM), which is preferred mostly by scholars in the field of international marketing, and online consumer reviews can be used interchangeably (Vazquez, 2014a). Having similar definitions, eWOM can be described as "Any positive or negative statement made by potential, actual, or former customers about a product or company, which is made available to a multitude of people and institutions via the Internet." (Hennig-Thurau et al., 2004, p. 39). In this world of online interconnectivity and mobility, it would not be an underestimation to say that eWOM forms (e.g., discussion groups, news groups, online opinion platforms) have replaced traditional word-of-mouth as they are free, accessible and non-perishable. As a result of their growing popularity and importance, eWOM platforms (such as TripAdvisor) provide large, impactful user-generated databases (i.e., authentic data sources) for a broad range of audience who want to attain first-hand opinions and experiences on products or services (Vasquez, 2014a).

Some researchers have questioned the underlying motivation behind posting an online review (Bronner & de Hoog, 2011; Dixit et al., 2017; Hennig-Thurau et al., 2004, Yoo & Gretzel, 2008). Yoo & Gretzel (2008) claim there are 4 main motivational factors in writing a review: 1) Enjoyment/positive self-enhancement; 2) Venting negative feelings & collective power; 3) Concerns for other consumers; and 4) Helping the company (p. 291). Especially the second and third factors seem like the fundamental motivations why millions of users post negative reviews (i.e., complaints) on TripAdvisor. Consequently, it is expected that these motivations are reflected in their complaint strategy preferences in the current study.

CHAPTER 3

LITERATURE REVIEW

Since complaints lie at the very heart of this study, firstly some of the leading speech act of complaint studies in the literature will be briefly and chronologically touched upon in this chapter. These studies are chosen because they have lit the way of many complaint studies—including the current one, and they provide crucial complaint strategy taxonomies which are frequently adopted by the researchers. Secondly, studies that address complaint strategies within a CMC context will be summarized. These studies have set an example and substantially guided the current study's methodology. It should be noted that almost all of the studies in this literature review are anchored in the perspective of cross-cultural and cross-linguistic pragmatics. Unfortunately, to the best of my knowledge, there are not any studies that approach the speech act of complaint from an ELF perspective, therefore this literature review cannot give information about such studies.

3.1. Leading Speech Act of Complaint Studies

One of the early studies concentrating on the speech act of complaint and request was conducted by House & Kasper (1985) with a cross-linguistic approach to German and English interactions[5]. The data were collected from German and English native speakers who took part in role play conversations about everyday situations. They offered a level of directness schema for complaints and analysed the data accordingly. According to this schema, directness of complaints depends on these criteria: 1) *the complainable is stated implicitly or explicitly*; 2) *the complainer's negative evaluation regarding the complainable is expressed explicitly*; 3) *the complainee is mentioned implicitly or explicitly*; and 4) *both the negative evaluations of the*

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[5] This study integrates both the speech act of complaint and request. However, as requests are out of the scope of the current study, the data analysis and results regarding it are not discussed.

complainable and complainee are expressed implicitly or explicitly. Based on the implicitness and explicitness of these criteria, 8 strategies with different level of directness were suggested were suggested. Implicit strategies were considered to be less direct than their explicit counterparts. The results showed that German participants in this study opted for more direct complaint strategies than English participants.

Olshtain & Weinbach (1987) intended to compare the speech act of complaint realized by native speakers of Hebrew and learners of Hebrew (*N*= 35 for each participant group). In line with this objective, participants completed a DCT consisting of 20 situations with different degrees of social status, social distance, contract (mutual commitment) and expectations. Therefore, participants needed to take into consideration these situational contexts and face wants. For data analysis, they identified a scale with 5 categories. Starting with the least severe one, categories reflect the speaker's positing in relation to the hearer's face: 1) *below the level approach* (no direct or indirect reference to the complainable or complainee); 2) *expression of annoyance or disapproval* (no direct reference to the complainee but to the complainable); 3) *explicit complaint* (direct reference to the complainable); 4) *accusation and warning*; and 5) *immediate threat*. Olshtain and Weinbach concluded that both participants groups clustered mostly around the strategies with moderate severity. Furthermore, in the Hebrew act of complaining, social status and contract played an important role in strategy choice.

In the 12th chapter of her book about interlanguage pragmatics of requests, complaints and apologies, Trosborg (1995) provided one of the most applied complaint strategy taxonomies in the literature based on native speaker of English data. This taxonomy shows a great deal of similarities with House & Kasper's (1985) taxonomy. Directness level of complaints was determined by explicitness and the aforementioned criteria in House & Kasper's study. Trosborg's taxonomy include 4 main categories and 8 sub-categories: 1) *no explicit approach* (hints); 2) *expression of disapproval* (annoyance and ill consequences); 3) *accusation* (indirect and direct); and 4) *blame* (modified blame, explicit blame – behaviour and explicit blame – person). The face-threat of complaints increases from hints to explicit blame. Trosborg (1985) also utilized this taxonomy to compare the native English and

Danish speakers' realizations of the speech act of complaint. She found out that both groups' strategy preferences were quite similar, *expression of disapproval* being the most popular. However, English speakers could adjust their complaint formulas better when interacting with an authority figure.

Murphy & Neu's (1996) study compared the production of complaint speech act set of American native speakers and Korean non-native speakers of English (*N*= 14 for each participant group). In addition, native participants judged how the non-native participants used the speech act sets in terms of several aspects (e.g., appropriateness, aggressiveness). The data were collected with an oral DCT and a questionnaire. Six core components emerged from the production of the complaint speech act set of both groups: 1) *explanation of purpose*; 2) *complaints*; 3) *criticism*; 4) *justification*; 5) *candidate solution – request*; and 6) *candidate solution – demand*. It was revealed that while native speakers formulated real complaints, non-native speakers tended to formulate criticism. Native speakers accepted partial responsibility, depersonalized the problem and incorporated mitigators and the pronoun "we". However, Korean speakers denied their responsibility in the problem and placed the blame on the hearer. Therefore, their utterances were judged as aggressive, impolite and inappropriate by their American counterparts.

3.2. Speech Act of Complaint Studies within a CMC Context

Having noticed the big gap in the literature, Meinl (2010) conducted one of the very first studies in this field for her doctoral dissertation. The main aim of the study was to compare computer-mediated complaints produced in German and British English, and to find out the similarities and differences between them, which can contribute to intercultural pragmatics and second language teaching. The data collection CMC context of the study was the well-known e-commerce website called eBay. A total of 800 complaints on German (*N*= 400) and English (*N*= 400) eBay feedback forums were collected. The data were analysed according to the complaint strategy use and combination, directness level, modification strategies, pronoun use, and CMC features they included. The complaint strategy taxonomy applied in the study was developed by the researcher since present taxonomies were based on spoken communication. There were 8 strategies listed according to their directness:

expression of disappointment, expression of anger or annoyance, explicit complaint, negative judgement, drawing one's own conclusion, warning others, threat and *insult*. In brief, the results showed that both for the German and English complainers, the most common strategy was *explicit complaint*, and *intensifying modification strategies* were preferred over mitigating ones. Despite the similar tendencies, German complainers used significantly more *direct strategies* (especially *threats*), *strategy combinations* and *exclamation marks* than British complainers. On the other hand, British complainers employed the strategy of *insults* more. Similarly, they favoured first *person pronouns* and *pronouns referring to the complainee* more than their German counterparts.

Vásquez's (2011) study concentrating on the TripAdvisor complaints has actually been the source of inspiration for this study. In order to examine whether complaint characteristics defined in the previous research (also see 2.3.2.) are displayed in naturally occurring complaints in CMC, 100 TripAdvisor negative reviews were investigated. Overall, it was found that CMC complaints tended to show the speech of complaint characteristics. A substantial proportion of the data *juxtaposed negative and positive* evaluations and made explicit reference to the reviewers' *failed expectations*. Also, complaints in the study mostly occurred in a *speech act set*. Previous studies suggest that the speech act sets of complaints include threats and warnings. However, TripAdvisor complaints tended to co-occur with recommendations and advice. Lastly, even though TripAdvisor complaints are naturally third party (i.e., indirect) complaints, there were a few *direct complaint* examples addressed to the hotel owners/companies.

Albert (2016) carried out her MA thesis research with a very similar design and approach to Meinl's study. It was also designed to be a cross-linguistic complaint strategy study in a CMC context. The data were collected from Twitter accounts of 3 different railway organizations (*N*= 174 from each organization). A comparison of French (speakers from Belgium and France) and Dutch (speakers from Belgium) complaints were made in terms of the complaint strategies, their directness, modification strategies, CMC features and pronoun use. Adapted from previous studies, the complaint strategy taxonomy consisted of 8 strategies and divided as *expressives* (expression of negative personal state of mind, interrogation, explicit

complaint, negative judgement, accusation or blame and insult) and *directives* (request for repair and threat). For both French and Dutch speakers, the most popular complaint strategy was *explicit complaint,* and upgrading modifiers preferred more. However, French speakers used more *direct complaint strategies, second person pronouns* and *upgrading modifiers* than Dutch-speaking complainers. Two most popular CMC features were *exclamation marks* and *repetition of punctuation marks*. Moreover, Albert pointed out that while emoticons had an intensifying function in complaints, hashtags were implemented to give information.

Another cross-linguistic complaint strategy study in a CMC context was conducted by Cenni & Goethals (2017) who were inspired by Vásquez's (2011) research. It should be mentioned that they did not explicitly state that they investigated the speech act of complaint, instead they approached negative reviews as a speech act set. They aimed to explore the similar and different discursive norms and discourse habits of negative reviews on TripAdvisor written in English, Dutch and Italian (*N*= 100 for each language). For this purpose, the negative reviews were coded based on *retrospective speech acts, future-oriented speech acts* and *metapragmatic speech acts*. Retrospective speech acts were divided into two sub-codes: *evaluative statements* (negative and positive) and *descriptions* (reference to remedial action during the stay and extra information). Evaluative statements were basically about what reviewers liked (i.e., juxtaposition of negative and positive evaluations in negative reviews) and did not like (i.e., their failed expectations). Future-oriented speech acts were divided into 4 sub-codes: recommendations for peer travellers, intentions, advice for hotel and advice for other instances. The data were also coded based on up-scaling and down-scaling strategies (i.e., modification). The cross-linguistic analysis revealed that apart from few minor discrepancies, three language groups generally had similar tendencies in the distribution of speech acts, evaluative topics and modification.

Decock & Spiessens (2017) probed into complaints and disagreements performed in authentic CMC French and German business emails[6]. The aim of the study was to

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[6] This study integrates both the speech act of complaint and disagreement. However, as disagreements are out of the scope of the current study, the data analysis and results regarding it are not discussed.

identify the complaint and disagreement strategies, along with internal and external modifiers. 104 German and 73 French complaint email sequences (initial consumer complaints and following correspondence) were compiled via consumer relation system of a multinational Belgian company. There were 84 initial consumer complaint emails for German and 55 for French. This data set was examined based on a complaint strategy taxonomy which underscores the duality of *expressive* (accusation, explicit complaint and expression of dissatisfaction) and *directive* (request for repair) functions of complaints. The researchers coded the data with the help of a qualitative data analysis software. Overall, German and French emails revealed only small differences in the realization of complaints. It was observed that there was a preference toward the least direct strategy (i.e., *expression of dissatisfaction*) in both languages. In more than half of the complaint emails, the strategy of dissatisfaction was combined with *request for repair*. However, since German consumers used the other strategies more, it was claimed that their complaints were formulated to be more *direct* compared to their French counterparts. Additionally, there was an orientation from more neutral and problem-focused formulations in the initial complaint emails towards more confrontational and complainee-focused formulations in the later email sequences.

A year later, Decock & Depraetere (2018) questioned and reassessed the long-lasting connection between complaints and (in)directness in their paper. They challenged the notion that degree of explicitness determines the degree of face-threat in complaints. Instead, careful investigation of available complaint taxonomies in the literature, they accentuated the need to differentiate *linguistic (in)directness* and perceived *face-threat* in order to classify complaint strategies more effectively. By examining 388 Dutch and 204 German complaint tweets to Dutch and Belgium national railway companies, as well as the dataset in Decock & Spiessens's (2017) study, they proposed a new complaint categorization which is in line with the interactional approach and the current theoretical and methodological perspectives in the field of pragmatics. Therefore, this new categorization only focuses on the linguistic realization of (in)directness in complaints as it is the only aspect of complaints researchers are able to study without analysing real interactions and perceptions. Four components constitute the definition of complaints in this classification: *A* is a past

or ongoing action or occurrence (the complainable); *B* is the disapproval or negative evaluation of the complainable; *C* is the assumed agentive involvement of the complainee, and *D* is the wish for the offence to be remedied (Decock & Depraetere, 2018, p. 38). These components exist in varying degrees and combinations in 6-category complaint taxonomy proposed by the researchers. Category 1 is just giving a *hint* or an *implicit complaint*. Category 2 is *referring explicitly the speech act of complaints*. In category 3, complainers state only *one of the forementioned components* (A); in category 4 two of the components (A+B, A+C, A+D); in category 5 *three of the components* (A+B+C, A+C+D); and in category 6 all *four of the components* (A+B+C+D), which is the most direct and explicit one. In the study of Depraetere et al., 2021), they test out this novel methodology for linguistic (in)directness. A contrastive analysis of French-French and Belgium-French tweets and follow-up tweets for the speech act of compliant is conducted with the categorization mentioned above. In both datasets, there is an obvious pattern in the degree of explicitness; yet, French-French complaints turn out to be more explicit. While French-French complaints include more B and C components, Belgium-French complaints contain significantly more A component.

Following a discursive-pragmatic approach, Vladimirou & Hatipoğlu (in press) turned to the popular social media platform Facebook to scrutinize the speech act of complaint realizations on corporate airline pages in two lingua-cultures—Turkish and Greek. The dataset comprised 500 complaints from each language. A data-driven, cross-lingually valid complaint strategy taxonomy was created to code the data, which this study has notably benefited from. There were 3 main categories in this taxonomy: *past/present-oriented strategies* (dissatisfaction, explanation/narrative, accusation, condemnation and insult), *future-oriented strategies* (request for repair and warning/threat) and *time-transiting strategies* (questioning). Besides these core strategies, the data also yielded *positive politeness complaint strategies* (complements, well wishes, congratulations, thanks and other). As participants mostly opted to focus on the complainable(s) rather than the complainee(s), in both Turkish and Greek complaint datasets, *dissatisfaction* was the most frequently used core strategy, and it tended to occur in a speech act set. Moreover, *accusation* and *narrative/explanation* emerged as salient strategies. On the other hand, while Turkish

speakers sought remedy for the complainable (i.e., *request for repair*), Greek speakers were less concerned about face-saving strategies and preferred *condemnation* and *insult* strategies more. Finally, positive politeness strategies were incorporated only a small number of complaints. Although Turkish complaints included almost a balanced distribution of strategies, Greek complaints exhibited inclination for *compliments*.

CHAPTER 4

METHODOLOGY

Following a mixture of data-driven and theory-driven data analysis approaches, this study aims to investigate the common complaint strategies preferred by ELF users of TripAdvisor platform. In line with the purpose of the research, "Web for corpus" approach for qualitative data collection (see section 4.2.) and mixed methods research design for data analysis (see section 4.6.) were adopted in the present study. The following sections will discuss in detail the context of the study (TripAdvisor platform), data collection procedures, the corpus, advantages and disadvantages of the data choice and data analysis.

4.1. The Context of the Study

4.1.1. What is TripAdvisor?

Founded in 2000, TripAdvisor is an US-based travel platform (Law, 2006). According to their website, it is the world's largest and most popular travel website/app with 878 million reviews about 8.8 million establishments such as airlines, accommodations and restaurants (TripAdvisor, n.d.-a). TripAdvisor is specifically established on unbiased user-generated content. Therefore, millions of travellers consult TripAdvisor reviews ahead of their trips, and the reviews featuring on the website plays an important role in their decisions and travel planning (Gretzel & Yoo, 2008). Furthermore, TripAdvisor ranks establishments based on a 5-points bubble rating scale. Each bubble represents 1 point, and all establishments acquire an average bubble rating (e.g., ●●●●◑), an ordinal (e.g., 4.5) and nominal (e.g., Excellent) score based on ratings given by reviewers. By extension, TripAdvisor has an impact on reputation and popularity of establishments as well (Baka, 2016; Yoo & Gretzel, 2009)

It is an open platform for anyone who wants to learn experiences of others regarding a particular establishment or service via reviews written on TripAdvisor and also for anyone who is willing to share their travel experiences whether positive or negative without any financial expectations (Ekiz et al., 2012). The platform provides detailed guidelines for its users both within Help Centre and review writing segments, so with the help of these guidelines (e.g., "Our guidelines for travel reviews" in Help Centre) even a new user can easily write a review abiding TripAdvisor rules.

Users can reach substantial information about an establishment after searching it on the TripAdvisor home page. This information is divided into 4 sections for hotels: Prices/booking, About, Location and Reviews. Despite the fact that TripAdvisor does not allow users to make reservations directly from the website, there are embedded links which direct users to appropriate websites for booking (Law, 2006). "About" section provides an overview of the hotel, its amenities, room features and types. "Location" includes a map plotting nearby restaurants, attractions and hotels. "Review" section offers 6 different filtering options to the users. Reviews can be viewed according to their ratings, time of year reviews are published, travel type of reviewers or popular mentions. Similarly, users can seek out reviews containing a particular word(s) with the help of review search bar. Finally, TripAdvisor is multilingual and available in 28 languages (TripAdvisor, n.d.-a), hence users are free to write and view reviews in one of these languages. They are not only restricted to the languages that they know because reviews in languages different than the language of the website domain can be translated into the domain language via embedded Google Translate. Figure 4 is an example of how the filtering options of TripAdvisor reviews look[7].

TripAdvisor review section is not an interactive platform. Only verified hotel/restaurant personnel can write a comment under reviews; users cannot communicate in the review section. However, there are other means on TripAdvisor with which users can communicate with each other. For hotels, users can switch to the "Q+A" section (see Figure 4) where they can ask questions regarding

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[7] This screenshot was taken from a hotel's review section which was randomly selected among hotels in Paris.

accommodations or cities to each other, and users with experience answer. Additionally, TripAdvisor has travel forums with thousands of entries discussing a wide range of travel related topics (https://www.tripadvisor.com/ForumHome).
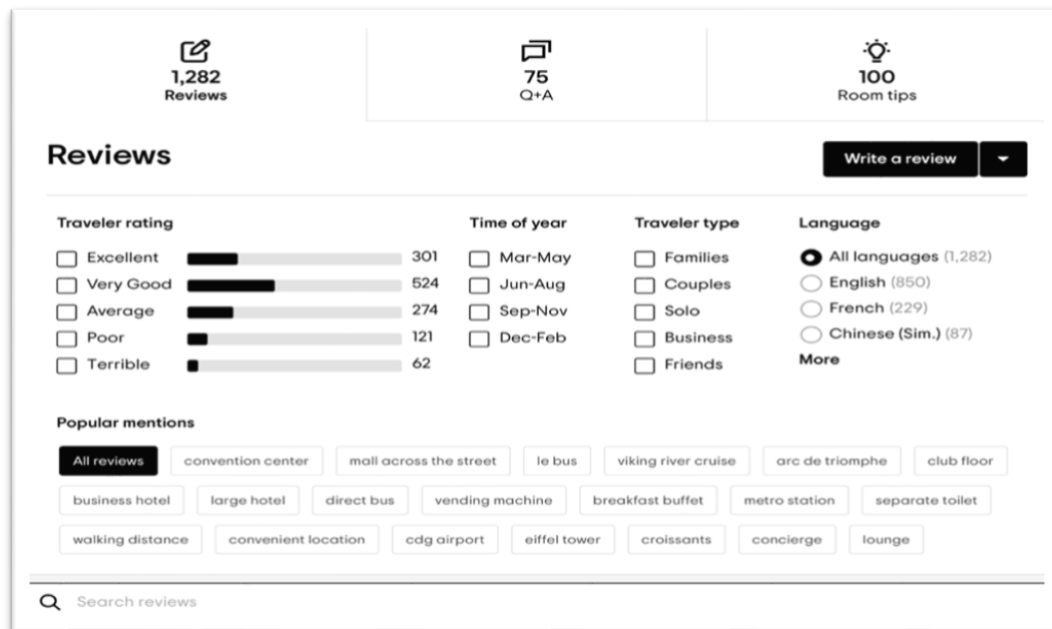
Figure 4: TripAdvisor review filtering options

4.1.2. TripAdvisor's review policy and review writing procedure

Due to its aim and structure, TripAdvisor heavily relies on customer/guest reviews. That's why they have some requirements and conditions for anyone who wants to post a review on the platform, as well as a content moderation procedure in order to keep the published reviews truthful, unbiased and unmalicious as they claim.

Any prospective reviewer can reach a quite detailed information regarding TripAdvisor's "Terms, Conditions and Notices" on their website (TripAdvisor, n.d.-b). Here, it is clearly stated that all reviews posted on the website become a part of the public domain, and all reviewers confirm that their reviews are in accordance with TripAdvisor's content guidelines (e.g., they are not fraudulent, or they do not contain any form of hate speech). Moreover, TripAdvisor implements a "Content Integrity Policy" to all of the submitted reviews (TripAdvisor, n.d.-c). On this page, their intricate content moderation system is stated to follow several steps. In brief, all

submitted reviews are subjected to both computerized and manual content moderation and fraud detection processes; if an illegitimate review is detected, it may not be published, and businesses engaged in fraudulent activities may be penalized. As a post-publication measurement, TripAdvisor members can report a review on the platform which they believe to violate any section of the TripAdvisor guideline (TripAdvisor, 2019).

Even though it is possible to access all content (e.g., reviews, bulletin boards, forums, travel feeds, member profiles etc.) on the platform without a TripAdvisor account, it is required to "Sign up/Sign in" to an account to write a review. In order to experience review writing and publishing process myself, I created an example account on TripAdvisor at the beginning of my data collection procedure. The platform offers 3 sign up options: via Google, Facebook or email. Upon creating an account, a popup box asks your name and current home city. In my case, current city tab was already filled with my real current city and country. This may be a result of the location settings of my computer or browser. TripAdvisor assigns a random username and a generic profile picture for each account. Figure 5 illustrates the profile I created for this study.
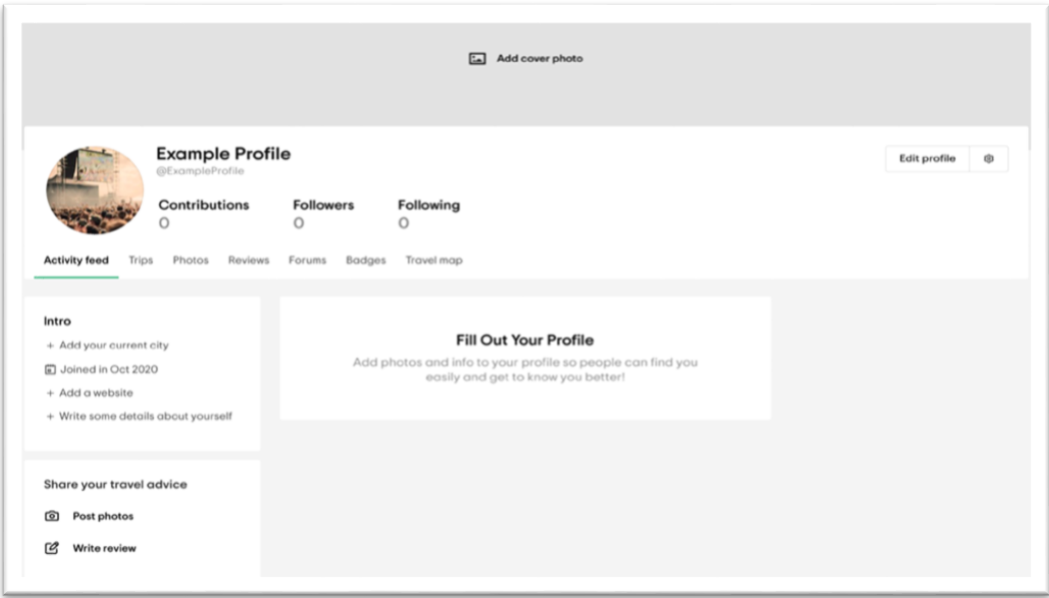
Figure 5: An image of the example TripAdvisor profile

Apart from the joining date, TripAdvisor profiles are customizable. This means that users may opt for not revealing their current locations (cities or countries), which are crucial for this study. It seems that TripAdvisor allows their members quite a lot of anonymity considering that there is no obligation to fill out the profile completely or use real names, usernames or photos. Therefore, I have observed that there is a wide discrepancy in the available demographic and personal information on member profiles.

After creating a profile on the platform, I also wanted to experience the review writing process on TripAdvisor by truthfully reviewing a hotel that I stayed a couple months ago. There are several "Write a review" buttons on the platform: on the homepage, member profiles and under "Reviews" sections of hotels. However, I believe the easiest way is directly searching on the search bar the hotel that you want to write a review about and clicking on the "Write a review" button under "Reviews" section because the other two options direct members to follow this exact path as well. There is a *required* and an *optional part* to complete when writing a review. The *required part* includes "Your overall rating of this property" (bubble rating), "Title of your review", "Your review", "What sort of trip was this?" (Business, Couples, Family, Friends, Solo) and "When did you travel?". It should be mentioned that "Your review" section, where reviewers can voice their ideas about hotels in detail whether positive or negative, has a minimum 200 characters requirement. Additionally, only travels within the same year can be reviewed.

The *optional part* is divided into 4 sections. The first part is "Hotel Style & Amenities". There are 9 questions in this section (e.g., COVID-19 pandemic related precautions or free private parking option) with 3 possible answers: Yes, No and Not Sure. The second part is "Hotel Ratings". Reviewers are expected to bubble rate specifically hotels' service, cleanliness and rooms. The third part asks "How expensive is this hotel?", and reviewers can choose among 3 alternatives: Budget, Mid-rage and Luxury. In the final optional section, reviewers can give a tip to fellow travellers to choose a good room in that hotel. Members can also support their reviews by sharing photos that they have taken in hotel rooms or hotel facilities. Finally, in line with TripAdvisor's Content Integrity Policy, by checking a small box at the end of the review page, reviewers need to certify that their reviews are genuine, and they

have not received any kind of payment or incentive from hotel establishments to write their reviews.

I would like to point out that right after submitting my review, the number of "Contributions" on my example profile turned into 1, and my review was visible to me on my profile. However, when I checked the reviews section of the hotel to which I submitted my review, it did not immediately appear on the top of the review list as it was supposed to be. It was actually published the next day. I think this is an indication that TripAdvisor indeed subject reviews to a content monitoring procedure as it is claimed in their Content Integrity Policy. Once a review is approved by the TripAdvisor processes and published, it is not editable, yet reviewers can delete their own reviews.

A published review discloses all the information that a reviewer has filled out in *required* and *optional parts* on the "write a review" screen. Moreover, reviewer's name, current city (if they have already revealed this information on their profile), number of contributions and helpful votes, and the date when the review has been written are displayed. By clicking on the designated buttons, other members can report a particular review to TripAdvisor, follow the reviewer's profile, state that the review is helpful or share the review on their profiles or. Figure 6 is an example of a negative review.

As expected, the authenticity and credibility of online reviewers/reviews and how to detect fraudulent reviews have been under scrutiny (Fong, 2010; Luca & Zervas, 2016; Mayzlin, Dover & Chevalier, 2014; Yoo & Gretzel, 2009). It can be argued that although TripAdvisor's implementations of the minimum character limit to write a review, being able to write a review within the current year and Content Integrity Policy can increase the authenticity and credibility of reviews, not applying an identity verification procedure during registration or allowing members to choose pseudonyms as names/usernames can undermine TripAdvisor's endeavours of creating a platform for genuine customers reviews (Cordato, 2014).
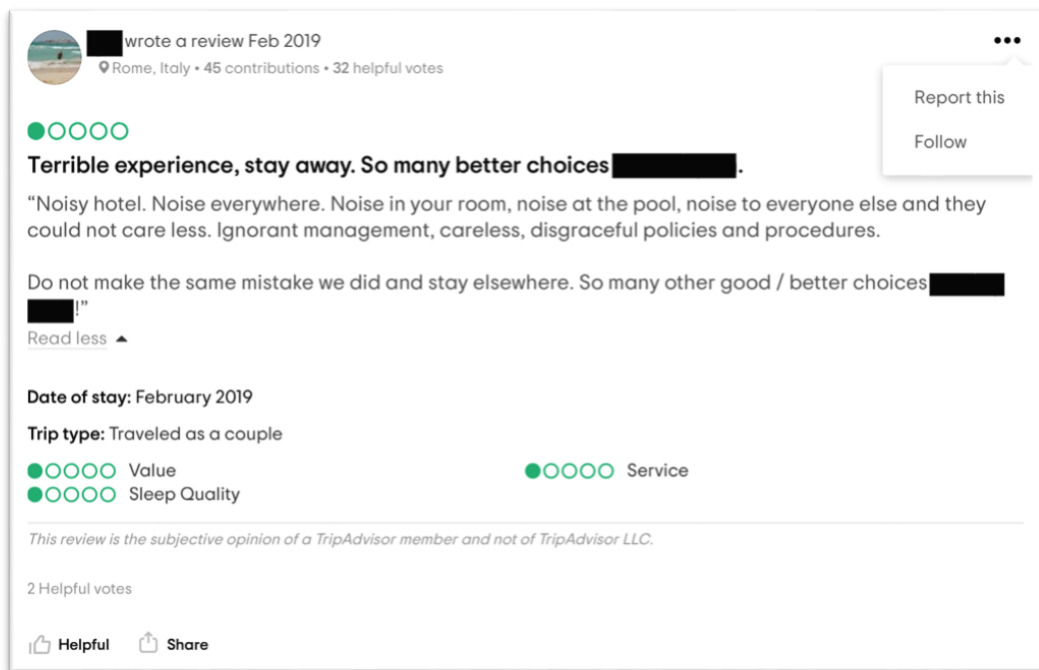
Figure 6: An example of member review on TripAdvisor
Note: This review was randomly chosen and information which may reveal the reviewer, reviewed hotel or its location was omitted.

4.1.3. CMD classification of TripAdvisor reviews

In the second chapter, it was discussed that CMC involves a variety of genres, communicative situations and linguistic features (Baym, 1995). Considering that this study puts a specific CMD generated on a particular website under the microscope and aims to conduct an analysis of it, it is crucial to classify this chosen CMD. However, traditional discourse classifications (e.g., Bieber, 1988; Chafe & Danielewicz, 1987) are not suitable tools for this purpose. Thus, Herring's (2007) faceted classification scheme for CMD, which is a rather flexible and comprehensible one, is applied on the text based CMD of the present study, (i.e., TripAdvisor hotel reviews). It should be noted that discourse classifications of other contents on TripAdvisor such as forums go beyond the scope of the CMD classification of this study.

Herring (2007) states that medium (technological) and situation (social) are the most prominent influences on CMC. She proses several non-hierarchical, open-ended facets under each influence—10 facets for medium and 8 for situation. In addition to

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the information presented in previous sections, these two classifications help to explicate the structure of TripAdvisor's review system further, and they provide a systematical overview of it as well. As the orders of the medium and situation factors proposed by Herring (2007) are non-hierarchical, in an attempt to create a more coherent description, the original orders have been slightly modified in Table 1 and Table 2. In addition to this, one of the medium factors (*Quoting*) is excluded due the particulars of TripAdvisor review system, and a new medium factor (M5) has been added to Table 1.

Table 1: Medium factors which characterise the TripAdvisor review system

No.	Medium Factor	TripAdvisor Review System
M1	Synchronicity	o Asynchronous system
M2	Message transmission	o One-way (message-by-message)
M3	Channel of communication	o Photos
		o Text-based messages
M4	Size of message buffer	o Limitless
M5	Rating system	o Bubble rating
		1 Bubble (Terrible)
		2 Bubbles (Poor)
		3 Bubbles (Average)
		4 Bubbles (Very good)
		5 Bubbles (Excellent)
M6	Anonymous messaging	o Depends on user preference
M7	Private messaging	o Reviews and ratings sent via "Write a review" button are public
		o Members can write private messages to each other
M8	Filtering	o Regulated by TripAdvisor
M9	Persistence of transcript	o Permanent unless deleted by the author or TripAdvisor team
M10	Message format	o Chronological

TripAdvisor reviews are clearly *asynchronous* and *1-way* since it is not obligatory for reviewers and readers to be logged on TripAdvisor simultaneously, and there is no indication that a TripAdvisor member is composing a review at a particular moment (Herring, 2007). The main *channel of communication* is text-based, but it is possible to post photos along with reviews. Although the number of photos that can

be added to reviews are limited to 50, authors can write their reviews as long as they desire since there is no limitation for *size of message buffer*.

Additionally, as stated in section 4.1.1., reviewers can not only post a review but also a score in the form of *bubble rating*. This contributes overall scores of each establishment and acts as an initial beacon for travellers. Higher ratings can denote good reputation, trustworthiness and popularity. Therefore, it is expected that the content of reviews should reflect the given bubble rating and vice versa. As TripAdvisor do not require an identity verification procedure, members determine their anonymity by revealing their real names, locations, websites, photos etc. on their public profile (i.e., *anonymous messaging*). This high level of anonymity may stem from the fact that all reviews on TripAdvisor are considered public domain, which mean that all profiles are public as well. Yet, the only non-public activity on the platform is *private messaging*, which only members can perform amongst themselves.

On the other hand, the permission of anonymity on the platform does not mean that members can publish reviews without any *filtering* (see also section 4.1.2.). While some reviews may not be able to pass through the filtering procedures of TripAdvisor, some published reviews may also be deleted by TripAdvisor team in the event that a member or business owner/manager reports it to be illegitimate. Unless a review is removed by either TripAdvisor or the author, reviews are quite *persistent*, and they appear on the review feed of establishments and on authors' profiles according to the date they were submitted (i.e., *message format*).

As well as the medium factors which are system-related features of the platform, situation factors which are mostly constructed by the members of the TripAdvisor community can shape communication and linguistic properties in this particular CMD. However, medium and situation factors are interrelated; hence, they can affect each other (Herring, 2007). Table 2 demonstrates an overview of some important situation (social) factors of TripAdvisor review system.

The general *theme* of TripAdvisor can be summarized as hotel/restaurant/airline services. The *purpose* of the community is to share their experiences about particular

hotel/restaurant/airline services; thus, the main *activity* on this platform is experience exchange among members/users. However, the purpose of review interactions varies depending on the nature of reviews. To put it more explicitly, an author may give a low rating to an establishment, and thus their purpose may be complaining— as in the purpose of the current corpus, or they may give a high rating accompanied with positive feedback in order to complement the hotel/hotel staff and/or recommend it to others. In other words, many different speech acts can be realized in TripAdvisor reviews according to the purpose of interaction. Authors may set a specific *tone* (e.g., formal, playful, sarcastic) to saliently deliver their experiences, opinions and important matters in line with the purpose of their reviews.

Table 2: Situation factors which characterise the TripAdvisor review system

No.	Situation Factor	TripAdvisor Review System
S1	Participation structure	o Public o Ever-expanding group size o Anonymity/pseudonymity varies o One-to-one, one-to-many o Participation amount varies
S2	Participant characteristics	o Demographics can only be revealed if user chooses so o Different languages and nationalities o Proficiency on TripAdvisor platform o Knowledge on interactional expectations of TripAdvisor reviews varies
S3	Topic or Theme	o Hotel/restaurant/airline services
S4	Purpose	o Purpose of group is sharing hotel/restaurant/airline experiences o Purpose of the interaction depends on the nature of the reviews
S5	Tone	o Tone depends on reviews
S6	Activity	o Experience exchange
S7	Norms	o Norms of organization is stated as Terms, Conditions and notices o Norms of social appropriateness are implicit o Norms of language are frequent linguistic conventions in reviews
S8	Code	o Multiple languages o Multiple writing systems

With regard to *participation structure*, as it has been mentioned in medium factors, TripAdvisor is a public platform, and anyone can be a member of this community without any charges for opening an account. Only these registered members are allowed to create review content on TripAdvisor, yet there are also numerous visitors of the website who can access all the content created by the members. As a matter of fact, the number of both registered and unregistered participants of TripAdvisor is constantly growing. Nonetheless, not every member participates equally in this content creation; while some members have written only 1 review, others may have written thousands. In order to assess how active members are, "contribution" section on member profiles can be checked. While unregistered participants are completely anonymous, registered participants decide the level of their own anonymity. When members write a review, they can address to the establishment owners/managers/staff (i.e., *one-to-one*), they can prefer to address directly to the community to inform them about hotel services (i.e., *one-to-many*), or it can be a mixture of both of them.

Several subcategories constitute *participant characteristics*. Given that TripAdvisor is respectful to its users' privacy, characteristics of TripAdvisor members remain mostly uncertain. Member demographics (i.e., gender, age, nationality, occupation and marital status) may be revealed on members' profiles, photos or reviews provided that they have chosen to do so. TripAdvisor have members all around the world, which creates a rather favourable CMD for the current ELF study. Similar to demographic information of members, it is not possible to accurately determine whether members are adequately familiar with TripAdvisor interface or its interactional review expectations. Taking into account that TripAdvisor has a simple and aesthetic interface, participants should be able to easily navigate in it. Also, even first-time reviewers can obtain a general knowledge on interactional expectations of reviews by reading a few reviews.

The *norms* of TripAdvisor reviews can be divided into 3 types: organization, social appropriateness and linguistic. Organizational norms of TripAdvisor reviews in respect to content policy, content monitoring and penalties in case of misconduct have been explicitly stated on their website. This means that the reviews in the current corpus have been subjected to these regulations and methical content monitoring system as well. On the other hand, social appropriateness norms are implicit and

developed among the TripAdvisor community; these are namely writing reviews detailed enough to give others a clear perspective on establishments and justifying their ratings. The third type, linguistic norms, refer to the special acronyms (i.e., "SPG", Starwood Preferred Guest), wordings or inside jokes particular to TripAdvisor users (Herring, 2007).

Finally, *code* is the language(s) and writing systems used to interact in CMC. As indicated in section 4.1.1., it is possible to read and write in many languages including varieties (e.g., Belgian, Canadian and Swiss French) on TripAdvisor as non-ASCII fonts are allowed. This feature designates TripAdvisor as one of the unique online platforms where CMDs' of various languages can be analysed within the same CMC context.

4.2. Data Collection Procedures

Having outlined TripAdvisor, its review context and CMD classification, data collection procedures need to be scrutinized as well. Linguists have asserted that the Internet can be incorporated into research with two different approaches: "Web as corpus" and "Web for corpus" (Fletcher, 2012, p. 1341; Hundt, Nesselhauf & Biewer, 2007, p. 2). Researchers who build their corpora with the first approach use the web directly as a corpus by means of web crawlers[8] or internet-based search engines; on the other hand, researchers who build their corpora with the second approach create offline monitor corpora by converting or copy-pasting the selected data on the Web. The current study's data collection method falls under the second approach because within the criteria stated in the next section, the data was manually selected from the review section of a travel website (https://www.tripadvisor.com) to create a separate offline corpus. As a result of this "Web for corpus" approach, it is aimed to build a monolingual (English) specialized corpus of online complaints on TripAdvisor website.

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[8] *Web crawler* refers to "a computer program that automatically and systematically searches web pages for certain keywords" (Merriam-Webster, n.d., Definition 1).

4.2.1. Corpus compilation criteria

Biber (1993) emphasizes the significance of defining an adequate operational population (i.e., "sampling frame") and setting some clear boundaries and parameters that limit the target corpus population before the beginning of a corpus compilation (p.244). Internet is swarming with websites containing lots of online complaints; yet the sampling frame used in the present study is determined to be the text-based TripAdvisor reviews because of the fact that thanks to millions of visitors during its many active years, TripAdvisor have accumulated countless reviews, which adds up to quite a large fully accessible CMD sample population. Thus, it was requisite to determine some criteria before collecting the data in an attempt to narrow down the database, make it more manageable and representative. Below, the data collection criteria of the present corpus is explained in detail:

a. The fundamental purpose is to create an ELF corpus consisting of complaints written by diverse complainers (i.e., TripAdvisor members) from as many different countries as possible.

b. For this study, complaints are defined to be negative reviews rated with either 1 bubble (Terrible) or 2 bubbles (Poor) for the reason that these reviews are likely to be based on at least one complainable[9]. TripAdvisor members who have reflected their failed expectations and dissatisfaction with these negative comments are considered to have performed the speech act of complaint.

c. TripAdvisor members can write reviews under 3 main categories: hotels, restaurants and airlines, but this study includes only hotel reviews. Airline reviews are not chosen to be the focus of the corpus due to its limited number of reviews, approximately 620 airlines are listed. Even though there are ample number of restaurants and restaurant reviews on TripAdvisor, it is not possible to filter restaurants in a way that only restaurants belong to a particular chain/brand/franchise appear, which is needed to acquire reviews evaluated under similar conditions. On the other hand, both the size and the filtering options of hotel reviews are as desired.

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[9] Negative reviews and complaints are used interchangeably in this study.

d. Hotels can be filtered according to their brands on TripAdvisor (Figure 7). Among several popular hotel chains, one international hotel chain was chosen due to the fact that it is one of the largest in the world with 6.500 properties in more than 125 countries (Business Chief, 2020). By choosing the largest hotel chain, it was aimed to reach more hotels, and hence more reviews, while also limiting the TripAdvisor CMD data to hotels belonging to one particular chain and by extension having similar conditions.
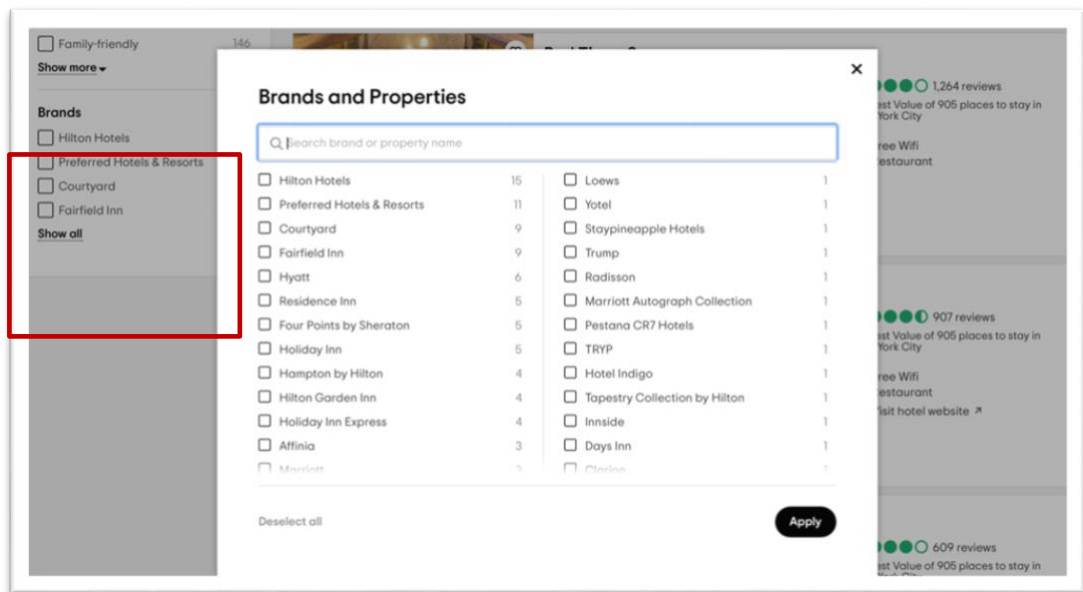
Figure 7: Hotel brand filtering option on TripAdvisor

e. Instead of collecting the data from specifically one region of the world or one country (as many TripAdvisor truism studies have done: e.g., Fitchett & Hoogendoorn, 2019, on South Africa; Taecharungroj & Mathayomchan, 2019 on Thailand), it was decided to select cities located in different parts of the world with the intent of forming an ELF corpus with a variety of complainers from multiple countries. Therefore, two indexes of the most popular travel destination cities based on international visitors—Euromonitor International Top 100 City Destinations (Geerts, 2018) and Global Destination Cities Index by Mastercard (Hedrick-Wong & Choong, 2016)—were examined to determine the cities. Among the top 100 destination cities, 6 cities which represent each of the continents (except Antarctica) were determined:

Bangkok, Paris, Johannesburg, New York, Lima, Sydney. Due to its unique location between Asia and Europe, *Istanbul* was added to the list of data collection cities as well. The highest-ranking cities from each continent were targeted; however, it should be noted that although London ranks higher than Paris in both of the indexes, it was not included so as not to increase the number of native English speaker cities in the list of data collection cities. Table 3 shows the cities, their rankings in 2 destination indexes, in which countries the cities are and which continents they represent.

Table 3: Details of the 7 selected cities for data collection

Rank (Mastercard)	Rank (Euromonitor)	Selected City	Country where the city is located	Continent where the city is located
1	2	Bangkok	Thailand	Asia
3	6	Paris	France	Europe
5	8	New York	USA	North America
8	12	Istanbul	Turkey	Asia + Europe
32	91	Lima	Peru	South America
35	55	Sydney	Australia	Australia
39	38	Johannesburg	South Africa	Africa

f. It was observed that hotels with fewer overall reviews tend to have fewer negative reviews (1 or 2 bubbles) as well. Hence, only hotels with more than 1000 reviews were probed for the current study. By incorporating hotels with more than 1000 reviews, it was aimed to increase the probability of accessing more negative reviews. Furthermore, this limitation makes data collection from cities such as New York, Paris and Bangkok, where there are quite a few hotels belonging to the chosen chain, more manageable.

g. The complaints of reviewers who have revealed their current locations on their profiles were incorporated into the corpus as the location of the complainers play an important role for the study.

h. In the event that another review written by the same reviewer (i.e., the same username) was encountered, the latter review was not included in the corpus so that each complaint contains strategies employed by a different complainer.

i. Initially, 1 or 2 bubble ranked reviews written within the past two years (2018-2020)— following the footsteps of previous CMC research (Meinl, 2010; Traiger, 2008)—were considered to be included into the corpus since the present study aims to discover the ELF complaint universals realized in more recent years. However, this time period needed to be extended to 5 years (2015-2020) due two 2 main reasons: 1) there are not plenty of reviews written in 2020 as a result of COVID-19 pandemic related travel restrictions; 2) the fact that many members do not prefer to reveal their locations substantially reduces the number of convenient reviews. Taking into account these reasons, among all the reviews in the specified cities and hotels, only negative reviews written between the years of 2015-2020 were collected, which is a time period similar to Hopkinson's (2017) TripAdvisor study. Furthermore, it should be noted that both date of stay and date of review writing are available on TripAdvisor reviews (see Figure 6), and these dates may not always match. Since the study appertains complaint strategies used in written negative reviews, not when complainables causing reviewers to write these reviews occur, 6-year time period for data collection is predicated on the date of review writing.

j. Preliminary scanning of hotel reviews on TripAdvisor has shown that some reviews written by members from certain countries, mainly the USA, the UK, Canada and Australia, have dominated the hotel reviews sections. This is not an unexpected situation considering these countries are among the world's top travelling nations (Diskin, 2019). In a similar manner, reviews written by members whose current locations are same as the hotels' locations (e.g., members whose current location is South Africa reviewing hotels in Johannesburg) are rather high in number too. Consequently, in an effort to distribute data more evenly, it was decided to not to collect more than 10 reviews (5 from 1 bubble rated reviews and 5 from 2 bubble rated reviews) written by members of the inner circle countries or the same country where

the hotels are. For instance, there can be utmost 10 reviews written by American members for a particular hotel in any aforementioned cities.

4.2.2. Corpus compilation stages

After determining the data collection criteria, an Excel document was created in order to compile the corpus and save the reviews in an orderly fashion. An individual Excel sheet with 10 columns was designated for each country where complainers claim to be on their profiles. All the negative reviews written by members situated in the same location were collected within the same sheet. All the columns in the sheets were exactly the same and titled respectively "city where the hotel is", "hotel's name", "complainer's name", "complainer's city", "date of complaint", "bubbles", "trip type", "complaint title", "complaint" and "notes". Except from "notes", all the necessary information copied from the original TripAdvisor reviews and pasted under the related column without any change or spelling/grammar correction. If a reviewer has revealed their country but not their city, "N/A" (i.e., not available) was written in the related cell. The same procedure was applied for reviews without a "trip type".

Figure 8: An image of data collection Excel document
Note: Complainer and hotel names are blacked out to keep their anonymity.

The Excel sheets representing each country were sectionalized as "inner", "outer" and "expanding" to be able to find countries more easily. Additionally, it needs to be mentioned that thanks to its "AutoComplete"[10] feature (Wyatt, 2019), compiling corpus with Excel was less time-consuming, and detecting the same usernames in order to comply with the *criterion h* (see section 4.2.1.) was rather effortless. Figure 8 above demonstrates a segment of Excel document prepared for data collection.

4.2.2.1. First round of data collection

The first round of data, which constitutes the majority of the corpus, was compiled between October 2020 and December 2020. It followed the order of cities as they are ranked in Table 3. Upon opening the TripAdvisor website, firstly, the "Hotels" button on the upper-left corner of the page was clicked. The city (i.e., Bangkok) was typed on the popup search bar. After reaching the list of hotels for one of the specified cities, all the hotels which are under the selected hotel chain were filtered through the filtering option "Brands" (see Figure 7). All existing hotels in that particular city were scanned, and the ones with more than 1000 reviews were opened on a separate tab. Starting from the hotel with the highest number of reviews, reviews that are ranked "Terrible" (i.e., 1 bubble) were examined.

Reviews written by members who have not added their current cities on their profiles were excluded from the corpus of the study. When a review with disclosed current location was encountered, the profile of that member (their "Intro" information, username, previous reviews and photos) was examined with an attempt to acquire more information about the true location of the reviewers. Some contradicting details were emerged during this further investigation. On the other hand, although it was not valid for all of them, details which supports the verification of reviewers' locations were surfaced as well. Therefore, a checklist with 5 questions which helps to increase the validity of the demographic information of complainers was created. Below, Table 4 expands on the questions in this checklist, and it also presents some examples according to possible answers. After further investigation of members with

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[10] Excel automatically completes an entry in a cell if the first couple of letters match with any other entry within the same column.

disclosed locations, if the answer to any/a few of the questions in the checklist is "Yes", these details are believed to be reinforcing the claimed location of reviewers, and they were added under the "notes" column of Excel sheets. However, if the answer to questions 1and 2 is "No", it is believed that the current location of members and their real location do not match; thus, their reviews were not added into the corpus. Although existence of details for questions 3, 4 and 5 are considerably helpful to confirm the claimed nationality, the lack of details for these questions can be incidental and neither be helpful to validate nor falsify the claimed nationalities. Additionally, there were also some profiles which revealed neither supporting nor contradicting information about the true location of members. The reviews coming from this type of profiles were directly included into the corpus. Nevertheless, it should be emphasized that emergent details for most of the items in the checklist (except questions 1 and 2) cannot be considered as indubitable evidence that validates or falsifies the claimed locations of the TripAdvisor members. These items were essentially formed on the basis of my assumptions and observations, and they were intended to assist me to collect complaints in line with the purpose of the study.

Table 4: Checklist questions and example situations related to answers

Question	Example situation
1) Does the "Intro" lack information lowering the chance of the member to live in the claimed current location?	*No:* A member whose current location is Dubai has indicated on their "Intro" that they are originally American but work as an expat and move a lot for his job.
2) Do the other reviews written by the member lack information lowering the chance of them to live in the claimed current location?	*No:* A member whose current location is Jakarta has stated in one of his recent reviews that "As an Australian who lived in Indonesia before, I can say that this is not genuine Indonesian food".
3) Are there any other reviews of the member written in the country's native language/another official language? (This is for members reside in expanding and outer circles).	*Yes:* A member whose current location is Milan has written several other reviews in Italian for hotels/restaurants all around the world.
4) Does the name/username appear on the profile lead any social media accounts (e.g., Facebook, Instagram, Twitter, LinkedIn) that disclose any information supporting the claimed location? Or is there an embedded link in the "Intro"?	*Yes:* The name of a member whose current location is Cairo has been searched on Google, and an Instagram account with the exact same name is available. The "Bio" of her Instagram account discloses that she is a professional Egyptian athlete.

Table 4 (cont'd)

	Yes: A member whose current location is the Philippines has added the link of her personal blog on her TripAdvisor profile, and in her blog's "About Me" section, she defines herself as a "Pinay" which basically means a woman from the Philippines.
5) Are there more reviews for hotels/restaurants which are in the same country as the claimed location on the member's profile?	*Yes:* A member whose current location is Johannesburg has several reviews for restaurants/hotels in Johannesburg and other South African cities. *No:* A member whose current location is Johannesburg does not have any reviews for restaurants/hotels in Johannesburg and other South African cities.

Before copying all the necessary information needed for the data collection onto the Excel document, each review was scanned to make sure that the rankings were not accidental, and reviews indeed contain at least one complainable. Finally, similar to the reviews which were suspected to be written by members who are not actually from where they claim to be on their profiles, overall low rated reviews (1 or 2 bubbles) with high specific "Hotel ratings" (i.e., room, cleanliness and service)[11], were excluded from the corpus on account of the fact that they are suspicious, self-contradicting reviews and are most likely to be fake (Schuckert, Liu, & Law, 2016). The process described so far was also repeated for reviews ranked "Poor" (2 bubbles). Figure 9 summaries the steps followed during the data collection.

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[11] The average of these specific ratings does not automatically generate the overall rating on TripAdvisor.

1. Search one of the specified cities on the "Hotels" section of TripAdvisor

2. Click on the "Brands" filter and select all the hotel brands belonging to Marriott International

3. Starting with the highest review count, open new tabs for hotels with more than 1000 reviews

4. Scroll down on the hotel pages to reach the "Reviews" section

5. Select "Terrible" (i.e., 1 bubble) under "Travel rating" section

6. When a comment with location is detected, check the profile of the reviewer to find any information that can verify/falsify their location

7. Copy and paste all the necessary information of reviews to the Excel document

8. Repeat the 6th and 7th steps until reaching reviews dated 2014

9. Repeat the 6th, 7th and 8th steps for reviews rated "Poor" (i.e., 2 bubbles)

Figure 9: An overview of the data collection steps

At the end of the first round of data collection, the corpus consisted of 1561 complaints from 86 nationalities. These complaints were collected via a total of 43 different hotels in the selected cities. The greatest number of complaints came from New York City ($N = 671$), and complaints from inner circle countries ($N = 725$) were higher than outer and expanding circles. Table 5 provides a detailed distribution of complaints in the first round of data collection. The possible reasons of numerical discrepancies among cities in the table are needed to be addressed. Except New York, all complaints in conformity with the aforementioned criteria were collected from all hotels with more than 1000 views in the selected cities. However, due to the fact that the selected hotel chain is originally American, there are almost 30 hotels with more than 1000 reviews in New York on TripAdvisor; hence, data was collected only from 10 New York hotels with highest number of reviews. Moreover, not all hotels were equally prolific in terms of negative reviews (i.e., complaints). For instance, although a hotel may have around 8000 reviews, since its overall rating is really high (5 bubbles), the total number of negative reviews (1 and 2 bubbles) may be just a little

over 100. Obviously, this number diminishes as all the established criteria are applied. This is the reason why despite having more hotels, Bangkok has fewer negative reviews compared to New York and Paris.

Table 5: Details of the complaints collected during the first round of data collection

Cities where the hotels are	Number of hotels	Number of complaints			Total
		Inner circle	Outer circle Expanding circle		
Bangkok	15	101	51	131	283
Paris	8	174	28	115	317
New York	10	315	77	279	671
Istanbul	2	20	8	17	45
Lima	2	14	1	12	27
Sydney	3	62	18	26	106
Johannesburg	3	39	35	38	112
Total	43	725	218	618	1561

4.2.2.2. Second round of data collection

Lima was chosen to represent South America. Yet, the number of complaints complied from Lima ($N = 27$) was substantially fewer than other cities. Therefore, with the aim of increasing the number of complaints coming from hotels in South America, it was decided to include another South American city into the list of selected cities. The two travel destination reference indexes (see the c*riterion e*) were consulted to choose the city. There were 4 other South American cities on these indexes: Buenos Aires, Rio de Janeiro, São Paulo and Montevideo. Whereas Euromonitor index only ranks Buenos Aires and Rio de Janeiro among 100 most popular destinations, Mastercard index ranks all four cities. To be able to reach more reviews, instead of choosing the city with the highest ranking, the city which has more hotels belonging to the particular hotel chain of this study was searched out. São Paulo has more hotels than the other three cities ($N = 5$), and it also happens to be the second highest ranking South American city (49th) after Lima in Mastercard index. Three of the five hotels in São Paulo have more than 1000 reviews. A total of 39 complaints were collected from these hotels by following the aforementioned data

collection steps and the checklist: 20 from inner circle countries, 2 from outer circle countries and 17 from expanding circle countries. Unfortunately, even after the second round of data collection, complaints coming from cities representing South America could not even reach one hundred.

4.2.2.3. Third round of data collection

Corpus balance and representativeness is an important issue in corpus compilation (Atkins et al., 1992; Biber, 1993; McEnery et al. 2006). In corpus linguistics, representativeness mainly refers to the diverseness of the text categories representing the language under consideration in a corpus (Biber, 1993). However, because the present specialized corpus incorporates only one type of text (written online complaints) in English, and it is divided into 3 sub-corpora based on the criteria of complainer's current country (inner, outer and expanding circles) in conformity with the research questions, the representativeness concern for this study is mostly relevant to the representativeness of these sub-corpora. As Table 5 shows, the number of complaints from outer circle sub-corpus ($N = 218$) is significantly lower than the other two sub-corpora. In order to increase the representativeness of outer circle sub-corpus and to achieve a more balanced overall corpus, it was decided to implement the third round of data collection. Istanbul, Lima and São Paulo were selected to be data collection cities as they have the fewest negative reviews ($N = 45$, $N = 27$ and $N = 39$ respectively). As a result of the purpose of this round of data collection, only negative reviews written by members from outer circle countries were collected, and *criterion d* was suspended (see section 2.1.), which basically means that data was collected from hotel brands other than the originally selected hotel chain. All the hotels with more than 1000 reviews in these cities were inspected ($N = 21$ for Istanbul, $N = 2$ for Lima, $N = 12$ for São Paulo) and except the 2nd step, the same data collection steps in the first round and the checklist were followed (see Figure 5). This round yielded 86 new outer circle complaints and data from one more new country (Zambia): 67 from Istanbul, 3 from Lima and 16 from São Paulo. The third round of data collection raises the overall number of data collection countries to 87 and outer circle complaints to 306.

4.2.2.4. Fourth round of data collection

Even after the third round of data collection, the number of complaints in outer circle sub-corpus has not reached a level where all sub-corpora can be considered approximately balanced. Consequently, a final data collection round was implemented. In this round, *criterion e* was suspended (see section 2.1.), and data was collected from hotels in another city which is not in the list of original selected cities. Once again, the two travel destination reference indexes (see the c*riterion e*) were consulted to choose this city. Dubai became the final data collection city due to several reasons: 1) Dubai ranks in top ten in both of the indexes—4th in Mastercard and 7th in Euromonitor index; 2) There are 35 hotels belonging to the selected chain in Dubai; 3) Dubai is a Middle Eastern country which has a favourable location right between Asia and Africa where all of outer circle countries are. Following data collection steps and the checklist, 65 new complaints for outer circle sub-corpus were compiled from the chain's all selected hotels with more than 1000 reviews ($N = 19$). Still not being able to acquire enough outer circle complaints, *criterion d* was suspended again as a final attempt to reach more outer circle complaints. Examination of 15 other Dubai hotels with highest number of reviews (other chain brands) resulted in 3 more data collection countries and 59 more complaints for outer circle sub-corpus. Consequently, the fourth and final data collection, which was finalized at the end of December 2020, raises the overall data collection countries 90 and outer circle complaints to 430. Despite all the efforts, a nearly equal sub-corpus distribution could not be achieved. The underlying reason for this problem can be that the number of outer circle countries from which complaints were collected for this study ($N = 16$) is almost a quarter of the number of expanding circle countries ($N = 68$). On the other hand, even though the number of inner circle countries ($N = 6$) is fewer than the half of the number of outer circle countries, the fact that most of the inner circle countries (the USA, the UK, Canada and Australia) are among the strongest economies[12] (International Monetary Fund, 2020), that these countries are among the world's top travelling nations (Diskin, 2019)—as sated in *criterion j*—and that they consist most of TripAdvisor users (Gretzel & Yoo, 2008) may have played a role in the abundance of complaints from inner circle countries in the present corpus. Therefore, it can be

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[12] Based on Gross Domestic Product (GDP).

deduced these factors may have affected the sample distribution in favour of inner and expanding circle sub-corpora.

4.3. Overview of the Final Corpus

The final corpus consisted of 1810 complaints. Although it cannot be proven that each username belongs to a different individual, it is assumed that there are also equal number of complainers. The corpus size is approximately 342,000 words, and average length of a complaint is 189 words. The size of this specialized corpus (ELF online negative hotel reviews) is believed to be adequate to yield insights regarding the research purposes (Flowerdew, 2004).

Table 6: Details of the complaints in the final corpus

Cities where the hotels are	Number of hotels	Number of complaints			Total
		Inner circle	Outer circle	Expanding circle	
Bangkok	15	101	51	131	283
Paris	8	174	28	115	317
New York	10	315	77	279	671
Istanbul	23	20	75	17	112
Lima	4	14	4	12	30
São Paulo	15	20	18	17	55
Sydney	3	62	18	26	106
Johannesburg	3	39	35	38	112
Dubai	34	-	124	-	124
Total	115	745	430	635	1810

Note: Data from Dubai were collected for the final round of data collection to expand outer circle corpora hence the lack of data from inner and expanding circle countries.

Data was collected from a total of 90 nationalities, 9 cities and 115 hotels. The largest sub-corpus belongs to inner circle ($N = 745$). A large number of complaints came from the hotels in New York city ($N = 671$). The highest numbers of complains for inner circle sub-corpus were obtained from American ($N = 292$) and British ($N = 188$) complainers; for outer circle sub-corpus from Indian ($N = 150$) and Singaporean (N

59

= 98) complainers; and for expanding circle sub-corpus from Chinese (*N* = 59) and Emirians (*N* = 34). Table 6 shows the details of complaints in the final corpus in regard to sub-corpora and cities where the hotels are.

See Appendix A for countries in each sub-corpus[13] and Appendix B for numerical details of each country in the corpus. Complaints that received 1 bubble (*N* = 880) or 2 bubbles (*N* = 930) in the final corpus were divided almost equally. While most of the complainers in the corpus travelled for business (*N* = 550), only 6 percent of complainers travelled solo (*N* = 109). Finally, almost half of the negative reviews in the corpus were written in the years of 2018 and 2019 (*N* = 400 and *N* = 425 respectively). As expected, the fewest number of complaints were collected from 2020 (*N* = 124) owing to COVID-19 pandemic related travel restrictions. Figure 10 demonstrates the percental distribution of the complainers' trip types and the years when reviews were written.
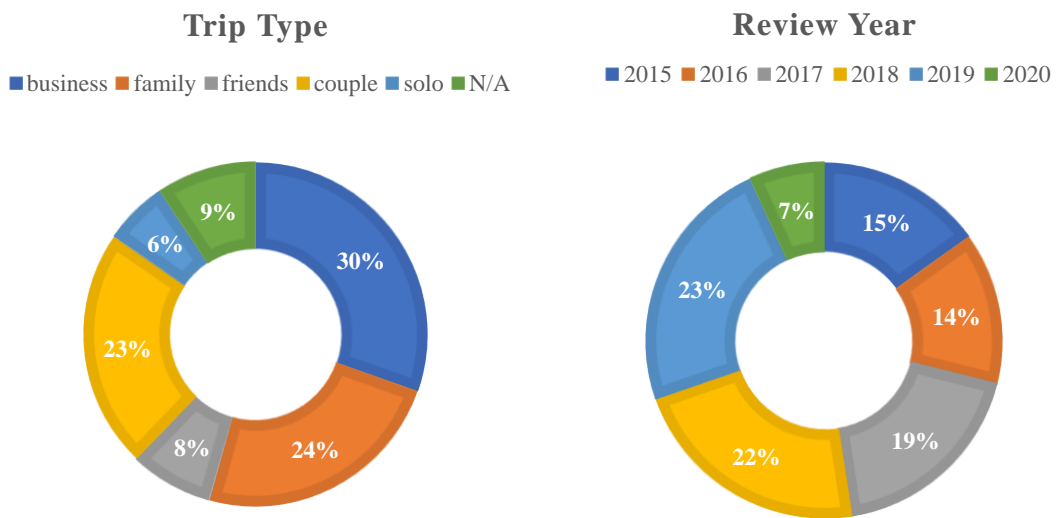
Figure 10: Percentages of trip types and review years

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[13] The division of countries into the sub-corpora is based on how Kachru (1985) defines inner, outer and expanding circles. However, Kachru states that South Africa, one of the countries in the present corpus as well, is hard to place in one of the concentric circles due to its complex situation. For this study, South Africa is placed into outer circle corpus since English has a special status here because of its history (i.e., colonisation of the British, multiracial population), and since English is one of the 11 official languages, which is only the fourth most spoken language (mostly at home) in South Africa (Doochin, 2019; Kamwangamalu, 2006).

4.4. Advantages and Disadvantages of the Data Choice

Considering it is a challenging task for most researchers studying pragmatics, the selection of appropriate data collection tools plays a crucial role in achievement of sufficient answers to research questions (Yuan, 2001). The chosen data collection tool needs to enable researchers to compile a valid sample of targeted participants and to assert some reliable conclusions based on the research aim and questions (Dörtkulak, 2017).

Many scholars of pragmatics (e.g., Blum-Kulka et al., 1989; Kasper, 2000; Yuan, 2001) acknowledge that naturally occurring data could yield more reliable and exhaustive interpretations of the use of language. In addition to field notes and recordings, the advancement in technology and popularity of the Internet in recent years have opened doors for researchers another tool to collect naturally occurring data: CMD. Taking into consideration that in our age millions of people spend hours online, the online language use should be explored for a better and less restricted understanding of pragmatics (Dörtkulak, 2017). Accordingly, the present study takes advantage of this rich authentic data. Moreover, compared to other elicited data collection tools such as discourse completion test or role-play, which are rather common data collection tools in pragmatics, naturally occurring online data eliminates the issue of "Observer's Paradox" (Herring, 1996, p.5) as subjects, who are TripAdvisor reviewers for the current study, use the language freely and authentically without the influence of a researcher or recorder.

"Web for corpus" approach to data collection is also advantageous for researchers in the sense that collection of large and varied data is not very demanding or time-consuming (Herring, 1996) because data can be simply copy-pasted without compromising their originality or struggling with transcribing (Meinl, 2010). Additionally, as for the current study, this data collection approach allows for attainment of a great number of authentic ELF complaints made by people all round the world, which could have been quite a challenge with other naturally occurring or elicited data collection tools especially in the current state of coronavirus pandemic.

On the other hand, the biggest disadvantage of the current data collection choice is the lack of authenticated demographic information as most of the TripAdvisor profiles disclose bare minimum of personal information. Even though the utmost effort was made to increase the validity and representativeness of the data regarding the complainers' location in accordance with the aim of the research, there is no way to prove that complainers are indeed from the countries which are displayed as current locations on their profiles. However, due to the fact that the corpus size is not very small, and complaints were randomly selected within certain criteria, it is assumed that anomalous cases (i.e., mismatch of complainers' real country and current location) are not significantly high in number to distort the data and results of the study (Hopkinson, 2018; Meinl, 2010; Vasquez, 2014a)

4.5. Ethical Considerations

With the inclusion of CMC into research areas, researchers have faced new ethical dilemmas and ambiguous ethical expectations related to data collection via the Internet (Herring, 1996). Researchers cannot even come to agreement on a certain definition or classification of online research methods (Gupta, 2017). Based on the available classifications, the current study applied what Moreno et al. (2013) defines as *observational research* since the data were collected through public information where notifying participants about the research was not required.

Here, what is understood from *public information* needs to be clarified. Drawing on the Association of Internet Researchers guideline (Ess & AoIR ethics working committee, 2002), there are two important factors to consider: the perceived privacy of the community where data collection takes place and the distinction between "subject" and "author" (p.7). The community in question for this study is the TripAdvisor members who share their reviews on the platform's reviews section whose primary purpose is information and experience sharing with other travellers. As there are not any kinds of enrolment requirement to access this review section, and as it is clearly stated in the TripAdvisor privacy policy (see section 1.2.), all TripAdvisor members are aware of the fact that their reviews can be seen by the rest of the world. Therefore, TripAdvisor members can be identified as "authors whose texts/artifacts are intended as public" instead of "subjects in the senses common in

human subjects research in medicine and the social sciences" (Ess & AoIR ethics working committee, 2002, p.7). Furthermore, this study does not focus on the identities, behaviours or interactions of community members and does not intend to harm the TripAdvisor members in any way—the focus is on the linguistic and pragmatic features of the written reviews with generally not sensitive content (Vasquez, 2014a).

Consequently, following AoIR quidelines, taking informed consent of all the members whose complaints were included in the corpus was not regarded as necessary. Nevertheless, to further ensure the privacy of complainers, their names/usernames, whether real or not, have been left out from any part of the present study.

4.6. Data Analysis

Having outlined data collection criteria and stages, the final corpus and pros & cons of the data choice, data analysis procedures also need to be scrutinized. By its definition, qualitative and quantitative data collection and analysis methods are required to be implemented at least once for mixed methods research design (Greene et al., 1989). While the primary dataset of this study is qualitative in nature, it adopts mixed methods data analysis (Onwuegbuzie & Teddlie, 2003) since both qualitative and quantitative analyses were conducted. Considering that, Creswell & Plano Clark (2007) qualify the present study as having a mixed methods methodology even if they designate the present study into the "gray area" (p. 11) as it partly conforms the definition.

Following mixed method data analysis design, current data was analysed in 2 stages. Firstly, with the help of a Computer Assisted Qualitative Data AnalysiS (CAQDAS) tool, each sample in the corpus was codded in terms of the complaint strategies that it incorporated. By means of this software, the qualitative data of the present study were also "quantitized". Sandelowski et al. (2009) define *quantitizing* as assigning numerical values to qualitative data. For this study, obtaining frequencies and percentages (i.e., descriptive statistics) of each complaint strategy code via a CAQDAS tool is what is referred by quantitizing of qualitative data. Secondly, this

quantitized data were utilized in further non-parametric quantitative analysis (Chi-square test). As Sandelowski et al. (2009) suggest, this quantitizing is beneficial "to discern and to show regularities or peculiarities in qualitative data" (p. 210).

4.6.1. Qualitative analyses

Qualitative analysis of the data consists of several data coding stages and components. In this section, each stage is explicated, coding manual is presented with examples, it is explained how the reliability of codes has been ensured and the data analysis tool is introduced.

4.6.1.1. First cycle data coding

In order to identify the complaint strategies performed by ELF users, a comprehensive coding scheme should be developed. In this study, an iterative approach is adopted for the development of coding scheme and for the data analysis by thoroughly examining both existent frameworks in the literature and emergent data, as well as analysing data in a reflexive and progressive manner (Srivastava & Hopwood, 2009; Tracy, 2013). Accordingly, for the first cycle of data coding, literature was reviewed so as to find prominent studies which are about speech act of complaints and offer a complaint strategy classification/taxonomy. Seventeen such studies[14] were detected. Details of complaint strategies taxonomies in these studies along with other crucial information were transferred on a Word document in the chronological order of publication. These taxonomies were analysed meticulously, and it was observed that some taxonomies are slightly modified versions of previous ones (e.g., Albert, 2016; Bikmen & Martı, 2013), and some taxonomies are quite similar functionally (e.g., taxonomies of House & Kasper, 1981 and Trosborg, 1995; Chen et al., 2011 and Olshtain & Weinbach, 1987). There are also several overlapping complaint strategy types often under different names. For instance, Trosborg's (1995) second strategy called *annoyance* has the same function as

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[14] The list of these studies is: Albert (2016), Bikmen & Martı (2013), Cenni & Goethals (2017), Chen et al. (2011), Decock & Spiessens (2017), Decock & Depraetere (2018), Ekmekçi (2015), House & Kasper (1981), Laforest (2002), Li & Suleiman (2017), Meinl (2010), Murphy &Neu (1996), Olshtain & Weinbach (1987), Prykarpatska (2008), Trosborg (1995), Vladimirou & Hatipoğlu (in press), Zhang (2001).

expression of negative personal state of mind strategy in Albert's (2016) study and as *expression of dissatisfaction* strategy in Decock & Spiessens' (2017) study. Furthermore, due to their research designs, taxonomies of two studies were deemed to be more applicable to spoken data (Laforest, 2002; Zhang, 2001).

While most of the studies in the list have used elicited data collection methods, only six of the studies have collected natural data occurring in a CMC context (e.g., emails, E-bay feedback form, Facebook comments). As the current study also analyses data collected through a similar context (i.e., TripAdvisor reviews), the taxonomies of these studies (Albert, 2016; Cenni & Goethals, 2017; Decock & Spiessens 2017; Decock & Depraetere, 2018; Meinl, 2010; Vladimirou & Hatipoğlu, in press) were paid close attention, and the categories and sub-categories in these taxonomies constituted the core of the "provisional codes"[15] (Saldaña, 2013, p. 144) of this study.

During this provisional coding period, an important decision was made regarding the categorization of complaint strategies. Several complaint taxonomies in the literature (e.g., Albert, 2016; Chen et al., 2011; Meinl, 2010) have been shaped around the concept of (in)directness, more specifically under the influence of two quite similar directness scales proposed by House & Kasper (1981) and Trosborg (1995). In their studies, they associate directness of complaints with their degree of explicitness/implicitness and face-threat: the more explicit a complaint is the more face threatening it is, and this is basically linked to the intention of complainer. Thus, while performing this already face threatening speech act, less direct complaints, which equates less explicitness, are considered more polite as they may leave some room for complainees' to save their faces. However, Decock & Depraetere (2018) put forward that complainees may not accurately infer or evaluate complainers' intended degree of directness; accordingly, it is only possible to speak of "perceived face-threat or (im)politeness" (p. 9). They propose that when researchers try to assess what might be implicated through a linguistic realization of a speech act, they actually assess "linguistic (in)directness" (p. 9) not "perceived face-threat or (im)politeness"

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[15] According to Saldaña (2013), provisional coding is a predetermined list of codes generated from researcher's experiences, hunches and what is available in the literature. These initial codes can be omitted, modified or expanded as data collection and analysis progress. Qualitative studies which enhance or affirm previous studies can benefit from this type of coding.

because a complaint strategy that is categorized as linguistically direct may not be evaluated as impolite/face-threatening by a complainee, and "perceived face-threat or (im)politeness" can only be brought to light by analysing interactions or perceptions in depth. Moreover, as Guleykens (2007) suggests the complainers in this study may have opted for being less polite by using more direct strategies in order to save their own faces. Another important point is that data of this corpus were acquired from complainers with multilingual and multicultural backgrounds, therefore a fixed directness perception to complaint strategies cannot be applicable to such a diverse community (Grainger & Mills, 2016). Taking into account what these scholars point out, the aim of the present study and the nature of its context and data, the coding manual was decided to be not categorized according to the concept of (in)directness. Instead, a data-driven temporal approach adapted by Cenni & Goethals (2017), Decock & Spiessens (2017) and most notably by Vladimirou & Hatipoğlu (in press) was deemed to be more fit for purpose. Consequently, the codes in this study were distinguished under 2 super-categories: 1) Past/Present-oriented strategies 2) Future-oriented strategies.

After deciding on the overall categorisation, all the codes in the literature (i.e., taxonomies in the aforementioned studies) were examined again, and the felicitous codes were listed under these 2 super-categories. At the end of this first cycle provisional coding, 5 codes for Past/Present-oriented strategies and 4 codes for Future-oriented strategies were identified (Table 7)[16].

Table 7: First cycle codes

Past/Present-Oriented Strategies	Future-Oriented Strategies
1. Narrative	1. Recommendations/Warnings for
2. Expression of the complainable	fellow travellers
3. Accusation	2. Request for repair
4. Condemnation/Reprimand	3. Advice for complainee
5. Insult	4. Threats/Warnings for the complainee

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[16] Definition and examples of all the codes are provided in the section of "Coding manual".

4.6.1.2. Second cycle data coding

With these provisional codes at hand, second cycle coding was done with the intention of testing whether or not they were able to accommodate the available data in the corpus, which can be considered as a pilot study for qualitative data analysis. At the time of this second cycle coding, only complaints from Bangkok were collected. Complaints made by Americans were chosen to be analysed as they constitute the biggest subset of Bangkok ($N = 52$, word count = 12.965). All the documents (each review) belonged to this sub-corpus were transferred into a CAQDAS tool called MAXQDA[17], and a coding system based on the codes in Table 7 was created within the software. During this stage, the problem of unitization arose. *Unitization* in qualitative data analysis refers to "the selection of amount of material to be included in each unit", and it is highly dependent on the data and the set of codes on hand (Guetzkow, 1950, p. 50). Size of the unit should be compatible with the codes; hence a coded unit can consist of a word, sentence, paragraph and even whole text. Taking into consideration the research questions, the complex and comprehensive dataset and the nature of the codes, as Campbell et al. (2013) suggest, the data was sectionalized based on meaningful units instead of a predetermined unit such as sentences. Therefore, there can be a sentence coded several times (e.g., a sentence includes both "expression of complainable" and "recommendations/warnings for fellow traveller" complaint strategies) or a few sentences coded together as one (e.g., three sentences at the beginning of the review constitute "narrative" complaint strategy).

As it can be expected from an iterative approach to data analysis, more codes emerged from the inspected sub-corpus during the second cycle coding. Firstly, some sub-codes were incorporated into the main categories under *present/past-oriented strategies* super-category since the units carried various contextual functions. Secondly, some units could not be accommodated by any of the codes as they do not fit into a temporal differentiation. These units had more of a complemental function to a complaint strategy. They exhibit features of "external modifiers" as they are

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[17] MAXQDA program is discussed in detail in a forthcoming section that is dedicated to it.

basically supportive moves that mitigate or intensify the effect of a complaint strategy (Decock & Spiessens, 2017; Meinl, 2010; Trosborg, 1995). Table 8 shows new codes that emerged during the pilot data analysis[18]. Ultimately, excluding main categories (e.g., future-oriented strategies) and parent codes (e.g., narrative), the coding scheme obtained after second cycle coding included 19 codes. It is believed that since the number of the codes could be considered moderate, coding would pose neither a great cognitive challenge nor a big chance for coding errors (Hruschka et al., 2004).

Table 8: Second cycle codes

Past/Present-Oriented Strategies	Future-Oriented Strategies	Non-Temporal Strategies

1. Narrative
   1.1. Background information
   1.2. Identity of the complainer
   1.3. Reference to remedial action
2. Expression of the complainable
   2.1. Complainable statement
   2.2. Negative personal state of mind
   2.3. Negative judgement
   2.4. Ill consequences
3. Accusation
   3.1. Non-specific accusation
   3.2. Specific accusation
4. Condemnation/Reprimand
5. Insult
	1.Recommendations/Warnings for fellow travellers
	2. Request for repair
	3. Advice/Warnings for the complainee
	4. Threats for the complainee
		1. Aggressive interrogative*
		2. Sarcasm/Mocking
		3. Disarmer
		4. Providing evidence*

* These strategies are not included in the final code list (see the next section).

[18] Definition and examples of all the codes are provided in the next section.

4.6.1.3. Coding manual

In this section of data analysis, the codes that were developed at the end of the second cycle coding are addressed in detail. Descriptions of each code and example units from the corpus that corresponds each code are elaborated. However, it should be noted that after coding a sample corpus to ensure intercoder reliability (see section *5.1.3.*) and later the whole corpus, upon deliberation two of the codes*, aggressive interrogative* and *proving evidence*, were omitted from the final coding scheme list as they were deemed to be structural strategies rather than functional. The units coded with these codes reviewed again and either they were re-coded with the other strategies or added into an existing coded unit.

To maintain the authenticity of the complaints, all the examples provided below are as they appear in their original review—any kind of non-standard grammar, spelling or punctuation were not corrected. Source code in the beginning of each example signifies the city where the hotel is, country of complainer and the sequence the of complaint in this combination (e.g., "BKK-USA15" means 15th complaint made by a complainer from the US to a hotel in Bangkok). The letter X in the examples represents the names of the hotels, hotel chains or brands. Also, code abbreviations which will be useful in the next chapter are given next to each strategy in parenthesis.

4.6.1.3.1. Category I: Past/Present-oriented strategies (PPS)

4.6.1.3.1.1. Strategy 1: Narrative (NAR)

The strategies under this category set ground for speech act of complaining by depicting the circumstances in which complainable(s) have occurred (Vladimirou & Hatipoğlu, in press) and by creating an identity for complainers. Thus, they may function as a tool to increase the credibility and reliability of the reviewers (Vasquez, 2014b).

4.6.1.3.1.1.1. Strategy 1.1.: Background information (BI)

Providing information concerning the context of the stay, this strategy acts as a pathway and groundwork to other strategies. It provides contextualization for the

complaint. It may also reveal specifics about one particular stay or previous experiences of complainers.

Example 2: BI for coding manual

(1) NY-GER6: My girlfriend is doing an internship in NJ till May so I arranged to come visit her for 15 days. Moreover, she just had a birthday on the 17th April(Friday). In that regard I decided to organize something nice for her and move from X in NJ to X in New York and in particular the X at Time Square. I looked at the hotel and I know the brand from Dubai for example where I received an amazing service and quality. So I wanted to arrange for good quality time for us and the location and a 9 Category hotel seemed perfect for this.
(2) PAR-ITA24: I stayed three night in this hotel for a business meeting.
(3) JHB-POR3: We have stayed at X two times in September. We chose this hotel for several reasons: its distance to the Johannesburg airport (less than 3 km away), the free shuttle service to and from the airport and the fact that the hotel belongs to a well-renowned international chain of hotels.
(4) JHB-SWE9: I planned 3 months ago my bookings through MR & MVC booking numbers: Booked a room for 8 people.
(5) BKK-USA47: My wife and I have stayed at this hotel every single time we visit Bangkok. In total, we've stayed 6 times in the past three years and over 30 nights total. We've stayed in every room in the Apartment side of the hotel including the two and three bedroom suites. This has been the home away from home for us for many years and we've kept coming back. This review is only a reflection of our last stay at the hotel.

4.6.1.3.1.1.2. Strategy 1.2.: Identity of the complainer (IC)

Vasquez (2014) indicates that besides user profiles, even a short online review may contain several clues regarding the identity of reviewers. Moreover, she states that information about the identity of complainers not only creates a connection between complainer and readers, but also helps readers to evaluate the credibility of anonymous reviews by providing a further context for their judgement of circumstances. Revealing information about their identities may serve as an instrument for complainers to be able to address and warn especially readers with similar qualifications. This strategy may include information such as complainers' gender, age, marital status, traveller status, hotel memberships, self-description, reasonable complainer image.

Example 3: IC for coding manual

(6) NY-CHI31: [...] as a reward member of the X hotel for many years [...]
(7) BKK-USA12: I get that pest can be an issue in large cities. I get that they can be an issue in certain areas.
(8) NY-CAN32: As somebody who works in the hospitality industry [...]
(9) IST-MLT2: We are not fans of ultra trendy hotels [...]

4.6.1.3.1.1.3. Strategy 1.3.: Reference to remedial action (RRA)

It is possible for complainers to retrospectively narrate a request or complaint that they have directed to the hotel staff/management in order to remove complainable(s); or an action either taken by complainers or a compensation offered by complainees to alleviate the negative situation causing inconvenience during their stay or shortly after their stay (Cenni & Goethals 2017; Vazquez, 2011).

Example 4: RRA for coding manual

(10) SP-IND97: and I have registered a complaint five times this past week.
(11) DUB-SA75: I have left Dubai almost 20 days ago now, the hotel responded to an initial email of mine saying I should wait the full 14 days but they will try to speed up the process on their end [...]
(12) NY-SNG36: I decided to come down to the reception and ask to talk to a Manager.10 mn later, he came and told me that he is going to call someone. I got finally a blanket for my daughter -:)
(13) IST-TZ2: The theft was reported to the guest relations manager and I was promised to hear back in the next 2 hours or so. Nothing until 22:00 [...]

4.6.1.3.1.2. Strategy 2: Expression of the complainable (EC)

The strategies under this category are utilized to express specifically camplainable(s), how the complainers feel due to complainable(s), how they judge them and further negative consequences that have emerged due to complainable(s); yet more importantly, the complainers do not directly refer to complainee(s) (see second category of House& Kasper, 1981 and Trosborg, 1995).

4.6.1.3.1.2.1. Strategy 2.1.: Complainable statement (CS)

This strategy is a mere statement of what complainable is (cf. *expression of dissatisfaction* strategy of Decock & Spiessens, 2017 and *explicit complaint* strategy of Meinl, 2010). It leaves out emotions, assessments or consequences.

Example 5: CS for coding manual

(14) SYD-AUS2: We had a drink in the bar after check-in, but then service took so long to get a second drink [...]
(15) PAR-SPA22: [...] and that there is no chair or desk in the room [...]
(16) DUB-NGR3: Upon checking in, the rooms B4906 and B4907 did not have an adjoining door.
(17) BKK-FRA1: Bad recognization of platinum status.
(18) PAR-EG6: It took me 27 minutes to check in.

4.6.1.3.1.2.2. Strategy 2.2.: Negative personal state of mind (NSPM)

Complainers express their negative feelings or attitudes caused by complainable(s) occurred during their stay (Albert, 2016).

Example 6: NPSM for coding manual

(19) BKK-ARG1: COMPLETELY DISAPPOINTED!!
(20) NY-CR1: I am extremely disgusted by this lack of professionalism [...]
(21) IST-IND90: I was shocked at the attitude of the Receptionist Mr Ozan [-].
(22) LIM-USA244: [...] I am not at all pleased with the level of service or customer engagement.
(23) IST-USA237: [...] how come a luxury hotel doesn't have an iPhone charger?

4.6.1.3.1.2.3. Strategy 2.3.: Negative judgement (NJ)

Complainers state their negative evaluation regarding complainable(s) that they hold complainees accountable for (Meinl, 2010). Units coded with this strategy are likely to contain at least one adjective or evaluative word.

Example 7: NJ for coding manual

(24) BKK-UK22: Reassuming, this hotel is not worth the price.
(25) BKK-MLY4: [...] first time that I have seen this in a 5-star hotel..
(26) JBH-CHI58: Also, broken glass on the floor in the room, <u>dangerous considering I was walking around barefoot.</u>
(27) BKK-USA49: The lounge isn't bad but not near the standard of the X or the X which are similarly priced.

(28) PAR-BHR4: The lobby is worse than a fish market.
(29) NY-UAE4: [...] but this behavior is too low even for a 2-star hotel.

4.6.1.3.1.2.4. Strategy 2.4.: Ill consequences (ICON)

This strategy underscores negative consequences resulted from complainable(s) (Trosborg, 1995; Vladimirou & Hatipoğlu, in press).

Example 8: ICON for coding manual

(30) PAR-NZ12: Coffee machine faulty <u>so ended up with water and coffee everywhere..</u>
(31) JHB-SK14: The standard suite divide 2 <u>rooms that's why I can take a sleep at the bedroom</u> even I can hear several type of sounds of next room
(32) BKK-USA46: [...] while getting the shattered glass out, I cut my finger badly and had to go to airports emergency medical.
(33) DUB-SA81: Most of the courses were seafood and seemed to not be very fresh <u>which subsequently resulted in my whole family feeling sick the next day.</u>

4.6.1.3.1.3. Strategy 3: Accusation (ACC)

While the strategies under *expression of complainable* category emphasize complainable(s) and issues related to it, *accusation* focuses on the complainee's agentive involvement and directly refers it (Albert, 2016; Decock & Spiessens, 2017, House & Kasper, 1981; Trosborg, 1995; Vladimirou & Hatipoğlu, in press).

4.6.1.3.1.3.1. Strategy 3.1.: Non-specific accusation (NSACC)

Some complainers prefer a less explicit approach while using this strategy and avoid giving any names. Instead, they keep the agentive involvement of complainee(s) by using third person singular/plural, second person singualar/plural, title of staff member(s), the hotel chain, or referring the managers and employees as "the hotel".

Example 9: NSACC for coding manual

(34) NY-ARB1: The only thing they [front desk personnel] cared about is to sell upgrades [...]
(35) IST-PAK5: [...] I was given a voucher for welcome drink, told to be of my choice. But the servers refused to entertain.
(36) NY-IRE1: Management indifferent to the problems when raised with them.
(37) DUB-KEN7: It seems that the X Hotel doesn't ensure that their staff are well trained on how to use their computer system and to welcome a guest.

4.6.1.3.1.3.2. Strategy 3.2.: Specific accusation (SACC)

Some complainers single out a member of the hotel staff, usually by stating their name, and hold them directly responsible for complainee(s).

Example 10: SACC for coding manual

(38) NY-ISR15: [...] <u>and the reception lady (Lorenna) was coding the key to the wrong room,</u> which led me to open a room with a sleeping person...
(39) LIM-PER7: [...] in the 24th floor by Clivia, I told her to take my plate away, and She said that she will, and went to do other things till 5 minutes later of waiting [...]
(40) BKK-USA43: I thought that the Operations Director Orhun [-] was very rude to me.

4.6.1.3.1.4. Strategy 4: Condemnation/Reprimand (CR)

Complainer(s) openly shame or comdemn complianee(s) on the ground of complainable(s) that they are held responsible for (see *condemnation/reprimand* strategy of Vladimirou & Hatipoğlu, in press).

Example 11: CR for coding manual

(41) SP-ISR17: Hotel restaurant: terrible, and should be condemned.
(42) BKK-JP2: X?????? Shame on you
(43) JHB-MZQ1: For a place that entitle themselves to have 4 starts that's just unacceptable

4.6.1.3.1.5. Strategy 5: Insult (IN)

Being among impoliteness strategies, an insult is a comment that aims to "puts someone down, [and/] or ascribes a negative characteristic to them" (Hay, 2002, p.20). This intended offend may be directed to several aspects of the target (i.e., target here is complainees like the hotel staff or the hotel itself) such as their appearance, behaviour, character, quality or loved ones (Allan & Burridge, 2006). The strategy of insult can be performed by using conventionally offensive expressions (see Culpeper, 2010) or by rather innovative utterances (see Mateo & Yus, 2013). Furthermore, this strategy is included in a few of the complaint taxonomies in the literature (Albert, 2016; Meinl, 2010; *explicit blame-person* strategy of Trosborg, 1995; Vladimirou & Hatipoğlu, in press).

Example 12: IN for coding manual

(44) BKK-USA24: It is truly sad and unfortunate that X hires such a person who are nothing but ungrateful, <u>a liar</u>, and <u>a complete scumbag</u>!
(45) NY-AST5: Greedy, greedy, greedy.
(46) BKK-THA4: [...] almost like a bordello
(47) DUB-MLY34: He is very racist!!!!!

4.6.1.3.2. Category 2: Future-oriented strategies (FS)

Several scholars have asserted that speech acts, including complaints, are usually accompanied by other speech acts such as recommendation, advice, request, warning, threat etc., creating a larger speech act set (Lafoster, 2005; Olshtain & Weinbach, 1987; Tanck, 2004; Vasquez, 2011). According to Searle (1976), while illocutionary point of recommendation, advice, request and warning is to get the hearer to do something in line with the speaker's direction preferably in the near future (i.e., directive speech act), the speech act of threat sets a course of actions for the speaker (i.e., commissive speech act). Thus, these speech acts inherently possess a future intention.

4.6.1.3.2.1. Strategy 1: Recommendations/Warnings for fellow travellers (RWT)

Vasquez (2011) indicates that speech act of recommendation is one of the most frequent speech acts that co-occurs with complaints. With this strategy (see *recommendations for peer travellers* strategy of Cenni & Goethals, 2017), travellers recommend other travellers to do or not to do something particular, based on their own experiences, so that others can avoid the encountered complainable(s). In a way, they warn the whole TripAdvisor community against the complainee and complainables (Meinl, 2010).

Example 13: RWT for coding manual

(48) NY-ARG4: [...] and I wouldn't recommend this hotel to anyone visiting New York.
(49) NY-BEL4 [...] but better go elsewhere if you can.
(50) IST-IND91: [...] and I highly warn you from taking roadside room..

4.6.1.3.2.2. Strategy 2: Request for repair (RR)

Complainers demand compensation or solution in the near future from complainee(s) for the complainable(s) that they are held responsible for (Albert, 2016; Decock & Spiessens, 2017; Trosborg, 1995).

Example 14: RR for coding manual

(51) NY-KZK1: I spoke to multiple hotel workers and yet I am still waiting for news on the refund.
(52) DUB-MLY28: I should be refunded.
(53) PAR-UK138: Refund the full points.

4.6.1.3.2.3 Strategy 3: Advice/Warnings for the complainee (AWC)

Besides other travellers, complainers may give advice to complainee(s) or warn them to immediately take action so that they can eliminate the complainee(s) to make other travellers' and their own future stays more as desired and expected (see *advice for hotel owner/staff* strategy of Cenni & Goethals, 2017).

Example 15: AWC for coding manual

(54) BKK-MEX1: However, the hotel nees a total renovation. And I mean from public areas, pools to all the rooms.
(55) IST-TUR18: I advise X hotel to hire more polite people [...]
(56) BKK-USA43: I suggest if X plans on having multiple locations in Bangkok that they provide a complimentary shuttle service for their customers to help get them from the Airport to the right X hotel, being that the majority of the customer base would be foreign to Bangkok and would have difficulty communicating to the Cab drivers.
(57) PAR-AUS90: [...] and as now have read other responses to reviews from management really don't need patronizing lip service, efffort to raise the standard to what is advertised would be far better.

4.6.1.3.2.4. Strategy 4: Threats for the complainee (TH)

Complainers believe that exposing complainable(s) that they hold complainee(s) responsible for and damaging their reputation is not suffcient (Meinl, 2010). They take things further with this strategy by attacking their face openly and stating a probable sanction or ultimatum (Chen et al., 2011; Olshtain & Weinbach 1987). In

the context of TripAdvisor hotel reviews, this sanction or ultimatum usually imply loss of money for complainee(s) in the future.

Example 16: TH for coding manual

(58) NY-FIN4: I will never stay in this hotel again.
(59) PAR-GER27: This hotel is off my list of hotels to come back to for good.
(60) NY-ITA19: [...] Why in the World I Would Want to come back to the X!?!??!
(61) PAR- USA157: [...] and I would tell any family, friends or business traveling to Paris to avoid this hotel.

4.6.1.3.3. Category 3: Non-temporal strategies (NTS)

4.6.1.3.3.1. Strategy 1: Sarcasm/Mocking (SM)

With this strategy, complainers foreground their negative attitudes towards complainee(s) (Decock & Spiessens, 2017; Meinl, 2010). According to Albert (2016), sarcastic remarks are usually accomplished in three ways: by stating something but meaning the opposite, by understating the severity of complainable(s) and by employing "mock politeness" (Dynel, 2018) which can be interpreted as quite aggressive.

Example 18: SM for coding manual

(62) NY-AUS19: It was also about 4 in the morning so it's not like they were busy! Excuse me for interrupting your night audit with my needs!
(63) NY-MLY13: This hotel is simply terrible and overpriced. If you think you are going to relax in peace inside your room then forget about it. Instead you will "enjoy" latest gossips and share personal stories of housekeeping staff […]
(64) BKK-USA44: Thanks X for making us sick while we have to fly back home over 23 hours!!
(65) BKK-AUS2: I could have purchased better and more appealing deserts from the local 7 Eleven.

4.6.1.3.3.2. Strategy 2: Disarmer (DA)

In this strategy, as Sack (1992) suggest, complainers juxtapose negative and positive comments in complaints to mitigate their face-threatening effect (see Albert, 2016; Decock & Spiessens, 2017; Meinl, 2010, Vasquez, 2011). With this strategy, complainers reflect the things they have found positive and favourable during their stay.

Example 19: DA for coding manual

(66) NY-DR2: [...] but lets start with the good things first. The location of this hotel is amazing. Its close to Times Square, subway stations, transport in general, restaurants, bars and any cool place surrounding the area you could imagine.
(67) NY-GRE7: Music outside the hotel's entrance was a very good idea!
(68) DUB-PHI10: I booked online and one of the perks of this was an extended checkout, which got me the room through to 6pm which was more convenient than the usual 2pm offered.

4.6.1.4. A computer assisted qualitative data analysis tool: MAXQDA

Since managing a large dataset is not an easy task, Saldaña (2013) and Creswell (2013) highly recommend getting help from CAQDAS tools. Considering that the current dataset is not a small-scaled one (approximately 550 pages and 340,000 words), rather than manual coding, coding with a CAQDAS tool was opted as it could yield a more practical, systematic and exhaustive data analysis (see Joffe & Yardley, 2013). Several qualitative data analysis programs, which have more or less similar functions, are available for researchers (ATLAS.ti, DEEDOSE, HyperRESEARCH, MAXQDA, NVivo, QDA Miner etc.). However, the "best" CAQDAS tool does not exist because choosing the most appropriate tool depends on variables such as research's design, questions, data etc. (Namey et al., 2008). In order to choose the most efficient one that is compatible with the methodology of the present study, in-detailed reviews of 15 CAQDAS tools provided on CAQDAS Networking Project website (https://www.surrey.ac.uk/computer-assisted-qualitative-data-analysis) were inspected. Three of the tools—ATLAS.ti, MAXQDA and NVivo—were distinguished due to their comprehensive features. After careful examination of several comparisons of the tools (e.g., Lewins & Silver, 2007) and checklists for CAQDAS tool selection (e.g., Creswell, 2013; Geisler, 2018), MAXQDA was deemed to be more convenient for a mixed-method research design and to have a more user-friendly interface, coding and retrieval system. Nonetheless, it should not be overlooked that MAXQD's being one of the free licenced software programs offered by Middle East Technical University was also quite influential in the selection of this tool.

Most prominent features of MAXQDA needs to be mentioned. Allowing analysis of a wide range of data files (e.g., text, PDF, video, website, tweet etc.), MAXQDA is a

popular comprehensive data analysis software program for both qualitative and mixed methods research (MAXQDA, n.d.). Its interface is divided into 4 windows for the main necessary systems: *document system, code system, document browser* and *retrieved segments* (see Figure 11 for interface layout). Whereas d*ocuments system* stores and displays a list of all the project documents, document browser only
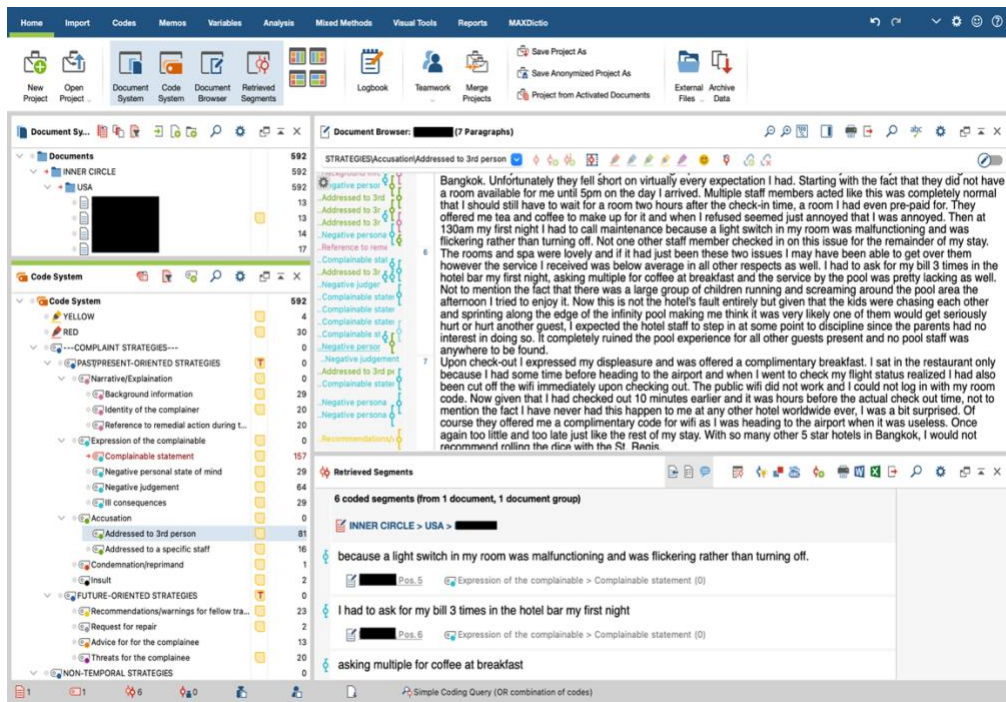
Figure 11: MAXQDA interface layout
Note: Documents are named after reviewers' usernames, hence any part revealing these names are blacked out.

displays content of a document that is being analysed with a coloured coding segment on the left. All codes and their frequencies are visible in *code system*. Codes here can be hierarchically arranged, deleted, moved or combined. MAXQDA's retrieval system is based on activation by clicking on the small circles on the left side of all documents and codes. Activated codes' textual units in activated documents appear in the *retrieved segments* window. If one of the units in this window is clicked, the corresponding document with this particular unit being highlighted come in view in *document browser* window.

Furthermore, it is quite easy to write and store comments and memos both for documents and codes. After coding the whole corpus, MAXQDA's analytic feature

called "Subcode statistics" and "Overview of codes" were especially useful to easily access code frequencies per sub-corpus (i.e., inner, outer and expanding) and for further statistical analysis. Another analytic feature called "Intercoder agreement", which conducts both percentage agreement and coefficient Kappa tests, was benefited to check intercoder reliability.

4.6.1.5. Reliability of the codes

O'Connor & Joffe (2020) defines *intercoder reliability* as "a numerical measure of the agreement between different coders regarding how the same data should be coded" (p. 2). Intercoder reliability in qualitative studies improves the accuracy and pellucidity of the current code scheme and consequently the interpretation of data (Hruschka et al., 2004; MacPhail et al., 2016). However, there is only one coder of the current study. For this reason, as Campbell et al. (2013) suggests, another researcher was introduced to the study, and this researcher was asked to code a sample of the data in order to increase the reliability of the codes.

This second coder is a 29-year-old female researcher who at the time of data analysis of the current study was conducting her own MA thesis study in English language teaching, actively teaching English at a preparatory school and knowledgeable about the scope and methodology of the present research. Firstly, she received a short training about MAXQDA interface and its necessary functions for data coding. She was also informed regarding the rationale of categorization of codes, their definitions (they were available as memos embedded in MAXQDA and as a word document too) and unitization of codes. Then, she was asked to code a couple of complaints with the think aloud protocol to ensure that she grasped the coding procedure. Secondly, she coded a randomly selected sample[19] of complaints from corpus on her own via MAXQDA.

After she completed coding the sample, intercoder reliability was checked by using "intercoder agreement" function of MAXQDA with the minimum code overlapping

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[19] The sample size is the 10 percent of the total corpus (N= 180 complaints). There are 90 data collection countries with varying number of complaints. Three complaints were taken from the first 20 countries listed in Appendix B (20x3=60), two from the next 50 countries (50x2=100), and one from the last 20 countries (20x1=20). These chosen complaints are the ones that appear on top of the Excel sheets.

rate of 90% at the segment level analysis. At this stage, the intercoder agreement turned out to be 65 percent. Upon further inspection, it was revealed that unitization was problematic. MAXQDA is sensitive even to a coded unit's inclusion of punctuation marks or conjunctions. After fixing this simple utilization problem, the reliability percentage raised to 78. Although the literature does not provide a certain percental threshold for intercoder reliability, it can be deduced that generally 80 percent and above is acceptable. Therefore, coders resorted to "negotiated agreement" (see Campbell, 2013, p. 305) to be able to clarify discrepancies in codes and to increase the score. At the end, an overall 90.4 percent of intercoder reliability score was achieved (see Appendix C for details). Throughout the data analysis process, the second coder was occasionally consulted for the problematical, unclassified units so as to get a second opinion and keep ensuring reliable coding.

4.6.2. Quantitative analyses

In order to statistically compare strategic similarities and differences among complainers from inner, outer and expanding circle countries with regard to realization of complaints, the frequencies of the codes were calculated with the help of MAXQDA. Since essentially the aim of the study is to analyse the relationship between two categorical variables—Kachru's circle groups and complaint strategies, a non-parametric test is needed (Larson-Hall, 2015). Therefore, *Pearson's chi square test* (Pearson, 1900) was employed to the frequencies of the variables with the help of SPSS software version 25. This test is believed to be suitable for the quantitative analysis of this study because the groups are independent, the test does not require equal group size, and it does not limit the number of categories in each variable, which could have been an issue for the complaint strategy categories (McHaugh, 2013). It turned out that Fisher's exact test (Fisher, 1922) was not needed. This test is used to obtain more reliable results when the categorical sample size is too small ($N \leq 5$), and as a result of this there is a risk that the sampling distribution and chi-square distribution may not approximate (Field, 2009); however, the sampling sizes in this study are mostly rather large ($N > 5$). To be able to test the effect size of the relationship chi square test suggests, Cramer's *V* test was conducted as well. Moreover, percental comparisons of sub-corpora strategies were analysed with the help of *z* tests with Bonferroni adjustments.

CHAPTER 5

RESULTS AND DISCUSSION

In this chapter, first the quantitative findings regarding circles and their complaint strategy preferences are presented separately to answer the first research question. Also, strategy preference comparisons of countries from each circle are explained. Then, to address the second research question, overall characteristics of the speech act of complaint in ELF are presented quantitatively. Finally, qualitative findings regarding characteristics of each complaint strategy in the current study's taxonomy are scrutinized, exemplified and discussed.

5.1. RQ1: What are the Complaint Strategies Preferred by Complainers from Inner, Outer and Expanding Circles in CMC Context of TripAdvisor Reviews?

A total of 22,880 code frequency emerged as a result of the qualitative data analysis process[20] of the current corpus. The highest number of codes in one complaint is 61 and the lowest is 1. While 80.6 percent of these codes came from *past/present-oriented strategies*, *future-oriented strategies* constitute 8.7 percent and *non-temporal strategies* constitute 10.7 percent of overall codes. Five of the strategies were frequently applied by TripAdvisor ELF users and were coded more than 1000 times. These popular strategies are *complainable statement* (f = 6744), *non-specific accusation* (f = 3677), *negative judgement* (f = 3097), *disarmer* (f = 2177) and *negative personal state of mind* (f = 1428). In fact, almost half of the ELF users incorporated at least one of these strategies at least once in their complaints (N_{CS} = 1609, N_{NSACC} = 1362, N_{NJ} = 1370, N_{DA} = 950, N_{NPSM} = 869). On the other hand, the least preferred strategies turned out to be *condemnation/reprimand* (f = 104), *insult*

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[20] This process lasted approximately three months. During this period, I did not code more than 60 complaints per day as an attempt to avoid coding errors by lowering the mental fatigue.

(f = 43), and *request for repair* (f = 33). Table 9 shows numbers, frequencies and percentages of all the strategies acquired from the corpus.

Table 9: Corpus strategy overview

Strategy	f	%	N^a	%
1. Complainable statement	6744	29.48	1609	88.89
2.Non-specific accusation	3677	16.07	1362	75.24
3. Negative judgement	3097	13.54	1370	75.69
4. Disarmer	2177	9.51	950	52.48
5. Negative personal state of mind	1428	6.24	860	47.51
6. Ill consequences	992	4.34	661	36.51
7. Recommendations/Warnings for fellow travellers	939	4.10	699	38.61
8. Background information	793	3.47	735	40.60
9. Reference to remedial action	772	3.37	520	28.72
10. Identity of the complainer	560	2.45	440	24.30
11. Threats for the complainee	540	2.36	500	27.62
12. Advice for the complainee	488	2.13	360	19.88
13. Sarcasm	271	1.18	207	11.43
14. Specific accusation	222	0.97	108	5.96
15. Condemnation/Reprimand	104	0.45	94	5.19
16. Insult	43	0.19	39	2.15
17. Request for repair	33	0.14	31	1.71
Total	**22880**	**100**	**1810^a**	**100**

[a] Here N signifies in how many complaints a strategy occurs at least once out of 1810 total complaints. N_{total} is the sample size.

5.1.1. The speech act of complaint strategies preferred by inner circle ELF users

Among sub-corpora, *inner circle group* produced the highest number of code frequency (N = 10,447). Taking into account that this group's sample size (N = 745, word count = 161,462) is bigger than the other two, this is not an unexpected result. The average number of codes per complaint is 14.02, and the average number of words per complaint is 216.72. The most preferred strategies of inner circle sub-corpus show parallelism with the overall corpus— the first seven of the strategies are the same and in the same order as the overall corpus (*CS, NSACC, NJ, DA, NPSM, ICON, RWT* respectively). Four of the strategies were coded more than 1000 times (f_{CS} = 3168, f_{NSACC} = 1640, f_{NJ} = 1344, f_{DA} = 1020) and are available at least once in

more than 50 percent of all the inner circle sub-corpus complaints ($N_{CS} = 680$, N_{NSACC} $= 575$, $N_{NJ} = 569$, $N_{DA} = 431$). Similar to the overall corpus results, *condemnation/reprimand* ($f = 46$), *insult* ($f = 17$) and *request for repair* ($f = 17$) strategies were not frequently preferred by inner circle complainers. Table 10 shows numbers, frequencies and percentages of all the strategies acquired from the inner circle sub-corpus.

Table 10: Inner circle sub-corpus strategy overview

Strategy	*f*	*%*	*N^a*	*%*
1. Complainable statement	3168	30.32	680	91.27
2. Non-specific accusation	1640	15.70	575	77.18
3. Negative judgement	1344	12.86	569	76.37
4. Disarmer	1020	9.76	431	57.85
5. Negative personal state of mind	632	6.05	374	50.20
6. Ill consequences	490	4.69	309	41.47
7. Recommendations/Warnings for fellow travellers	420	4.02	310	41.61
8. Reference to remedial action	392	3.75	254	34.09
9. Background information	340	3.25	319	42.81
10. Threats for the complainee	247	2.36	233	31.27
11. Advice for the complainee	230	2.20	162	21.74
12. Identity of the complainer	222	2.13	180	24.16
13. Sarcasm	145	1.39	101	13.55
14. Specific accusation	77	0.74	35	4.69
15. Condemnation/Reprimand	46	0.44	40	5.36
16. Insult	17	0.16	17	2.28
17. Request for repair	17	0.16	17	2.28
Total	**10447**	**100**	**745^a**	**100**

^{a} Here N signifies in how many complaints a strategy occurs at least once out of 745 total sub-corpus complaints. N_{total} is the sample size.

To compare strategy preferences among inner circle countries based on strategies' column percent distributions (Table 11)[21], *z*-tests for independent proportions with the Bonferroni correction were run. It can be said that inner circle countries mostly showed similar tendencies regarding their complaint strategy choices. While

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[21] For practical purposes, when comparing strategies of countries in sub-corpora, providing only the percentages is believed to be adequate.

complainers from Australia, Canada, the UK and the USA do not seem to differ a lot, New Zealand and especially Ireland deviate from the group in the sense that complainers from New Zealand did not utilize *specific accusation* and *request for repair* at all, and complainers from Ireland did not utilize these strategies and also *condemnation/reprimand*, *insult* and *sarcasm/mocking*. Moreover, it can be argued that complainers from Ireland not only refrain from some of the more direct and face-threatening strategies (i.e., insult, condemnation/reprimand, specific accusation), but also try to mitigate their complaints further by including plenty of positive comments about hotels and/or employees (i.e., disarmer). As a matter of fact, proportion of *disarmer* strategy performed by complainers from Ireland is significantly greater than the proportions of complainers from Australia ($p = .001$), Canada ($p < .001$), Ireland ($p = .002$), the UK ($p = .001$), and the USA ($p < .001$). Considering that Irish culture has an inclination towards indirectness in other discourses or other speech acts, their preference for indirectness and positive politeness strategies in complaints is not unforeseen (cf. Barron & Schneider, 2005). Although it seems that complainers from New Zealand preferred expressing the negative results occurred due to complainables (i.e., ill consequences) more than their inner circle counterparts, this strategy's proportion for New Zealand is only higher than the proportion of complainers from Australia ($p = .027$). On the other hand, *z*-rest results show that complainers from Australia provided more advice and guidance to the hotels they visited (i.e., advice/warning for the complainee) than complainers from the UK ($p = .007$). Lastly, the strategy of *identity of the complainer* yielded a few differences among inner circle countries. Proportions of complainers from Canada ($p = .024$) and the USA ($p < .001$) who expressed information regarding their identity are greater than complainers from Australia. Also, there is a proportionally significant difference for this strategy between complainers from the USA and UK ($p < .001$). Apart from these, there is no discernible difference in the proportions of inner circle countries' strategy preferences (see List of Abbreviations on page xvi for country and strategy abbreviations).

Table 11: Proportional comparison of inner circle country strategies

		Country					
		AUS	CAN	IRE	NZ	UK	USA
		Column f %	Column f %	Column f %	Column f %	Column f %	Column f %
Strategy	BI	3.32_a	3.31_a	4.95_a	4.70_a	3.23_a	3.05_a
	IC	1.14_a	$2.53_{b, c}$	0.00^1	$0.55_{a, b, c}$	$1.42_{a, b}$	3.05_c
	RRA	2.94_a	3.89_a	2.97_a	4.70_a	4.17_a	3.74_a
	CS	31.39_a	27.63_a	23.76_a	31.49_a	30.56_a	30.77_a
	NPSM	5.66_a	6.23_a	5.94_a	6.35_a	6.70_a	5.73_a
	NJ	13.71_a	13.49_a	6.93_a	10.22_a	13.15_a	12.45_a
	ICON	3.59_a	$4.35_{a, b}$	$4.95_{a, b}$	7.18_b	$4.57_{a, b}$	$5.17_{a, b}$
	NSACC	15.61_a	17.25_a	20.79_a	18.23_a	15.60_a	14.86_a
	SACC	1.03_a	1.04_a	0.00^1	0.00^1	0.39_a	0.79_a
	CR	0.33_a	0.52_a	0.00^1	0.28_a	0.35_a	0.54_a
	IN	0.11_a	0.06_a	0.00^1	0.55_a	0.16_a	0.20_a
	RWT	3.48_a	3.96_a	2.97_a	1.66_a	4.25_a	4.38_a
	RR	0.11_a	0.26_a	0.00^1	0.00^1	0.20_a	0.15_a
	AWC	3.26_a	$2.14_{a, b}$	$0.99_{a, b}$	$1.38_{a, b}$	1.65_b	$2.19_{a, b}$
	TH	2.67_a	2.33_a	2.97_a	2.21_a	2.24_a	2.31_a
	SM	1.63_a	1.43_a	0.00^1	1.66_a	1.14_a	1.43_a
	DA	10.01_a	9.60_a	22.77_b	8.84_a	10.20_a	9.20_a

Note: Values in the same row and subtable not sharing the same subscript are significantly different at p< .05 in the two-sided test of equality for column proportions. Cells with no subscript are not included in the test.
1. This category is not used in comparisons because its column proportion is equal to zero or one.

5.1.2. The speech act of complaint strategies preferred by outer circle ELF users

For *outer circle group*, the average number of codes per complaint is 11.46, and the average number of words per complaint is 174.40. A total of 4932 code frequency came from *outer circle group*, which is the lowest amount among sub-corpora, yet outer circle sample size ($N = 430$, word count = 74,993) is the smallest as well. Consequently, there is only one strategy exceeding 1000 code frequency ($f_{CS} = 1294$). Similar to overall and inner circle corpora, the most preferred strategies are *complainable statement* ($f = 1294$), *non-specific accusation* ($f = 899$), *negative judgement* ($f = 701$), *disarmer* ($f = 446$) and *negative personal state of mind* ($f = 343$);

and the least preferred ones are *condemnation/reprimand* ($f = 23$), *request for repair* ($f = 9$) and *insult* ($f = 8$). Three of the popular strategies can be found at least once in more than 70 percent of all the complaints ($N_{CS} = 360$, $N_{NSACC} = 342$, $N_{NJ} = 332$). Table 12 shows numbers, frequencies and percentages of all the strategies acquired from the outer circle sub-corpus.

Table 12: Outer circle sub-corpus strategy overview

Strategy	*f*	%	N^a	%
1. Complainable statement	1294	26.24	360	83.72
2. Non-specific accusation	899	18.23	342	79.53
3. Negative judgement	701	14.21	332	77.20
4. Disarmer	446	9.04	206	47.90
5. Negative personal state of mind	343	6.95	207	48.13
6. Recommendations/Warnings for fellow travellers	207	4.20	151	35.11
7. Ill consequences	196	3.97	136	31.62
8. Background information	195	3.95	181	42.09
9. Reference to remedial action	162	3.28	109	25.34
10. Threats for the complainee	122	2.47	113	26.27
11. Identity of the complainer	109	2.21	87	20.23
12. Advice for the complainee	107	2.17	83	19.30
13. Specific accusation	61	1.24	30	6.97
14. Sarcasm	50	1.01	38	8.83
15.Condemnation/Reprimand	23	0.47	21	4.88
16. Request for repair	9	0.18	8	1.86
17. Insult	8	0.16	7	1.62
Total	**4932**	**100**	**430ᵃ**	**100**

ᵃ Here N signifies out of 430 total sub-corpus complaints in how many complaints a strategy occurs at least once. N_{total} is the sample size.

Another set of *z*-tests for independent proportions with the Bonferroni correction were conducted for outer circle countries[22] (Table 13). Outer circle countries turn out to be a little more diverse in their strategy preferences compared to inner circle ones. First of all, three of the strategies were not used by complainers from Kenya (SACC, IN and RR) and Pakistan (SACC, CR and IN), and six of the strategies were not used

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[22] Since there are a lot of outer and expanding circle countries in the corpus, only countries with more than 100 code frequencies were included into this part of the analysis. This amount is chosen because the fewer the frequency, the more possibility to have strategies with zero frequencies, which are not included in the proportion comparison tests.

by complainers from the Philippines (RRA, SACC, CR, IN, RR and SM). It can be argued that especially ELF users form the Philippines do not include a wide range of strategies in their complaints. Complainers from South Africa show significantly higher strategical proportions for *complainable statement* than complainers from India ($p < .001$) and Singapore ($p = .002$), and for *threat for the complainee* ($p = .004$) and *condemnation/reprimand* ($p = .017$) than only complainers from India. Furthermore, ELF users from India seem to have integrated more accusations (both specific and non-specific) when they complain than their counterparts from South Africa ($p = .030$ for NSACC and $p = .019$ for SACC). It can be concluded that there are several strategical differences between ELF cultures in India and South Africa in terms of realization of the speech act of complaint. Another country that differs from India is Singapore with two strategies: complainers from Singapore performed proportionally more *threat for the complainee* (p = .007) and *sarcasm/mocking* (p = .003) than complainers from India. Table 13 demonstrates that the only strategical difference ELF users of Malaysia have is with South Africa. Statistically, *non-specific accusation* strategy was performed in TripAdvisor complaints more by reviewers from Malaysia than reviewers from South Africa ($p = .031$). Finally, Kenya, Pakistan and the Philippines reveal no significant difference with none of the outer circle countries.

Table 13: Proportional comparison of outer circle country strategies

		Country						
		IND	KEN	MLY	PAK	PHI	SNG	SA
		Colum n f%	Column f%	Column f%	Column f%	Column f%	Column f%	Column f%
Strategy	BI	4.40_a	3.91_a	3.85_a	5.43_a	2.56_a	3.77_a	3.26_a
	IC	2.30_a	0.78_a	1.03_a	0.78_a	1.71_a	3.52_a	1.53_a
	RRA	2.85_a	4.69_a	3.33_a	3.88_a	0.00^1	2.95_a	4.51_a
	CS	22.33_a	$28.13_{a, b}$	$28.97_{a, b}$	$20.93_{a, b}$	$23.08_{a, b}$	25.33_a	32.69_b
	NPSM	6.76_a	3.91_a	8.72_a	10.08_a	9.40_a	7.79_a	5.47_a
	NJ	16.13_a	18.75_a	10.77_a	10.08_a	11.11_a	13.61_a	13.33_a
	ICON	3.91_a	1.56_a	2.56_a	6.20_a	1.71_a	4.34_a	4.12_a
	NSACC	21.09_a	$19.53_{a, b}$	$16.92_{a, b}$	$19.38_{a, b}$	$23.93_{a, b}$	$17.46_{a, b}$	16.11_b
	SACC	1.80_a	0.00^1	2.05_a	0.00^1	0.00^1	$1.23_{a, b}$	0.48_b

Table 13 (cont'd)

CR	0.12_a	$0.78_{a,\,b}$	$0.51_{a,\,b}$	0.00^1	0.00^1	$0.66_{a,\,b}$	0.96_b
IN	0.25_a	0.00^1	0.51_a	0.00^1	0.00^1	0.08_a	0.00^1
RWT	4.71_a	3.13_a	4.62_a	6.20_a	5.13_a	3.20_a	4.41_a
RR	0.12_a	0.00^1	0.77_a	0.78_a	0.00^1	0.16_a	0.10_a
AWC	2.67_a	1.56_a	1.79_a	1.55_a	4.27_a	2.30_a	1.63_a
TH	1.30_a	$0.78_{a,\,b}$	$2.05_{a,\,b}$	$1.55_{a,\,b}$	$2.56_{a,\,b}$	3.28_b	$3.45_{b,\,c}$
SM	0.43_a	$0.78_{a,\,b}$	$0.77_{a,\,b}$	$0.78_{a,\,b}$	0.00^1	1.89_b	$1.15_{a,\,b}$
DA	8.81_a	11.72_a	10.77_a	12.40_a	14.53_a	8.44_a	6.81_a

Note: Values in the same row and subtable not sharing the same subscript are significantly different at $p < .05$ in the two-sided test of equality for column proportions. Cells with no subscript are not included in the test.
1. This category is not used in comparisons because its column proportion is equal to zero or one.

5.1.3. The speech act of complaint strategies preferred by expanding circle ELF users

The analysis of *expanding circle group*'s complaints ($N = 635$, word count $= 105,779$) revealed a total of 7501 code frequency. The average number of codes per complaint is 11.81, and the average number of words per complaint is 166.58. As it has been observed with overall, inner and outer sub-corpora, five most frequent strategies are *complainable statement* ($f = 2282$), *non-specific accusation* ($f = 1138$), *negative judgement* ($f = 1052$), *disarmer* ($f = 711$) and *negative personal state of mind* ($f = 453$). In line with outer circle results, the first three of these strategies are present at least ones in more than 70 percent of the expanding circle corpus ($N_{CS} = 569$, $N_{NSACC} = 445$, $N_{NJ} = 469$). As it has been discovered throughout the other corpora, *condemnation/reprimand* ($f = 35$), *request for repair* ($f = 18$) and *insult* ($f = 7$) strategies were adopted the least by expanding circle complainers. Table 14 shows numbers, frequencies and percentages of all the strategies acquired from the expanding circle sub-corpus.

Table 14: Expanding circle sub-corpus strategy over

Strategy	*f*	*%*	*N*[a]	*%*
1. Complainable statement	2282	30.42	569	89.60
2. Non-specific accusation	1138	15.17	445	70.07
3. Negative judgement	1052	14.02	469	73.85
4. Disarmer	711	9.48	313	49.29
5. Negative personal state of mind	453	6.04	279	43.93
6. Recommendations/Warnings for fellow travellers	312	4.16	238	37.48
7. Ill consequences	306	4.08	216	34.01
8. Background information	258	3.44	235	37.00
9. Identity of the complainer	229	3.05	173	27.24
10. Reference to remedial action	218	2.91	157	24.72
11. Threats for the complainee	171	2.28	154	24.25
12. Advice for the complainee	151	2.01	115	18.11
13. Specific accusation	84	1.12	43	6.77
14. Sarcasm	76	1.01	68	10.70
15. Condemnation/Reprimand	35	0.47	33	5.19
16. Insult	18	0.24	15	2.36
17. Request for repair	7	0.09	6	0.94
Total	**7501**	**100**	**635**[a]	**100**

[a] Here N signifies out of 635 total sub-corpus complaints in how many complaints a strategy occurs at least once. N_{total} is the sample size.

Out of 68 countries in expanding circle sub-corpus, complaint strategy preferences of 21 of the countries were compared (see footnote 23), and Table 15 below shows the significant differences among these countries[23]. First of all, it can be claimed that most of expanding circle countries in this table did not utilize *insult* (15/21) and *request for repair* (19/21) strategies of complaint speech act (Appendix D). Significant differences occurred among countries for five strategies (CS, ICON, NSACC, SM and DA). Proportions of *complainable statement* for France (p = .006), Israel (p = .043) and Italy (p = .001) are higher than China; proportions of complainable statement for France (p = .001), Israel (p = .005), Italy (p < .001),

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[23] Due to the large size of the contingency table (21x17) generated as a result of *z*-test computation, Table 15 contains only the strategies yielding significant differences. For the full table, please see Appendix D. Also, for the same reason, only 1 decimal place is provided instead of 2 as it is in other tables.

Mexico ($p = .020$) and the Netherlands ($p = .045$) are higher than South Korea; and proportions of complainable statement for Italy is higher than Switzerland ($p = .040$). Complainers from China mentioned more *ill consequences* than complainers from Italy in proportion ($p = .033$). Complainers from Japan, on the other hand, show a significantly higher strategical proportion for *non-specific accusation* than complainers from the Netherlands ($p = .045$). Moreover, proportions of both complainers from Italy ($p = .019$) and Switzerland ($p = .037$) point out that they preferred *sarcasm/mocking strategy* more than their counterparts from China. Last difference occurs in the strategy of *disarmer*. The tests associated with disarmer show that the proportions of South Korea are greater than the proportions of China ($p < .001$) and Italy ($p = .002$); and Netherland's proportion is greater than China as well ($p = .019$). Overall, it seems that especially complainers from China and South Korea differ from the other expanding circle ELF users more regarding the complaint strategy preferences.

Overall, quite distinct applications of complaint strategies might be expected from the countries in this corpus as they can be allocated into rather different cultural categories according to Hofstede's Cultural Dimensions Model (1991)[24], yet not all the strategies as well as not all countries show significant discrepancies— countries such as Australia, UK, India, South Africa, South Korea and China deviate more from the rest of their groups. Therefore, it can be asserted that even though complainers using TripAdvisor platform come from such diverse linguistic and cultural backgrounds, they mostly gravitate towards common grounds while using ELF. This inclination among countries is also reflected in the circle strategy preferences.

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[24] Based on an extensive survey conducted with IBM employees, Hofstede introduced a framework which systematically categorises national cultures based on 6 dimensions. This extensive model is beyond the scope of the current study. Please refer to Hofstede, Hofstede, & Minkov, 2010 for further information.

Table 15: Proportional comparison of expanding circle country strategies

<table>
<tr><th></th><th></th><th colspan="21">Country</th></tr>
<tr><th>Strategy</th><th></th><th>BEL</th><th>BRA</th><th>CHI</th><th>FRA</th><th>GER</th><th>IDN</th><th>ISR</th><th>ITA</th><th>JP</th><th>MEX</th><th>NL</th><th>RUS</th><th>SAU</th><th>SK</th><th>SPA</th><th>SWE</th><th>SWZ</th><th>TAI</th><th>THA</th><th>TUR</th><th>UAE</th></tr>
<tr><th></th><th></th><th>Col. f %</th><th>Col. f %</th><th>Col. f %</th><th>Col. f %</th><th>Col. f %</th><th>Col. f %</th><th>Col. f %</th><th>Col. f %</th><th>Col. f %</th><th>Col. f %</th><th>Col. f %</th><th>Col. f %</th><th>Col. f %</th><th>Col. f %</th><th>Col. f %</th><th>Col. f %</th><th>Col. f %</th><th>Col. f %</th><th>Col. f %</th><th>Col. f %</th><th>Col. f %</th></tr>
<tr><td></td><td>CS</td><td>36.6</td><td>30.9</td><td>25.8</td><td>38.3</td><td>30.2</td><td>25.3</td><td>38.2</td><td>39.5</td><td>25.0</td><td>36.4</td><td>35.5</td><td>33.3</td><td>31.5</td><td>19.4</td><td>33.2</td><td>31.8</td><td>26.1</td><td>27.6</td><td>29.9</td><td>26.2</td><td>27.2</td></tr>
<tr><td></td><td></td><td>a, c, f</td><td>a, c, f</td><td>a, b, f</td><td>c, g</td><td>a, c, f</td><td>a, c, f</td><td>c, d, g</td><td>c, e</td><td>a, c, f</td><td>a, c, g</td><td>a, c, g</td><td>a, c, f</td><td>a, c, f</td><td>f</td><td>a, c, f</td><td>a, c, f</td><td>b, f, g</td><td>a, c, f</td><td>a, c, f</td><td>a, c, f</td><td>a, c, f</td></tr>
<tr><td></td><td>ICON</td><td>1.0</td><td>3.5</td><td>6.6</td><td>3.3</td><td>4.3</td><td>4.7</td><td>4.1</td><td>1.2</td><td>1.7</td><td>3.6</td><td>5.4</td><td>3.3</td><td>2.4</td><td>5.8</td><td>3.1</td><td>6.5</td><td>3.7</td><td>4.8</td><td>2.4</td><td>3.7</td><td>3.6</td></tr>
<tr><td></td><td></td><td>a, b</td><td>a, b</td><td>a</td><td>a, b</td><td>a, b</td><td>a, b</td><td>a, b</td><td>b</td><td>a, b</td><td>a, b</td><td>a, b</td><td>a, b</td><td>a, b</td><td>a, b</td><td>a, b</td><td>a, b</td><td>a, b</td><td>a, b</td><td>a, b</td><td>a, b</td><td>a, b</td></tr>
<tr><td></td><td>NSACC</td><td>6.9</td><td>19.3</td><td>16.9</td><td>13.1</td><td>15.2</td><td>18.3</td><td>12.4</td><td>16.3</td><td>23.8</td><td>14.6</td><td>10.3</td><td>15.4</td><td>16.9</td><td>17.3</td><td>15.1</td><td>14.3</td><td>15.2</td><td>11.7</td><td>15.2</td><td>20.9</td><td>14.9</td></tr>
<tr><td></td><td></td><td>a, b</td><td>a, b</td><td>a, b</td><td>a, b</td><td>a, b</td><td>a, b</td><td>a, b</td><td>a, b</td><td>a</td><td>a, b</td><td>b</td><td>a, b</td><td>a, b</td><td>a, b</td><td>a, b</td><td>a, b</td><td>a, b</td><td>a, b</td><td>a, b</td><td>a, b</td><td>a, b</td></tr>
<tr><td></td><td>SM</td><td>1.2</td><td>0.7</td><td>0.4</td><td>1.5</td><td>0.9</td><td>0.00 [1]</td><td>1.2</td><td>3.0</td><td>0.00 [1]</td><td>0.4</td><td>0.4</td><td>0.8</td><td>0.00 [1]</td><td>0.00 [1]</td><td>1.8</td><td>0.6</td><td>2.8</td><td>2.8</td><td>0.8</td><td>1.6</td><td>0.9</td></tr>
<tr><td></td><td></td><td>a, b</td><td>a, b</td><td>a</td><td>a, b</td><td>a, b</td><td></td><td>a, b</td><td>b</td><td></td><td>a, b</td><td>a, b</td><td>a, b</td><td></td><td></td><td>a, b</td><td>a, b</td><td>b, c</td><td>a, b</td><td>a, b</td><td>a, b</td><td>a, b</td></tr>
<tr><td></td><td>DA</td><td>14.9</td><td>6.7</td><td>6.0</td><td>8.0</td><td>10.7</td><td>11.7</td><td>7.5</td><td>5.1</td><td>11.0</td><td>10.1</td><td>13.6</td><td>9.8</td><td>5.6</td><td>16.8</td><td>10.2</td><td>11.7</td><td>9.8</td><td>12.4</td><td>8.4</td><td>6.8</td><td>8.5</td></tr>
<tr><td></td><td></td><td>a, b, c</td><td>a, b, c</td><td>a</td><td>a, b, c</td><td>a, b, c</td><td>a, b, c</td><td>a, b, c</td><td>a, b</td><td>a, b, c</td><td>a, b, c</td><td>b, c</td><td>a, b, c</td><td>a, b, c</td><td>c</td><td>a, b, c</td><td>a, b, c</td><td>a, b, c</td><td>a, b, c</td><td>a, b, c</td><td>a, b, c</td><td>a, b, c</td></tr>
</table>

Note: Values in the same row and subtable not sharing the same subscript are significantly different at p< .05 in the two-sided test of equality for column proportions. Cells with no subscript are not included in the test.
1. This category is not used in comparisons because its column proportion is equal to zero or one.

5.2. RQ2: What are the Characteristics of TripAdvisor ELF Complaints?

In this section, TripAdvisor ELF characteristics is firstly analysed quantitatively, then common characteristics and differences that have occurred in the corpus are reviewed with examples from each sub-corpora.

5.2.1. Quantitative characteristics of TripAdvisor ELF complaints

After analysing inner, outer and expanding sub-corpora separately regarding their complaint strategy preferences, a comparison of these groups with each other to explore the characteristics of ELF complaints is also required. As it can be observed from the Tables 10, 12 and 14 in the previous section, the order of complaints based on their frequencies and percentages share a big similarity. Table 16 below demonstrates strategy popularity comparison of three sub-corpora. It is obvious that all the groups frequently preferred the same 5 complaint strategies (*complainable statement, non-specific accusation, negative judgement, disarmer* and *negative personal state of mind*). In fact, the order of popularity of these strategies is the same across groups. Another strategy that has the same preference position in the list is *condemnation/reprimand* (15th). Although the remaining 11 strategies do not exactly have the same place in the list, they do not appear to diverge a lot from each other in the sequence— most of them even share the same place in two of the corpora (e.g., ICON is the 7th most preferred strategy for both outer and expanding circles). However, there are two strategies that do not conform this tendency, *reference to remedial action* and *identity of the complainer* (this difference is observed in other statistical findings as well in Table 17). Overall, taking into account not having major strategical differences among countries, the similarities of sub-corpora percentages (see also Table 17) and strategical sequences, it can be argued that ELF users from inner, outer or expanding circle countries do not disagree much in regard to their preference of complaint strategies; therefore, there may not be a relationship between the ELF complainers' circles and their preferred complaint strategies.

Table 16: Sequence of the complaint strategies based on their sub-corpora percentages

Strategy	Inner circle sequence	Outer circle sequence	Expanding circle sequence
CS	1	1	1
NSACC	2	2	2
NJ	3	3	3
DA	4	4	4
NPSM	5	5	5
ICON	6	7	7
RWT	7	6	6
RRA	8	9	10
BI	9	8	8
TH	10	10	11
AWC	11	12	12
IC	12	11	9
SM	13	14	14
SACC	14	13	13
CR	15	15	15
IN	16-17[a]	17	16
RR	16-17[a]	16	17

[a] Inner circle's IN and RR percentages are the same.

This hypothesis is statistically examined with chi square test of independence. The result of the test indicates that this hypothesis is not statistically supported: there is a significant association between ELF circles and their complaint strategies preferences, $\chi2$ (32) = 114.701, p < .001. However, Gravetter and Wallnau (2017) emphasize "a significant effect does not necessarily mean a large effect" (pp. 582) and advise also testing the effect size of a significant result. Accordingly, Cramer's *V* test was computed, and the result reveals that the strength of this association is not robust because the effect size is rather small, .05 (Cohen, 1988). The discrepancy between these two tests results and the rejection of the hypothesis may be stemming from the large sample size of the present corpus as chi square results are susceptible to sample size— in other words, increasing sample size can raise the chance of obtaining a significant chi square result (Gravetter & Wallnau, 2017; Ogiermann & Lüdtke, 2012). In order to discover which strategies cause this significance, Bonferroni adjusted z-tests were conducted as post-hoc tests. These pairwise column

proportion comparisons (Table 17)[25] point out that 12 of the strategies do not have any significant difference among circles. However, significant differences are observed regarding 5 strategies (IC, RRA, CS, NSACC and SACC) as a result of the *z* tests.

Table 17: Proportional comparison of all the complaint strategies among circle groups

		Circle		
		INNER	OUTER	EXPANDING
		Column f %	Column f %	Column f %
Strategy	BI	3.25a	3.95a	3.44a
	IC	2.13a	2.21a	3.05b
	RRA	3.75a	3.28a, b	2.91b
	CS	30.32a	26.2b	30.42a
	NPSM	6.05a	6.9%a	6.04a
	NJ	12.86a	14.21a	14.02a
	ICON	4.69a	3.97a	4.08a
	NSACC	15.70a	18.23b	15.17a
	SACC	0.74a	1.24b	1.12b
	CR	0.44a	0.47a	0.47a
	IN	0.16a	0.16a	0.24a
	RWT	4.02a	4.20a	4.16a
	RR	0.16a	0.18a	0.09a
	AWC	2.20a	2.17a	2.01a
	TH	2.36a	2.47a	2.28a
	SM	1.39a	1.01a	1.01a
	DA	9.76a	9.04a	9.48a

Note: Values in the same row and subtable not sharing the same subscript are significantly different at p< .05 in the two-sided test of equality for column proportions. Cells with no subscript are not included in the test.

The data show that expanding circle complainers employed *identity of the complainer* strategy more than both inner ($p < .001$) and outer ($p = .014$) circle complainers. Whereas outer circle complainers differ neither from inner nor expanding circle complainers regarding the realization of *reference to remedial action* strategy, inner

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[25] Appendix E provides a more detailed contingency table including expected counts and standardized residuals.

circle complainers used this strategy more than complainers in the expanding circle group ($p = .006$). Moreover, the data revealed that *complainable statement* was preferred significantly more by both inner ($p < .001$) and expanding circle ($p < .001$) complainers than outer circle complainers. On the other hand, complainers in outer circle group incorporated significantly more *non-specific accusations* into their TripAdvisor negative reviews than both inner ($p < .001$) and expanding ($p < .001$) circle complainers. Lastly, without having a significant difference between each other, both outer ($p = .006$) and expanding ($p = .022$) circle groups employed more *specific accusations* than the inner circle group. Accordingly, it can be deduced that only these five strategies significantly contributed aforementioned significant chi square result.

5.2.2. Qualitative characteristics of TripAdvisor ELF complaints

5.2.2.1. Category I: Past/Present-oriented strategies (PPS)

5.2.2.1.1. Strategy 1: Narrative (NAR)

This strategy is not available in studies dealing with CMC contexts which have word or character limits such as eBay (e.g., Meinl, 2010) and Twitter (e.g., Albert, 2016), or with online business communication channels such as e-mails (e.g., Decock & Spiessens, 2017). However, it can be encountered in complaint taxonomies especially applied to CMDs with no word/character limitations such as TripAdvisor and Facebook (e.g., Cenni & Goethals, 2017; Vladamirou & Hatipoğlu, in press,). If the CMC tool affordances allow, many online reviewers, just as the ELF complainers in the current study, do not briefly and explicitly state their complaints, instead they tend to have stylistic concerns and act as if they are writing an online personal story (see Georgakopoulou, 2013). The three narrative strategies in this taxonomy help ELF complainers to contextualize their complaints for their readers.

5.2.2.1.1.1. Strategy 1.1.: Background information (BI)

The most common topics mentioned with this strategy are why complainer(s) travelled, when and how they travelled, with whom they travelled, how long they stayed in the hotel, how the journey from airport to the hotel was, how many times

they had visited the hotel before, how was these previous visits, why they chose the hotel, how they booked the hotel, hotel's location and general layout etc.

Although generally units coded as BI are 1 or 2 lines long (approximately 35-40 words), there are also longer and more detailed BIs which are similar to setting the scene of a story. This strategy often appears in the first paragraph or first sentence(s) of a complaint. Yet, it is also possible to see more than one BI dispersed in a long complaint, despite not very often. By narrating all the information leading up to a particular offensive act to the readers in the middle of their complaints, complainers try to create a foundation and justification for their complaints rather than stating the offensive act without any background. Accordingly, complainers who write such long and/or frequent BIs try to tacitly give the reader the message that their reviews are neither fake nor untrustworthy.

As example 20 demonstrates, this kind of long and frequent BIs are mostly found in inner circle sub-corpus (Table 18). This may have played a role in the fact that inner circle complainers wrote more elaborative complaints on average (216.72 words) than outer (174.40 words) and expanding (166.58 words) circle complainers. Nonetheless, when frequency and percentage distributions of BI are considered, the statistical findings point out that there is no significant difference for this strategy among circles.

Example 20: Multiple, long BIs in one complaint from inner circle ELF user

(69) PAR-USA188: Our stay at the X April 21-23, 2018 was not what I've come to expect from X hotels and after this experience am ending my X rewards membership to go with another company.
I planned a weekend in Paris to celebrate my mom's birthday and the trip and hotel service were not stellar at all. Upon arriving at the hotel our room was not available, despite me sending ahead our schedule detailing our arrival time as well as requesting early check-in. The hotel staff did not send any correspondence stating our room would not be available upon our arrival so I was a bit put aback when this occurred. The hotel staff apologized and then offered complimentary drinks at the bar for the inconvenience. […]
On the morning of I went to the concierge stand to inquire about the status of the taxi. I was informed taxi was there, and the concierge then took my bag out to the taxi. I then turned around to go get my mom. By the time I walked to the elevator my mom was stepping out of the elevator. We proceeded to place her luggage in the taxi trunk and hopped into the taxi. As the taxi pulls off I noticed the taxi meter was at 7.70€. When I asked the driver why the meter was running he ignored me. I then

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inquired if he spoke English. He replied no and started speaking French. As the taxi trip continued we then noticed the taxi driver pressing a button on the meter to increase the fare amount by 6.5€.

[…] I took after him in an attempt to retrieve her phone, but also trying to find help. I was able to catch up to the driver, and we began wrestling over my mom's phone. I then started screaming for someone to help because he was robbing us. While we were still struggling over the phone, a business man in the area came to our assistance. I began to explain the events to him and the driver was explaining his side as well. However, the cab driver told him we were trying to leave without paying at all, that he had the meter running because he had to wait 10min for us, and that the meter started when the concierge placed my bag in the taxi. I explained I was not trying not to pay, but the fare he charged us was inflated due to the various tactics he pulled during the ride. The business man assisted us in getting the phone back from the driver, and we walked into the station. The driver then comes running after us again, yelling for the police and aggressively grabbing and pulling me again. There were three SNCF agents in the area and they began to assist us in the situation. I explained everything to them just as I did with the business man outside. The cab driver repeated his incorrect information to them as well. In an effort not to miss our EUROSTAR train, I went to the ATM to remove 20€. I requested the driver return the 10€ back to me and I handed him the 20€. The driver wanted more and I refused to give him any more, seeing as the 20€ far exceeded the fare he should've received for our trip from the Renaissance to Gare du Nord. [...]

5.2.2.1.1.2. Strategy 1.2.: Reference to remedial action (RRA)

Like BI, for many TripAdvisor reviewers RRA constitute an important part of a complaint. By showing that they actually have made an effort to solve the issues regarding the complainables they have expressed publicly, TripAdvisor ELF users intend to save their own positive face. Some complainers even underscore that they have taken action more than once (Example 21). Additionally, complainers sometimes mentioned the remedial actions initiated by complainees; thus, they try to be fair and save the complainee's positive face as well (Example 22).

Example 21: RRAs emphasizing multiple actions

(70) NY-USA78: Someone I care for dearly, a NYC resident hospital worker, cannot seem to simply get her room cleaned ONCE A WEEK! No fridge, no way to heat food, (oh there's a shared room that keeps changing to use a microwave) 5-6 phone calls after they said the room was to be cleaned on Friday...
(71) DUB-SA91: On arrival back home the money was cleared and taken off my credit card. It took approximately 3 full weeks to get the money returned and i had to keep on hounding them and sending emails [...]
(72) NY-MEX5: Right after checking-in we noticed some hair on the shower wall we reported it at of Manager's Desk and they told us they would check in. We went out for dinner and the next day the hair was still there, after breakfast we reported it

again, now at the reception, went out all day and when we got back the hair was still there! We still reported one more time but nothing was cleaned up.

Example 22: RRAs with positive outcomes

(73) NY-AUS26: And would you believe, both cards stopped working again the next day as well, but on that occasion a nice gent at the front desk offered us completely new cards - ensuring that we didn't have any more room card problems for the rest of our stay.
(74) IST-IND70: [...] They however suggested that they will change the room tomorrow and give us an upgrade.
(75) NY-SAU5: [...] To their credit I received an email immediately from management apologizing and offering 3000points to help improve the experience.

Unfortunately, not all remedial action attempts eventuate as complainers expect. As in the example 23, while outcomes of remedial attempts whether initiated by complainers or complainees can be favoured by complainers, they may also cause further reasons to complain. This is a rather common occurrence in this ELF corpus.

Example 23: RRAs with negative outcomes

(76) PAR-UK117: On my first night when I was in bed I heard water dripping, upon inspection water was literally dripping through the roof. I called reception and they stated they would send an engineer immediately. 40 minutes later now one arrived and by this time more water was coming in.
(77) BKK-BAN1: The check in experience was quite poor. We had requested for a baby cot however the hotel couldn't accomodate our request. To compensate they offered to upgrade us to a higher floor, however the room was right next to an elevator which was quite a nuisance specially since we were travelling with a baby.
(78) NY-CHI31: On June 21st, they did not give me any feedback and the bites became more serious, so I went to the front desk and required to change the room again. However, the hotel staff told me if I wanted to change my room, I should check out first after 12:00 and then checked in again. I feel truly astonished and disappointed.

RRAs do not have a certain position in the complaint texts but since this strategy is applied after specifying a complainable, they usually appear in the middle or towards the end of texts. Furthermore, some RRAs can be long and story-like similar to BI, which is an approach again sadopted more by inner circle complainers. Therefore, it can be claimed that besides BI, RRAs may have also contributed to the length of inner circle complaints (Example, 24, Table 18).

Example 24: RRA in narrative form

(79) NY-AUS35: […] so then it got escalated to the morning manager – again waited a while for him to come out. He tried telling me that it was a room credit and if I hadn't spent it I would forfeit. I explained to him exactly what I was advised which was that he would apply the credit which I could use in the hotel and whatever was remaining would be refunded to my credit card. He debated this with me and I said this agreement was between myself and the night manager and to stop telling me I was wrong. I told him I had a flight to catch and that he needs to speak with the other manager and ensure that my credit was processed within the next 3 days. After many emails, phone calls and 6 weeks later (on top of the hours it took on my holiday to try to resolve this), I finally received my credit.

Table 18: Frequency and percentage distribution of BI and RRA units more than 2 lines

	BI		RRA	
	f	$\%$	f	$\%$
inner circle	50/340	14.70	45/392	11.47
outer circle	13/195	6.66	17/162	10.49
expanding circle	20/258	7.75	20/218	9.17

Another interesting finding is that when TripAdvisor ELF complainers convey that they have taken some remedial action during or short after their stay, they explicitly and frequently ($f_{INNER} = 31$, $f_{OUTER} = 21$, $f_{EXPANDING} = 27$) refer to the act of complaining (cf. Vasquez, 2011), even though they would rather be identified as a "non-complainer" (see next strategy).

Example 25: RRAs referring to complaining

(80) PAR-UK141: We complained and asked to move rooms, they said they would put a fan in the room.
(81) DUB-PAK10: complained to the management and was told that they will "investigate" and they have the "best" pest control.
(82) NY-UAE6: We complained to various members of staff at the front desk, by phone and even to the manager [...]

In their study, Cenni and Goethals (2017) find that negative reviews written in English, Italian and Dutch have similar distribution regarding RRA. If reviews written in English can be considered belonging to inner circle group, and Italian and

Dutch reviews to the expanding circle group, it can be argued that their result contradicts the result of the current study as statistical analysis revealed inner circle complainers used significantly more RRA than inner circle complainers.

5.2.2.1.1.3. Strategy 1.3.: Identity of the complainer (IC)

This strategy results from a particular quandary which is one of the biggest issues about online reviews and eWOM in readers' minds: "Was this written by a real user/customer/guest?". Even though TripAdvisor ELF complainers have the chance to be completely anonymous, they choose to disclose a piece of information about themselves in order to establish their authenticity and credibility (cf. Joinson, 2011). The most common IC encountered in the corpus is complainers' effort to evince that they are quite knowledgeable and experienced about travelling and the hotel/hotel chain in question (they are in fact high status members of the hotel). Including this strategy into complaints sends the "Listen to me, I know what I am talking about" message from complainers to fellow travellers.

Contrary to the other two narrative strategies, ICs are not lengthy. As Example 26 shows, they are mostly in the form of short sentences, noun phrases or "as + noun/noun phrase" in the current ELF corpus.

Example 26: Common IC structures

(83) BKK-USA30: Disclaimer - I'm a lifetime X Rewards member.
(84) DUB-SA81: [...] as a regular traveler [...]
(85) BKK-AST1: I have been a frequent guest at X for the past 6-7 years.
(86) NY-CZE2: Being a hospitality professional [...]

As it is evident in Cenni and Goethals (2017) and Vasquez 's (2011) studies, TripAdvisor users avoid being identified as "complainers" by using varied metapragmatic phrases to express that they complain rarely, and this is kind of an exceptional situation. This "non-complainer" image of TripAdvisor ELF users reinforces Edwards' (2005) claim that "speakers may even work against the notion that what they are doing is complaining" (pp. 7).

Example 27: ICs demonstrating non-complainer image

(87) JHB-UK176: It's not my policy to give a bad review [...]
(88) NY-TRI1: I understand that it is a busy time of the year [...]
(89) SYD-BEL11: It's the first time ever I write a negative review [...]

An interesting finding this study points out is that expanding circle ELF users needed to give reassurance or to establish themselves as expert travellers more compared to the other two circles. As it was for RRA, this result contradicts with what Cenni and Goethals (2017) put forward concerning the "extra information" strategy which include credibility related statements— they are used more in negative reviews written in English than in Italian and Dutch. However, it should be taken into consideration that these discrepancies between the current study and their study in terms of RRA and IC can arise from the fact that the reviews are written by Italian and Dutch speakers in their L1s not in English. Hence, as "using a different language provides a sense of different self" (Ke, 2016, p. 283), preferences of presenting one's identity may differ in a different language. To put it in a different way, it is possible that complainers prefer to employ different strategies when they perform the speech act of complaint in their L1 and in ELF (not in the sense of positive or negative transfer since ELF is a unique form of interaction and is not a reflection of native English speaker norms). In short, it seems that when using ELF, expanding circle complainers feel the need of proving their credibility to the TripAdvisor community more than inner and outer circle groups.

5.2.2.1.2. Strategy 2: Expression of the complainable (EC)

Since speakers/writers complain due to the existence of at least one complainable, this is the most essential strategy in the complaint taxonomies. In the literature, the four strategies under this parent code are usually gathered under one or two strategies. After all, the fact that three of the four strategies discussed below are among the most popular five ELF complaint strategies confirms that there is indeed a strong connection among them, and they tend to be used together in a complaint.

5.2.2.1.2.1. Strategy 2.1.: Complainable statement (CS)

As the results of Albert (2016) and Meinl's (2010) studies support, it is no surprise that it is the most preferred strategy for all the circles because it is the core strategy and the reason to realize the speech act of complaint. Specifically which topics ELF users complain about on TripAdvisor is not within the scope of this study. Nevertheless, the complainable topics show similarities with the topics under "negative evaluative statements" strategy in Cenni and Goethals' (2017) TripAdvisor study: rooms, design, amenities, service, location and price.

Example 28: CSs with common complainable topics

(90) PAR-NZ12: [...] shower so small you can't turn around in it if you are larger that 4'1" and a bean poll.
(91) JHB-UK178: Room design is just not beautiful [...]
(92) SP-IND99: You will find only one dustbin, one towel (no hand towel), a small soap and a small tube of shampoo.
(93) BKK-MLY3: Service a bit slow at this property.
(94) BKK-DEN1: The location is not particularly attractive in respect to either shopping or dining.
(95) PAR-BHR3: the hotel is overpriced [...]

Statistical analysis indicates that even though inner and expanding circles' CS percentages are quite close to each other, outer circle CS percentage is significantly lower (approximately 4%) than them. When the percentages are examined closely, it can be seen that there is a similar percentage difference (approximately 3%) for NSACC but this time in favour of outer circle. For this reason, it can be inferred that outer circle CS percentage is lower because outer circle ELF complainers adopt a more face-threatening strategy (i.e., accusation) more than the other circles' complainers.

5.2.2.1.2.2. Strategy 2.2.: Negative personal state of mind (NPSM)

The feeling of disappointment and dissatisfaction is an underlying reason to complain. It is usually unnecessary to announce this feeling as it is implied when someone perform the speech act of complaint; even so, a lot of ELF complainers in the present study opted for expressing their feelings explicitly. These expressed feelings are not limited to disappointment or dissatisfaction, they also showed that

they were surprised, shocked, annoyed, upset and angry. These emotions may be directed to complainables and/or complainees.

Example 29: Explicit NPSMs

(96) SYD-USA269: Each person I spoke with showed no concern, empathy or genuine care. I'm shocked how they handled the leak in my room.
(97) JHB-SA32: This just made me feel unwelcome and upset me.
(98) NY-TUR6: I am very pissed [...]

On the other hand, some complainers preferred expressing their feeling more implicitly without using adjectives to describe emotions as in the above examples. It can be easily detected that complainers are in a negative state of mind based on some phrases, punctuation and the context.

Example 30: Implicit NPSMs

(99) NY-CAN9: I've booked hundreds of rooms using third party payment over the past few decades, and I'd rather chew glass than deal with these people again. Can't email Canada. I'll be shaking my head over that for a while.
(100) JHB-SA27: And then I am told that when they come back they will give her a gourmet milkshake !!!!!!! DO YOU REALLY THINK SHE WILL COME BACK ????????
(101) NY-BRA13: Plus, there was an expense approximately U$267, all charged to Westin NY! U$150 from "failed attempts"and U$200 on top of room service. Why?? Called concierge and they directed me to a lady called Vera. She said that it was done "by the computer, who must have decided to charge extra U$200 because it didn't know wether or not I had money for incidentals". I swear that's what she said! What???

The fact that there is not a significant difference among circles concerning NPSM and it is the fifth most popular strategies signals that ELF complainers want their feelings to be known both by other TripAdvisor community and complainees.

5.2.2.1.2.3. Strategy 2.3.: Negative judgement (NJ)

Although it is obvious that complainables that complainers talk about are inherently negatively judged, a lot of ELF complainers in the present study preferred to state how they specifically evaluated the complainables so much so that it is the third most popular strategy for all the circles without a significant difference. These NJs usually occur either before or after CJs— some complainers would rather first state how they evaluate a CS and then explain the CS, others would rather the other way around

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(Example 31). In addition to complainables, complainees and their actions are negatively judged by TripAdvisor complainers.

Example 31: NJs in different text positions

(102) DUB-GHA3: Finally, we it was time for us to check out at 4:00am. Just when we were leaving our room at 4:05am the phone rang and i rushed to pick it up. It was someone from the reception calling to say we had overstayed, by 5 minutes! <u>This is ridiculous especially considering how pricey this hotel is.</u>
(103) PAR-FIN5: <u>Our room was not up to standards</u>. The spoons and glasses were dirty and unusable, we could not get the window shade to stay closed, the noise from the streets and nearby hospital + metro were keeping us up all night.

Comparisons with other hotels in the area or in the other parts of the world, with other hotels belong to the same chain or with previous experiences are frequently utilized by ELF users to provide negative judgements about hotels.

Example 32: NJs with comparisons

(104) NY-CAN30: For the nightly rates and the additional fees the hotel charges there are much better options in the city.
(105) IST-IND65: One of my worst stay in 5 star hotel.
(106) BKK-SNG16: This was far below the usual standard of a typical X (and I have stayed in almost every other X in Bangkok to great satisfaction).
(107) NY-GER9: There are much better places in NYC and within the X group of hotels, where you still get personalized service and where promises are kept.

Another common approach for NJ is to evaluate complainables and complainees with similes and metaphors. It can be assumed that ELF complainers aim to increase the degree of impoliteness in NJ by utilizing this approach instead of conventional evaluative adjectives and phrases.

Example 33: Metaphoric NJs

(107) NY-AUS55: The breakfast was like eating in an airline lounge with less seating. And not a good airline lounge.
(108) DUB-SA83: I then realized that the X is the hotel version of one of those pretentious shallow friends that we've all had at some time who promise to be there for you when you need them but when you actually call upon them for help they fail to respond to your texts or emails.
(109) NY-ISR6: First, the hotel has like 50,000 guests at all times. It's absurd. <u>Like staying at a stadium.</u>

(110) NY-PAR8: <u>Hotel that looks like a tourist factory</u>, it treats customers like cattle , animals ! They think just about money !

5.2.2.1.2.4. Strategy 2.4.: Ill consequences (ICON)

Complainables do not only evoke negative emotions or judgements, but they may also cause consequences negatively affecting complainers, their quality of life or experiences. These consequences range from small discomforts to financial problems or to even health problems. By mentioning them, complainers probably try to justify for realizing this face-threatening act. Just like the other strategies under EC, ICON is a strategy often applied by TripAdvisor complainers from all the circles. Also, similar to NPSM and NJ, these consequences can be caused by complianables and complainees as well. (113)

Example 34: ICONs with varying severity

(111) PAR-IRE8: When walking on the hallway to the room I hit my head against the emergency sign that was hanging very low, myself 6foot9 had never an issue with this before. <u>It left a very large scar on my head</u> which is still there and reported this to the hotel.
(112) DUB-NGR3: At least 3 to 4 times a day, we had to change Keys cos the console for our Outer door will not work.
(113) NY-ARB1: I was rudely told by the woman on the phone that it will take 2 hours before we will get our food and she hung up on me so <u>I was not able to cancel the order or ask any questions.</u>

5.2.2.1.3. Strategy 3: Accusation (ACC)

Accusation is one of the fundamental strategies in many complaint taxonomies. In data collected from spoken language or with DCTs, accusations almost always are directed to the interlocutors. However, CMC creates a different kind of context for the addressivity issue. In CMC like TripAdvisor, complainers can either accuse the hotels/chain/staff with second person pronoun (Example 35) or they can address the TripAdvisor community and accuse the hotels/chain/staff obliquely with third person pronoun (Example 36). This creates a dichotomy of direct and indirect complaints occurring in TripAdvisor ELF context (see Boxer, 1993). It seems that some complainers eliminate the possibility that complainees (i.e., hotel staff) can indeed read their reviews (an affordance offered by TripAdvisor), and instead they narrate

their experiences to fellow travellers. As Vasquez argues (2014b), contrarily, others chose to involve business owners/staff in their complaints by not treating them as a formal business organisation, equating them to normal interlocutors and even using colloquial expressions (117). As a result, the interactions become more informal and daily-life like. This can be interpreted as a division in TripAdvisor community: a group of complainers conceive TripAdvisor as a medium to reach and interact with the complainees directly, another group prefer to use it as a medium to reach fellow travellers and an opportunity vent their feelings (Boxer, 1993). Nonetheless, it should be noted that indirect accusations are more in abundance in this ELF corpus although it is not the situation for CR and AWC strategies (please see discussions of relevant strategies), which indicates that ELF TripAdvisor community do not have one definitive approach regarding the involvement of the complainees, addressivity and whether to utilize TripAdvisor as a medium of third-party (indirect) complaint.

Example 35: Direct ACCs

(114) NY-CAN63: For a 4 star hotel with hardly any guests and you can't provide basic decent service to your guests?
(115) DUB-KEN8: And not sure why you discriminate kids younger than 18 months if their parents are perfectly happy to stay with them and play?
(116) NY-PHI4: Your manager should have checked first what's our table to see what we ordered before assuming that the pasties was taken from your buffet.
(117) SYD-BRA23: GUYS! HONESTLY! YOU RUINED MY STAY IN SYDNEY!

Example 36: Indirect ACCs

(118) BK-NZ1: The more polite and compromising you are, the more they will take advantage of you.
(119) PAR-PNG1: 45 minutes to get to the receptionist then they didn't have our booking [...]
(120) SP-ISR17: The main course was inedible (I ordered the meat, medium rare, it came well done); no one asked us if the meal was ok. When I left, I told the lady at the entrance, and she laughed at me.

Another method to increase credibility and reliability of what is being claimed in complaints is encountered in ACC strategy: using direct reported speech statements. Holt (1996, 2000) points out that complaints can be rooted in what complainees say, hence it is rather convenient to use reported speech statements to provide evidence to readers. Some ELF complainers think exhibiting the complainables verbatim is better

than merely describing them (Benwell, 2012). The use of reported speech in indirect ACC is a common practice for all circles.

Example 37: ACCs with reported speech statements

(121) PAR-USA154: When we went to leave, we were stuck dealing with the yellow vest protests and the closure of the metro stop. By the elevators, the hotel posted a note suggesting that we speak to the concierge and ask for their advice. Their advice was "walk to an open metro, but we don't know which ones might be open" and "you could take a taxi instead, but you'll have to walk up the street behind the barricades." I appreciate that there wasn't much they could do about the circumstances, but those two suggestions are common sense - they could've just put that on the signage and saved me the 15 minute wait in the line for the concierge after the wait for check-out.
(122) DUB-SNG88: When the hairdryer arrived, there was no apologies or explanation but just "Call us when you are done with the hairdryer".
(123) JHB-SPA29: I went to meet a colleague at the restaurant downstairs, when I asked for some nuts or nibbles to go with my drink I was told "we are in the service of selling food, not giving it away".

Unlike other complaint taxonomies in the literature, the current study separates accusations as non-specific and specific. As in the Example 38, specific accusations escalate the face-threatening nature of the accusation by singling out one of the hotel staff, and by using this type of strategy, complainers leave no chance for accused to save their face. This also shows that unlike non-specific accusations, complainers put an extra effort to learn and remember the names of these specific complainees, which is a testimony for their strong negative emotions towards the complainees. Furthermore, the occurrence of this strategy makes the reviews more sensitive (Depraetere et al., 2021) because now there is one identifiable individual in a particular hotel whose behaviours have affected one fellow traveller, and all TripAdvisor community is now aware of this person and their unfavourable actions. In addition, the statistical analysis concerning SACC reveal that outer and expanding circle complainers prefer this more face-threatening version of accusation more than their inner circle counterparts. This can be interpreted as outer and expanding circle ELF complainers are more willing to pour out their feelings and show the undesirable treatments that they have encountered at the cost of sacrificing the face of employees.

Example 38: ACCs referred to someone specific

(124) PAR-USA183: Once we checked in, after a 10 hour flight overnight from Chicago, the <u>navigator Julie</u> began an inquisition of my family and asked for passports and ID's. She demanded we had to have 2 rooms for a family of 4.
(125) BKK-SNG2: <u>Tati the manager on duty</u> actually lied to me many times. I called because someone was smoking on the 11th floor. I asked the cleaning staff if they smelled the smoke and I asked the security staff if they smelled the smoke. Both said yes. Tati the "manager on duty" called me and said, "no smoke". I asked about the law of Thailand if it was against the law to smoke in a non smoking room. Tati said "yes" so I asked her to call the police. She told me she did and later she told me she didn't.
(126) NY-UAE11: In top of all of this, we got yelled at by <u>the bellman Fausto</u> for forgetting to take our ticket. We had to rush out of the hotel. He didn't explain that w need a ticket. 1. He left our luggage on the hallway as a punishment. 2. When we came back, he started yelling at us in front of their guests.

5.2.2.1.4. Strategy 4: Condemnation/Reprimand (CR)

CR is basically a negative evaluation of a complainable or complainee but it carries a more face-threat potential. As the Example 39 demonstrates, this strategy is usually carried out with the expressions of "shame" and "unacceptable" (there is only one instance of explicit reference to the act of condemnation). The ELF complainers who choose to use CR openly points out the fact that there is a perceived breach of moral contract caused by the hotels or hotel staff (Vladimirou & Hatipoğlu, in press). It is one of the least preferred strategies in the current study's taxonomy.

Example 39: Common CR expressions

(127) NY-USA116: NEVER had such a disappointing experience at a X of all places. SHAMEFUL!
(128) PAR-SNG48: It's such a shame [...]
(129) NY-BRA15: Really unacceptable and made our stay a terrible experience.

Vladimirau and Hatipoğlu's (in press) findings suggest that condemnation/reprimand can be realized with direct or indirect address; however, there are more examples of direct CR in the present study, which is in contrast to NSACC strategy.

Example 40: Indirect and direct CRs

(130) SYD-NZ18: Shame on this hotel.
(131) NY-SNG44: What a joke. Shame on you...
(132) PAR-TUR13: Shame on you!

Contrary to Vladimirau and Hatipoğlu's (in press) findings, complainers in this study did not try to create "two adversarial groups" with CR. The underlying reason for this may be that in their study complaints are written in Turkish and Greek for Turkish and Greek airlines, and they address to readers who share a national bond with them, and they can take a national stance against a national service; but in TripAdvisor ELF context, complainers do not only address their own fellow countrymen, hence it is hard to establish such a tight bond and create an "us and them" distinction.

5.2.2.1.5. Strategy 5: Insult (IN)

It is another strategy that is in the bottom of the popularity in the ELF complainers' strategy preference list, and there is no significant IN percental discrepancy among circles. IN is not a frequently employed strategy in other CMC contexts such as Twitter (Albert, 2016), eBay (Meinl, 2010) or Facebook (Vladimirou & Hatipoğlu, in press) either. Yet, their percentages are still higher than the current study's IN percentage(s). As a matter of fact, while IN features in 11% of Greek dataset in Vladimirau and Hatipoğlu's (in press) study, none of ELF complainers from Greece in the present study incorporated this strategy into their complaints. There can be a few reasons behind this low preference of IN in TripAdvisor ELF context. First of all, in other studies complaints are written in complainers' L1s, so when complainers use ELF, they are outside the parameters of their L1s and can address a wider range of audience. This means that TripAdvisor ELF reviews are more in the public eye, even if they are mostly anonymous. This situation may bring along a heightened self and audience awareness for complainers; thus, they want to be perceived more believable and cultured in TripAdvisor community so using IN strategy can damage this perception. This in a way contradicts with what classical deindividuation phenomenon suggest: CMC anonymity leads to antinormative and aggressive behaviour (see Postmes & Spears, 1998; Vladimirou et al., 2021). However, IN which is a type of aggressive behaviour is not a salient social norm in TripAdvisor community's collective approach to complaints, which is more parallel with Social

Identity Model of Deindividuation (SIDE)[26]. Another reason can be concerning the "report this" (review) button. All TripAdvisor members can report reviews containing profane language which aggressive insults are mostly formed with. Consequently, ELF complainers who take into consideration these and do not want to risk their reviews avoid IN as much as possible, even if this may not be their usual behaviour for them in different face-to-face and CMC contexts or in their L1 languages. Thirdly, Culpeper (2010) identifies insult as one of the impoliteness strategies, and he asserts that in daily life examples of impoliteness occur less frequently. It is not surprising that IN formulae is not widely favoured by ELF complainers as TripAdvisor CMD is not very far from spoken language.

In this study, there are not any innovative insults as Mateo and Yus (2013) suggest or culture-specific-animal-related insults as in Vladimirau and Hatipoğlu's (in press) study. They are mostly in the form of conventional insult expressions.

Example 41: INs with conventional expressions

(133) LIM-USA249: When we took a similar shuttle from Miraflores to the X, they charged us 30 soles!!! We were 3 people and no luggage. You are thieves!
(134) DUB-IND149: Hotel is nice no doubt....But what about humanity? they are not human beings.....
(135) NY-UKR2: two months have passed and the hotel steals from a 750 $!!! X hotel is the fraudsters !!!!

5.2.2.2. Category 2: Future-oriented strategies (FS)

This category comprises strategies such as recommendation, advice, warning, request and threat which are actually other types of speech acts. While the total frequency of this category is not high ($f = 2000, \% = 18.7$), existence of these speech acts as strategies in an ELF complaint corpus confirms that complaints incline to appear as a part of a *speech act set* as argued by several researchers (Cohen & Olshtain; Lafoster, 2005; Tanck, 2004).

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[26] SIDE is a contemporary theory alternative to classical deindividuation theory. It postulates that anonymity in CMC environments does not necessarily result in antinormative behaviour or a loss of self. Group immersion and anonymity can increase the salience of collective group norms which canbe normative behaviours. These extensive theories are beyond the scope of the current study. Please refer to Postmes et al., 2001 or Reicher et al., 1995 for further information.

5.2.2.2.1. Strategy 1: Recommendations/Warnings for fellow travellers (RWT)

Among the four speech acts under future-oriented category, RWT is the most preferred speech act strategy for all three circles. It seems that complaints prominently co-occur with recommendation speech act in TripAdvisor context (Cenni &Goethals, 2017; Vasquez, 2011); however, not all CMC context complaint taxonomies include recommendation speech act strategy. Especially, in social media platforms like Twitter and Facebook where it is possible to air grievances directly to personal or company accounts and to have interactions with them, other speech act set combinations (e.g., complaint + request, complaint + threat) are more common (cf. Albert, 2016; Depraeter et al., 2021; Vladimirou & Hatipoğlu, in press). On the other hand, in third-party review websites like TripAdvisor where the focus is sharing experiences, the use of RWT by ELF users can be considered as a natural outcome of having a sense of community and being responsible of the community.

Whereas RWT is the sixth most popular strategy in outer and expanding circles, it ranks seventh in the inner circle sub-corpus. This small difference can be originating from the individualism/collectivism cultural dimension proposed by Hofstede (1991). When Hofstede's website (n.d.) is examined for the countries in Table 11, 13 and 15 in terms of this dimension, all of the inner circle countries are defined as individualist cultures; on the other hand, almost all of the outer circle countries (6/7) and more than half of the expanding circle counties (12/21) are categorised as collectivist cultures. The fact that there are more cultures which value the notion of "We" more than "I" in outer and expanding circles may have prompted complainers from these circles to give more recommendations and warnings to their fellow travellers.

RWT is conveyed with various structures by ELF users. When complainers in the current corpus use this strategy, they usually explicitly refer to the act of recommending with verbs such as recommend, suggest, advise and their noun forms.

Example 42: RWTs with metapragmatic expressions

(136) NY-CAN47: I will advise all travelers do not leave their passport in this hotel room.
(137) NY-SA7: [...] I wouldn't recommend this hotel to anyone

(138) NY-POL3: Lots of places to stay, I suggest to stay away from this place.
(139) PAR-USA188: [...] my recommendation would be not to stay at the X.
(140) DUB-IND126: My suggestion is to avoid this hotel and head to some other place where you can at least sleep at night!
(141) NY-UAE4: Due to the demand, I expect similar cases to happen frequently so my advice to you is don't take anything verbally, as X staff are not trustworthy and will back out of any commitment.

Many complainers do not explicitly refer to the speech act itself but still warn other travellers with the imperative form.

Example 43: RWTs in imperative form

(142) SYD-NZ14: i would be weary of booking with them again based on my experience so be warned. Go somewhere else, plenty of better options in the CBD
(143) LIM-PHI8: Otherwise, avoid it like the plague!
(144) SP-FRA29: Don't waste your money avoid this hotel.

"If /Unless" is another popular structure used for this strategy.

Example 44: RWTs with "if/unless"

(145) BKK-USA42: I would not stay here unless you want to get sick!
(146) NY-MLY13: Moreover reception rarely picks up the phone in the evening. If you need something you would better go downstairs yourself to ask to save time and avoid irritation waiting for someone to pick up (at the end still they might simply disconnect you!).
(147) BKK-THA14: Just wanted to warn all of you to consider staying/organizing events elsewhere if you do have expensive belongings or assets.

In great majority of TripAdvisor complaints, RWTs can be found right before or after TH and act as a closing move (Vasquez, 2011).

Example 45: RWT as a closing move

(148) NY-ARG4: Since check in, this was the worst experience I've ever had in more than 200 nights I've spent at X properties. Check-in agent was rude, they didn't have my room defeathered as I'd requested via phone and email. I had mentioned I was going for my anniversary and they totally ignored it. They charge 25usd fee per day but they don't honor what they offer (they wouldn't allow me to use the bikes the last day, and told me I couldn't use the food credit the last day either). Check out process took 1 hour as well, because the agent couldn't change the credit card on file.
I'm not returning **<TH>,** and I wouldn't recommend this hotel to anyone visiting New York.

5.2.2.2.2. Strategy 2: Request for repair (RR)

In contrast to RRA, by employing this strategy, ELF complainers specifically state that their expectations for compensation is still valid and necessary action is needed to be taken by complainees as soon as possible—in other words RR is complainers' future-oriented expectations of compensation or repair. In some studies (e.g., Depraeter et al., 2021; Vladimirou & Hatipoğlu, in press) this strategy is available, but it often corresponds to AWC strategy in the present study. While complainers look out for their own interests with RR, AWC actually affects and benefits the whole TripAdvisor traveller community supposing that it is taken seriously by the complainees (see Examples 47-52).

Example 46: Future-oriented, personal RRs

(149) BKK-USA44: I'm so disappointed and will report this issue to X award support number <u>as I need my points reimburse immediately!</u>
(150) IST-SA54: <u>i truly feel that I am entitled to a refund , at the least my 300€</u> as the amount paid to upgrade my room from a 'filthy' room to a ' stinky' room was an absolute waste of my money and a rip off on principle!
(151) PAR-QTR7: im looking forward to hearing from X management regarding a proper compensation.

In Albert's (2016,) study RR has the same function as in the present study, and it is one of the least preferred strategies in her study as well. The reason why this strategy is underused may be that the complainers have lost their faith and hope in that they can still receive a compensation or repair from the complainees after all the negative situations and treatments they have experienced during their stays.

5.2.2.2.3. Strategy 3: Advice/Warnings for the complainee (AWC)

Instead of focusing on complainables or making accusations, some of the ELF complainers give various advice to the hotels/hotel managers so as to both improve travellers' future experiences and the service presented by the hotels. Most of AWC units are formed with modal verbs such as "need, should, could and would". Sometimes, these modal verbs appear in if clause sentences (155).

Example 47: AWCs with modal verbs

(152) SYD-UK172: They could get rid of the 2 staff who make tea and coffee and put in a coffee pot and a hot water machine.
(153) SP-IND99: Instead they should increase the house keeping staff or the have the room service.
(154) SP-CHL4: This hotel needs an urgent remodelling....
(155) NY-ITA19: If you are not able to offer to your customers a full service then you shouldn't be charging the full price.

The downgrader "please" is occasionally used to mitigate the face-threatening effect of this speech act.

Example 48: Mitigated AWCs

(156) NY-CAN49: Please repair as it doesn't seem sanitary to use for baths. (see photo)
(157) DUB-IND150: Please do not put false info on hotel website.
(158) BKK-CHI17: Just put some curtain over it, please.

Additionally, some of the complainers opted for metapragmatic phrases as in the Example 49 to form their AWCs.

Example 49: AWCs with metapragmatic expressions

(159) NY-USA104: My message to all the staff is - leave your attitude behind at home. This is a service job, not a ' strike a pose' challenge.
(160) DUB-IND133: I will recommend to keep the items that you should know how to cook or avoid it.
(161) IST-TUR18: I advise X hotel to hire more polite people [...]

The addressivity and involvement issues of the hotels and hotel chain can be observed in this strategy as well. One group of ELF complainers gave their advice to the hotels or hotel chain with the second person pronoun; on the other hand, the other group addressed the hotels or hotel chain more indirectly with the third person plural pronoun (Example 50). However, indirect and direct AWC is more equally distributed than NSACC and CR in this ELF corpus. Also, there are some complainers who directed AWC to a particular hotel employee rather than the hotel itself (Example 51). Finally, sometimes the addressee is not explicitly specified but the statement still functions as an AWC (Example 52).

Example 50: Direct and indirect AWCs

(162) NY-USA69: This hotel focuses on it's history as the one time home of newlyweds Marilyn Monroe & Joe DiMaggio. However, becoming more appealing to their clientele should be more important.
(163) DUB-PAK14: I hope they train their staff on treating equally irrepective of Color etc. Just wanted to put higer managment on notice
(164) BKK-THA16: But they really REALLY need to get their act together to make booking easy and provide basic customer service.
(165) LIM-CAN85: X you need to fire that doorman.
(166) IST-MLY23: [...] but you have to do something about the quality of the bathroom, the service and the furniture in the rooms it is all getting too old.
(167) JHB-MZQ1: I mean, if you know your are redecorating the place you shouldn't accept guests that you cannot accommodate.

Example 51: AWCs for a specific person

(168) PAR-USA224: [...] X is now American hotel not French so she needs to learn English not me [...]
(169) SYD-SNG64: He requires urgent refresher training in basic guest service skills.
(170) BKK-ITA2: So the director of the hotel could do his job better.

Example 52: AWCs without an addressee

(171) PAR-AUS82: Late check-outs should only be available if the later check-out does not disadvantage the next guests.
(172) SP-IND59: <u>Carpet in the room needed to be junked</u> - it was dirty and one did not feel like walking barefoot on it.
(173) PAR-CHI44: How about some instructions, guidance and follow ups?

5.2.2.2.4 Strategy 4: Threats for the complainee (TH)

In the context of service industry, loss of money is one of the biggest threats that complainees can face, and loss of money equals to loss of visitors in the lodging industry. Consequently, the prevailing TH topic in all the ELF circles is complainers' statement in regard to not to return the hotels and even the hotel chain. Threats with the highest severity (i.e., legal sanctions) are not mentioned in the present corpus.

Example 53: THs regarding money lose

(174) PAR-IRE7: Definitely I'll not stay there again.
(175) JHB-NGR2: Definitely I won't be spending my money here next time I am in Johannesburg.
(176) NY-SPA17: There are plenty of hotels in NYC...I'm not staying here anymore

Albeit less frequent than clearly stating that they are not coming back, some complainers preferred to state that they have reservations about the hotels and staying there again, which can be considered as a mitigated version of TH.

Example 54: Mitigated THs

(177) NY-USA136: With this bad experience, it kinda makes me feel not at ease to stay with this property again.
(178) NY-IND12: Would think twice before returning to this chain.
(179) BKK-VNM2: I am beginning to think I ought to switch to the [a rival hotel] on my next stay here.

In the following examples, the severity of TH is higher than the ones in Example 53 because complainers express that not only they will not return, but also they will make sure that their friends, families and colleagues will not be staying there, which can be considered as an aggravated version of TH in this context as it imposes more loss of money.

Example 55: THs with higher severity

(180) NY-AUS15: [...] and will tell all my colleagues and circle of friends about my terrible experience so they may protect themselves from having such an awful experience.
(181) DUB-MLY: So in conclusion, I will never ever introduce any of my friend about this hotel [...]
(182) BKK-ARG1: I will inform my colleagues at work what I have experienced here!

5.2.2.3. Category 3: Non-temporal strategies (NTS)

The strategies under this category do not have temporal attachments. Rather, they can be deemed as two prominent modification strategies for the speech act of complaint in this ELF context.

5.2.2.3.1. Strategy 1: Sarcasm/Mocking (SM)

ELF complainers in this corpus use this strategy with an interesting turn of phrase as an upgrader for complainables (Albert, 2016; Meinl, 2010). Some of SMs are remarks that may make the readers smile/laugh but indeed they are intended to be rather aggressive statements. Sarcasm is classified as disaffiliated humour by Dynel (2013,

2016): while SM aims to create a bond or rapport with readers (i.e., fellow travellers) and to create in-group identity with the help of humorous statements regarding the complainees, it also carries face-threatening intentions for the complainees (cf., Orthaber, 2019).

Example 56: SMs as an upgrader

(183) NY-USA68: You can't just rest on the easy laurels of indifference. You have to train like an Olympian in the Rude Olympics.
(184) NY-PAK1: My entry was much like a 'brown man' entering into trump's USA rather than Obamma's USA.
(185) SP-GER30: Club Sandwich in the restaurant fulfilled the Wikipedia definition ....

Sarcasm is not always easy to notice especially in written language, and it can be misunderstood owing to the lack of intonation and body language. Therefore, many ELF complainers use quotations marks to emphasize what they write is not their true ideas/feelings, and they are actually mocking or being sarcastic about the complainables or complainees.

Example 57: SMs with quotations

(186) SYD-AUS101: I've decided not to "trouble" the hotel and sit thru my quarantine and accept the limited service rendered.
(187) DUB-SNG38: After explaining this to him, he 'suddenly' had a room to change me to.
(188) BKK-CHI25: It was really a 'memorable experience' and was 'beyond expectation'.

There are even a few complaints written overall with a sarcastic/mocking tone—other strategies can be detected in between SMs. This type complaints or complaints with more than one SM units mostly belong to inner circle group. Moreover, SM ranks higher (13th) in this group compared to the other two groups (14th). As successful recognition and engagement of humorous language such as sarcasm can depend on language proficiency (cf., Bell, 2005; Kim, 2014; Shively et al., 2008), it can be assumed that creating and maintaining a sarcastic tone like in the Example 58 requires a strong command and experience in English. Hence, it is not unusual that inner circle group whose L1 is English have applied this strategy in a slightly different manner than the other ELF complainers.

Example 58: A complaint written with a sarcastic/mocking tone

(189) NY-CAN39: Do you love walking up and down 17 flights of stairs?

Does lining up for breakfast (if you can call it that) and eating it standing in the lobby should to shoulder with others sound incredible?

Do you enjoy being told "sorry" by staff over and over but not have them do anything?

If you answered YES to these 3 questions than the X is the place for you!

[...] I'll get to the incredibly difficult task of actually getting to breakfast below, but once you escape to the lobby you will be met with a lineup of angry disgruntled travellers snaking around the lobby in the hopes of making it to the lounge in time to catch a few spoonfuls of … oh crap, no there isn't any left. Now you need to wait again until they bring out the next batch. Should you choose to sit down with your family or spouse to eat this breakfast, well…. good luck. [...]

ELEVATOR!!!!! 40 stories high this hotel boast 3 elevators – oops I mean 2 elevators as 1 was out of service the entire weekend – oops i mean 1 mean elevator as 1 was constantly used by staff for service. Did I mention this ONE elevator has a capacity of up to 8 people? Others it starts blinking OL (overload) and some people have to get off or it won't move any more. We lost some good people this way – sad to see them have to get off at a random floor sacrificing themselves so the rest of us could make it, never to be seen again….

[...] but it doesn't really matter as the elevator sometimes chooses NOT to stop at certain floors – yes you heard me right, the elevator will sometimes just skip stopping somewhere so you have to get off at a different floor and walk up or down to your floor. You WILL get the opportunity to sightsee every other floor as you can be certain the elevator will stop at almost every floor on the way up as others are trying to escape back down.

Now you've made it to your room, but what if you actually want to leave and go downstairs? Hahahahaha … DON'T!

Feel free to stand outside the elevator bank and press the button. You can even watch the display show the floor the elevator is currently on so you can pretend it will stop for you too. Heck, once in a while it may even stop on your floor, but slow down, you won't be able to actually board the elevator, This is just an opportunity for you to see others who are trapped on this horror ride crammed together heading up (remember how I said it will stop all the way up). One might assume that once this elevator releases its victims .. i mean passengers, it will be free on the way back down and will stop to pick you up. One would be wrong! Most of the time you will see this elevator approach your floor only to keep on going without stopping. Other times it may stop and open only to show you how full it is (I think it's the hotels way of mocking you). After a while you will either just give up and collapse in the hallway rolling into a ball and hoping you can wake from this nightmare, or you can

of course join the exercise class found in the stairwell all day. This is the smarter choice and for us walking down 17 flights was the far more sane route to take – though I wonder if the people on the 39th floor feel the same way. Folks, walking down 17 flights isn't the worse thing for any of us, but doing so BEFORE I've had a coffee in the morning??? And god forbid if you forgot something in your room. It's not worth trying to go back to get it – just go buy a new one (this does not include your children or partners). Any if you are wondering, yes I ended up carrying our luggage down the 17 flights as well! [...]

5.2.2.3.2. Strategy 2: Disarmer (DA)

DA is the only strategy that is not originating from problems and negative emotions. Quite the contrary, it is an attempt to save the complainees' faces. Even if they are not pleased with their stay and experience, ELF complainers in all the circles try to as the phrase goes "give the devil his due". Their willingness to include positive sides of their experiences in their negative reviews helps complainers to be perceived as reasonable (Vasquez, 2011). Furthermore, with DA, they try to mitigate their negative and sometimes quite direct or aggressive comments, so this strategy can be considered as a downgrading modification (Albert, 2016; Meinl, 2010; Trosborg, 1995).

The fact that DA is among the top five strategies in this ELF corpus is cogent evidence for Sacks' (1992) argument regarding juxtaposition of negative and positive comments being a characteristic of the speech act of complaint. Since all circles prefer this strategy without any significant difference, complaints containing positive remarks as a way of positive politeness strategy cannot be only attributed to cultural tendencies.

Apart from being in varied positions throughout complaint texts, DAs are generally either located in the end or the beginning of complaints with positive opening moves like "Let me start with something positive". It is also a prevalent approach to sequence DAs one after another.

Example 59: DAs in different text positions

(190) PAR-UK154: <u>Stayed recently and let me begin with what was good. The front desk staff was amazingly kind and helpful with every process and request. The bar was hoping and drinks were good, food average but no complaints.</u> Here is where it all fell apart. The rooms were small, dated and a close look a little soiled.

We did not stay on the elite floor but did pay elite prices of $600 a night. I realize it is the Christmas season and it is Manhattan but I would have complained if it was a motel 6 at $79 a night. The bathroom was so tiny you could sit on the toilet and open the front door. Either way even with the fantastic staff, I will not return to this hotel.

(191) NY-BRA18: Like others said, the hotel is in renovation. That means the lobby it's a total caos and they don't serve breakfast there, they do give you a box with some food, that is if you have the luck the housekeeper doesn't forgive your room which was our case 3 of 5 days of the stay. They didn't clean the room's floor the hole week we've stay. Literally, the cleaning is horrible for a 4 stars hotel. <u>The room it's spacious considering NYC hotel sizes, so it's the bathroom.</u> <u>The thing with the elevator it's not that tremendous, once you're on it's very fast.</u> <u>They receive packages for free.</u>

5.2.3. General Discussion: Globalisation, ELF and CMC

Globalization does not simply equate Western nations domination or the changes in the economic system, there are multiple concurrent influences of globalization— not only historical but also contemporary— on politics, commerce, culture, languages and technology (Pennycook, 2009).

The spread of English language due to and embedded within globalisation have brought about it being the lingua franca (or contact language) for millions of people from various cultures, which requires mutual negotiation of meaning and intelligibility. ELF may be globalized but it is actually rather context-dependent— a globalized phenomenon with localized circumstances (Jenkins et al., 2011). Therefore, the great diversity and fluidity of ELF in this globalized word is undeniable. Thus, it is almost impossible to put it or its users into certain moulds. Furthermore, there are innumerable ELF "communities of practice" in the world which can be defined with sharing mutual concerns and repertoire, and constant engagement and negotiation for common goals (Wegner, 1998).

Technological advancements and particularly the Internet have influenced the globalization of English and ELF interactions immensely. Although the Internet is far from being a monolingual platform thanks to the progress in technological affordances, the reality is that English is not only the lingua franca of face-to-face interactions but also the Internet and CMC (Danet, 2009). Accordingly, the context-

dependence of ELF and communities of practice mentioned above are also appliable to this online environment.

The reflections of globalization on English language and technology form the basis of this thesis. It addresses ELF interaction in the specific context of a multilingual online community of practice (i.e., TripAdvisor). The quantitative and qualitative analyses of this online ELF community's realization of the speech act of complaint have been presented and discussed above. This ELF community members were divided and compared based on Kachru's three concentric circles of world Englishes model. However, it should be noted that even though I am aware that it does not capture the fluidity of ELF, this model has been adopted as an operational framework for the methodology of the study in the sense that the English users are situated into 3 circles not according to their nationality but their claimed current locations. In other words, Kachru's circles are regarded as a geographical division rather than a national division for this study. Considering how globalization has been blurring concepts such as borders, nationality and cultural identity, and interactions among English varieties necessitate adequate receptive skills in World Englishes (Canagarajah & Said, 2009), it seems that it might be futile to position ELF users solely based on their citizenships. Therefore, the participants of this study who are categorized under one of the circles can be indeed using English as Kachru proposes for that particular circle or not (as a first, second or foreign language). In either case, they all are acknowledged to be world citizens, ELF users, a member of the country they claim they currently are and a member of TripAdvisor community. In brief, as Hopkinson (2017) points out, the aim in this study is not to draw distinct divisions between the circles but to scrutinize the ELF use in different environments.

The findings suggest that regardless of complainers' linguistic or cultural backgrounds, there are parallel patterns in the frequencies and a clear trend towards similarities among ELF users' complaint strategy preferences. Consequently, it is possible to argue that there are some "observed regularities" (Seidlhofer, 2009, p. 240) in ELF complaint realization. These regularities found in this thesis show the democratization of the language use on the Internet. Therefore, it can be asserted that English does not only belong to native speakers as all ELF complainers demonstrated

similar manners in regard to their complaint strategy preferences. Nonetheless, it is vital to exercise caution at this point. TripAdvisor is a long-established third-party review platform with extensive guidelines for reviewers. Many members have been actively using and publishing reviews on this CMD. By also taking into account that Cenni & Goethals (2017) conclude in their study that there is a relatively homogenous characteristics of cross-linguistic negative reviews in TripAdvisor, it should not be overlooked that the ELF complaint strategies, strategy similarities and slight differences between circles revealed in this study may be TripAdvisor-specific (ELF characteristics i.e., context-dependent). All CMC contexts can develop unique ELF complaint characteristics based on their affordances and their community dynamics, which is valid for face-to-face interactions as well.

CHAPTER 6

CONCLUSION

In this chapter, firstly the study and its main findings are presented, then pedagogical implications are discussed, and finally the limitations and related suggestions for further research are considered.

6.1. Summary of the Study

This thesis attempted to explore the regularities and variabilities of ELF users' strategy preferences during realization of the speech act of complaint in multilingual TripAdvisor context without denying the inherit fluidity and emergent status of ELF.

To fulfil this purpose, a corpus (approximately 340,000 words) consisting of 1810 complaints written by complainers, who claim to be in several various cities all around the world, was compiled within a sampling frame consisting of 10 criteria and after 4 rounds of data collection. Based on their claimed locations, the complainers in the study are categorized according to Kachru's World Englishes model. In order to identify the complaint strategies performed by ELF users and statistically compare strategic discrepancies among complainer groups, a mixed method data analysis was employed. The qualitative analysis was conducted with the help of a coding scheme consisting of 17 strategies (parent codes not included) which was developed based on the available complaint strategy taxonomies in literature and with a qualitative data analysis tool called MAXQDA. This exhaustive qualitative analysis provided the frequencies of strategies applied by ELF complainers. For the quantitative analysis part, Pearson's chi square test and z tests were employed to these frequencies to reveal statistical similarities and differences within and between the circles.

Qualitative and quantitative analyses of the ELF corpus yielded the following primary findings:

- ELF complainers from all the circles displayed very similar tendencies in terms of complaint strategy preferences. The five most popular strategies were exactly the same for inner, outer and expanding circles. As a matter of fact, there were minor discrepancies in the rest of the strategies' popularity sequence.

- When the complaint strategy frequencies of circles were statistically compared with a chi-square test, the significant result of the test indicated that there was a relationship between ELF circles and their complaint strategies preferences. Post-hoc tests revealed that this association was the result of only 5 specific strategies which showed significant differences among ELF circles— the rest of the strategies (12 to be exact) did not show any proportional difference. Figure 12 illustrates how complaint strategies share similarities and differ from each other among circles statistically.
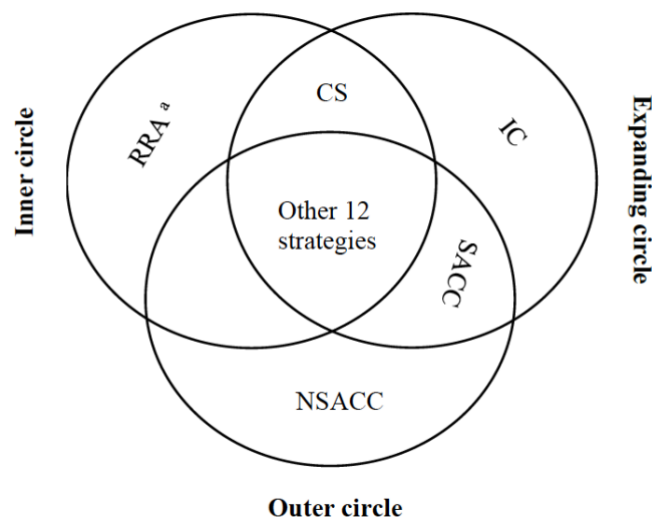
Figure 12: A visual illustration of statistical complaint strategy similarities and differences
[a] Outer circle RRA does not significantly differ neither from inner nor expanding circle but inner circle RRA percentage is significantly higher than expanding circle.

- Moving from circle level to country level, it can be said that inner, outer and expanding circle countries did not substantially differ from each other when statistically compared within their circles, which is mostly in line with overall circle trends as well.

- BI did not show significant differences among circles in respect to strategy frequencies; however, inner circle complainers preferred writing more elaborative and multiple BIs in their complaints, which may have increased the length of average inner circle complaints.

- There were several common characteristics of RRA. RRAs either came to a conclusion as complainers wished, or they created more complainables. Additionally, complainers were inclined to emphasize that they tried more than once to fix the problem, and they actually referred to the act of complaint contrary to their "non-complainer" image. Like BI, RRAs tended to be in the narrative form in inner circle complaints, hence it may have contributed to their complaints' length too.

- With ICs, ELF complainers wanted to create an image of an "expert traveller" or "frequent visitor to the hotel/hotel chain", who does not usually perform the act of complaining, so as to increase the credibility of their complaints. Unlike BI and RRA, they managed this aim with rather short sentences or phrases. Also, IC was applied proportionally more by inner circle TripAdvisor complainers than outer and expanding circles.

- Due to the outer circle complainers' preference for ACC strategy more, they used CS significantly lower than the inner and expanding circle complainers.

- With NPSM statements, ELF complainers wanted to disclose their emotions both explicitly and implicitly after having been exposed to some offensive acts during their stay. They directed their emotions to complainables or complainees.

- NJs are specific, damaging evaluations of complainables and complainees. Apart from typical evaluative adjectives and phrases, comparisons with other

hotels and previous experiences, and metaphors/similes are among the most common NJ approaches.

- ICONs with varying degrees of severity were repeatedly incorporated into the ELF corpus as a way of justification for realizing this face-threatening act.

- Besides CS, ACC is one of the core complaint strategies in many taxonomies. Due to the unique CMD of TripAdvisor, ELF complainers employed both direct (with pronoun "you") and indirect (with pronoun "they") ACCs. Reported speech statements accompanied a lot of ACCs as evidence for their claims. Furthermore, several ELF complainers raised the face-threatening nature of ACC by specifying an individual and reporting their names. SACC strategy usage was more in outer and expanding circle corpora than inner circle corpus.

- CRs were essentially realized with utterances "shame" and "unacceptable". This strategy which has a more face-threat potential than NJs were not preferred by many ELF complainers and ended up being one of the least popular complaint strategies in the current taxonomy.

- Another unpopular strategy among ELF complainers was IN. The few INs in this ELF corpus can be regarded as rather conventional insult expressions.

- As a natural outcome of being a member of a CMC platform whose main goal is to share experiences, ELF complainers from all the circles applied RWT strategy frequently with some metapragmatic expressions or in the imperative form.

- RR was another strategy which is at the bottom of the popularity list for all the circles. This was possibly stemming from the hopeless mood ELF complainers were in because of their experiences in the hotels.

- Unlike personal RRs, many ELF complainers chose to employ AWC strategy whose impact on the hotels/hotel managers can benefit whole TripAdvisor community and improve their experiences in the future. AWCs were often

realized with modal verbs or metapragmatic expressions. The addressivity issue of the hotels was valid for this strategy as well— while some complainers addressed their AWCs directly, others followed a more indirect attitude. Moreover, some complainers did not direct their AWCs to the hotels but to specific hotel employees.

- THs in this particular corpus were related to the loss of money for the hotels. The severity of THs changed according to the complainers' implied money loss.

- SMs' main purpose was to intensify the face-threat potential for complainees while creating a bond with the TripAdvisor community. Although SMs were mainly humorous remarks interspersed in ELF complaints, several complainers particularly from inner circle wrote their complaints with sarcastic tone in general.

- DA was among the most popular 5 strategies and did not have any proportional significant differences among circles, which indicated that ELF complainers attempted to mitigate their complaints in an effort to save the face of complainees.

- Overall, the findings of the current research showed parallelism with the findings of other studies focusing on TripAdvisor CMD. However, the fact that there were discrepancies with studies focusing on other CMC contexts (e.g., Twitter, Facebook) reminded one more time that ELF is context-dependent and in constant state of flux.

- TripAdvisor complainers, more generally speaking users, try to form their own community, and it seems that their goal is to be perceived as credible complainers, to help one and other, and most importantly to warn and protect the community. The results indicate that the design of this community is to state the complainables and to ask them to be fixed as respectfully as possible. Since more face-threatening strategies are not frequently incorporated by ELF complainers, it can be claimed that the community members try to not to damage complainees' faces extremely.

6.2. Implications for ELT

This research has further expanded the database of ELF pragmatics characteristics. These findings can yield several implications for educators, linguists, English language material developers and policy makers.

To begin with, many higher education institutions in outer and expanding circle countries have adopted the English medium education system owing to lingua franca status of English; accordingly, the number of international students has multiplied in the recent years. As a consequence, classrooms have become multicultural and multilingual environments where ELF is the mean of communication. For effective and successful interactions in classrooms and outside the classrooms, English users need to be aware of the fundamentals of ELF pragmatics because merely mastering native pragmatics norms will not be satisfactory (c.f., Taguchi & Ishihara, 2018). Speech acts constitute a pivotal part of ELF pragmatics, and this study centres upon one of these speech acts in ELF.

Language teachers mostly turn to coursebooks as principal teaching materials. Thus, well-prepared, comprehensive coursebooks that adequately cover and represent the pragmatic aspects of English particularly speech acts need to be developed. It seems that offer, suggestion, request and invitation which can be identified as less confrontational speech acts appear more in coursebooks (c.f., Ren & Han, 2016). However, how speech acts such as complaints, which pose a threat for both positive and negative face and are regarded as more impolite, are performed in ELF contexts need to be represented in coursebooks as well. Furthermore, when coursebooks incorporate the speech act of complaint, they tend to be direct complaints even though indirect (third-party) complaints are frequently used by different communities (Boxer & Pickering, 1995). Exposing ELF users only to direct complaints will not suffice as the findings of this study indicate that ELF users employ both direct and indirect strategies. Prompting more positive social interactions, indirect complaints "should be recognized by learners for its potentially positive underlying social strategy, and responded to accordingly if solidarity is desired." (Boxer & Pickering, 1995, p. 46). Therefore, introducing to English users the most frequent ELF speech act of complaint strategies revealed in this thesis (i.e., CS, NSACC, NJ, DA and NPSM) or

in other similar can facilitate successful realization of both direct and indirect complaints without a major misunderstanding or communication breakdown regardless of the interlocutors' linguistic backgrounds when they need to apply this speech act in a variety of contexts.

Previous literature criticizes that coursebooks present speech acts based on writers' own intuition and impressions rather than naturally occurring data (Ishihara, 2010). Seidlhofer (2011) also reminds that it is needed to shift teaching practices to different communicative settings for further language acquisition. CMC provides a great opportunity for educators to overcome these problems. It is full of naturally occurring speech act data and examples. With the increased Internet usage, now speech acts are not only limited to face-to-face conversations; they are also adopted in online communicative settings— for example, complaint is a prevalent speech act in eWOM. Additionally, we should not pass over that online settings have their own communities and interactional dynamics. On that account, exposing English learners merely to ELF complaints realized during face-to-face interactions will not ensure a successful ELF communication in the 21ˢᵗ century's globalized world.

Educators, material designers as well as testing unit members should benefit from research such as the present one in order to raise awareness of English learners about how ELF users realise the speech act of complaint in different CMC contexts by providing examples, underscoring common strategies preferred and implementing them into English examinations. Nevertheless, the necessity of acquiring ELF pragmatics in CMC contexts does not exclusively concern learners in EFL or ESL contexts. Jenkins (2011) points out for smoother ELF interactions native speakers of English are also required to raise their awareness of ELF pragmatics which as we know do not always act in accordance with native pragmatics norms. Nevertheless, it should not be forgotten that educators cannot achieve all these alone. Policy makers need to take action to provide ELF awareness (and even online literacy trainings) to language teachers and pre-service teachers (Sifakis, 2014). While orienting teaching practices towards ELF, educators, material developers and policy makers should work together and acknowledge that ELF and ELF pragmatics are not "a monolithic version [of English] that should be taught in all contexts" (Jenkins et al., 2011, p.

305). It is crucial to make ELF users aware of the fluidity and diversity of ELF and by extension ELF speech acts in varying contexts.

Finally, it is believed that this study has enhanced the available complaint taxonomies in the literature. In an effort to unearth all the complaint strategy nuances occurred among 90 countries and to obtain the most fruitful data from such a rich corpus, a very comprehensive taxonomy with 17 strategies was established. With this detailed framework, it was possible to capture the similarities and differences both within and among circles in depth. Accordingly, researchers who work with many countries and cultures and try to find the distinctness among them or their ELF characteristics need to utilize taxonomies with thorough sub-strategies in their speech act studies such as the one presented in the current thesis.

6.3. Limitations of the Study and Suggestions for Further Research

The current study has several limitations. The biggest shortcoming is the lack of demographic information of the TripAdvisor complainers whose complaints have been included in the corpus of the study. There is not a feasible or completely reliable way to identify which demographic categories the ELF users who have published negative reviews on TripAdvisor belong to in terms of gender, age, ethnic, cultural, educational and linguistic backgrounds. Since these pieces of information are unknown, it is not possible to make assumptions about their effects on their ELF use and complaint preferences. The only available data is about reviewers' current locations which are used to divide participants into Kachru's circles; still, it is not possible to verify their location claims. Nevertheless, when we consider that participants can always choose not to share correct personal information, acquiring one hundred percent accurate demographic information with any data collections method seems unattainable, let alone with Web for corpus method.

The corpus of the current study comprises of data from single CMC context. As it has been discussed before, this situation inhibits generalizing the findings of the current study regarding complaint strategies and preferences to other ELF contexts. Studies investigating ELF speech act of complaint in different online platforms are needed for further understanding and comparisons of ELF use in different contexts.

Even though it would not be quite practical or sensible to make universal ELF complaint claims due to the fluidity and context-dependence of ELF, having this kind of studies would allow to speculate whether there are some regularities in ELF users' complaint realisation in the CMC context.

TripAdvisor review section affordances permit only a review submission from a member and an answer (if they want to) from the hotels to the review. It is not possible for members with other members or members with hotel managers to have a conversation in this review section. However, there are many CMC platforms where interactions between complainers and complainees are possible. These interactions can be asynchronous (e.g., Twitter) as well as synchronous (e.g., live support lines of e-commerce platforms). Further research should focus on this element of interactivity in the realization of ELF complaints in other CMC contexts to have more insight on the matter. With this kind of studies, it would be viable to compare ELF complaints performed in CMC and face-to-face contexts.

Although it was not within the bounds of possibility to test it, the interface of TripAdvisor platform may have played a role in the results of this study as well. TripAdvisor is an open source, and any user can check other users' complaints. This may lead to a mirroring effect in ELF users' complaint strategy preferences and their complaint characteristics. Future studies focusing on CMC platforms with more confidential interfaces such as e-mails can provide a chance to test out the effect of the interface on ELF complaint strategies and characteristics.

Finally, the corpus size of the present study can be considered fairly large (1810 complaints, approximately 340,000 words). Yet, contrasting these findings with other studies with bigger corpora could yield more concrete arguments regarding ELF users' complaint performance on TripAdvisor. Moreover, studies focusing on the same topic with smaller corpora could also be helpful because it would provide an opportunity to crosscheck the significant chi square results and the effect of the corpus size on them (see section 5.2.1.). Therefore, further research should compile corpora with varying sizes.

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APPENDICES

A: ALPHABETICAL DISTRIBUTION OF DATA COLLECTION COUNTRIES IN SUB-CORPORA

Inner circle (*N*= 6)	Outer circle (*N*= 16)	Expanding circle (*N*= 68)		
Australia	Bangladesh	Algeria	France	Nepal
Canada	Ghana	Argentina	Georgia	Netherlands
Ireland	India	Aruba	Germany	Norway
New	Kenya	Austria	Greece	Oman
Zealand	Malaysia	Bahrain	Guatemala	Paraguay
USA	Malta	Brazil	Hungary	Peru
UK	Nigeria	Bulgaria	Indonesia	Poland
	Pakistan	Belgium	Iran	Porto Rico
	Papua N.	Cambodia	Israel	Portugal
	Guinea	Chile	Italy	Qatar
	Philippines	China	Japan	Romania
	Singapore	Colombia	Jordan	Russia
	South Africa	Costa Rica	Kazakhstan	Saudi Arabia
	Tanzania	Croatia	Kuwait	South Korea
	Trinidad &	Czechia	Laos	Spain
	Tobago	Cyprus	Lebanon	Sweden
	Uganda	Denmark	Lithuania	Switzerland
	Zambia	Dominican	Luxemburg	Taiwan
		Rep.	Mali	Thailand
		Ecuador	Mexico	Togo
		Egypt	Monaco	Turkey
		Ethiopia	Mozambique	UAE
		Finland		Ukraine
				Vietnam

B: NUMBER OF COMPLAINTS FROM EACH COUNTRY IN THE CORPUS IN REGARD TO CITIES WHERE HOTELS ARE AND BUBBLE RATINGS

No.	Country	BKK			NY			PAR			IST			LIM			SP			SYD			JHB			DUB			Total
		N	1	2	N	1	2	N	1	2	N	1	2	N	1	2	N	1	2	N	1	2	N	1	2	N	1	2	
1	USA	52	26	26	100	50	50	77	37	40	12	7	5	10	5	5	15	7	8	13	8	5	14	7	7	0	0	0	293
2	UK	27	11	16	78	37	41	50	24	26	6	2	4	2	1	1	3	1	2	9	5	4	13	5	8	0	0	0	188
3	India	15	7	8	28	17	11	12	3	9	33	0	2	2	0	2	6	1	5	1	1	0	4	0	4	49	32	17	150
4	Australia	14	5	9	62	28	34	18	10	8	0	0	0	0	0	0	1	0	1	25	15	10	6	1	5	0	0	0	126
5	Canada	7	4	3	61	31	30	23	7	16	2	0	2	2	2	0	1	1	0	5	3	2	5	0	5	0	0	0	106
6	Singapore	28	12	16	18	12	6	7	3	4	10	3	7	0	0	0	1	0	2	12	7	5	0	0	0	22	10	12	98
7	S. Africa	1	0	1	14	7	7	4	3	1	17	11	6	0	0	0	10	7	3	2	2	0	26	12	14	20	8	12	94
8	China	27	15	12	14	11	3	7	2	5	0	0	0	0	0	0	1	0	1	8	5	3	2	1	1	0	0	0	59
9	Malaysia	6	3	3	8	2	6	1	1	0	5	2	3	1	1	0	1	0	1	3	2	1	0	0	0	11	7	4	36
10	UAE	1	1	0	18	10	8	8	2	6	2	1	1	0	0	0	0	0	0	2	1	1	3	1	2	0	0	0	34
11	Italy	4	2	2	16	9	7	5	2	3	2	0	2	0	0	0	1	1	0	4	2	2	1	0	1	0	0	0	33
12	Germany	4	1	3	16	5	11	8	2	6	0	0	0	0	0	0	2	0	2	2	1	1	1	1	0	0	0	0	33
13	Thailand	18	12	6	5	0	5	6	4	2	1	1	0	0	0	0	0	0	0	1	0	1	0	0	0	0	0	0	31
14	Switzerland	2	1	1	16	8	8	9	3	6	1	0	1	0	0	0	0	0	0	1	1	0	2	1	1	0	0	0	31
15	France	3	0	3	19	9	10	6	5	1	0	0	0	0	0	0	1	1	0	0	0	0	0	0	0	0	0	0	29
16	Spain	1	0	1	16	10	6	5	4	1	0	0	0	1	1	0	4	2	2	1	1	0	1	0	1	0	0	0	29
17	Brazil	0	0	0	15	6	9	3	0	3	0	0	0	1	1	0	3	2	1	2	2	0	1	1	0	0	0	0	25
18	Mexico	1	0	1	17	9	8	5	2	3	0	0	0	1	0	1	1	0	1	0	0	0	0	0	0	0	0	0	25
19	N. Zealand	1	1	0	8	6	2	4	1	3	0	0	0	0	0	0	0	0	0	9	4	5	0	0	0	0	0	0	22
20	Netherlands	3	0	3	5	2	3	9	3	6	0	0	0	0	0	0	0	0	0	0	0	0	5	3	2	0	0	0	22
21	Israel	1	1	0	14	8	6	1	1	0	0	0	0	0	0	0	1	1	0	1	0	1	4	3	1	0	0	0	22
22	Turkey	2	0	2	10	7	3	4	3	1	3	3	0	0	0	0	0	0	0	0	0	0	2	0	2	0	0	0	21

Note: BKK = Bangkok, NY = New York, PAR = Paris, IST = Istanbul, LIM = Lima, SP = Sao Paulo, SYD = Sydney, JHK = Johannesburg, DUB = Dubai; 1 refers to 1 bubble rating (Terrible) and 2 refers to 2 bubble rating (Poor)

No.	Country	BKK N	1	2	NY N	1	2	PAR N	1	2	IST N	1	2	LIM N	1	2	SP N	1	2	SYD N	1	2	JHB N	1	2	DUB N	1	2	Total
23	Japan	6	4	2	6	4	2	3	2	1	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	16
24	Pakistan	0	0	0	1	0	1	1	1	0	6	3	3	0	0	0	0	0	0	0	0	0	0	0	0	7	5	2	15
25	Indonesia	4	1	3	5	2	3	3	3	0	0	0	0	0	0	0	0	0	0	1	0	1	1	1	0	0	0	0	14
26	S. Korea	10	6	4	2	0	2	1	0	1	0	0	0	0	0	0	0	0	0	0	0	0	1	1	0	0	0	0	14
27	Belgium	1	0	1	6	3	3	2	1	1	0	0	0	0	0	0	0	0	0	1	0	1	1	0	1	0	0	0	11
28	S. Arabia	2	1	1	6	4	2	1	0	1	2	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	11
29	Philippines	1	0	1	5	3	2	1	1	0	0	0	0	1	0	1	0	0	0	0	0	0	0	0	0	3	0	3	11
30	Ireland	0	0	0	6	3	3	2	1	1	0	0	0	0	0	0	0	0	0	1	0	1	1	1	0	0	0	0	10
31	Taiwan	4	2	2	3	2	1	2	0	2	0	0	0	0	0	0	0	0	0	1	0	1	0	0	0	0	0	0	10
32	Russia	1	1	0	4	3	1	3	2	1	0	0	0	1	0	1	0	0	0	0	0	0	1	0	1	0	0	0	10
33	Qatar	4	2	2	2	1	1	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	2	1	1	0	0	0	9
34	Sweden	1	0	1	7	3	4	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	1	0	0	0	0	9
35	Peru	1	0	1	5	3	2	0	0	0	0	0	0	2	1	1	0	0	0	0	0	0	0	0	0	0	0	0	8
36	Greece	1	1	0	4	3	1	2	1	1	1	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	8
37	Kenya	0	0	0	0	0	0	1	0	1	1	0	1	0	0	0	0	0	0	0	0	0	2	1	1	4	0	4	8
38	Austria	4	3	1	2	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	1	0	0	0	0	7
39	Egypt	1	0	1	5	3	2	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	6
40	Denmark	2	0	2	1	1	0	2	0	2	0	0	0	0	0	0	0	0	0	0	0	0	1	0	1	0	0	0	6
41	Poland	2	0	2	2	1	1	2	0	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	6
42	Norway	2	0	2	3	0	3	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	1	0	0	0	6
43	Colombia	3	1	2	0	0	0	0	0	0	0	0	0	1	0	1	1	0	1	0	0	0	0	0	0	0	0	0	5
44	Finland	2	1	1	2	1	1	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	5

Note: BKK = Bangkok, NY = New York, PAR = Paris, IST = Istanbul, LIM = Lima, SP = Sao Paulo, SYD = Sydney, JHK = Johannesburg, DUB = Dubai; 1 refers to 1 bubble rating (Terrible) and 2 refers to 2 bubble rating (Poor).

No.	Country	BKK			NY			PAR			IST			LIM			SP			SYD			JHB			DUB			Total
		N	1	2	*N*	1	2	*N*	1	2	*N*	1	2	*N*	1	2	*N*	1	2	*N*	1	2	*N*	1	2	*N*	1	2	
45	Nigeria	0	0	0	1	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	1	0	2	1	1	4
46	Vietnam	3	2	1	0	0	0	0	0	0	0	0	0	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	4
47	Bahrain	2	1	1	0	0	0	2	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	4
48	Argentina	1	1	0	3	2	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	4
49	Kuwait	1	1	0	1	1	0	0	0	0	1	1	0	1	0	1	0	0	0	0	0	0	0	0	0	0	0	0	4
50	Czechia	3	1	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	1	0	0	0	0	4
51	Lebanon	0	0	0	1	1	0	3	0	3	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	4
52	Chile	0	0	0	3	3	0	0	0	0	0	0	0	0	0	0	1	0	1	0	0	0	0	0	0	0	0	0	4
53	Romania	0	0	0	1	1	0	1	0	1	0	0	0	2	1	1	0	0	0	0	0	0	0	0	0	0	0	0	4
54	Puerto Rico	1	0	1	1	1	0	0	0	0	0	0	0	0	0	0	1	0	1	0	0	0	0	0	0	0	0	0	3
55	Oman	2	0	2	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3
56	Portugal	0	0	0	1	0	1	1	0	1	0	0	0	0	0	0	0	0	0	0	0	0	1	1	0	0	0	0	3
57	Iran	0	0	0	0	0	0	1	0	1	2	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3
58	Cyprus	0	0	0	0	0	0	1	1	0	1	0	1	0	0	0	0	0	0	0	0	0	1	0	1	0	0	0	3
59	Ghana	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3	2	1	3
60	Malta	0	0	0	1	0	1	0	0	0	1	0	1	0	0	0	0	0	0	0	0	0	0	0	0	1	1	0	3
61	Tanzania	0	0	0	0	0	0	0	0	0	1	1	0	0	0	0	0	0	0	0	0	0	1	1	0	1	1	0	3
62	Cambodia	1	0	1	0	0	0	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2
63	Ukraine	1	1	0	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2
64	Jordan	1	0	1	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2
65	Dom. Rep.	0	0	0	2	0	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2
66	Hungary	0	0	0	2	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2
67	Bulgaria	0	0	0	1	0	1	1	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2

Note: BKK = Bangkok, NY = New York, PAR = Paris, IST = Istanbul, LIM = Lima, SP = Sao Paulo, SYD = Sydney, JHK = Johannesburg, DUB = Dubai; 1 refers to 1 bubble rating (Terrible) and 2 refers to 2 bubble rating (Poor).

No.	Country	BKK N	1	2	NY N	1	2	PAR N	1	2	IST N	1	2	LIM N	1	2	SP N	1	2	SYD N	1	2	JHB N	1	2	DUB N	1	2	Total
68	Monaco	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2	0	2	0	0	0	0	0	0	2
69	Mali	0	0	0	2	0	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2
70	Luxemburg	0	0	0	0	0	0	1	0	1	0	0	0	1	0	1	0	0	0	0	0	0	0	0	0	0	0	0	2
71	P. N. Guinea	0	0	0	0	0	0	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
72	Trinidad	0	0	0	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
73	Croatia	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
74	Nepal	1	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
75	Togo	1	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
76	Laos	1	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
77	Guatemala	0	0	0	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
78	Aruba	0	0	0	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
79	Paraguay	0	0	0	1	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
80	Costa Rica	0	0	0	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
81	Kazakhstan	0	0	0	1	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
82	Algeria	0	0	0	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
83	Ecuador	0	0	0	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
84	Lithuania	0	0	0	0	0	0	1	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
85	Mozambique	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	1	0	0	0	0	1
86	Georgia	0	0	0	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
87	Ethiopia	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	1	0	0	0	1
88	Zambia	0	0	0	0	0	0	0	0	0	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
89	Uganda	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	1	1
90	Bangladesh	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	1	1

Note: BKK = Bangkok, NY = New York, PAR = Paris, IST = Istanbul, LIM = Lima, SP = Sao Paulo, SYD = Sydney, JHK = Johannesburg, DUB = Dubai; 1 refers to 1 bubble rating (Terrible) and 2 refers to 2 bubble rating (Poor).

C: RELIABILITY ANALYSIS

Code	Agreements	Disagreements	Total	Percent
Background information	156	15	171	91,23
Identity of the complainer	86	17	103	83,50
Reference to remedial action	124	15	139	89,21
Complainable statement	1172	132	1304	89,88
Negative personal state of mind	262	31	293	89,42
Negative judgement	640	69	709	90,27
Ill consequences	182	13	195	93,33
Non-specific accusation	612	40	652	93,87
Specific accusation	18	1	19	94,74
Condemnation/Reprimand	10	0	10	100,00
Insult	14	5	19	73,68
Recommendations/Warnings for fellow travellers	142	11	153	92,81
Request for repair	6	0	6	100,00
Advice for the complainee	84	7	91	92,31
Threats for the complainee	114	9	123	92,68
Aggressive interrogative*	46	6	52	88,46
Sarcasm/Mocking	46	12	58	79,31
Disarmer	466	59	525	88,76
Providing Evidence*	38	6	44	86,36
Total	4218	448	4666	**90,40**

* These strategies are not included in the final code list.

D: PROPORTIONAL COMPARISON OF EXPANDING CIRCLE COUNTRY STRATEGIES

	Country																				
	BEL	BRA	CHI	FRA	GER	IDN	ISR	ITA	JP	MEX	NL	RUS	SAU	SK	SPA	SWE	SWZ	TAI	THA	TUR	UAE
	Col. *f* %	Col. *f* %	Col. *f* %	Col. *f* %	Col. *f* %	Col. *f* %	Col. *f* %	Col. *f* %	Col. *f* %	Col. *f* %	Col. *f* %	Col. *f* %	Col. *f* %	Col. *f* %	Col. *f* %	Col. *f* %	Col. *f* %	Col. *f* %	Col. *f* %	Col. *f* %	Col. *f* %
BI	1.0	2.8	4.5	2.4	3.0	3.5	2.5	2.4	4.7	1.6	5.4	3.3	2.4	4.2	3.4	2.6	4.2	4.1	4.3	5.2	1.8
	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a
IC	3.0	2.1	4.7	2.1	4.6	3.9	2.9	3.3	2.9	0.8	1.7	3.3	1.6	2.6	4.3	3.9	3.7	4.1	3.8	2.1	2.7
	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a
RRA	3.0	1.1	4.6	2.1	2.6	3.1	2.5	1.8	2.3	2.0	2.9	1.6	7.3	4.7	1.2	0.6	2.2	4.1	2.4	4.7	4.0
	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a
CS	36.6	30.9	25.8	38.3	30.2	25.3	38.2	39.5	25.0	36.4	35.5	33.3	31.5	19.4	33.2	31.8	26.1	27.6	29.	26.2	27.2
	a, c, f	a, c, f	a, b, f	c, g	a, c, f	a, c, f	c, d, g	c, e	a, c, f	a, c, g	a, c, g	a, c, f	a, c, f	f	a, c, f	a, c, f	b, f, g	a, c, f	a, c, f	a, c, f	a, c, f
NPSM	2.0	4.2	7.1	6.2	5.2	8.6	6.6	4.2	9.3	4.5	5.8	7.3	6.5	7.9	3.1	5.8	6.7	9.7	7.1	3.1	6.9
	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a
NJ	18.8	16.5	13.5	15.7	13.5	13.2	11.6	12.7	11.6	13.8	10.3	12.2	15.3	9.9	12.0	13.0	13.8	15.9	12.8	13.6	16.3
	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a

Strategy

ICON	1.0 a,b	3.5 a,b	6.6 a	3.3 a,b	4.3 a,b	4.7 a,b	4.1 a,b	1.2 b	1.7 a,b	3.6 a,b	5.4 a,b	3.3 a,b	2.4 a,b	5.8 a,b	3.1 a,b	6.5 a,b	3.7 a,b	4.8 a,b	2.4 a,b	3.7 a,b	3.6 a,b
NSACC	6.9 a,b	19.3 a,b	16.9 a,b	13.1 a,b	15.2 a,b	18.3 a,b	12.4 a,b	16.3 a,b	23.8 a	14.6 a,b	10.3 b	15.4 a,b	16.9 a,b	17.3 a,b	15.1 a,b	14.3 a,b	15.2 a,b	11.7 a,b	15.2 a,b	20.9 a,b	14.9 a,b
SACC	0.0 1	2.8 a	1.6 a	0.6 a	0.4 a	0.8 a	0.8 a	0.0 1	0.0 1	2.4 a	1.2 a	0.8 a	2.4 a	2.1 a	0.3 a	2.6 a	0.6 a	0.0 1	3.0 a	0.0 1	2.0 a
CR	1.0 a	1.1 a	0.9 a	1.5 a	0.2 a	0.4 a	0.4 a	0.6 a	0.6 a	0.0 1	0.0 1	0.0 1	0.0 1	0.0 1	0.6 a	0.0 1	0.6 a	0.0 1	0.3 a	0.5 a	0.2 a
IN	0.0 1	0.0 1	0.1 a	0.0 1	0.2 a	0.0 1	0.0 1	0.6 a	0.0 1	0.0 1	0.0 1	0.0 1	0.0 1	0.0 1	0.0 1	0.0 1	0.3 a	0.0 1	0.3 a	0.0 1	0.2 a
RWT	5.0 a	4.6 a	3.7 a	3.0 a	4.1 a	3.9 a	5.0 a	3.9 a	5.2 a	6.9 a	3.3 a	4.9 a	1.6 a	5.8 a	6.5 a	3.9 a	3.4 a	0.7 a	2.4 a	6.3 a	5.8 a
RR	0.0 1	0.0 1	0.0 1	0.0 1	0.4 a	0.4 a	0.0 1	0.0 1	0.0 1	0.0 1	0.0 1	0.0 1	0.0 1	0.0 1	0.0 1	0.0 1	0.0 1	0.0 1	0.0 1	0.0 1	0.0 1
AWC	0.0 1	1.4 a	2.1 a	0.9 a	2.6 a	1.6 a	1.7 a	3.3 a	1.2 a	1.6 a	2.1 a	0.8 a	4.8 a	1.6 a	2.2 a	1.9 a	3.1 a	1.4 a	3.5 a	1.6 a	2.2 a
TH	5.0 a	2.5 a	1.5 a	1.5 a	1.7 a	0.8 a	2.5 a	2.1 a	0.6 a	1.2 a	2.1 a	3.3 a	1.6 a	2.1 a	3.1 a	0.6 a	3.9 a	0.7 a	3.3 a	3.7 a	2.9 a
SM	2.0 a,b	0.7 a,b	0.4 a	1.5 a,b	0.9 a,b	0.0 1	1.2 a,b	3.0 b	0.0 1	0.4 a,b	0.4 a,b	0.8 a,b	0.0 1	0.0 1	1.8 a,b	0.6 a,b	2.8 b,c	2.8 a,b	0.8 a,b	1.6 a,b	0.9 a,b
DA	14.9 a,b,c	6.7 a,b,c	6.0 a	8.0 a,b,c	10.7 a,b,c	11.7 a,b,c	7.5 a,b,c	5.1 a,b	11.0 a,b,c	10.1 a,b,c	13.6 b,c	9.8 a,b,c	5.6 c	16.8 a,b,c	10.2 a,b,c	11.7 c	9.8 a,b,c	12.4 a,b,c	8.4 a,b,c	6.8 a,b,c	8.5 a,b,c

Note: Values in the same row and subtable not sharing the same subscript are significantly different at p< .05 in the two-sided test of equality for column proportions. Cells with no subscript are not included in the test.

1. This category is not used in comparisons because its column proportion is equal to zero or one.

E: CONTINGENCY TABLE OF CIRCLES AND STRATEGIES WITH EXPECTED COUNTS AND STANDARD RESIDUALS

		Circle			Total
		INNER	OUTER	EXPANDING	
BI	Count	340_a	195_a	258_a	793
	Expected Count	362.08	170.94	259.98	793
	% within circle	3.25%	3.95%	3.44%	3.47%
	Standardized Residual	-1.16	1.84	-.12	
IC	Count	222_a	109_a	229_b	560
	Expected Count	255.70	120.71	183.59	560
	% within circle	2.13%	2.21%	3.05%	2.45%
	Standardized Residual	-2.11	-1.07	3.35	
RRA	Count	392_a	$162_{a,\,b}$	218_b	772
	Expected Count	352.49	166.41	253.09	772
	% within circle	3.75%	3.28%	2.91%	3.37%
	Standardized Residual	2.10	-.34	-2.21	
CS	Count	3168_a	1294_b	2282_a	6744
	Expected Count	3079.31	1453.73	2210.96	6744
	% within circle	30.32%	26.24%	30.42%	29.48%
	Standardized Residual	1.60	-4.19	1.51	
NPSM	Count	632_a	343_a	453_a	1428
	Expected Count	652.02	307.82	468.16	1428
	% within circle	6.05%	6.95%	6.04%	6.24%
	Standardized Residual	-.78	2.01	-.70	
NJ	Count	1344_a	701_a	1052_a	3097
	Expected Count	1414.09	667.59	1015.32	3097
	% within circle	12.86%	14.21%	14.02%	13.54%
	Standardized Residual	-1.86	1.29	1.15	
ICON	Count	490_a	196_a	306_a	992
	Expected Count	452.95	213.83	325.22	992
	% within circle	4.69%	3.97%	4.08%	4.34%
	Standardized Residual	1.74	-1.22	-1.07	
NSACC	Count	1640_a	899_b	1138_a	3677
	Expected Count	1678.92	792.61	1205.47	3677
	% within circle	15.70%	18.23%	15.17%	16.07%
	Standardized Residual	-.95	3.78	-1.94	

Strategy

SACC	Count	77_a	61_b	84_b	222
	Expected Count	101.37	47.85	72.78	222
	% within circle	0.74%	1.24%	1.12%	0.97%
	Standardized Residual	-2.42	1.90	1.32	
CR	Count	46_a	23_a	35_a	104
	Expected Count	47.49	22.42	34.10	104
	% within circle	0.44%	0.47%	0.47%	0.45%
	Standardized Residual	-.22	.12	.15	
IN	Count	17_a	8_a	18_a	43
	Expected Count	19.63	9.27	14.10	43
	% within circle	0.16%	0.16%	0.24%	0.19%
	Standardized Residual	-.59	-.42	1.04	
RWT	Count	420_a	207_a	312_a	939
	Expected Count	428.75	202.41	307.84	939
	% within circle	4.02%	4.20%	4.16%	4.10%
	Standardized Residual	-.42	.32	.24	
RR	Count	17_a	9_a	7_a	33
	Expected Count	15.07	7.11	10.82	33
	% within circle	0.16%	0.18%	0.09%	0.14%
	Standardized Residual	.50	.71	-1.16	
AWC	Count	230_a	107_a	151_a	488
	Expected Count	222.82	105.19	159.99	488
	% within circle	2.20%	2.17%	2.01%	2.13%
	Standardized Residual	.48	.18	-.71	
TH	Count	247_a	122_a	171.	540
	Expected Count	246.56	116.40	177.03	540
	% within circle	2.36%	2.47%	2.28%	2.36%
	Standardized Residual	.03	.52	-.45	
SM	Count	145.0_a	50.0_a	76.0_a	271
	Expected Count	123.74	58.42	88.84	271
	% within circle	1.39%	1.01%	1.01%	1.18%
	Standardized Residual	1.91	-1.10	-1.36	
DA	Count	1020_a	446_a	711_a	2177
	Expected Count	994.02	469.27	713.71	2177
	% within circle	9.76%	9.04%	9.48%	9.51%
	Standardized Residual	.82	-1.07	-.10	
Total	Count	10447	4932	7501	22880
	Expected Count	10447.00	4932.00	7501.00	22880
	% within circle	100.00%	100.00%	100.00%	100.00%

Each subscript letter denotes a subset of circle categories whose column proportions do not differ significantly from each other at the .05 level.

ORTAK DİL OLARAK İNGİLİZCE'DE ŞİKAYET SÖZ-EYLEMİ ANALİZİ:
TRIPADVISOR DERLEMİNDE SÖYLEM-EDİMBİLİMSEL BİR ÇALIŞMA

Bu çalışma, üç önemli araştırma alanı tarafından bilgilendirildi: Lingua Franca olarak İngilizce (ELF), söz edimi kuramı ve bilgisayar aracılı iletişim (CMC). Daha spesifik olarak, bu çalışma CMC bağlamında gerçekleştirilen şikayet konuşma eylemine ELF perspektifinden yaklaşır.

Söz edimleri, edimbilimle ilgilenen bilim adamlarının gözde araştırma alanlarından biri olmuştur. Ancak, özür, ret, iltifat ve rica gibi birçok dilde kapsamlı bir şekilde araştırılmış olan diğer söz edimleriyle karşılaştırıldığında (örn, Bodapati, 2009 Fransızca özürler için; Felix-Brasdefer, 2006 Meksika İspanyolcasında retler için; Morkus, 2009 Arapça istekler için; Othman, 2011 Malayca tamamlayıcı yanıtlar için; Ruhi, 2006 Türkçe tamamlayıcı yanıtlar için), şikayet söz edimi üzerine araştırma daha sınırlı olmuştur. Bu nedenle mevcut çalışma şikayetlerin gerçekleşmesine odaklanmıştır. Literatürdeki şikayetlerle ilgili araştırmaların çoğu, rol oynama, söylem tamamlama görevleri ve derecelendirme ölçekleri gibi ortaya çıkarılan verilere dayanmaktadır (örn., Chen vd., 2011; Deveci, 2003; Geluykens ve Kraft, 2007). Bu tür çalışmalarda şikayetlerin üretilmesi, araştırmacı tarafından tasarlanan istem(ler)e bir tür kasıtlı yanıttır (Vasquez, 2011). Öte yandan, doğal olarak oluşan verilere dayalı şikayet çalışmaları sayıca azdır. Konuşma analizi yaklaşımı ile bazı araştırmacılar, şikayetlerin spontane konuşma dilinde etkileşimli olarak gerçekleşmesini ve müzakere edilmesini araştırmaktadır (örn., Beltrán-Palanques, 2016; Laforest, 2002; Orthaber ve Márquez Reiter, 2011). Ayrıca mektuplar (örn, Hartford & Mahboob, 2004) veya CMC biçiminde doğal olarak oluşan yazılı şikayetleri analiz eden bir avuç çalışma vardır. Bu nedenle, doğal olarak oluşan verilere odaklanan şikayet çalışmalarından literatürün yararlanabileceği iddia edilebilir.

ELF perspektifinden edimbilim çalışmaları son yıllarda önemli bir ivme kazanmıştır. ELF fonolojisi ve sözlükbilim alanındaki çalışmaların aksine, ELF edimbilimi kapalı bir dilsel özellikler kümesi gibi sağlam bir temele sahip değildir ve ayırt edici özelliklerini gözlemleyebilmek ve genelleştirilebilir sonuçlar ortaya koyabilmek için daha büyük veri kümelerine ihtiyaç duyar (Seidlhofer, 2004). BSınırkarın ortadan kalktığı bu dünyada kültürlerarası iletişimin önemi temelinde, literatürdeki ELF edimbilim çalışmalarının çoğu etkileşimsel stratejilere hitap etmektedir (örn, Firth, 1996; Lesznyák, 2002; Taguchi & Yamaguchi, 2020). Bununla birlikte, söz edimlerine odaklanan ELF çalışmaları oldukça azdır (örn, Bjorge, iş görüşmesinde anlaşmazlık için; El-Dakhs ve diğerleri, stratejileri eleştirmek için, 2019; Hopkinson, 2017 CMC'de özürler için; Jenks, 2013 kimlik için iltifatlarda yönlendirme; anlaşmazlık stratejileri için Maíz-Arévalo, 2014; CMC'de; ret stratejileri için Rattanaphumma, 2016; iş e-postalarındaki talepler için Sell & Haggerty, 2019). Bildiğim kadarıyla, ELF söz edimi çalışmalarının hiçbiri şikayet stratejilerine odaklanmıyor. Durum böyle olunca, ELF perspektifinden konuşma edimlerini araştıran çalışmalar, ELF edimbilimin büyüyen gövdesine son derece katkıda bulunabilir.

CMC, pragmatikle ilgilenen araştırmacılara keşfedecekleri oldukça zengin ve özgün söylemler sunsa da, CMC bağlamındaki söz edimi analizleri de literatürde çoğunlukla ihmal edilmiştir. Her tüketicinin/kullanıcının memnuniyetsizliğini özgürce dile getirebildiği çevrimiçi platformların artan büyümesi göz önüne alındığında, çeşitli CMC'lerde şikayet söylemini incelemenin faydalı olacağına inanıyorum. Ancak, CMC bağlamında şikayetin söz edimine ışık tutan çalışmalar yetersizdir ve çoğunlukla son on yılda yapılmıştır (Albert, 2016; Cenni & Goethals, 2017; Dayter & Rüdiger, 2014; Decock & Depraetere, 2018; Decock & Depraetere, 2018; Spiessens, 2017; Fiorentino & Compagnone, 2019; Kılıç Gönen, 2019; Meinl, 2010; Vasquez, 2011; Vladimirou & Hatipoğlu, baskıda). Bu çalışmalar genellikle CMC'de gerçekleştirilen şikayet söz edimine diller arası bir yaklaşım izler.

Sonuç olarak, yukarıda tartışılan üç önemli dilbilimsel araştırma alanıyla ilgili literatürde boşluklar bulunmaktadır. Ayrıca bahsi geçen çalışmalar bir veya iki tanesini uygulama eğiliminde olsa da bildiğim kadarıyla literatürde bu üç alanı birleştiren bir çalışma bulunmamaktadır. Bu yüzden bu çalışmanın temel amacı,

TripAdvisor adlı popüler bir seyahat platformunun çevrimiçi incelemelerine odaklanarak, belirli bir CMC bağlamında şikayet sözlü eylemini gerçekleştirirken ELF kullanıcılarının tercih ettiği stratejileri araştırmaktır. TripAdvisor platformu, dünyanın her yerindeki insanlar tarafından oluşturulan, ortaya çıkarılmayab (doğal olarak meydana gelen) şikayet verilerinden oluşan zengin bir kaynak sunması nedeniyle (Vasquez, 2011) çalışma için veri toplama bağlamı olarak seçilmiştir. Algılanan güvenilirliğinden dolayı (Filieri vd, 2015), TripAdvisor'daki yorumlar yalnızca çok sayıda gezginin kararlarını değil, aynı zamanda TripAdvisor'da listelenen yüzlerce işletmenin itibarını ve yönetimini de etkiler (Baka, 2016; Yoo & Gretzel, 2009).

Literatürdeki şikayet söz ediminin birçok mevcut tanımı arasında, bu çalışma Trosborg'un (1995) tanımını benimser: Şikayet, "konuşmacının (şikayetçi) önermede (şikayet edilen) tanımlanan ve dinleyiciyi (şikayet edileni) sorumlu tuttuğu durumlara karşı hoşnutsuzluğunu, olumsuz duygularını vb. doğrudan veya dolaylı ifade ettiği edimsel bir eylemdir." (s. 311-312). Buna göre, mevcut çalışma için, TripAdvisor'da düşük puanlı otel yorumları (yani olumsuz yorumlar), şikayette bulunanlar (otel misafirleri) tarafından, şikayette bulunulanlara (otel sahipleri, yöneticiler veya personel) veya diğer gezginlere, sıkıntılarını açık bir şekilde ifade etmek için yazıldıkları için şikayet sözlü eyleminin gerçekleşmeleri olarak kabul edilir.

Şikayetlere benzer şekilde, akademisyenler, ELF etkileşimlerine anadili İngilizce olan kişilerin katılımını dışlayan farklı ELF tanımları önerdiler (örn. genişleyen daireler (Murray, 2012). Ancak TripAdvisor incelemelerinde olduğu gibi özellikle çevrimiçi topluluklar ve onların iletişimleri bağlamında, iç ve dış çemberlerden gelen konuşmacıları dışlamak ne mümkün ne de mantıklı görünmektedir. Bu nedenle, mevcut çalışma ELF'yi "çok dilli ve çok kültürlü bağlamlarda farklı L1'leri konuşanları içeren İngilizce etkileşimlerde sergilenen söylem" olarak tanımlamaktadır (Llurda ve diğerleri, 2018, s. 159). Bu tanım doğrultusunda, TripAdvisor incelemelerinin çok dilli yazılı söyleminde İngilizce dahil olmak üzere farklı L1 arka planlarına sahip şikayetçiler tarafından yapılan şikayetler bu çalışmanın veri setine dahil edilmiştir. Bu çalışmanın, şikayetlerin söz edimiyle ilgili anadili İngilizce normlarını yüceltmeyi veya anadili İngilizce olmayanlar tarafından gerçekleştirilen şikayet stratejilerinin standart olmayan bir İngilizceyi yansıttığını

savunmayı amaçlamadığı vurgulanmalıdır. Aksine, ELF bakış açısını izleyerek, üç İngilizce kullanıcı grubu (yani, iç, dış ve genişleyen çemberler) arasında meydana gelen değişkenlikleri araştırmak ve çeşitli L1 kullanıcıları arasında şikayet stratejisi seçimleriyle ilgili ortak zeminleri keşfetmek amaçlanmaktadır.

Yukarıda özetlenen kapsamda, derlem odaklı bir edimbilim çalışması olarak tasarlanan bu yüksek lisans tezine rehberlik etmek için aşağıdaki araştırma soruları geliştirilmiştir:

1) TripAdvisor incelemelerinin CMC bağlamında iç, dış ve genişleyen çemberlerden gelen şikayetçiler tarafından tercih edilen şikayet stratejileri nelerdir?

2) TripAdvisor ELF şikayetlerinin özellikleri nelerdir?

Bu tez, bu araştırma sorularını yanıtlamaya ve ELF'nin kalıtsal akışkanlığını ve sürekli değişim halinde olmasını inkar etmeden, çok dilli TripAdvisor bağlamında şikayet konuşma eyleminin gerçekleştirilmesi sırasında ELF kullanıcılarının strateji

Tablo 1: Nihai derlemdeki şikayetlerin ayrıntıları

Otellerin olduğu şehirler	Otel sayısı	Şikayet sayısı			Total
		İç çember	Dış çember	Genişleyen çember	
Bangkok	15	101	51	131	283
Paris	8	174	28	115	317
New York	10	315	77	279	671
Istanbul	23	20	75	17	112
Lima	4	14	4	12	30
São Paulo	15	20	18	17	55
Sydney	3	62	18	26	106
Johannesburg	3	39	35	38	112
Dubai	34	-	124	-	124
Total	115	745	430	635	1810

Not: Dubai'den veriler, son veri toplama turu için toplanmıştır, bu nedenle, iç ve genişleyen çember ülkelerinden veri eksikliği, dış çember derlemeni genişletmek için toplanmıştır.

tercihlerinin düzenliliklerini ve değişkenliklerini keşfetmeye çalıştı. Bu amaca ulaşmak için, dünyanın çeşitli şehirlerinde (toplam 90 ülke) bulunduğunu iddia eden şikayetçiler tarafından yazılan 1810 şikayetten oluşan bir derlem (yaklaşık 340.000 kelime), 10 kriterden oluşan bir örneklem çerçevesinde derlenmiştir. Daha dengeli bir derlem sağlamak için dört tur veri toplama gerekiyordu. Dördüncü veri toplama aşamasının sonunda, nihai derlemin genel görünümü yukarda Tablo 1'de gösterildiği gibidir. Çalışmadaki şikayetçiler, iddia ettikleri konumlara göre Kachru'nun World Englishes modeline göre kategorize edilmiştir.

ELF kullanıcıları tarafından gerçekleştirilen şikayet stratejilerini belirlemek ve şikayetçi gruplar arasındaki stratejik farklılıkları istatistiksel olarak karşılaştırmak için karma yöntem veri analizi kullanıldı. Nitel analiz, literatürde mevcut şikayet stratejisi taksonomilerine dayalı olarak geliştirilen 17 stratejili bir kodlama şeması yardımıyla gerçekleştirilmiştir (Tablo 2).

Tablo 2: Şikayet strateji kodları

Geçmişe/Bugüne yönelik stratejiler (PPS)	Geleceğe yönelik stratejiler (FS)	Zamandan bağımsız stratejiler (NTS)

1. Öyküsel anlatım (NAR)
  1.1. Arka plan bilgisi (BI)
  1.2. Şikayetçinin kimliği (IC)
  1.3. İyileştirici eyleme referans (RRA)
2. Şikayetçi ifadeleri (EC)
  2.1. Şikayet beyanı (CS)
  2.2. Olumsuz kişisel ruh hali (NPSM)
  2.3. Olumsuz yargı (NJ)
  2.4. Kötü sonuçlar (ICON)
3. Suçlama (ACC)
  3.1. Spesifik olmayan suçlama (NSACC)
  3.2. Spesifik suçlama (SACC)
4. Kınama (CR)
5. Hakaret (IN)
	1.seyahat edenler için tavsiyeler/uyarılar (RWT)
	2. Onarım talebi (RR)
	3. Şikayet edilen için tavsiye/uyarılar (AWT)
	4. Şikayet edilene yönelik tehditler (TH)
		1. Alay (SM)
		2. Pozitif yorum (DA)

Yaklaşık üç ay süren kodlama sürecinde MAXQDA adlı nitel bir veri analiz aracı kullanılmış ve bu araç yardımıyla kodlayıcılar arası güvenilirlik kontrol edilmiştir. Bu kapsamlı nitel analiz, ELF şikayetçileri tarafından uygulanan stratejilerin frekanslarının elde edilmesini sağladı (Tablo 3).

Tablo 3: Derlem stratejilerine genel bakış

Strateji	f	%	N^a	%
1. Şikayet beyanı	6744	29.48	1609	88.89
2.Spesifik olmayan suçlama	3677	16.07	1362	75.24
3. Olumsuz yargı	3097	13.54	1370	75.69
4. Pozitif yorum	2177	9.51	950	52.48
5. Olumsuz kişisel ruh hali	1428	6.24	860	47.51
6. Kötü sonuçlar	992	4.34	661	36.51
7. Seyahat edenler için tavsiyeler/uyarılar	939	4.10	699	38.61
8. Arka plan bilgisi	793	3.47	735	40.60
9. İyileştirici eyleme referans	772	3.37	520	28.72
10. Şikayetçi kimliği	560	2.45	440	24.30
11. Şikayet edilene yönelik tehditler	540	2.36	500	27.62
12. Şikayet edilen için tavsiye/uyarılar	488	2.13	360	19.88
13. Alay	271	1.18	207	11.43
14. Spesifik suçlama	222	0.97	108	5.96
15. Kınama	104	0.45	94	5.19
16. Hakaret	43	0.19	39	2.15
17. Onarım talebi	33	0.14	31	1.71
Total	**22880**	**100**	**1810^a**	**100**

[a] Burada N, bir stratejinin toplam 1810 şikayetten en az kez kaç şikayette bulunduğunu gösterir. *N*toplam örnek boyutudur.

Nicel analiz kısmında, çemberler içindeki ve arasındaki istatistiksel benzerlikleri ve farklılıkları ortaya çıkarmak için bu frekanslara Pearson's ki kare testi ve z testleri uygulandı. ELF derleminin niteliksel ve niceliksel analizleri aşağıdaki birincil bulguları verdi:

- Şikayetlerin sıklık ve yüzdelik sıralamasının büyük bir benzerlik gösterdiği görülmektedir. Aşağıdaki Tablo 4, üç alt kuruluşun strateji popülerlik karşılaştırmasını göstermektedir. Tüm grupların sıklıkla aynı 5 şikayet stratejisini tercih ettiği açıktır (*şikayet beyanı, spesifik olmayan suçlama, olumsuz yargı, pozitif yorum* ve *olumsuz kişisel ruh hali*). Aslında, bu stratejilerin popülerlik sırası gruplar arasında aynıdır. Listede aynı tercih konumuna sahip olan bir diğer strateji ise kınamadır (15. sırada). Kalan 11 strateji listede tam olarak aynı yere sahip olmasa da, sıralamada birbirlerinden çok fazla ayrışmıyor gibi görünüyorlar - hatta çoğu iki alt derlemde aynı yeri paylaşıyor (örneğin, ICON hem dış hem de genişleyen çemberler için en çok tercih edilen 7. strateji). Ancak, bu eğilime uymayan iki strateji vardır, bunlar

Tablo 4: Alt derlem yüzdelerine göre şikayet stratejilerinin sıralaması

Strateji	İç çember sıralaması	Dış çember sıralaması	Genişleyen çember sıralaması
CS	1	1	1
NSACC	2	2	2
NJ	3	3	3
DA	4	4	4
NPSM	5	5	5
ICON	6	7	7
RWT	7	6	6
RRA	8	9	10
BI	9	8	8
TH	10	10	11
AWC	11	12	12
IC	12	11	9
SM	13	14	14
SACC	14	13	13
CR	15	15	15
IN	16-17[a]	17	16
RR	16-17[a]	16	17

[a] İç çemberin IN ve RR yüzdeleri aynıdır.

iyileştirici eyleme referans ve *şikayetçinin kimliğidir*. Genel olarak, ülkeler arasında önemli stratejik farklılıkların olmaması, alt derlem yüzdelerinin benzerlikleri ve stratejik sıralamalar dikkate alındığında, iç, dış veya

genişleyen çember ülkelerinden ELF kullanıcılarının şikayet stratejileri hususunda çok fazla farklılık göstermediği söylenebilir. Şikayet stratejileri tercihlerine ilişkin olarak; bu nedenle, ELF şikayetçilerin çemberleri ile tercih edilen şikayet stratejileri arasında bir ilişki olmayabilir.

- Bu hipotez, ki kare bağımsızlık testi ile istatistiksel olarak incelenir. Bu testin sonucu, bu hipotezin istatistiksel olarak desteklenmediğini gösterir: ELF çevreleri ile şikayet stratejileri tercihleri arasında anlamlı bir ilişki vardır, χ^2 (32) = 114.701, p < .001. Ancak Gravetter ve Wallnau (2017) "önemli bir etkinin mutlaka büyük bir etki anlamına gelmediğini" vurgular (s. 582-583) ve etki boyutunun test edilmesini de tavsiye eder. Sonuç olarak, Cramer's *V* testi hesaplandı ve sonuç, etki büyüklüğü oldukça küçük olduğu için bu ilişkinin gücünün sağlam olmadığını ortaya koyuyor, .05 (Cohen, 1988). Bu iki test sonucu arasındaki tutarsızlık ve hipotezin reddedilmesi, ki kare sonuçları örneklem boyutuna duyarlı olduğundan dolayı mevcut derlemin büyük örneklem büyüklüğünden/boyutlarından kaynaklanıyor olabilir: örneklem boyutunun arttırılması, önemli bir ki kare sonucu elde etme şansını artırabilir. (Gravetter & Wallnau, 2017; Ogiermann & Lüdtke, 2012).

- Bu anlamlılığa hangi stratejilerin neden olduğunu bulmak için post-hoc testler olarak Bonferroni ayarlı *z* testleri yapılmıştır. Bu ikili sütun oranı karşılaştırmaları (Tablo 5) stratejilerden 12'sinin daireler arasında anlamlı bir farklılığa sahip olmadığına işaret etmektedir. Ancak *z* testleri sonucunda 5 strateji (IC, RRA, CS, NSACC ve SACC) açısından önemli farklılıklar gözlenmektedir. Veriler, genişleyen çember şikayetçilerinin hem iç (p < .001) hem de dış (p = .014) çemberdeb şikayetçi olanlardan daha fazla *şikayetçi kimliği* stratejisini kullandığını göstermektedir. Dış çemberden şikayet edenler, *iyileştirici eylem atıfta bulunulmasının* gerçekleştirilmesinde ne iç çemberden ne de genişleyen çemberden şikayetçilerden farklıyken, iç çemberden şikayet edenler bu stratejiyi genişleyen çember grubundaki şikayet edenlerden daha fazla kullandılar (p = .006). Ayrıca veriler, *şikayet edilebilir ifadenin* hem iç (p < .001) hem de genişleyen çember (p < .001) tarafından dış çemberden şikayet edenlere göre önemli ölçüde daha fazla tercih edildiğini ortaya koymuştur. Öte yandan, dış çember grubundaki şikayetçiler, TripAdvisor olumsuz incelemelerine, hem iç (p < .001) hem de

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genişleyen (p < .001) çevreden şikayetçi olanlardan önemli ölçüde daha fazla *spesifik olmayan suçlama* ekledi. Son olarak, hem dış (p = .006) hem de genişleyen (p = .022) çember grupları, aralarında anlamlı bir fark olmaksızın, iç çember grubuna göre daha *spesifik suçlamalarda* bulunmuştur. Buna göre, sadece bu beş stratejinin yukarıda belirtilen anlamlı ki kare sonucuna önemli ölçüde katkıda bulunduğu sonucuna varılabilir.

Tablo 5: Çember grupları arasında tüm şikayet stratejilerinin oransal karşılaştırması

		Çember		
		İÇ	DIŞ	GENİŞLEYEN
		Sütun f %	Sütun f %	Sütun f %
Strateji	BI	3.25_a	3.95_a	3.44_a
	IC	2.13_a	2.21_a	3.05_b
	RRA	3.75_a	$3.28_{a, b}$	2.91_b
	CS	30.32_a	26.2_b	30.42_a
	NPSM	6.05_a	$6.9\%_a$	6.04_a
	NJ	12.86_a	14.21_a	14.02_a
	ICON	4.69_a	3.97_a	4.08_a
	NSACC	15.70_a	18.23_b	15.17_a
	SACC	0.74_a	1.24_b	1.12_b
	CR	0.44_a	0.47_a	0.47_a
	IN	0.16_a	0.16_a	0.24_a
	RWT	4.02_a	4.20_a	4.16_a
	RR	0.16_a	0.18_a	0.09_a
	AWC	2.20_a	2.17_a	2.01_a
	TH	2.36_a	2.47_a	2.28_a
	SM	1.39_a	1.01_a	1.01_a
	DA	9.76_a	9.04_a	9.48_a

Not: Sütun oranları için iki taraflı eşitlik testinde, aynı satır ve alt tablodaki aynı alt simgeyi paylaşmayan değerler, p< .05'te önemli ölçüde farklıdır. Alt simge içermeyen hücreler teste dahil edilmez.

- Çember düzeyinden ülke düzeyine geçtiğimizde, iç, dış ve genişleyen çember ülkelerinin kendi çemberleri içinde istatistiksel olarak karşılaştırıldığında, birbirlerinden önemli ölçüde farklılaşmadığı ve bu durumun genel çember eğilimleriyle de büyük oranda örtüştüğü söylenebilir.

- BI, strateji frekansları açısından çemberler arasında önemli bir farklılık göstermemektedir; ancak iç çemberden şikayet edenler şikayetlerinde daha ayrıntılı ve birden fazla BI yazmayı tercih ettiler, bu da ortalama iç çember şikayetlerinin ortalama uzunluğunu artırmış olabilir.

- RRA'nın birkaç ortak özelliği vardır. RRA'lar ya şikayet edenlerin istediği gibi bir sonuca varmıştır ya da daha fazla şikayet yaratmıştır. Ayrıca şikayetçiler sorunu çözmek için birden fazla çaba gösterdiklerini vurgulama eğiliminde olmuşlar ve aslında "şikâyetçi olmayan" imajlarına aykırı olarak şikâyet eylemine atıfta bulunmuşlardır. BI gibi, RRA'lar yakın çevre şikayetlerinde öyküsel biçiminde olma eğiliminde, bu nedenle şikayetlerin uzunluğuna katkıda bulunmuş olabilir.

- IC'lerle, ELF şikayetçileri, şikayetlerinin güvenilirliğini artırmak için, genellikle şikayet etme eylemini gerçekleştirmeyen bir "uzman gezgin" veya "otel/otel zincirini sık sık ziyaret eden" bir imaj yaratmak istiyorlar. BI ve RRA'dan farklı olarak, bu amacı oldukça kısa cümleler veya ifadelerle başardılar. Ayrıca, IC, dış ve genişleyen çemberlere kıyasla, TripAdvisor'ın iç çemberden şikayet edenler tarafından orantılı olarak daha fazla uygulandı.

- Dış çemberden şikayetçilerin ACC stratejisini daha fazla tercih etmeleri nedeniyle, CS'yi iç ve genişleyen çember şikayetcilerinden önemli ölçüde daha düşük kullandılar.

- NPSM ifadeleriyle, ELF şikayetçileri, kaldıkları süre boyunca bazı nahoşluklara maruz kaldıktan sonra duygularını hem açık hem de örtülü olarak açıklamak istediler. Duygularını şikayet edene ya da şikayet edene yönelttiler.

- NJ'ler, şikayet edilen ve şikaye unsurlarının spesifik, negatif değerlendirmeleridir. Tipik değerlendirici sıfatlar ve deyimler dışında, diğer oteller ve önceki deneyimlerle karşılaştırmalar; ve metaforlar/benzetimler en yaygın NJ yaklaşımları arasındadır.

- Bu yüz tehdit edici eylemi (yani şikayeti) gerçekleştirmenin bir gerekçesi olarak, değişen derecelerde ciddiyet derecesine sahip İCON'lar tekrar tekrar ELF derlemine dahil edildi.

- CS'nin yanı sıra ACC, birçok taksonomide temel şikayet stratejilerinden biridir. TripAdvisor'ın benzersiz söylemi nedeniyle, ELF şikayetçileri hem doğrudan ("sen/siz" zamiri ile) hem de dolaylı ("onlar" zamiri ile) ACC'ler kullandı. Rapor edilen konuşma ifadeleri, iddialarına kanıt olarak birçok ACC'ye eşlik etti. Ayrıca, birkaç ELF şikayetçisi, bir kişiyi belirterek ve isimlerini bildirerek ACC'nin yüz tehdit edici yapısını daha da yükseltti. SACC stratejisinin kullanımı, iç çember kderleminden daha çok dış ve genişleyen çember derleminde gözlemlendi.

- CR'ler esasen "utanç" ve "kabul edilemez" ifadeleriyle gerçekleştirilmiştir. NJ'lerden daha fazla yüz tehdidi potansiyeline sahip olan bu strateji, birçok ELF şikayetçisi tarafından tercih edilmedi ve mevcut sınıflandırmada en az popüler olan şikayet stratejilerinden biri haline geldi.

- ELF'den şikayetçiler arasında popüler olmayan bir başka strateji de IN idi. Bu ELF derlemindeki az sayıda IN, oldukça geleneksel hakaret ifadeleri olarak kabul edilebilir.

- Temel amacı deneyimlerin paylaşılması olan bir CMC platformuna üye olmanın doğal bir sonucu olarak, tüm çemberlerden ELF şikayetçileri, RWT stratejisini bazı metapragmatik ifadelerle veya emir kipinde sıklıkla uygulamışlardır.

- Kişisel RR'lerin aksine, birçok ELF şikayetçisi, oteller/otel yöneticileri üzerindeki etkisi tüm TripAdvisor topluluğuna fayda sağlayabilecek ve gelecekte deneyimlerini iyileştirebilecek AWC stratejisini kullanmayı seçti. AWC'ler genellikle modal fiiller veya metapragmatik ifadelerle gerçekleştirildi. Otellerin hitabet sorunu bu strateji için de geçerlidir - bazı şikayetçiler AWC'lerini doğrudan ele alırken, diğerleri daha dolaylı bir tutum izlemiştir. Ayrıca, bazı şikayetçiler AWC'lerini otellere değil, belirli otel çalışanlarına yönlendirmiştir.

- Bu spesifik derlemdeki TH'ler, oteller için para kaybıyla ilgiliydi. TH'lerin ciddiyeti, şikayetçilerin ima ettiği para kaybına göre değişiklik gösterdi.

- SM'lerin temel amacı, TripAdvisor topluluğuyla bir bağ kurarken, şikayet edenler için yüz tehdit potansiyelini yoğunlaştırmaktı. SM'ler çoğunlukla

ELF şikayetlerine serpiştirilmiş mizahi sözler olsa da, özellikle iç çemberden birkaç şikayetçi şikayetlerini genel olarak alaycı bir tonla yazdı.

- DA en popüler 5 strateji arasında yer aldı ve çevreler arasında orantısal olarak anlamlı bir farklılık göstermedi, bu da ELF şikayetçilerinin şikayetçilerin yüzünü kurtarmak için şikayetlerini hafifletmeye çalıştıklarını gösterdi.

- Genel olarak, mevcut araştırmanın bulguları TripAdvisor söylemine odaklanan diğer çalışmaların bulgularıyla paralellik göstermektedir. Bununla birlikte, diğer CMC bağlamlarına (örneğin, Twitter, Facebook) odaklanan çalışmalarla tutarsızlıklar olduğu gerçeği, ELF'nin bağlama bağımlı ve sürekli bir akış halinde olduğunu bir kez daha hatırlatır.

Bu araştırma, ELF pragmatik özellikleri veri tabanını daha da genişletmiştir. Bu bulgular eğitimciler, dilbilimciler, İngilizce materyal geliştiricileri ve politika yapıcılar için çeşitli çıkarımlar sağlayabilir.

Başlangıç olarak, dış ve genişleyen çember ülkelerindeki birçok yüksek öğretim kurumu, İngilizce'nin lingua franca statüsü nedeniyle İngilizce eğitim sistemini benimsemiştir; buna bağlı olarak son yıllarda uluslararası öğrenci sayısı katlanarak artmıştır. Sonuç olarak, sınıflar, ELF'nin iletişim aracı olduğu çok kültürlü ve çok dilli ortamlar haline gelmiştir. Sınıflarda ve sınıfların dışında etkili ve başarılı etkileşimler için İngilizce kullanıcıların ELF edimbiliminin temellerinin farkında olmaları gerekir çünkü yalnızca yerel edimbilimsel normlara hakim olmak tatmin edici olmayacaktır (bkz., Taguchi & Ishihara, 2018). Söz edimleri ELF pragmatiğinin çok önemli bir parçasını oluşturur ve bu çalışma ELF'deki bu söz edimlerinden birine odaklanmaktadır.

Dil öğretmenleri temel öğretim materyali olarak çoğunlukla ders kitaplarına yönelmektedir. Bu nedenle, İngilizce'nin edimbilimsel yönlerini, özellikle de söz edimlerine yeterince yer veren ve temsil eden iyi hazırlanmış, kapsamlı ders kitaplarının geliştirilmesi gerekmektedir. Daha az agresif bir söz edimi olarak tanımlanabilecek teklif, öneri, istek ve davetin ders kitaplarında daha fazla yer aldığı görülmektedir (bkz., Ren ve Han, 2016). Ancak, ELF bağlamında hem olumlu hem de olumsuz yüz için tehdit oluşturan ve daha incitici kabul edilen şikayetler gibi konuşma eylemlerinin nasıl yapıldığının ders kitaplarında da gösterilmesi

gerekmektedir. Ayrıca, ders kitapları şikayetin söz edimini içerdiğinde, dolaylı (üçüncü şahıs) şikayetler farklı topluluklar tarafından sıklıkla kullanılmasına rağmen, kitaplardakiler doğrudan şikayet olma eğilimindedir (Boxer & Pickering, 1995). Bu çalışmanın bulguları, ELF kullanıcılarının hem doğrudan hem de dolaylı stratejiler kullandığını gösterdiğinden, ELF kullanıcılarını yalnızca doğrudan şikayetlere maruz bırakmak yeterli olmayacaktır. Bu nedenle, İngilizce kullanıcılarına bu tezde veya diğer benzer çalışmalarda ortaya konan en sık ELF şikayet konuşma eylemi stratejilerini tanıtmak, muhatapların dil geçmişlerine bakılmaksızın bu konuşma eylemini çeşitli bağlamlarda uygularken büyük bir yanlış anlama veya iletişim kesintisi olmadan hem doğrudan hem de dolaylı şikayetin başarılı bir şekilde gerçekleştirilmesini kolaylaştırabilir.

Önceki literatür, ders kitaplarının doğal olarak oluşan verilerden ziyade yazarların kendi sezgilerine ve izlenimlerine dayalı söz edimlerini sunmasını eleştirir (Ishihara, 2010). CMC, doğal olarak oluşan konuşma eylemi verileri ve örnekleriyle doludur. Artan internet kullanımı ile artık konuşma eylemleri sadece yüz yüze konuşmalarla sınırlı değildir; ayrıca çevrimiçi iletişim ortamlarında da benimsenirler. Fakat çevrimiçi ortamların kendi toplulukları ve etkileşim dinamikleri olduğunu atlamamalıyız. Bu nedenle, İngilizce öğrenenleri yalnızca yüz yüze etkileşimler sırasında gerçekleşen ELF şikayetlerine maruz bırakmak, 21. yüzyılın her bakımdan küreselleşen dünyasında başarılı bir ELF iletişimini sağlamayacaktır.

Eğitimciler ve materyal tasarımcıları, örnekler vererek ve tercih edilen ortak stratejilerin altını çizerek ELF kullanıcılarının farklı CMC bağlamlarında şikayet konuşma eylemini nasıl gerçekleştirdikleri konusunda İngilizce öğrenenleri bilinçlendirmek için mevcut araştırma gibi araştırmalardan faydalanmalıdır. Bununla birlikte, CMC bağlamlarında ELF pragmatiklerini edinme gerekliliği, yalnızca EFL veya ESL bağlamlarındaki öğrencileri ilgilendirmez. Jenkins (2011), daha akıcı ELF etkileşimleri için anadili İngilizce olan kişilerin de, bildiğimiz gibi, her zaman yerel edimbilim normlarına göre hareket etmeyen ELF edimbilimi konusundaki farkındalıklarını artırmaları gerektiğine dikkat çekiyor. Ancak unutulmamalıdır ki eğitimciler tüm bunları tek başlarına başaramazlar. Politika yapıcıların, dil öğretmenlerine ve öğretmen adaylarına ELF farkındalığı (ve hatta çevrimiçi okuryazarlık eğitimleri) sağlamak için harekete geçmesi gerekir (Sifakis, 2014).

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Öğretim uygulamalarını ELF'ye yönlendirirken, eğitimciler, materyal geliştiriciler ve politika yapıcılar birlikte çalışmalı ve ELF ve ELF edimbiliminin "her bağlamda öğretilmesi gereken yekpare bir [İngilizce] versiyonu" olmadığını kabul etmelidir (Jenkins vd., 2011, s. 305). ELF kullanıcılarını ELF'nin akışkanlığı ve çeşitliliğinden ve buna bağlı olarak değişen bağlamlarda oluşan ELF konuşma eylemlerinden haberdar etmek çok önemlidir.

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<u>**TEZİN TÜRÜ**</u> / <u>DEGREE</u>**:**   **Yüksek Lisans** / Master ☒   **Doktora** / PhD ☐

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