An analysis of Turkish complaints in computer mediated communication: the Tripadvisor case

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Abstract

Complaints have been an important part of everyday communication. As computers have become an important part of everyday life, complaints have started to be used in computer-mediated communication (CMC) as well. As they are authentic, they are invaluable for pragmatic studies. There are few studies in Turkish studying CMC complaints pragmatically, so this study has been conducted to investigate 100 online complaints in Turkish in a website called TripAdvisor. Current comments have been chosen as these five star hotels in Antalya, a touristic area in the south of Turkey, are most frequently complained hotels in 2018. Findings showed that most of the complaints (N=91) were indirect while one of them was direct and the other eight comments included both. It was also found that most of the complaints (N=94) were accompanied by at least one speech act, and advice and positive comment were found as the most frequently used speech acts, but they also has reference to complaining and current writing, regrets and greetings. Finally, forms of "there (be)" and some descriptive adjectives such as bad, terrible and detestable were discovered to be most frequently used to describe in complaints. Results are discussed with the light of previous research about complaints both in Turkish and in English.

Keywords: Complaints, Turkish complaints, computer-mediated communication (CMC), TripAdvisor, speech acts.

Bilgisayar ortamlı iletişimde Türkçe şikayetlerin analizi: TripAdvisor durumu

Öz

Şikayetler günlük iletişimin önemli bir parçasıdır. Bilgisayarların günlük hayatımızdaki önemi arttıkça, şikayetler bilgisayar ortamlı iletişimde de sıklıkla kullanılmaya başlandı. Bu şikayetler özgün oldukları için edimbilim çalışmaları için çok değerlidirler. Bilgisayar ortamlı ileşim içerisinde yapılan şikayetleri edimbilim açısından inceleyen az sayıda çalışma vardır, bu yüzden bu çalışma TripAdvisor isimli bir sitede yazılan 100 adet Türkçe şikayeti incelemek için gerçekleştirilmiştir. Bu şikayet yorumları Türkiye'nin güneyinde yer alan turistik bir şehir olan Antalya'daki beş yıldızlı otellere yapılan yorumlardan alınmıştır. Bu oteller 2018 yılının bu bölgedeki beş yıldızlı oteller arasında en fazla olumsuz yorum yapılan otelleridir. Bulgular göstermiştir ki şikayetlerin çoğu (91 adet) dolaylı şikayetlerdir, bir tanesi doğrudan ve diğer sekiz yorum her ikisini de içermektedir. Ayrıca, şikayetlerin çoğunun (94 adet) içerisinde en az bir adet farklı bir söz eylemi içerdiği bulunmuştur, ve tavsiye ve övgü bu şikayetlerle en çok kullanılan sözeylemleri olarak tespit edilmiştir. Diğer tespit edilen söz eylemler arasında şikayete değinme, o anki yazmaya değinme, pişmanlık ve selamlama vardır. Son olarak, sık kullanılan kelimeler incelendiğinde, var ve yok kelimeleri ile, kötü, berbat ve

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iğrenç kelimelerinin en sık kullanılan kelimeler olduğu tespit edilmiştir. Sonuçlar hem Türkçe hem de İngilizce dillerinde şikayetlerle ilgili yapılan önceki çalışmalar ışığında tartışılmıştır.

Anahtar kelimeler: Şikayetler, Türkçe şikayetler, bilgisayar ortamlı iletişim, TripAdvisor, söz eylemler.

1. Introduction

Computer mediated communication (CMC) has become an area of research in many different disciplines from marketing to linguistics since computers became a part of our lives. One of the earliest and most cited definitions of CMC is by Baron (1998), in which he says it is "a domain of interaction via computer" (p.142). CMC gives researchers the opportunity to analyse natural language that can be found online (Bodomo, 2009). CMC data is free and easy to transcribe as well (Nowson, Oberlander & Gill, 2005). Online data can be oral or written, and the language used changes accordingly.

It's also common to search for gender or genre differences and sometimes both of them in CMC written texts. Koppel, Argamon & Shimoni (2002) investigated British National Corpus formal texts for gender differences. They investigated 566 texts in this corpus, and they couldn't identify any significant differences between genders. Herring & Paolillo (2006), and Nowson et al. (2005) investigated gender and genre differences in weblogs. In both studies, no significant gender differences were discovered in the investigated corpora. Thelwall, Wilkinson & Uppal (2009) looked into gender differences in online 819 MySpace comments, both in negative and positive ones. Although they found significant differences between genders in positive comments, there was no significant difference for negative comments. Pedersen & Macafee (2007) searched for gender differences in personal weblogs, and they found both genders had similar reasons to use weblogs and satisfaction from them. Even though many studies have looked into gender differences in CMC, a consensus hasn't been reached yet.

A complaint is a genre of CMC. A complaint was defined as "an illocutionary act in which the speaker (the complainer) expresses his/her disapproval and negative feeling towards the state of affairs described in the proposition and for which he/she holds the hearer (the complainee) responsible, either directly or indirectly" by Trosborg (1995, p.311). Sacks (1992) described it to be a positive comment with a continuation of "but" and a negative comment. Heinemann and Traverso (2009) defined it as any comment with a negative part. Boxer (1989) divided complaints as direct and indirect complaints. Boxer defined direct complaints as the expression of disapproval to the person responsible for somebody or something that was perceived as negative, while indirect complaints were defined to be expressed in the absence of interlocutor (Boxer, 1989). Some studies looked into direct-indirect differences in complaints. Vásquez (2011) studied online complaints in TripAdvisor in English, and discovered that most of the complaints were indirect. Meinl (2013) compared online complaints in British English and German on eBay. The researchers discovered both similarities and differences between how these two groups formed their online complaints in terms of politeness, use of strategies, directness, modification and the use of pronouns. Amornchainon and Jimarkon (2014) analyzed online complaints about an air travel company posted on Facebook to find out gender differences in strategy use to complain online. They found out that women and men used different strategies to complain online. Decock and Spiessens (2017) compared complaint negotiation emails by French and German customers. There were differences between two nations in terms of being explicit, which showed German people were more explicit while complaining. Decock and Depraetere (2018) looked into complaints in Dutch and German

on the website Twitter to invstigate differences in terms of directness. It is possible to conclude with the existing research that online complaints differ according to the culture and gender.

Complaints are usually found to co-exist as a "speech act set" (Cohen & Olshtain, 1993; (Ishihara and Cohen, 2014). A speech act is the smallest functional unit in communication (Cohen, 1996). Austin (1962) stated that there may be three kinds of meaning in an utterance. Locutionary act is the literal meaning of the utterance. "I am cold" aims to inform the listener about the speaker's situation as a locutionary act. Illocutionary act refers to the social function of the utterance. "I am cold" may mean "close the door" or "give me your coat" etc. in different circumstances as an illocutionary act. Perlocutionary force is related to the effect of the utterance in a specific context. In the case of "I am cold" sentence, whatever you do and don't will have an effect as a result, which is perlocutionary force. As a part of speech act set, a complaint may come out with threats, suggestions, admonitions, threats, warnings, accusations, advice, recommendations. Some studies looked into complaints in a speech act set before. For example, in the study of *TripAdvisor*, Vásquez (2011) found that complaints co-occurred with advice and recommendations. Van Meenen (2016) concluded that French and Belgian complaints in Twitter included at least one more speech act. However, to date there have been very few studies analyzing online complaints in Turkish with a pragmatic view.

To conduct the study, a corpus of one hundred complaints were taken from the website *TripAdvisor*, which is a world-famous travel website where you can find information and comments on hotels, things to do, restaurants, and plane tickets in more than 50 countries. This data is precious as it is unanimous and authentic. In addition, it is written for communicative purposes.

The aim of this paper is to report the analysis of 100 online complaints found in the website called *TripAdvisor*. To achieve this purpose, the following research questions were asked:

> 1. Are the Turkish complaints from TripAdvisor direct or indirect?
>
> 2. Which speech acts co-occur with complaints in Turkish online complaints in TripAdvisor?
>
> 3. What are the most frequent words that were used in this corpus to complain about hotels?

2. Method

2.1. The data

The data for the study was gathered from a travel website called *TripAdvisor*. The purposeful corpus included 100 negative comments in Turkish about nine five-star holidays in Antalya, which is a touristic city with a lot of five-star hotels in the south of Turkey. The hotels were chosen as they were the worst rated hotels in the area by previous guests. While choosing the sample comments, firstly one, two and three starred comments were chosen as they were supposed to include more complaints. Then, all the comments were read to be sure they all included some negative evaluation in at least an area such as rooms, food, cleanness, facilities, location and staff, so they were thought to be proper complaints to be investigated. Some complaints were omitted as they were too short or included inappropriate words. In addition, all the comments were chosen from the year 2018 to make sure they are up-to-date. Thus, at the end, out of 168 comments, the number 100 was achieved.

Out of 100 negative comments, the longest consisted of 289 words, while the shortest was 24 words. Their mean was approximately 84 words. In this website, if they prefer to, members use their names, but sometimes using their nicknames or surnames are also possible, and profile photos. According to

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the data gathered accordingly, 59 comments belonged to males, and 30 comments belonged to females, with 11 comments with nicknames or surnames which didn't clarify the gender of the writers.

2.2. Procedure

When the complaints were identified, they were pasted in Microsoft Excel 2010 program to make coding process easier, and colour-coding was applied to make the process clear. For every research question, a copy of the page was made so that analyses can be done separately and safely. Each research question was addressed one at a time, and for every research question data was analysed for several rounds, and coding was checked.

To analyse direct / indirect dichotomy, complaints were analysed and coloured differently according to their directness and indirectness. After that, they were analysed according to the addressees they were written and some generalizations were made.

To find out speech acts in the complaints, data was analysed on a new Excel page. All the speech act sentences were coloured and grouped. After that, they were analysed in depth, speech acts used frequently were identified, and some generalizations were made.

For the last final question, the most frequent words were colour-coded and calculated. Vocabulary related to hotels such as room or pool weren't focused as they didn't give any explanations for the linguistic formation of the complaints as it is obliged to use those words in a complaint related to hotels. When the analyses were made, the results were made ready for discussion.

3. Results

The results of this study will be presented in a qualitative form. The results of each research question will be answered in a separate section below.

3.1. Direct and indirect dichotomy

To answer the first research question, complaints were analysed to see if they were direct or indirect complaints. Table 1 below shows the frequency and percentage of complaints.

Table 1.
Direct and Indirect Complaints

Type	f	%
Direct Complaints	1	1
Indirect Complaints	91	91
Both Types	8	8
Total	100	100

As it can be seen from Table 1, 91 of the complaints were indirect. Thirteen of the complaints just explained the problems, and didn't communicate directly to anybody. 57 of the complaints were directed to one type of audience, and nearly all of them (N=55) were directed to second person plural pronoun, which is different from second person singular pronoun in Turkish. They mostly included advice in

negative imperative form, and twelve of them used "sakın" (don't you dare) to strengthen the advice. Some of the examples were given below from one to four.

1) Sakın böyle bir oteli tercih etmeyin. <16>

(Don't you dare to prefer such a hotel.)

2) Sakın gitmeyin. <22>, <43>, <52>, <90>

(Don't you dare to go.)

3) Sakın gitmeyin pişman olursunuz. <27>

(Don't you dare to go, you will regret it.)

4) Sakın ziyaret etmeyin. <82>

(Don't you dare to visit.)

18 of the complaints included negative imperative forms of advice. Examples from five to eight illustrated this.

5) Kesinlikle gitmeyin. … <2>

(Don't go there by any means.)

6) Arkadaşlar kesinlikle gitmeyin. … <13>

(Friends don't go there by any means.)

7) Kesinlikle gelmeyin bu otele. … <25>

(Don't come to this hotel by any means.)

8) Otelin dış görünüşüne aldanmayın. … <77>

(Don't be fooled by the appearance of the hotel.)

In eleven of the complaints, positive imperative form of advice was used. They all used second person plural pronoun as the addressee. Examples were given below from nine to twelve.

9) Kısaca paranızı bu otele vereceğinize gidin evde sabah akşam dışarıda yiyin. … <1>

[In short, instead of giving your (second person plural) money to this hotel, stay at   home and eat out in the morning and afternoon.]

10) (name of the town)'da başka otelleri düşünün. <8>

[Think about other hotels in (name of the town)]

11) Lütfen yorumları dikkate alın. … <51>

(Please take the comments into consideration.)

12) Çadır kampına gidin, daha mutlu olursunuz. <79>

[Go camping, you (second person plural) will be happier.]

There were two exceptions for the type of addressee. One of them used second person singular pronoun among many explanations, and it used a modal verb to show inability to complain.

13) İçecek servisi yapan garson <u>bulamazsın</u>. … <28>

[<u>You</u> (second person singular) <u>can't find</u> a waiter to serve beverages.]

The other exception was used in an indirect sentence to share the complaint with everybody.

14) <u>Herkes</u>le paylaşmam boynumun borcu. <32>

(It's my responsibility to share with <u>everybody</u>.)

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There were sixteen complaints which used two different addressees. Thirteen of them included second person plural pronoun and another pronoun. Four of them included second person plural pronoun and second person singular pronoun in one complaint. One of the examples (15) included a negative advice, whereas another example (16) had a warning. Examples 15 and 16 illustrated that.

15) Tabak bulamazsın. (second person singular)… Gitmeyin (second person plural)… <21>

(You can't find a plate. Don't go.)

16) Bu otele gitme (second person singular) gidersen (second person singular) paran çöpe gider … köpek öldüren içkiler kör olursunuz (second person plural) … <24>

(Don't go to this hotel; if you go, you will waste your money. Alcoholic drinks have so poor quality that you will get blind.)

Five of them consisted of second person plural pronoun to give advice and third person plural pronoun to have a warning in the same complaint. Example 17 showed this.

17) (Name of the town)'ya tatile gelmek isteyen arkadaşlar duyuru (name of hotel) otele kesinlikle gelmesinler … Kısacası paranıza yazık olur. <12>

[An announcement for friends who want to come to (name of the town): They shouldn't come (name of hotel) hotel. In short, it is a waste of your (second person plural) money.]

Two of them included passive advice sentences but the underlying addressee was the hotel management. It was shown in examples 18 and 19.

18) Bence bu tarz kişiler otele alınmamalı… Gidecek olanlar bu doğrularla tercih etmeli. <60>

(I think this kind of people shouldn't be taken to the hotel. People who will go there should prefer with these facts.)

19) Sizi oraya götüren görevli yok… İşe alındığı anda (personele) bilgilendirme mutlaka yapılmalı. <91>

[There isn't anybody to take you (second person plural) there… The staff should be notified when they are employed.]

Three of the complaints consisted of second person singular pronoun with an indefinite pronoun to complain (18), third person plural pronoun (75) and third person singular pronoun (38).

20) Çok yürüyorsun su içmek için. Dönene kadar tekrar susuyor insan. … <18>

[You (second person singular) walk a lot to drink water. A person gets thirsty again until he turns back.]

21) Orta yaş üzeri ve engelli insanlara hiç önermem. Ben gencim sadece eğlence olsun bana yeter, diğer şeyleri aramam diyorsan (bir seçenek) olabilir. <75>

[I don't recommend for people over middle age and disabled people. If you say (second person singular) I'm young, only entertainment is enough for me, I don't look for other things, it can be (an option).]

22) Dondurmayı ertesi gün alırsın tabii yetişirsen. …Ayrıca (name of booking company) müşteri temsilcisi sizinle ilgilenmiyor … <38>

[You (second person singular) get ice cream the following day, of course if you catch it. … Moreover, the representative of (name of booking company) doesn't take care of you.]

The complaints which had three different addressees consisted of three of four types of addressees; second person plural pronoun, second person singular pronoun, third person plural pronoun, and indefinite pronoun "nobody". They were really rare and there was no pattern showing how they were combined. They were used to complain (35, 37), to advise (35, 37, 99) or to warn (37, 99).

23) Böyle birsey yok arkadas…Kimse gitmesin. Piknige gidin daha iyi hissedersiniz. … <35>

(There is nothing like this, friend. … Nobody should go there. If you (second person plural) go on a picnic, you will feel better.)

24) Gelecek olanlar dıkkate alsın (lar)…. İç içebilirsen. …Canınızı bişeye sıkmazsanız sıkıntı yok. <37>

[People who will come should take (this) into account. … Drink if you (second person singular) can. … If you (second person plural) don't bother yourself with anything, there is no problem.]

25) Kimseye tavsıye etmiyorum. Gidecek olanların gitmemelerini tavsıye ederim… Giderseniz kendiniz bilirsiniz … <99>

[I don't advise it to anybody. I advise people who will go there not to go… If you go (second person plural), you will learn.]

Eight of the complaints in the corpora included both direct and indirect complaints. In these examples, four of the direct complaints were addressed to the hotel management. Three of them were in the form of advice (42, 71, 93), whereas one of them consisted of both a question and advice at the same time (26). Examples 26-29 showed these.

26) 5-6 tane tost makinası koy da hiç değilse insanlar tostunu yapsın. Bu kadar mı zor? <41>

(Put there 5 or 6 sandwich toasters so that people can their toast. Is this that much hard?)

27) Yetkili bu yazdiklarimizi okuyun, kendinize çeki düzen verin. <42>

(The person in charge, read what we've written, improve yourself.)

28) Lütfen daha profesyonel ellerde çok daha kaliteli olabilir. Ülkenin kaynağını böyle heba etmemek lazım. <71>

(Please, it -the hotel- can have higher quality in more professional hands. Don't waste the sources of the country like this.)

29) Otelin personelleri tekrar gozden gecirmesi gerek. <93>

(The hotel should revise its staff.)

Two of the complaints addressed the companies by which guests made their reservations. The companies were different. Their forms were different, too. One of them (30) consisted of a question and a complaint at the moment of writing, while the other (31) was just a polite complaint at the time of writing.

30) Burdan (name of the company)'ne sesleniyorum: Bu oteli nasıl tavsiye edersiniz? Yazıklar olsun tek kelimeyle. <19>

[I call (name of the company) here: How can you advise this hotel? Shame on you!]

31) Çok güzel diyerek beni oraya yönlendiren (name of the company)'a da sitemlerimi iletiyorum. <39>

[I reproach (name of the company) for directing us there by saying it was very beautiful.]

The last two of the complaints which both had direct and indirect complaints were directed to a specific person in the hotel. One of them (32) directed it to the hotel owner as very severe advice with the use of third person pronoun, while the other (33) reprimanded two people from the staff by giving the names.

32) Otelin sahibi (the name) bey bence bu otel isletme işlerini bıraksın, köyüne gitsin, eşşek gütsün… <73>

[I think the owner Mr. (the name) should give up managing the hotel, get back to his village and herd donkeys.]

33) (the name) usta ve resepsiyondaki (the name) beyi şiddetle kınıyor(um)… <95>

[I severely reprimand Chef (the name) and Mr. (the name) in the reception.]

When these complaints were analysed for the indirect parts, six of them explained their complaints about cleanness, food, facilities, rooms and staff to traveller who might read these complaints. Two of them added direct advice in the form of imperatives to their explanations as showed in the examples 34 and 35.

34) Gidenler veya düşünenler : SAKIN AMA SAKIN GİTMEYİNNNNNNNNNN! <19>

(People who have been or are thinking to go: Don't you dare to go.)

35) Yorumlarda iyi bir şey duyduysanız da gitmeyin. … Gitmeyin arkadaşlar. … Gitmeyin. <39>

(Don't go even if you hear something nice in the comments. … Don't go, friends. … Don't go.)

Only one complaint was in the direct category. It was addressed to hotel management, and it was an advice of improvement. Example 36 shows that.

36) İlgilenin lütfen (iskelenin olmaması ile). Geliştirilemeyecek bir şey değil, yeter ki isteyin. <62>

[Take care of this (absence of a pier). It's not something that cannot be developed; you just need to desire it.]

3.2. Speech acts in complaints

When it came to the second research question, complaints were analysed to see which speech acts co-occur within online complaints. In 94 complaints, there was at least one more speech act to go with the complaint, whereas six complaints didn't occur with another speech act. Thus, speech acts' co-occurrence with complaints was analysed for both the place and the content of the speech acts. The summary of the findings were shown in Table 2.

Table 2. *Occurrence of Speech Acts in Complaints*

Type	Number of comments	Number of sentences	%
Advice	57	77	28
Positive Comment	41	64	23
Warning	34	41	15
Reference to Complaining	18	31	11
Reference to Current Writing	22	27	10
Regret	22	26	9
Greetings	5	5	2
Invitation	3	3	1
Thanking	3	3	1
Total	205	277	100

As Table 2 shows, out of 94 complaints, 57 of them included at least one sentence of advice. There were 77 sentences showing advice. 27 of the sentences giving advice occurred at the end of the comment, and 11 of them occurred at the beginning of the comment. The remaining 39 sentences were distributed into the comments.

Thirteen sentences of advice were in the form of direct advice with positive imperatives. Second person singular and plural imperative forms are different in Turkish, and in these examples second person plural pronouns were used. Examples 37 and 38 showed that.

37) Tatil için farklı hotel bakın. <3>

(Find a different hotel for holiday.)

38) Çöpe atılacak paranız varsa gidin. <53>

(If you have money to throw away, <u>go</u>.)

48 sentences of advice were formed as negative imperatives with second person plural pronoun. Moreover, "don't go / come" was repeated 29 times with words such as by any means, and don't dare as showed in the examples 39 to 41.

39) Tatilinizin berbat geçmesini istemiyorsanız gelmeyin bu otele. ... <16>

(If you don't want your holiday to pass terribly, don't come to this hotel.)

40) Yorumlarda iyi bir şey duyduysanız da gitmeyin. ... <40>

(Even if you hear something nice in the comments, don't go.)

41) Gerçekten çok samimi söylüyorum gitmeyin arkadaşlar. <52>

(I say this really sincerely that don't go.)

Seven sentences used "advise" with first person singular pronoun in both positive and negative sentences. Examples 42 and 43 exemplified this.

42) Gitmemenizi tavsiye ederim. ... <4>

(I advise you not to go.)

43) Kimseye de tavsiye etmiyorum. <96>

(I don't advise it to anybody.)

Second most frequently encountered speech act in the online complaints was the positive comment. 41 comments included some kind of praise, and there were totally 64 positive comments related to hotels. Positive comments came out eight times in the third sentence and seven times in the first sentence and five times in the second sentence, so according to this data positive comments mostly occur in the first three sentences. When data was analysed, it was discovered that 20 positive comments co-occurred with the conjunction "but" as in the examples from 44 and 45.

44) Aslında yeri harikaydı ama ... <1>

(In fact, its location was great, but ...)

45) İzlemek için tv var ama ... <43>

(There is TV to watch but ...)

Another important pattern was that sixteen of the positive comments included the word "only" to explain there was only one positive point related to the hotel. Examples 46 and 47 illustrated this point.

46) Tek memnun kaldığımız şey elemanlardı. ...<30>

(Only thing we were pleased about was the staff.)

47) Otelin tek iyi tarafı odaları... Temiz ve güzel... <99>

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(The only good thing about the hotel was the rooms. Clean and nice...)

The next speech act found was the warning. There were warnings in 34 different complaints and there were 41 sentences in sum which warned people for different things. 13 of the warnings were in the last sentence of the complaint. 12 of them warned people against wasting money, while another eight comments warned people using "will" against some other situations that they might encounter in the hotel. Examples about wasting money were given in 48 and 49 while other warning examples were given in 50 and 51 below.

48) Paranıza yazık. <2>, <13>, <34>, <50>, <85>, <91>

(It's a waste of your money.)

49) Paranızı boşa harcamayın. <9>, <32>

(Don't waste your money.)

50) Açlıktan ölürsünüz. <23>

(You will die of hunger.)

51) Pişman olursunuz. <28>, <89>

(You will regret it.)

In 22 of the comments, there were some complaints which were referenced to current writing to different people such as the hotel management or a specific person at the time of the writing. There were 27 sentences having this kind of complaint. 9 of them were written to criticize the hotels for not deserving their stars. A specific acceptable pattern or place wasn't discovered. Examples 52 and 53 demonstrated this kind of comment.

52) (Bu otel) beş yıldızı hak etmiyor. <55>, <79>

[(This hotel) doesn't deserve five stars.]

53) Bu otel değil beş yıldızı bir yıldızı bile hak etmiyor. <52>

(Let alone five stars, this hotel doesn't deserve even one star.)

22 different comments included regret in 26 sentences. A specific place wasn't found to talk about regret in these comments. There were six sentences to include the word "regret" in different forms in the comments. Examples 54 and 55 illustrated this.

54) Pişman olduk. <21>, <36>, <73>

(We regretted it.)

55) Pişman oldum. <57>, <85>

(I regretted it.)

In 18 comments in 31 sentences, there were explicit references saying that they had complained before about something. Twenty five sentences showed that they complained about something, but nobody did anything. Only seven sentences including their complaints were answered by the addressees. Moreover, 29 of the references for previous complaints occurred in the middle of the comments and just two of them occurred at the end, therefore it was possible to say that they occurred in the body part. Examples were given in 56 and 57 for unanswered complaints.

56) Kaldığımız beş günde temizlik butonuna bastığımız halde tek bir gün temizlik alamadık. <11>

(We couldn't get cleaning even one day even though we pressed the cleaning button for five days we stayed there.)

57) Otel müdürü ile konuştuk iade istedik. Müdür (name of the booking company)'ne izin vermedi. <20>

[We talked to the manager and asked for a refund. The manager didn't allow (name of the booking company).]

Even if they weren't so frequent, three sentences of invitations, 3 sentences of thanking and five sentences of greetings were included in the comments as well. All of the invitations were sarcastic instead of inviting people to the hotel <6, 75, 90>. In three comments, people thanked people who were interested in them by addressing that person specifically <8, 47, 94>. Greetings occurred at the end of the comments to wish a nice holiday <64, 90> or a nice day <61>, or to show regards <35,72>. As these speech acts weren't included frequently, it would be misleading to generalize information related to them.

3.3. Frequency of words

To answer the last research question, frequent vocabulary items were counted to find out the descriptive words to be used in complaints. "Yok (there isn't / aren't)" or its past form "yoktu (there wasn't / there weren't)" were found to be the most frequent descriptive expressions. It was used 129 times. Sometimes it was used many times in one complaint. Examples from 58 to 60 illustrated this.

58) Kaşık yok çatal yok … Yıldız falan yok … Allah'ın patates kızartması yoktu… <22>

(There isn't a spoon. There isn't a fork. There aren't stars. There weren't French fries for God's sake.)

59) Sıcak yemek yok… Çatal kasık yok. … Klima sadece odada var onun haricinde hiçbir yerde klima yok. … Temizlik hijyen yok. <48>

(There aren't hot meals. There aren't fork and spoons. There is air conditioning only in the rooms; except that, there isn't air conditioning anywhere. There isn't cleanliness or hygiene.)

60) Hamburger patates çerez felan yok yani 24 .00den itibaren sabaha kadar salam kaşar salatalık ve peynir başka bir şey yok loby deki barda 24.00 de kapanınca içecek discoda başka yerde yok… <84>

[There aren't hamburgers, potatoes or nuts. From 24.00 till the morning there are salami, cheese, cucumbers there aren't anything else. When the lobby bar closes, beverages are in the disco there isn't (a drink) anywhere else.]

Second most frequent words were descriptive adjectives of bad (50 times), terrible (36 times), detestable (13 times) and vileness (used in the examples like an adjective meaning vile, 25 times). These adjectives were all used to complain about negative features of the hotels. In some of the complaints they were used as a combination as well. Examples 61 and 62 showed these.

61) Çok rezalet bi(r) otel çok iğrenç … Animasyonu alkolleri personelleri iğrenç hepside … Restaurant iğrenç kokuyor… <26>

(This hotel is very vile, really detestable. Its animation, its alcoholic drinks its staff, all of them are detestable. The restaurant smells detestable.)

62) Duştaki suda iğrenç şekilde lağam kokusu var. … Kuru fasulyede bile hindi eti var ve iğrenç kokuyor. … İğrenç bir koku oluştu. … Bar iğrenç kokuyor. … Bu kadar kötü bir otele söylenecek tek iyi şey animasyondu. <47>

(There is a detestable smell of sewage in the water of the shower. There is turkey even in beans and it smells detestable. A detestable smell came out. The bar smells detestable. The only good thing to say about this bad hotel was its animation show.)

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4. Discussion

To sum up, this study was conducted to investigate online complaints written in Turkish in a website called TripAdvisor to find out whether online complaints in Turkish were direct or indirect. It was also conducted to see if these complaints occur with some specific speech acts. In addition, its purpose was to analyse the complaints for the frequency of some descriptive words. To achieve these purposes, 100 complaints were analysed from TripAdvisor.

According to the results of the first research question, 91 complaints were indirect, one was direct and eight of them included both direct and indirect addressees (Trosborg, 1995). This showed that in this website, although it was possible for hotels to read these complaints, they were mostly written for other potential customers to read. These results complied with the results of Vasquez (2011), who found similar results with the complaints in the same website in English. In the study, most of the complaints were indirect and some of them blurred the distinction whereas eleven complaints included both direct and indirect complaints together.

Most of the indirect complaints were in the form of direct advice, and they were mostly formed as positive (think about other hotels) and negative imperative (don't go). This could be a result caused by frequent use of imperatives in Turkish. In these pieces of advice mostly second person plural form was used as in Turkish second person singular and plural forms are different. Thus, this advice could be thought to be written for travellers who might wish to go to that hotel in the future. 12 of the complaints had more than one addressee and some of them blurred direct-indirect dichotomy. It could be a results of Turkish writing style, which wasn't necessarily supposed to be as organized as an English piece of writing, so Turkish people wrote more freely, which made them go out of their route from time to time while writing.

There was just one direct complaint out of 100 complaints. This could be because these travellers mostly commented to help future travellers by sharing their experiences. Just one writer directly wrote to complain to the hotel management. This was a contradicting result with previous studies of complaints in Turkish such as Deveci (2003) who studied complaints in role plays or Bikmen and Martı (2013) who studied complaints in discourse completion tasks. In these previous studies, complaints were direct as they were in spoken discourse, so online written discourse analysis results of the current study contradicted with these results. On the other hand, Önalan and Çakır (2018) compared formal complaints of Turkish and English speakers and found that Turkish speakers preferred complaining indirectly whereas English speakers preferred more direct discourse. Their results complied with the findings of the current study.

In the second part of the study, the corpus of 100 online complaints was investigated to find out if they co-occurred with some other speech acts. According to the results, in nearly all of the complaints (N=94) there was at least one more speech act. The most frequent speech acts to have been found were advice and positive comment. 28 % of the speech act sentences were to give advice, and 23 % of them were to comment on at least one positive feature. The other speech acts co-occurring were warning (15 %), reference to complaining (11 %), reference to current writing (10 %), regret (9 %), greetings (2 %), invitation (1 %) and thanking (%1). Vásquez (2011) also found in the study of complaints in English in TripAdvisor that one third of complaints included some kind of positive appraisal and the most frequent type of speech act that co-occurred with complaints was advice. Therefore, it was possible to say that the

results of the current study complied with Vásquez's study. However, further research is needed to conclude if this is a common feature of online complaints.

The most frequent speech act set that were found in the data was advice. It is a speech act that isn't often found in other written forms of complaints such as letters to the editor (Hartford & Mahboob, 2004) or face to face interactions (Önalan & Çakır, 2018). It could be because of the feature of this type of complaints which were mostly addressed to future travellers. As they were expected to be read by other travellers, they were indirect, and they included some kind of advice to them. In this study, this advice was found to be mostly direct, in the form of imperatives. They could occur at anywhere in the comment, which was possible to be due to free writing style in this online website.

Positive comments were found in complaints accompanying negative comments (Sacks, 1992). 23 % of the speech acts found were positive comments. They usually occurred in the first three sentences. One third (N=20) of the positive comments were accompanied by a "but" sentence, which was a more distinct pattern than Vásquez's (2011) findings as the researcher found the pattern only in several complaints.

Olshtain and Weinbach (1987) referred to threats, accusations and warnings as speech acts co-occurring with complaints. Vásquez (2011) found advice, recommendations, and suggestions in online complaints in English in TripAdvisor. Even though the current study had some common points (such as warnings and advice) with them, it was also possible to see different speech acts such as reference to complaining before, reference to current writing of complaining, regret, greetings and invitations. Thus, further investigations are needed to make some generalizations for Turkish online complaint writing.

As for the last research question, frequent words to describe complaints were investigated. "There is / there are" with its positive and past forms were found to occur 129 times. Turkish people in this corpus used this structure a lot to complain. "Bad", "terrible", "detestable" and "vileness" (as in the form of vile) were also used to complain about these travellers' previous bad experiences. Further studies may show if this is a certain feature of Turkish people or it is only a feature of this particular corpus.

There are some limitations of the study. Firstly, it just included a small corpus of 100 online complaints in the website TripAdvisor. There may be further generalizations with a bigger corpus and in different websites. Moreover, there are really few studies in Turkish to compare the results of the study, so further explorations are needed in the area to make some more detailed conclusions.

As CMC is increasing and people are spending more time online, investigating online communication is becoming more important. As internet is a free platform to state one's ideas, especially complaints, it is likely to be recognized more as a corpus to look into complaints. It is also authentic data which is just produced for communicative purposes. Further studies in Turkish online complaints will help us to understand online complaining behaviours of the Turkish and make cross-cultural studies easier.

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