

# Brand24 Sentiment Annotation Guide

## General annotation rules:

- we annotate any type of text, both product reviews and personal texts
- we take into account whether there is any sentiment, not the prevailing sentiment
- we take into account hashtags, just like normal text
- we mark only clean and clear texts with the sentiment markings of **positive**, **neutral**, and **negative**
- with the sentiment mark **positive** **neutral** **negative** + **problematic** we mark those texts that are problematic for us for some reason, but we are able to mark the emotion
- if we have to think about a case for a long time, we skip it
- if the text is too long, we skip it
- if the text is junk, spam, we skip it
- if the text is incomprehensible, we skip it
- we do not care about typos, self-censorship (fu\*ing) etc.
- keyword does not affect the sentiment rating

## Classification of designations:

- **positive** - text expresses positive emotions
- **neutral** - text does not express any emotions, e.g. it is informative
- **negative** - text expresses negative emotions
- **mixed** - the text expresses many emotions, both positive and negative
- **problematic** - all texts to which we are able to give sentiment, but it is for some reason questionable, among others:
  - emotions in the text depend on the broader context (e.g., knowledge of the world)
  - the emotion expressed in the text is ironic/sarcastic
  - The text is commercial - such as job ads, advertisements
  - is a scam or other attempt at fraud
- **aspect** - secondary designation to the sentiment label; there is a clear sentiment in the text, but it can be determined differently by knowing the keyword
- **emotional** - an additional designation to the sentiment label; some specific emotion is expressed in the text (e.g., anger, grief, anger, pride, etc.)
- **general vibe** - there is some general positive/negative impact that we all feel, but it is not some specific opinion or something very clear-cut

- **quote** - the entry contains a quote but also other content that we can evaluate for sentiment, that is, the quote is neutral and we only evaluate the rest. In the case where, in addition to the quote, the entry does not contain other content expressing sentiment, then we evaluate the content of the quote and do not give this label
- **skip** - a case too complicated or junk, we skip
- **to discuss** - the case is worth discussing at the annotators' meeting

### Special cases:

- neutral text + positive hashtag = **positive**
- greeting formulas alone = **neutral**
  - *Thanks*
  - *Good morning*
- elaborate greeting formulas = **positive**
  - *Good morning on this beautiful morning*
- greetings = **positive**
  - *All the best :)*
- satisfaction with the situation in which the subject finds himself = **positive**
  - *goal for today - to saturate the eye with such landscapes*
  - *chill on the beach #relax #calm #coldbeer*
- offbeat pieces of text (e.g., an entire forum thread), but with a consistent sentiment = annotate normally with **positive neutral negative**
- offbeat chunks of text (e.g., an entire forum thread), but with few emotions = **mixed**
- texts containing generic instagram hashtags, e.g. #instagood #instacool without any other premise = **neutral**
- COVID-19 statistics and informational texts = **neutral**
  - *Today, 2 million Poles have died of COVID.*
- COVID-19 statistics and informational texts with an element of subjectivity = **negatyw**
  - *Today, 2 million of our great countrymen have died of this terrible disease in great suffering*
- there is a clear sentiment in the text, but it does not apply to the keyword = **positive neutral negative + aspect**
  - *I like cakes, they are great! I work at Brand24*      keyword = *Brand24*
- music charts, rankings = **neutral**
  - *What's #Best today on URL ? Alan Fitzpatrick - Something Wonderful URL #music #KEYWORD #deephouse #melodichouse #abovebeyond #yotto #lane8 #benbohmer #benböhmer #moonboots #cubicolor #16bitlolitas*
- "picturesque" descriptions with emotionally charged adjectives = **positive**

- *Mesmerizing deep house producer Lycoris scoris has recently released his latest album, 'Chiyu on the 27th of March via KEYWORD. On the LP, listeners will find the unusual song 'Shizumu'. With his captivating sound, Lycoris scoris has been recognised as a rising name by the likes of Nick Warren, Joris Voorn, Hernan Cattaneo, Michael Mayer, and...*
- We take into account whether there is any emotion, not the prevailing emotion
  - *I do not know about you, but at my place the guys quite often heat sausages and sausage in the microwave. Such drippings would momentarily go through the smell of podwawelska and berlinka #pew*
- Informative texts, but written in the first person = rather **positive** or **negative** than **neutral**
  - *In my case, there is no salvation anymore. The Fanpage that I built for 12 years I lost. It is...*
- constructive criticism = **negative**
  - *The game would be salvageable if the playability were improved. In mission 10, it would be good to improve the balance of enemies.*
- interview - we evaluate normally as we would a regular entry (not as a quote)
- if among many hashtags there is one positive one, but the annotator considers that it does not change the sentiment of the statement - it can be marked **neutral**
- entries with a mix of languages - mark as **skip**

A list of nothing hashtags to remove:

- #instagood
- #instacool
- #installove
- #fashionstyles4love
- #ootdlovers