

# Text Creativity Annotation Guideline

## 1. Task Description

This annotation task is to score the creativity of the text. In the annotation page, there will be a question (Query) and several answers to the Query. The annotator needs to score the creativity of these answers. The general interface is as follows:

Data Labeling

Please read the content carefully and give your rating. Current page: 19

Query: Describe a blooming flower in poetic language.

1

The cold fragrance of the Imperial Princess Flower is too faint to be retained, the graceful figure is shy. Even if the autumn cold drives the leaves to old, it still holds the stamens and smiles on the branches.

Creativity ☐1 ☐2 ☒3 ☐4 ☐-1

2

The petals are gently spread out, like a dream brocade, delicately depicting the splendor and tranquility of life.

Creativity ☐1 ☐2 ☒3 ☐4 ☐-1

3

In the gentle embrace of the morning light, the petals bloom like clouds, exuding fragrance, like fairies dancing in a dream, colorful, like the whisper of spring, gentle and firm.

Creativity ☐1 ☐2 ☐3 ☐4 ☐-1

4

In the embrace of the morning light's gentle kiss, the petals are like silk, blooming with the colors of dreams, and the fragrance spreads quietly, like the wind singing and dancing with the heartbeat of spring.

Creativity ☐1 ☐2 ☐3 ☐4 ☐-1

5

Like the sun shining in the darkness, like the brightest star in the night sky.

Creativity ☐1 ☐2 ☐3 ☐4 ☐-1

Confidence ☐1 ☐2 ☐3 ☐4

Submit

Page 19

## 2. Requirements for Annotators

- **Number: 30 labelers**
- Requirements:
  - The background/gender/major should be as diverse as possible, and no more than 5 people should have the same major or similar background.
  - **The annotator needs to have strong comprehension and language sense, rich common sense and knowledge reserves, and be able to understand the rhetoric, usage and use of many texts, etc. It is best to have a deep understanding of creativity.**
  - Each annotator needs to annotate **one copy independently**.

## 3. Score Criteria

The total amount of annotated data is 400+8 pages (8 of which are practice pages), and each page contains a set of data (1 query and 5 responses). Annotators need to carefully appreciate and understand the meaning of each paragraph of text, and then score the creativity of each text. The scoring is mainly based on the following scoring criteria:

- **Creativity:** Score the creativity of the text on a 1-4 scale, with 1 being the lowest and 4 being the highest.

- ◆ **Definition:** The first impression score of the creativity of the response. The evaluation should **consider both the novelty/originality of the response and the relevance of the response to the query**. Originality refers to the uniqueness and novelty of the response text, which makes it stand out from the crowd and makes people feel refreshed. Relevance refers to whether the response text is relevant to the query content and whether it can constitute a response (note that as long as the response is not incomprehensible, some responses may be witty or deliberately answer questions irrelevantly in order to seek humor, which is also considered relevant).
- ◆ **Explanation:** The overall scoring dimension considers both "newness" and "effectiveness", that is, whether the response **can answer the query and answer it creatively**.
- **Confidence:** It is used to measure the confidence of the annotator in annotating this group of data. 1 point is the lowest confidence and 4 points is the highest. If you feel hesitant or difficult to judge when you encounter a group of data, you can annotate it. This indicator is selective, and it is recommended to appropriately annotate some groups of data, and do not leave them all unannotated.

Points to note:

- Determining whether a piece is creative (for reference): use of uncommon words, uncommon word combinations, uncommon sentence structures (inversion, reversal of the meaning of clauses/sub-parts), rhetoric (metaphor, personification, exaggeration, parallelism, repetition), use of stalks/allusions/quotes, rhythm (rhyme, parallelism, repetition of rhythm), etc.
- When judging, you need to exclude the differences in the language itself and pay more attention to the core ideas behind the text. For example, if it is about cherishing time, the sentences "time is like fleeting water" and "time is like water rushing away" should have similar creativity scores (both use the movement of water to compare time). If both use metaphors, but the objects are different, the more novel way should have a higher score if the metaphor is appropriate. If the text genre/style is different, such as classical Chinese and vernacular, poetry and straightforward expression, we should exclude the differences in language and compare the innovation of the core meaning. In general, creativity is a relatively subjective judgment, but it should be carefully compared and judged according to the above standards.
- If the reply does not correspond to the question (a rare case), the reply can be directly marked as -1 point. If an invalid question appears (the question is not understood), all replies can be directly marked as -1 point.

#### 4. Other Notes

- 1) **The length/format of the response will not affect the score.** The capitalization of letters, punctuation, and any other formatting and layout issues in the response will not affect the score. Unless the scores are very close, **try to distinguish between them and do not give the same score for all responses.**
- 2) The scoring process can be to first select the best and worst responses in each group (of 5) and assign high and low scores respectively, then compare the quality of different responses one by one and give a score between the best and worst responses.

- 3) **Please mark carefully. Checkpoints will be inserted into some pages. Markers with poor marking quality will not participate in this marking task. Finally, some data with poor marking consistency will be re-marked.**

## 5. Annotation Website

The labeling website is <http://xx.xx.xx.xx/labeling/login>. It is for labeling personnel only and should not be disclosed.

## 6. An Example

The following is a reference score for a set of response texts. Please note that this is a relatively subjective score and there is no absolute right or wrong. In general, the more novel and innovative responses will receive higher scores.

| Data Labeling   |   | Please read the content carefully and give your rating. Current page: 20   |
|---|---|--|
| Query: Use a sentence to express the relationship between height and smallness.                                       |   |  |
| 1   | The higher we fly, the smaller we appear to those who cannot fly.   | Creativity <input type="radio"/> 1 <input type="radio"/> 2 <input checked="" type="radio"/> 3 <input type="radio"/> 4 <input type="radio"/> -1 |
| 2   | At the top of the sky, dust particles are dancing, and the tiny soul is looking up at the vastness of the stars.  | Creativity <input type="radio"/> 1 <input type="radio"/> 2 <input checked="" type="radio"/> 3 <input type="radio"/> 4 <input type="radio"/> -1 |
| 3   | Although the top of a mountain is high, it is made grandeur by grains of sand and rocks; although the ocean is deep, it is made vast by drops of water. | Creativity <input type="radio"/> 1 <input checked="" type="radio"/> 2 <input type="radio"/> 3 <input type="radio"/> 4 <input type="radio"/> -1 |
| 4   | A flourishing tree falls toward the sky, and a high mountain looks down upon the ignorant people below.   | Creativity <input type="radio"/> 1 <input checked="" type="radio"/> 2 <input type="radio"/> 3 <input type="radio"/> 4 <input type="radio"/> -1 |
| 5   | Height and smallness complement each other, and it is the contrast that makes each other's existence more prominent.                                    | Creativity <input checked="" type="radio"/> 1 <input type="radio"/> 2 <input type="radio"/> 3 <input type="radio"/> 4 <input type="radio"/> -1 |
| Confidence <input type="radio"/> 1 <input type="radio"/> 2 <input checked="" type="radio"/> 3 <input type="radio"/> 4 |   |  |
| <div>Submit</div>   |   |  |
| Page 20   |   |  |