Annotation Guidelines

Introduction

The goal of this annotation task is to categorize customer product reviews based on specific feature categories. By identifying which features customers discuss in their reviews, we aim to gain deeper insights into customer satisfaction and product performance beyond overall star ratings. This will help in better understanding customer priorities and improving product descriptions and features.

Description

The Annotators should read the review one by one and assign one or more labels to it according to if the user is talking about those labels in the review text. There are six category labels: Battery Life, Build Quality and Durability, Comfort and Fit, Features and Functionality, Sound Quality and Value for Money. Each label should be treated as a binary classification task while annotating and check if the customer is referring about that in the review.

Label Categories and procedure

- Battery Life: References to the duration the product operates before needing a recharge or battery replacement.
- Build Quality and Durability: Comments on the physical construction, sturdiness, materials used, and the product's ability to withstand wear and tear.
- Comfort and Fit: References to how comfortable the product is to use or wear, and how well it fits the user.
- Features and Functionality: Discussion about the product's features, capabilities, and how well they function.
- Sound Quality: References to the audio performance, clarity, bass, treble, and overall listening experience.
- Value for Money: Opinions on whether the product is worth its price, including affordability and cost-benefit analysis.

While annotating the data, the annotator must check for the above-mentioned key points one by one for each label. Assign 1 (Yes) if a feature is implied or explicitly mentioned, whether positive or negative, but count it only once per review regardless of multiple mentions, and ignore unrelated content that does not pertain to the product features