

FIGNews Propaganda Annotation

Propaganda Annotation Guidelines By NLPColab

Team: NLPColab

Collaboration:

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Subtask 2 – Propaganda:

Objective:

The Propaganda Annotation Subtasks objective is to categorise texts whose levels of propaganda are either undeniably obvious or debatable.

Task Description:

Depending on whether propaganda is present, annotators must give each text sample one of four labels: Thus, we have divided it into four groups: Not Propaganda, Not Applicable, Propaganda, or Unclear.

Categories:

- Propaganda
- Not Propaganda
- Unclear
- Not Applicable

Detailed Category Guidelines:

- **Propaganda:**

In **sociology**, propaganda is the intentional dissemination of information or ideas to influence the beliefs, attitudes, or behaviors of a target audience, often serving political, ideological, or commercial agendas, and studied for its role in shaping social norms and power dynamics within society.

In **media studies**, propaganda refers to the strategic use of communication channels and techniques to manipulate public opinion or behavior, commonly employed by governments, organizations, or individuals to promote specific narratives, ideologies, or interests, and analyzed for its effects on media consumers and democratic processes.

In **dictionaries**, propaganda is defined as the systematic dissemination of biased or misleading information, typically through mass media or other communication channels, to advance a particular political, ideological, or commercial agenda, often employing persuasive tactics such as emotional appeals or selective presentation of facts.

Overall, it refers to the dissemination of information, ideas, or messages with the aim of influencing the beliefs, attitudes, or behaviors of a target audience, often in a persuasive or manipulative manner. The term carries connotations of deliberate persuasion or manipulation, typically for political, ideological, or commercial purposes.

The post has the objective of getting extreme sympathy and involves emotions to go against the other party that trigger to change public opinions and sentiments. It presents information that is partially accurate and partially inaccurate. It intersperses erroneous information within factual content, aiming to lend credibility to the falsehoods while eliciting emotional responses.

Example 1:

One-year-old baby in the captivity of Hamas One-year-old baby in the captivity of Hamas Even if you read this sentence over and over again, it will be impossible to digest that Kafir Biebs celebrated his first birthday yesterday somewhere in a dungeon in Gaza Keren Alaluf Sharabi

Example 2:

A miracle in the kibbutz: Hamas kidnapped and murdered him, but his menorah continues to shine

- **Not Propaganda:**

In **sociology**, "not propaganda" refers to the communication of information or ideas without the deliberate intention of influencing beliefs, attitudes, or behaviors towards a specific agenda or ideology. It involves the dissemination of facts, opinions, or perspectives in an objective, impartial manner, allowing individuals to critically evaluate and form their own opinions based on the available evidence.

In **media studies**, "not propaganda" describes content that is produced and distributed with transparency and integrity, free from deliberate attempts to manipulate or persuade audiences towards particular viewpoints or interests. It encompasses journalism, entertainment, and other forms of media that prioritize accuracy, fairness, and ethical standards in their presentation of information and ideas.

In **dictionaries**, "not propaganda" is characterized by the absence of biased or misleading information intended to promote a specific agenda or ideology. It denotes communication that adheres to principles of objectivity, honesty, and impartiality, providing audiences with a balanced and truthful representation of facts, opinions, or perspectives without ulterior motives or manipulative tactics.

Overall, "not propaganda" refers to the communication of information or ideas across various contexts without the deliberate intention of influencing beliefs, attitudes, or behaviors towards a specific agenda or ideology. It emphasizes transparency, integrity, and adherence to principles of objectivity, impartiality, and truthfulness, allowing individuals to critically engage with content and form their own informed opinions based on available evidence and diverse perspectives.

Factual reporting of news and events and balanced perspective of both parties and information that is neutral and not intend to change public's opinion.

Example 1:

People **attend funeral** of Hamas officials in Beirut, Lebanon
<https://www.globaltimes.cn/page/202401/1304850.shtml>

Example 2:

Temporary **ceasefire between Israel and Hamas**, what the returning people said

- **Unclear:**

The posts which are not clear whether they fall under propaganda or not propaganda label.

Example 1:

"And I crumpled to the ground and I said, 'They are in the midst of killing our son.'"

Example 2:

The army confirmed her rescue three weeks later, without giving details of her captivity or the operation to free her.

- **Not Applicable:**

Posts which are not related to Israel-Palestine war.

Example 1:

A surprising news came out from Sitapur, UP, where a girl named Muskaan Siddiqui, resident of Katra, converted and married a young man named Shishupal Maurya. You will also be surprised to know the reason for this marriage. #Hamas #UttarPradesh #Sitapur #Islam

Example 2:

🎁 This is the final 8th final of this Competition. Who from the Atlas Lions 🇳🇵 or Bafana Bafana 🇿🇦, wins the last ticket of the quarters? Do you still want freebets? Yesss Of course! ① Like the post and our page ② Tag your gaza or your CP ③ And give us the exact score #MARRSA and your Betclic nickname! 🇷🇺 End of the game: 7 p.m. 🇬🇦 Draw: tomorrow 🕒 See you this afternoon for the results of the Senegal - Ivory Coast games & the Koumanli debrief! 🍀 Good luck gbonhi!

Process Outline:

Using an SPSS annotation tool that adhered to the standards, annotators followed the protocols to find Cohen Kappa for IAA for Propaganda. Annotators are intentionally given expectations regarding accuracy, consistency, and quality control processes in order to maintain the integrity of their annotations. There are also explicit instructions on how to handle scenarios with hazy borders and when to look for more illustrative data, all this is done through whatsapp communication, multiple meetings held with the whole team to discuss the guidelines, and collective feedback. In this instance, biased visualisation techniques are taken into consideration together with the fairness of the data related to the war and ethical management of the data.

A timely schedule allows for the update of guidelines with new information and hints found after implementation. Sessions held throughout the process, helped annotators to discuss the ambiguity they were facing, and that was solved through multiple feedbacks from all the annotators and reviewing the guidelines provided and team discussions.