

4NL3 Project Step 1

1. Overview of the Annotator's Job

As an annotator, your task is to analyze transcripts of **NBA player interviews** (pre-game and post-game) and evaluate them based on five key traits: **Charisma, Confidence, Authenticity, Energy, and Inspiration**.

For each trait, you will assign a score of **Yes (1)** or **No (0)** based on whether the trait is evident in the player's communication. The final **Aura Score** for each transcript will be calculated by summing the Yes responses, with a **maximum possible score of 5**. Your goal is to carefully read each transcript, assess the player's communication style, and assign scores according to the provided criteria.

2. Labels and Their Descriptions

Trait	Yes (1) Definition	No (0) Definition
Charisma	Inspiring, engaging speech	Dull, remarkable
Confidence	Assertive, self-assured	Hesitant, uncertain
Authenticity	Genuine, heartfelt	Scripted, insincere
Energy	Enthusiastic, dynamic	Monotone, disinterested
Inspiration	Motivational, uplifting	Neutral, uninspiring

Each transcript will be scored on the following five traits:

Charisma: Does the player use compelling, inspiring, or engaging language? A Yes indicates the player draws admiration or devotion, while a No indicates dull, uninspiring, or unremarkable speech.

Confidence: Does the player sound self-assured and assertive? A Yes indicates clear, decisive, and bold statements, while a No indicates hesitancy, uncertainty, or lack of conviction.

Authenticity: Does the player appear honest, genuine, or vulnerable? A Yes indicates heartfelt, transparent, or relatable responses, while a No indicates scripted, insincere, or evasive answers.

Energy: Is the player's tone enthusiastic, dynamic, or lively? A Yes indicates high energy, excitement, or passion, while a No indicates monotone, disinterested, or flat delivery.

Inspiration: Are the player's statements motivational or uplifting? A Yes indicates statements inspiring or uplifting others, while a No indicates neutral or uninspiring remarks.

For each trait, answer **Yes (1) or No (0)** based on whether the trait is evident in the transcript. The **final score** for each transcript is the **sum of Yes responses**, with a **maximum of 5**.

3. Rules and Criteria for Labeling

To assign scores, follow these steps:

Read the Transcript Carefully: Pay attention to the player's tone, word choice, and overall demeanour.

Evaluate Each Trait Individually: For each trait, answer Yes (1) or No (0) based on the descriptions above.

Avoid Bias: Base your scores solely on the content of the transcript, not on your personal opinion of the player.

Calculate the Aura Score: After scoring all five traits, sum the scores to determine the overall Aura Score.

4. Examples of Each Label

Example 1: High Aura (Aura Score: 5)

Transcript: "I'm so proud of this team. We fought through adversity, stayed together, and never gave up. This win is for the fans who've supported us all season. We're just getting started, and I can't wait to see what we accomplish next."

- **Charisma (1):** The player uses inspiring and engaging language, drawing admiration.
- **Confidence (1):** The player is assertive and self-assured, expressing clear conviction.

- **Authenticity (1):** The player sounds genuine and heartfelt, showing vulnerability and gratitude.
- **Energy (1):** The player's tone is enthusiastic and passionate.
- **Inspiration (1):** The statement is uplifting and motivational.

Final Aura Score: 5

Since all five traits are present, the transcript receives the highest possible score.

Example 2: Moderate Aura (Aura Score: 2)

Transcript: "We played hard, but there are things we need to work on. I think we'll do better next game. We just have to stay focused and keep improving."

- **Charisma (0):** The player's language is neutral and not particularly inspiring.
- **Confidence (1):** The player is somewhat assertive, showing belief in improvement.
- **Authenticity (1):** The player is honest but not deeply vulnerable or heartfelt.
- **Energy (0):** The tone is neutral and lacks excitement.
- **Inspiration (0):** The statement is factual but not particularly uplifting.

Final Aura Score: 2

Since only Confidence and Authenticity are present, the transcript receives a score of 2 out of 5.

Example 3: Low Aura (Aura Score: 2.4)

Transcript: "I don't know what happened. We just couldn't get it together. It's frustrating, but I guess we'll see what happens next time."

- **Charisma (0):** The language is uninspiring and lacks engagement.
- **Confidence (0):** The player sounds uncertain and lacks conviction.
- **Authenticity (0):** The player is evasive and does not take accountability.
- **Energy (0):** The tone is flat and disinterested.
- **Inspiration (0):** The statement is neutral and not motivational.

Final Aura Score: 0

Since none of the traits are present, the transcript receives the lowest possible score of 0.

5. Do's and Don'ts for Annotators

Do:

- Read each transcript carefully.
- Assign scores **only based on content**, not personal opinions.
- Stay **consistent** in labelling.

Don't:

- Let **personal biases** about the player influence scoring.
- Assume a positive or negative tone without **clear textual evidence**.
- Overthink; if unsure, go with your **first instinct**.

6. Contact Information

If you have any questions or face issues while annotating, please contact:

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