

Guidance - Meme Annotation Tool

The intention of the annotation tool is to help people analyse and classify images—specifically memes—based on their context and content.

The annotation tool's user-friendly interface enables users to give each meme different labels and scores, making it easier to see trends, moods, and potentially harmful content.

The tool's annotations can be used to perform research, train machine learning models, or learn more about the traits of memes in a dataset.

Understanding the content of memes, their relationship to text, their stance on hate, and a number of other characteristics are made easier through this method.

Each choice is significant for the analysis that follows, which aims to determine whether classifiers can actually be trained to identify problematic figures in memes with neutral context.

Overview of the categories and options for annotation:

I. Image-Text Relation:

This category explores the connection between the accompanying text and the image in a meme.

Users can choose from the following options:

- **Neutral:** The image and text have no particular relation to each other.
- **Needs Context:** The meme requires additional context to understand the relation between the image and text.
- **Text Supports Image:** The text provides context or enhances the meaning of the image.
- **Image Supports Text:** The image provides context or enhances the meaning of the text.

II. Modality Towards Hate:

This category examines the degree to which the meme expresses hate or offensive content.

Users can select from the following options:

- **None:** The meme contains no hate or offensive content.
- **Text Supports Hate:** The hate or offensive content is primarily conveyed through the text.
- **Image Supports Hate:** The hate or offensive content is primarily conveyed through the image.
- **Text & Image Supports Hate:** The hate or offensive content is conveyed through both the text and the image.

III. Decision Parts:

Users can describe the specific tokens or elements in the meme that contribute to its hateful or non-hateful nature.

This helps in identifying the key components responsible for the content's overall categorization.

IV. Hatefulness Scale:

This scale allows users to rate the level of hateful or non-hateful content in the meme on a scale from 0 to 5, with 0 representing non-hateful and 5 representing highly hateful content.

V. Confidence Score:

Users can rate their confidence in their annotations, indicating how certain they are about the accuracy of their judgments. The scale ranges from 0 (not confident) to 5 (confident).

VI. Discard Option:

Users have the option to discard a meme if they believe it does not meet the criteria for meaningful annotation.

This helps to ensure that only relevant and valid memes are included in the annotation process.

Example 1:



Please click on play to see the annotation process
([Adobe Acrobat Reader](#))

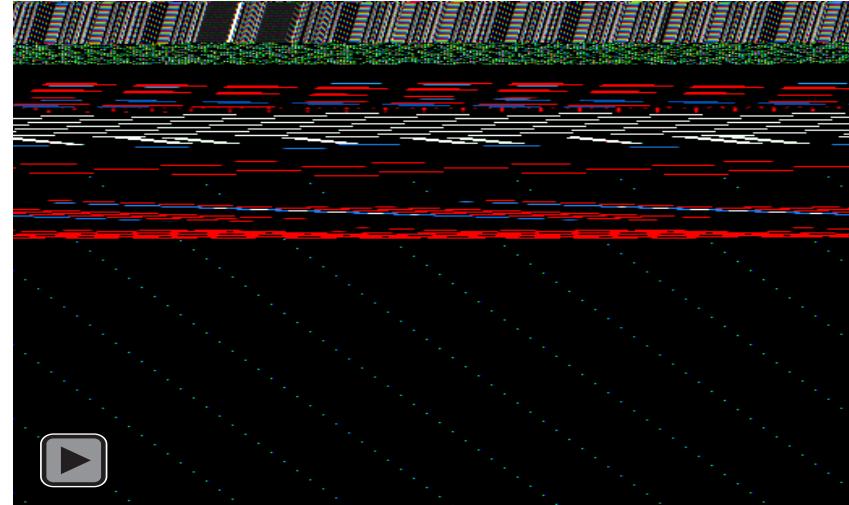


Image-text relation

The definition of 'image-text relation' describes the connection between the accompanying text and the image in a meme or other visual communication. It investigates how the language and image interact to convey a specific meaning or message. Understanding the image-text relationship in the context of offensive memes is crucial for assessing the purpose and effects of such content.

Please select one or more of the following option:

- | | | | |
|----------------------------------|--|---|---|
| <input type="checkbox"/> neutral | <input type="checkbox"/> needs context | <input checked="" type="checkbox"/> text supports image | <input checked="" type="checkbox"/> image supports text |
|----------------------------------|--|---|---|

Modality contributes towards hate

- none text supports hate image supports hate
 text&image supports hate

What exactly makes this meme hateful or non hateful from your perspective?
(prominent tokens or elements of image)

Hands showing the middle finger, hateful language

1 [More information on page 1, section Image-Text Relation](#)

2 [More information on page 1, section Modality Towards Hate, Default: none](#)

3 [Please enter some information, if you think that elements or tokens of the meme are emphasising the hatefulness or non-hatefulness](#)
[More information on page 1, section Decision Parts](#)

Hatefulness scale (Choose from 0=Non hateful to 5=Hateful)

- 0 - Non hateful 1 2 3 4 5 - Hateful

Confidence score - How much confident are you by giving that score? (Choose from 0=Not confident to 5=Confident)

- 0 - Not confident 1 2 3 4 5 - Confident

Press here if you want to discard this meme!

4 [More information on page 1, section Hatefulness Scale](#)

5 [More information on page 1, section Confidence Score](#)

6 [Please only select if no category applies!](#)
[More information on page1, section Discard](#)

Submit

7 [IF YOU ARE DONE WITH ANNOTATING,
PLEASE CLICK AT FIRST ON SUBMIT BUTTON BEFORE CLICKING ON NEXT](#)

!!!

Next

8 [IF YOU ARE DONE WITH ANNOTATING AND CLICKED ON SUBMIT,
PLEASE CLICK ON NEXT BUTTON AND CONTINUE WITH NEXT MEME](#)

Example 2:



Image-text relation

The definition of 'image-text relation' describes the connection between the accompanying text and the image in a meme or other visual communication. It investigates how the language and image interact to convey a specific meaning or message. Understanding the image-text relationship in the context of offensive memes is crucial for assessing the purpose and effects of such content.

Please select one or more of the following option:

- neutral needs context text supports image image supports text

Modality contributes towards hate

- none text supports hate image supports hate
 text&image supports hate

1

Neutral because image and text have no particular relation to each other
More information on page 1, section [Image-Text Relation](#)

2

Text supports hate because it contains a sexist phrase
More information on page 1, section [Modality Towards Hate](#)

What exactly makes this meme hateful or non hateful from your perspective?
(prominent tokens or elements of image)

3

Please enter some information, if you think that elements or tokens of the meme are emphasising the hatefulness or non-hatefulness
More information on page 1, section [Decision Parts](#)

Hatefulness scale (Choose from 0=Non hateful to 5=Hateful)

- 0 - Non hateful 1 2 3 4 5 - Hateful

4

More information on page 1, section [Hatefulness Scale](#)

Confidence score - How much confident are you by giving that score? (Choose from 0=Not confident to 5=Confident)

- 0 - Not confident 1 2 3 4 5 - Confident

5

More information on page 1, section [Confidence Score](#)

Press here if you want to discard this meme!

6

Please only select if no category applies!
More information on page1, section [Discard](#)

Submit

7

IF YOU ARE DONE WITH ANNOTATING,
PLEASE CLICK AT FIRST ON SUBMIT BUTTON BEFORE CLICKING ON NEXT

!!!

Next

8

IF YOU ARE [DONE WITH ANNOTATING AND CLICKED ON SUBMIT](#),
PLEASE CLICK ON NEXT BUTTON AND CONTINUE WITH NEXT MEME

Uploading results by using Dropbox token

Once you have completed all the annotations, you need to upload the results using the following tokens:

**sl.BiFUdwAoW74pW4YkLn7DsLNnGJ66BRIpXvU3BqSMzKeukjeqqy6OuGj4K3N0sh
pX7ceHL1TWenMXj5b4sfUKlcJmeTIV6MGvOAwZSw9eUzlWuT7Blt4QeXknhP3c_cN
e0WawzOwrF18k**

All results will be stored in a dropbox and will only be used for further analysis purposes of this master thesis!