

# 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)

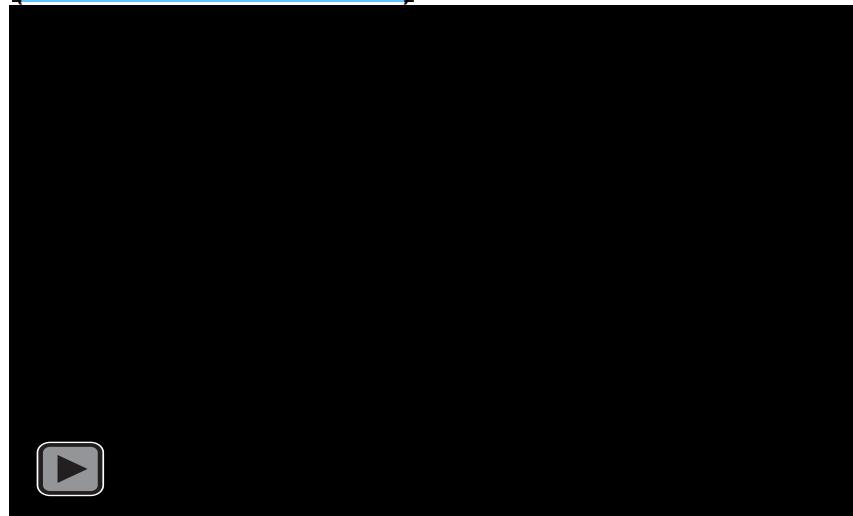


Image-text relation

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:

- neutral     needs context     text supports image     image supports text

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

Modality contributes towards hate

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

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

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

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

## 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)

The image isn't hateful; only the textual part makes it hateful

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](#)

4

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

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!

6

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

5

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

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 generated token. **The token can be generated anytime!**

Please see the following example:

1

Generate Dropbox Token

Dropbox token generated successfully!

Please copy following token to upload your results:

```
sl.Bi_bYD9ACvVqoHJrMuVa7SYDTxSmmdk6xV7VY4k5zXqYgRciEi4nDWV915RwYIBr5I5n1  
DFq3vPXgoD1yoKo7CtDgtrz46AP_CCPQzw70mHy2ILwIPkFRb4ow1tBVPrMV9sbAogn9Pam4  
gAUT9
```

2

Enter your Dropbox access token

```
sl.Bi_bYD9ACvVqoHJrMuVa7SYDTxSmmdk6xV7VY4k5zXqYgRciEi4nDWV915RwYIBr5I5r
```

3

Upload Results

Annotation table uploaded successfully! Thanks for your patience :)

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