

## ANNOTATION GUIDELINE (SENTIMENT ANNOTATION)

The process of sentiment annotation consists of two sub-processes:

1. comprehension, in which the annotator understands the content, and
2. sentiment judgment, in which the annotator identifies the sentiment, using a 5-level scale (1—negative, 2—neutral, 3—positive, 4—mixed and 5—sarcasm).

A 5 level scale:

- 1 – negative
- 2 – neutral (facts)
- 3 – positive
- 4 – mixed
- 5 – sarcastic

Positive Sentences should be tagged as positive.

Negative Sentence should be tagged as negative.

Facts should be neutral.

Mixed class should be used for sentences with mixed polarity. In the case of compound-complex sentences with more than one sentiment expressed, we will assign the mixed sentiment class.

Use the sarcastic label for sentences in which the literal wording expresses a positive or neutral sentiment, but the intended meaning is opposite (negative or mocking). Assign this class only when sentiment reversal is clearly implied by context or tone.

Questions to be asked: What kind of language is the speaker using?

1. the speaker is using positive language, for example, expressions of support, admiration, positive attitude, forgiveness, fostering, success, positive emotional state => **POSITIVE**

‘Yay! France beat Germany 3–1’ will be marked as positive because the speaker is using the positive expression ‘**Yay!**’.

2. the speaker is using negative language, for example, expressions of criticism, judgment, negative attitude, questioning validity/competence, failure, negative emotion => **NEGATIVE**

The ‘Russia **lost** to Finland’ example will be marked as negative

3. the speaker is using expressions of sarcasm, ridicule, or mockery => **SARACSM**

Usually using positive words to convey negative emotion. Ex,  
“the President is doing such a “great” job,” but in a negative context.

Please do consider the overall context of the document. This is easy for humans to annotate but difficult for computers

4. the speaker is using positive language in part and negative language in part. => **MIXED**

There is an explicit or implicit clue in the text suggesting that the speaker is experiencing both positive and negative feelings

5. the speaker is neither using positive language nor using negative language. => **NEUTRAL**  
These will be facts or no explicit or implicit sentiment bearing statements.