



Social Media Comments Annotation Guide

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The purpose of our annotations is to categorize social media comments (specifically Tiktok and YouTube comments) based on whether hate speech uses emojis. First, we separate our comments into two binary groups one is the hated group and another one is the non-hated group. Then, as an additional objective, we wanted to consider the nature of each message(e.g. "It's 🤢🤢" ⇒ Tag: Hated, Type: Disgusting, "I 😍 it" ⇒ Tag: Non-Hated, Type: Sweet). Therefore, there are 9 types of negative speech and 10 types of positive speech.

Below are the definitions of each type for both negative and positive comments using emojis.

Negative Comments

Sarcastic

A message that mocks or disrespects someone or something. A sarcastic message is a form of non-literal language that is often used to convey the opposite of what is being said literally.

Ex: "🐭🐭🐭 everywhere 😏"

Criticism

A message of disapproval of a person or thing due to perceived shortcomings or mistakes. The act of expressing one's opinion or judgment about the bad thing about something or someone.

Ex: "A Kylie Jenner BAG 🤢🤢"

Threat

A message that expresses or implies danger, harm, or damage toward property or personal property.

Ex: “mass 🗑️ and 💀”

Discriminatory

A message that expresses unfair or detrimental treatment of individuals or groups based on characteristics such as color, gender, race, age, national origin disability, or any other measure of diversity.

Ex: “why 🏳️🌈 will ruin ur life?”

Derogatory

A message that is the same as an insult, which is used for hurting others. It is unkind, flattering, or demeaning that tends to or is intended to be disrespectful, defamatory, and may consider offensive.

Ex: “Goddamnit you’re on thin ice pal 😬”

Rebellious

A message that seeks to overthrow a government and has strong disagreements with authority figures, organizations, or government figures.

Ex: “Is it war time yet 🤖🔪”

Disgusting

A message that is unpleasant, toxic, or polluting. The writer may feel sick of something or someone such as spoiled food and waste.

Ex: “this world is sick 🤢”

Mocking

A message that makes fun of someone or something, especially by mimicking action, behavior, or speech.

Ex: “He looks like the bunnies egg 😂”

Accusatory

A message that is the direct claim that someone has done something wrong. This message contains accusations or implies guilt about something. A claim that someone is guilty of a crime or misdemeanor.

Ex: "Selena true colours are coming out 🐱"

Positive Comments

Excitement

A message shows a feeling of enthusiasm, eagerness, or exhilaration, intensity of feeling.

Ex: "My respect for this guy 📈📈📈"

Support

A message that gives courage, faith, confidence help, or comfort, gives approval to or be favor of.

Ex: "Say it louder for those in the BACK 🙌❤️"

Acknowledgment

A message that shows validation of the other person's feelings.

Ex: "Absolutely 100 percent correct"

Respect

A message that indicated acceptance of the other person for who they are and a show of appreciation.

Ex: "the king of the 🌍"

Admiration

A message of surprise, delight, or approval. Respect and appreciation for someone or something. A strong agreement or pleasure regarding something.

Ex: "This movie 👍👍👍 100"

Humorous

A message that has the power to evoke laughter and is intended to provoke laughter.

Ex: "Real security gave zero fucks 😂👉"

Amazement

A feeling of being very surprised or amazed, or astonished, shocked by someone or something.

Ex: "“I swear to god I didn’t know it was a women” 🦴🦴"

Amusement

A message that indicates entertainment and happiness, diversion, interest, pleasure, enjoy something.

Ex: "shi killed me that shi was funny asf 🤡🤡"

Concerning

A message that shows anxiety or nervous feelings about something, or issues that affect a person’s well-being.

Ex: "Bad Bunny needs to stay clear of that family and save himself now. 😞😞😞"

Sweet

Text messages leave lasting impressions that feel loved and great.

Ex: "Travel life ❤️🌴"
