

# Extreme Ratings (IG)

## Using the Main Rating Scale - When To Use Extreme Ratings (1 & 5)

While completing tasks, it's important that you answer each question accurately and to the best of your ability by following the instructions laid out in the project guidelines. In addition, we ask that you pay special attention to the lowest and highest ends of the scale for the Main rating ("Would you want to see this ad on Instagram?"), as much confusion has arisen as to when to apply these ratings. Since the guidelines mention the ad impacting your day for the 1 and 5 ratings, these ratings should be used in rare cases where the ad affects your day either negatively or positively outside of Instagram.

The instructions for using the 4 & 5 ratings are as follows:

*Choose option 5 ("definitely want to see") if the ad would positively impact your overall experience - essentially, increasing the enjoyment you get out of Instagram or positively impacting your day beyond that story. Choose option 4 ("want to see") when the individual ad is good - you would choose to see it, given a choice - but, it isn't so good that it has impacted your experience beyond viewing it.*

The standards for using the 5 are harder to meet than the 4 rating. The ad would have to cause a strong positive emotional response in order for it to be appropriately rated as a 5. Since most ads won't cause such positive emotions in any way nor do they have the ability to improve your day, you should use the 4 rating far more often. Any use of the 5 rating should also be sure to explain in the comments what caused the ad to elicit such positive emotions.

The instructions for using the 1 & 2 ratings are as follows:

*Choose option 1 ("definitely do not want to see") if the ad would negatively impact your overall experience - essentially, souring your ability to enjoy Instagram or your day beyond that story. Choose option 2 ("do not want to see") when the individual ad is bad - you would choose not to see it, given a choice - but, it isn't so bad that it has impacted your experience beyond viewing it. For example, a 1-star ad might be one that promotes an ideology that offends you - imparting your ability to enjoy your Instagram and perhaps even your day.*

The standards for using the 1 are harder to meet than the 2 rating. The ad would have to cause a strong emotional reaction or an actual sense of repulsion in order for it to be appropriately rated as a 1. Since most ads won't cause offense in any way nor do they have the ability to ruin your day, you should use the 2 rating far more often. Any use of the 1 rating should also be sure to explain in the comments what caused the ad to elicit such negative emotions.

Please, **refrain from giving an ad the 1 rating if the ad is:**

- Only mildly annoying

- Not applicable to you
- Just something you wouldn't want to see

**If you receive an ad in a foreign language that you cannot understand, it is also appropriate to rate the ad a 1.**