

### APPENDIX 3: STUDENT RELIABILITY INSTRUCTIONS & SAMPLE SURVEY

*Below are instructions that will be presented to respondents at the beginning of the survey. I will read the instructions to them as they review it. After they receive the general instructions on sentiment, arousal and concreteness the survey will begin.*

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Hi. My name is Chris Vargo. I am a Ph.D. candidate here at UNC Chapel Hill. I am currently working on research that looks at tweets. This is part of my dissertation in which I am completing under the guidance of Dr. Joe Bob Hester. I am interested to see if I can find characteristics of tweets that make them “viral,” or shared more with others. Since I study advertising and public relations, I am interested in tweets that are sent from brands, like “Bank of America” or “Time Warner Cable.” We will talk about the specifics in just a minute, but first I need to talk to you about consenting and agreeing to help me with this study.

There are no anticipated risks to you if you participate in this study. To avoid strain on your eyes, take short breaks and look away from the computer screen for no less than 15 seconds. Also, to avoid long periods of sitting, feel free to stretch periodically.

This session will last one hour. The incentive to you of completing this study is 1/3<sup>rd</sup> of your research requirement in the class in which you signed up for this study through. Your name will be sent to your instructor or professor; it will verify that you participated. Should you have to leave early, you will still receive full credit for this study.

Taking part in this study is completely voluntary. If you choose to be in the study you can withdraw at any time without consequences of any kind. You can choose to skip any question, if you so feel. Participating in this study does not mean that you are giving up any of your legal rights. You may talk about this study freely to others.

The responses here will be kept anonymous and no personal information will be collected. The records of this study will be kept private.

If you have questions or want a copy or summary of the study results, contact me via the email you used to sign up for the study: [cjvargo@live.unc.edu](mailto:cjvargo@live.unc.edu).

Thank you. By taking the survey, participants are voluntarily agreeing to take part in the study. Now, let's advance to the instructions.

In this survey you will be presented with 50 tweets. Quickly read the tweet when it pops up on your screen, as you would if you were casually browsing messages on Twitter (or any other social media). Don't worry about studying it. Pay no attention to conventional grammar, hashtags, or to your liking or disliking of some words, or the tweet in general.

Following each tweet will be a short set of questions. Go with your immediate gut answer for each question.

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#### Sentiment Instructions

After reading a tweet, the first thing we need you to decide is the sentiment of that tweet. Sentiment can be positive, neutral or negative. We are concerned with the overall tone of the tweet.

Some tweets are positive. For instance:

*@Macys: Yay #awards shows! Just gonna slip into a swank dress & practice our red carpet walk. So much fun.*

Focus on the feeling. Does it use positive words? Does it sound happy? Can you imagine the person that wrote the tweet as smiling, or being happy?

If you've said yes to any of these questions – locate the emotion below that best describes the emotion in the tweet. Once you've found the emotion, label the tweet with the corresponding score (6 through 9) with the button below.

<i>Slightly Positive</i>	<i>Moderately Positive</i>	<i>Very Positive</i>	<i>Extremely Positive</i>
6	7	8	9
Alert	Excited	Elated	Ecstatic
Calm	Relaxed	Serene	Content

If the sentiment is not positive – consider negative sentiment. Consider the example:

*@Comcast: 30% of customers don't like Dish and return to cable. Why? Poor service, bad customer support and awful channel selection.*

Does the tweet use negative words? Does it sound negative? Can you imagine the person that wrote the tweet as upset, or unhappy?

If you've said yes to any of these questions – pick the emotion below that best describes the emotion in the tweet. Once you've found the emotion, label the tweet with the corresponding score (1 through 4) with the button below.

<i>Slightly Negative</i>	<i>Moderately Negative</i>	<i>Very Negative</i>	<i>Extremely Negative</i>
4	3	2	1
Tense	Nervous	Stressed	Upset
Bored	Depressed	Unhappy	Sad

Does the tweet sound neither negative nor positive, but instead factual or without emotion? If the tweet sounds like:

*@StateFarm: With the New Year, comes new purchases. If you're considering buying a new vehicle, use these IIHS Top Safety Picks.*

If the tweet does not use positive or negative words, consider scoring the tweet a 5, for neutral or no sentiment.

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#### Arousal Instructions

Next you are going to code for arousal. Here I don't mean arousal in the *sexual* sense. Instead, arousing tweets are ones that use an energized voice. If the message sounds like it came from a person that just consumed a large amount of caffeine, it is highly arousing. Arousal is often also called activation or animation. These tweets can sound alert, excited or elated.

*@Sears: Run to your local Sears now! 50% off all fitness apparel today! Going fast!*

Arousal is *not just for positive sentiment*. Arousing emotions can also be negative. When a tweet is tense, nervous or stressed it also has a high amount of arousal.

*@Comcast: This game is intense! We can barely watch with one eye open. Who will win? So anxious.*

tweets with low amounts of arousal sound subdued, bored, depressed, relaxed, or serene. If you imagine the author as not animated, but very inactive, code the tweet as having a low amount of arousal. Consider these two tweets:

*@DirecTV: Yawn. What is everyone watching on this cold, dreary Sunday?*

*@Starbucks: Relax. Destress. Tazo Refresh Tea.*

Consider the tweet on an arousal scale of 1 to 9. 1 being the most subdued, 9 being the most active. Consider the scales below. Look at the scale that matches the sentiment you just chose in the first part of this exercise. Pick the arousal state that you feel best matches the tweet. Take the corresponding number as your answer.

## POSITIVE AROUSAL STATES

<i>Low (subdued) arousal</i>					<i>High (active) arousal</i>			
1	2	3	4	5	6	7	8	9
Calm	Relaxed	Serene	Contented	Neutral	Happy	Elated	Excited	Alert

## NEGATIVE AROUSAL STATES

<i>Low (subdued) arousal</i>					<i>High (active) arousal</i>			
1	2	3	4	5	6	7	8	9
Bored	Depressed	Unhappy	Sad	Neutral	Upset	Stressed	Nervous	Tense

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### Concreteness Instructions

We need you to consider one more thing about each tweet: how concretely worded it is.

Concrete tweets:

- Describe a specific event or scenario vividly.
- Engage your senses when you imagine that scenario.
- Use descriptive words that enhance the meaning of the tweet.

Vague tweets:

- Don't describe a specific event or scenario vividly.
- Are hard to picture in your mind.
- Use generic words that have many different meanings.

The purpose of this test is to discover how well these tweets render clear, vivid pictures in your mind.

For example, compare these two tweets.

*@Starbucks: Are you swamped today? Relax with a hot specialty drink.*

*@Starbucks: Too many books to read for class today? Take a minute to relax with a piping hot Caramel Flan Latte!*

Both of these tweets could describe the same thing. The second one however is clearer, stronger and more active to your senses. You can picture being busy with schoolwork. You can also picture a latte better than you can a "hot specialty drink."

These two tweets are vague:

*@Sears: Remember to always love one another.*

@Kohls: Have a great weekend!

These tweets are vague statements. They really don't describe clear, strong situations. As you read these tweets aloud, they do not appear to elicit your senses.

The following three questions below will be asked of you. After you've made your answers take all three scores into account and deliver your overall score for how concrete the tweet is.

A) How clearly does the tweet describe a specific event or scenario?

<i>Vague</i>			<i>Concrete</i>		
1	2	3	4	5	6
Very unclear	Unclear	Somewhat unclear	Somewhat clearly	Clearly	Very clearly

B) How effective is the tweet at engaging your senses when you imagine it?

<i>Vague</i>			<i>Concrete</i>		
1	2	3	4	5	6
Very ineffective	Ineffective	Somewhat Ineffective	Somewhat Effective	Effective	Very Effective

C) How ambiguous is the words used in the tweets?

<i>Vague</i>			<i>Concrete</i>		
1	2	3	4	5	6
Very ambiguous	Ambiguous	Somewhat ambiguous	Somewhat specific	Specific	Very specific

D) Finally, given your evaluation of all the criteria of concreteness, what is your overall score of concreteness for this tweet?

<i>Vague</i>			<i>Concrete</i>		
1	2	3	4	5	6
Very Vague	Vague	Somewhat Vague	Somewhat Concrete	Concrete	Very Concrete

<END OF INSTRUCTIONS, BEGIN EXAMPLE SURVEY>

tweet 1 of 50:

@Macy's: We are having an extremely great sale today. Half off all David Yurman earrings!

Q1) What is the sentiment of this tweet? Select the score with the most appropriate emotion:

<i>Extremely Negative</i>	<i>Very Negative</i>	<i>Moderately Negative</i>	<i>Slightly Negative</i>	<i>Neutral Sentiment</i>	<i>Slightly Positive</i>	<i>Moderately Positive</i>	<i>Very Positive</i>	<i>Extremely Positive</i>
1	2	3	4	5	6	7	8	9
Upset	Stressed	Nervous	Tense	Informational	Alert	Excited	Elated	Ecstatic
Sad	Unhappy	Depressed	Bored		Calm	Relaxed	Serene	Content

<ONLY SHOWN IF RESPONDED WITH A POSITIVE SENTIMENT (6-9) FOR Q1>

Q2a) Use this scale to identify the level of arousal for this tweet. Select the score with the most appropriate emotion:

<i>Low (subdued) arousal</i>					<i>High (active) arousal</i>			
1	2	3	4	5	6	7	8	9
Calm	Relaxed	Serene	Contented	Neutral	Happy	Elated	Excited	Alert

<ONLY SHOWN IF RESPONDED WITH A POSITIVE SENTIMENT (1-4) FOR Q1>

Q2b) Use this scale to identify the level of arousal for this tweet. Select the score with the most appropriate emotion:

<i>Low (subdued) arousal</i>					<i>High (active) arousal</i>			
1	2	3	4	5	6	7	8	9
Bored	Depressed	Unhappy	Sad	Neutral	Upset	Stressed	Nervous	Tense

<ONLY SHOWN IF RESPONDED WITH NEUTRAL SENTIMENT (5) FOR Q1>

Q2c) Use this scale to identify the level of arousal for this tweet:

<i>Low (subdued) arousal</i>					<i>High (active) arousal</i>			
1	2	3	4	5	6	7	8	9

Q3) How clearly does the tweet describe a specific event or scenario?

<i>Vague</i>			<i>Concrete</i>		
1	2	3	4	5	6
Very unclear	Unclear	Somewhat unclear	Somewhat clearly	Clearly	Very clearly

Q4) How effective is the tweet at engaging your senses when you imagine it?

<i>Vague</i>			<i>Concrete</i>		
1	2	3	4	5	6
Very ineffective	Ineffective	Somewhat Ineffective	Somewhat Effective	Effective	Very Effective

Q5) How ambiguous are the words used in the tweets?

<i>Vague</i>			<i>Concrete</i>		
1	2	3	4	5	6
Very ambiguous	Ambiguous	Somewhat ambiguous	Somewhat specific	Specific	Very specific

D) Finally, considering your answers for questions 3 through 5, what is your overall score of concreteness for this tweet?

<i>Vague</i>			<i>Concrete</i>		
1	2	3	4	5	6
Very Vague	Vague	Somewhat Vague	Somewhat Concrete	Concrete	Very Concrete

<QUESTIONNAIRE WILL REPEAT 50X, EACH TIME PIPING IN A DIFFERENT TWEET>