

Questions are asked regarding the social message, tone transition and violence depiction in advertisement video. The questions have been divided into 3 sections: **Social message**, **Tone transition**, **Violence Depiction**.

Please use google chrome for performing the annotation task.

For each section, please press the blue button for detailed instructions

Input video (hosted through web)

Social Message instructions for social message annotation An advertisement video has a social message, if it provides awareness about any social issue. Example of social issues: gender equality, drug abuse, police brutality, workplace harassment, domestic violence, child labor, environmental damage, homelessness, hate crimes, racial inequality etc Check these following advertisement videos having social message **Human annotators** Tone transition Instructions for tone transition Please read the following definitions before answering the question Positive Tone Definition An advertisement video segment has a positive tone if the following elements are present: · Optimistic elements that portray hope and success · Positive imagery based on uplifting music and visuals Examples: Girls overcoming negative stereotypes and succeeding in sports. A blind person being able to navigate seamlessly through city roads with an app. **Negative Tone Definition** An advertisement video segment has a negative tone if the following elements are present: · Sad narrative showing suffering, fear, destruction · Depressing music and distressing visuals Examples: Themes of domestic violence, environmental damage (deforestation, poaching), human trafficking, humanitarian General Instructions . If the segments do not contain any positive or negative elements, please mark neutral as the tone for the respective · Questions are first asked regarding tone in the beginning, middle and ending segments of the advertisement video.

· After each segment (beginning/middle/ending), please provide a short explanation regarding the selected tone.

Instructions for social message detection annotation

Social message detection annotation

Based on the above definition, does this advertisement video have any social message?

O Yes O No

Beginning Tone
I think the beginning ton

think the beginning tone is Positive Negative Enter explanation for tone in Neutral

Middle Tone

think the middle tone is _____ because

Enter explanation for tone in the middle

Ending Tone

think the ending tone is because

Enter explanation for tone in the end.

Tone transition detection annotation

Instructions for tone transition annotation