The Twitter sentiment lexicon that was used in our project was created by hand through crowdsourcing using the MaxDiff annotation scheme also known as Best-Worst Scaling/Maximum Difference scaling. The annotation process was headed by Svetlana Kiritchenko of the National Research Council of Canada, who used the 1500 or so high-frequency terms from the Sentiment140 Corpus and the Hashtag Sentiment Corpus. The annotators were given four of these words at a time that they are then asked to rank from most positive to most negative, which can then be converted into real-valued numerical association scores for each word. This method is preferred to one where annotators are randomly told to assign values to each word as this is highly varying and unreliable. Thus, all the sentiment scores for the words were computed based on the words’ relationship with each other.

<http://saifmohammad.com/WebDocs/NRC-Sentiment-JAIR-2014.pdf>

Kiritchenko, Svetlana, Xiaodan Zhu, and Saif M. Mohammad. "Sentiment Analysis of Short Informal Texts." *Journal of Artificial Intelligence Research* 50 (2014): 723-62. Web. 29 Apr. 2017.