Annotation Guidelines

The dataset consists of 1,476 headlines related to specific stock companies, including Amazon, Netflix, NVIDIA, and Alphabet. We utilize the original headlines to analyze the overall sentiment expressed in headlines related to each individual stock company, referred to as the "target".

In total, there are 1,476 headlines requiring annotation, with three annotators designated for this task. Initially, the three annotators individually annotate the same subset of 150 headlines. Subsequently, an assessment of intercoder reliability is conducted to ascertain adherence to the task guidelines and consistency among annotators' interpretations. Upon achieving a satisfactory level of agreement, each annotator proceeds to annotate an additional 442 headlines. Your assistance is greatly valued, and we extend our gratitude for your cooperation. Should you have any inquiries or require clarification regarding the task, please feel free to approach me at any time. Thank you.

Excel Spreadsheet

An Excel file is provided to annotators, containing three columns: Target, Headline, and Sentiment Score. Annotators should enter the sentiment score in the designated column. The annotators assess the overall sentiment conveyed in the headline that is associated with the target specified in column one, labeled as "target".
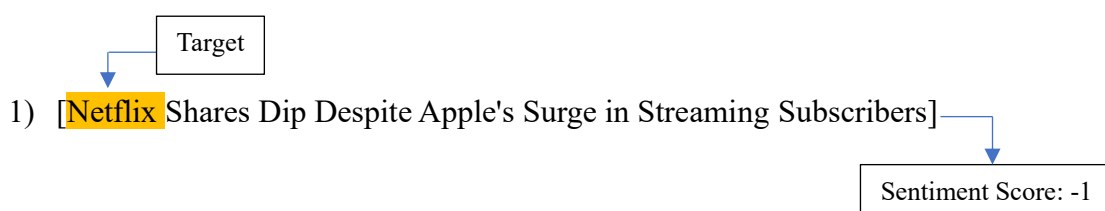
Sentiment Scoring

Annotators assess the overall sentiment conveyed in headlines pertaining to the target and assign sentiment scores to each headline, using a three-point scale.

- (-1) for negative sentiment,

- (0) for neutral sentiment,
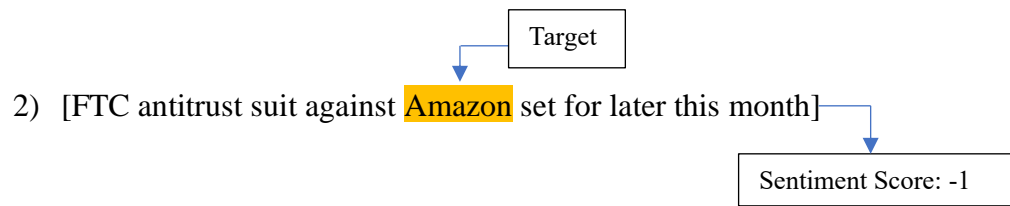
- (1) for positive sentiment.

Scoring Guidelines

- Do not assess the general sentiment of the entire headline. Evaluate the sentiment of the headline, specifically in regards to the target. Analyze the headlines from the viewpoint of a reader, taking on the perspective of an investor. Evaluate the overall sentiment expressed in the headlines concerning the target and contemplate the potential ramifications that it may have on investment decisions.

- If the headline mentions numerous stock companies, focus exclusively on the designated target company. Analyze the overall sentiment of the headline, particularly in relation to the target company. The target company can be located at any position within the headline.

- Annotate based on the sentiment expressed in the headline itself, without relying on additional information.

- For headlines that exhibit a mixture of positive and negative sentiment, uncertainty, or ambiguity, a neutral sentiment score of 0 should be assigned.

- Assign a neutral sentiment to the headline in the absence of any clear positive or negative sentiment regarding the target company.
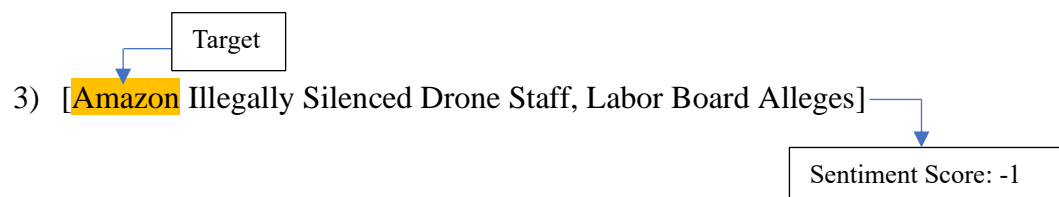
Examples:

Target

1) [Netflix Shares Dip Despite Apple's Surge in Streaming Subscribers]
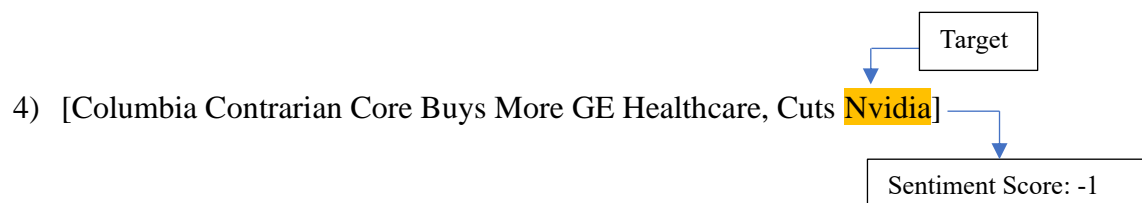
Sentiment Score: -1

In the above headline, the phrase 'Netflix Shares Dip' conveys a negative sentiment, implying a decrease in the value of Netflix's stocks. In contrast, the sentiment towards Apple is positive, as indicated by the phrase 'Apple's Surge in Streaming Subscribers,' suggesting a substantial rise in its number of streaming subscribers. Given that the target in the provided Excel file for annotators is Netflix and consequently the subject of the annotation, we assign a sentiment score of -1 to this headline.

2) [FTC antitrust suit against Amazon set for later this month]
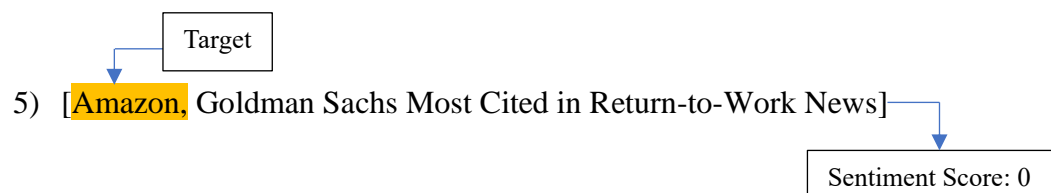
Target

Sentiment Score: -1

The headline highlights the upcoming antitrust lawsuit that the FTC (Federal Trade Commission) is filing against Amazon, implying that the company may face adverse legal consequences. Therefore, we assign a sentiment score of -1 to this headline.

3) [Amazon Illegally Silenced Drone Staff, Labor Board Alleges]

Target

Sentiment Score: -1

This headline highlights that the labor board has accused Amazon of unlawfully suppressing its drone employees, which could pose legal and labor relations difficulties that might be seen unfavorably by investors. Therefore, we assign a sentiment score of -1 to this headline.

4) [Columbia Contrarian Core Buys More GE Healthcare, Cuts Nvidia]
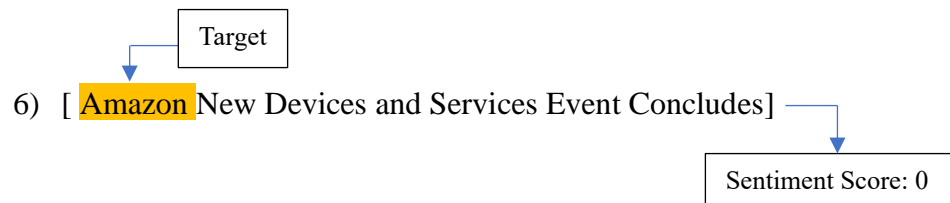
Target

Sentiment Score: -1

The term 'cutting' in this headline implies a decrease in investment, typically reflecting a lack of confidence or a pessimistic view towards NVIDIA. Hence, we allocate a sentiment score of -1 to this headline.

5) [Amazon, Goldman Sachs Most Cited in Return-to-Work News]
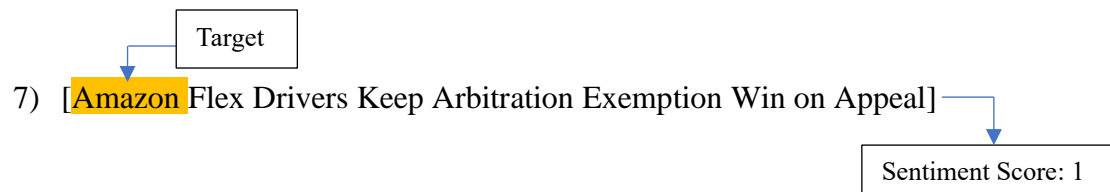
Target

Sentiment Score: 0

This headline states that Amazon and Goldman Sachs are the corporations that are referenced most frequently in news related to returning to work. The headline does not
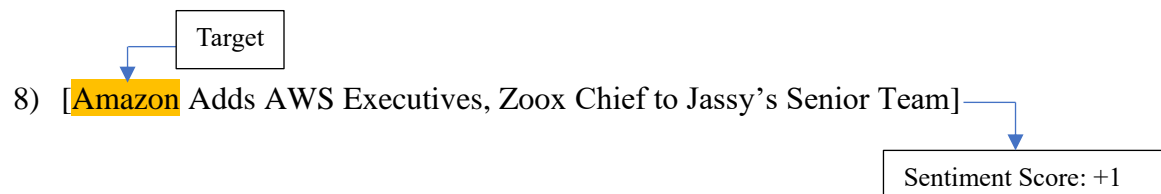
express any identifiable positive or negative sentiments towards Amazon in particular. Hence, we allocate a sentiment score of 0 to this headline.

Target

6) [Amazon New Devices and Services Event Concludes]

Sentiment Score: 0

The headline simply states a factual event without conveying any positive or negative judgment. It informs the reader that an event related to Amazon's new devices and services has ended, without expressing any opinion or interpretation about the event itself. Hence, we allocate a neutral sentiment score to this headline.

Target

7) [Amazon Flex Drivers Keep Arbitration Exemption Win on Appeal]

Sentiment Score: 1

This headline indicates that Amazon Flex drivers have successfully obtained an exemption from the requirement to go through arbitration, as a result of their appeal. This suggests that the drivers may experience a positive legal result, which could result in better working conditions or other advantages. Furthermore, this suggests that Amazon has effectively protected its stance in this legal issue, which may be seen as a favorable advancement for the company. Hence, the overall sentiment for Amazon is positive, and we assign a score of +1 to this headline.

Target

8) [Amazon Adds AWS Executives, Zoox Chief to Jassy's Senior Team]

Sentiment Score: +1

This headline signifies Amazon's strategic move to bolster its leadership with experienced individuals, potentially driving growth and innovation within the company. Therefore, we assign a sentiment score of +1 to this headline.

The efficacy of our research hinges on the exactitude of the manual annotations. Your contributions are crucial in guaranteeing the quality of our analysis. We express our profound appreciation for your dedication, attention to detail, and invaluable contributions.