Pathos Guidelines:
Appeals to positive and negative emotion

1 Theoretical background

Pathos is defined as the emotion of the audience. In ancient rhetoric Aristotle notices how persuasive power of speech can depend on the emotional state of the audience. In *Rhetoric* (Book I, 2), Aristotle writes: *"persuasion may come through the hearers, when the speech stirs their emotions. Our judgements when we are pleased and friendly are not the same as when we are pained and hostile."* This interactional nature of pathos is depicted in Fig. 1.

> Pathos is not the same as sentiment expressed by speaker towards an issue. Pathos is the emotion **elicited** by speakers in hearers via the means of language, with the purpose of increasing the persuasive power of their speech.

2 Data resources and processing

This annotation scheme has been developed to investigate pathotic appeals in Social Media (hereafter **SM**) discussions on Polarisation Issues (thus we use the abbreviation **PolarIs** as a name of our corpus). PolarIs corpus consists of conversations taking place on two social media, Reddit and Twitter. As a consequence, language you will encounter is very often different from 'school English', filled with colloquialisms, abbreviations and references to affordances of both platforms. The data has been automatically separated into text units that were structured to allow you annotation which will later be used for automated analytics of large datasets.

   The purpose of your work is to annotate the file according to instructions. Once the file is fully annotated, data gathered in it will allow us to build more robust analytics. Your attention to linguistic markers of pathotic appeals is what allows for construction and training mining algorithms which can analyse large datasets so it's important you decide carafully and consistently on your annotation. You will work on a CSV file, where you will see conversations on selected topics separated into shorter text spans which you will analyse individually. Download the file onto your computer and save it after each work session to avoid losing any progress.
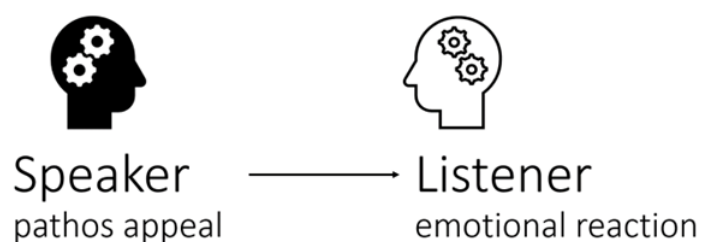

Figure 1: Pathos model in interaction

When you open the file, you will see rows with text spans and descriptions of their properties in corresponding columns;

- *full_text_id* consisted of an individual, chronological number for given text unit

- *comment_url* consisted of an individual id for given text unit

- *conversation_id* consisted of an individual id of a comment starting the Reddit sub-thread in which given each text unit was responding to

- *source* consisted of a name of the user who produced which given text unit

- *full_text* consisted of a larger text a sentence is part of - this is provided for context

- *sentence* automatically derived sentence - the object of your annotation

   Your task is to fill the following columns:

- **No_pathos** to be filled with 1 if given text unit does not contain pathos

- **Contains_pathos** to be filled with 1 if given sentence contains pathos

- **Positive** to be filled with 1 only if given sentence is marked "Contains pathos" and this pathos consists of appealing to positive emotions

- **Negative** to be filled with only if given sentence is marked "Contains pathos" and this pathos consists of appealing to negative emotions

3   Guidelines

The rules presented here should be followed in sequential order.

♣ **Rule 1.1 Decide if pathos is present** Does the speaker intend to elicit emotions *for the purpose of rhetorical gain*?

- Yes – mark "1" in column "Contains_pathos";

- No – mark "1" in "No_pathos" and **end** for this text fragment.

   ♣ Rule 1.1.1 Place yourself as the recipient of the comment.

   ♣ Rule 1.1.2 Mark only one column in this step. Do not annotate 0, if something is not present, simply leave the field empty.

♣ **Rule 1.2 Decide if pathos is positive or negative** If you annotated "Contains_pathos": Is the emotion intended to be elicited positive or negative?

- Positive – mark "1" in column "Positive";

- Negative - mark "1" in column "Negative".

   ♣ Rule 1.2.1 Context - Mark pathos appeal based on your general knowledge, I.e. the type of knowledge that any adult representative of this culture would have. Do not worry about your lack of knowledge of political context surrounding the events described, or about your potentially too specialised knowledge.

   ♣ Rule 1.2.2 Mark the presence of pathos based on linguistic cues. They can be words, phrases, rhetorical figures (such as metaphor) - in general, anything that can be found in language. You mark the presence of a feature by indicating 1 in the allocated column.

♣ Rule 1.2.3 Mixed cases - if the pathos is mixed, i.e. a sentence elicits both positive and negative emotions decide which one is prevailing and mark one option.

♣ Rule 1.2.4 Sarcasm and irony - Mark the actual emotions it elicits (the way you understand it as a human capturing sarcasm).

4 Examples

This section presents examples of how pathos is used in social media and how it can be annotated using the rules presented in this annotation scheme, i.e. presence of pathos, and determining positive and negative emotion using linguistic cues.

4.1 Negative pathos

(1) *But also - ignoring that a huge proportion of the population have comorbidities (you might have one yourself), yet saying 'fuck them' is pretty disgusting.*

Contains_pathos: 1. Justification: The speaker intends to elicit emotions from the audience, specifically feelings of disgust or moral valuations, by emphasizing the neglect of a vulnerable population ("huge proportion of the population have comorbidities") and using strong language ("'fuck them' is pretty disgusting"). This is done with the apparent purpose of rhetorical gain, i.e., to sway the audience's opinion about the issue at hand.
Type of Emotion (Positive/Negative): Negative. Justification: The emotion intended to be elicited is negative, as the speaker is aiming to evoke feelings of disgust or outrage at the attitude towards people with comorbidities.
Linguistic Cues: The phrases "huge proportion of the population have comorbidities," "you might have one yourself," and "'fuck them' is pretty disgusting" serve as linguistic cues for eliciting negative emotion. They collectively aim to portray a lack of empathy or concern for a vulnerable group, thereby intending to stir emotions like indignation or disgust.

(2) *Now do "died with the jab" like the horseshit, never seen before metric used for the Rona Maybe chat with a Pathologist and see how their entire profession was ignored.* (1523 in in tweets CovidVaccine sent)

Contains_pathos: 1. Justification: The speaker appears to be intending to elicit emotions from the audience, particularly feelings of skepticism or indignation. The use of words like "horseshit" and "never seen before metric" aim to stir controversy or doubt about the subject matter (in this case, the efficacy or reporting of a vaccine). The suggestion to "chat with a Pathologist" further intends to question the mainstream narrative by implying that valuable professional insights have been ignored.
Type of Emotion (Positive/Negative): Negative. Justification: The intended emotion is negative, aiming to evoke doubt, skepticism, or indignation at the approach taken towards the COVID-19 pandemic and vaccination metrics.
Linguistic Cues: The phrases "died with the jab," "like the horseshit, never seen before metric," and "Maybe chat with a Pathologist" are all linguistic cues meant to elicit a negative emotional response. They aim to question or undermine the prevailing narrative regarding COVID-19 and vaccinations.

4.2 Positive pathos

(3) *good luck staying COVID free!!*

Contains_pathos: 1. Justification: The speaker appears to intend to elicit emotions, specifically feelings of goodwill or encouragement towards staying healthy amidst the pandemic. The phrase "good luck" combined with the exclamation marks intends to emphasize the sentiment, and the hashtag "COVID free" adds urgency and topical relevance.

Type of Emotion (Positive/Negative): Positive Justification: The intended emotion to be elicited is positive. The speaker is wishing the audience well, expressing hopes for their health during a challenging time.

Linguistic Cues: The phrase "good luck" and the use of exclamation marks serve as linguistic cues that the speaker aims to elicit a positive emotional response. They are used here to express enthusiasm and sincerity in the well-wishers.

(4) *your vigilance is commendable (and should be the norm)*

Contains_pathos: 1. Justification: The speaker is evidently intending to elicit emotions from the audience. The use of the word "commendable" serves to praise the vigilance of the audience or subject. By adding the parenthetical "(and should be the norm)," the speaker also intends to encourage or influence the audience to view such vigilance as a standard practice.

Type of Emotion (Positive/Negative): Positive. Justification: The emotion intended to be elicited is positive, aiming to generate feelings of approval and validation for being vigilant.

Linguistic Cues: The phrase "your vigilance is commendable" and the parenthetical "(and should be the norm)" serve as the primary linguistic cues for eliciting a positive emotional response. They aim to express approval and set a positive standard for behaviour.

4.3   Challenging cases

Is example below inducing negative pathos or no pathos at all?

(5) *Can only imagine what comes next. Haven't seen them since Jan 2020.*

Contains_pathos: 1. Justification: The speaker seems to be intending to elicit an emotional response, but the specific emotion is ambiguous. The phrase "Can only imagine what comes next" could imply anticipation, curiosity, or even fear, depending on the context. "Haven't seen them since Jan 2020" adds a layer of sadness, especially when placed within the context of tweets related to the Covid vaccine.

(6) *I hate it that they essentially use this as motivation to avoid any mitigations.*

Contains_pathos: 0. Justification: In example (6) annotators confuse the concepts of expressed emotions and induced emotions. In our annotation guidelines of pathos appeals we focus on the latter cases. In the sentence (6) above the user expresses her/his opinion and uses words with negative connotation, which might be the reason we observe a disagreement in the annotation. Although we observe a dominance of the language function in this case, the induction of negative emotions in the hearers might still take place because of the use of words "hate", "avoid", "mitigations" which could be regarded as carrying a negative connotation. Thus, we expect to observe a disagreement between annotators in such cases.