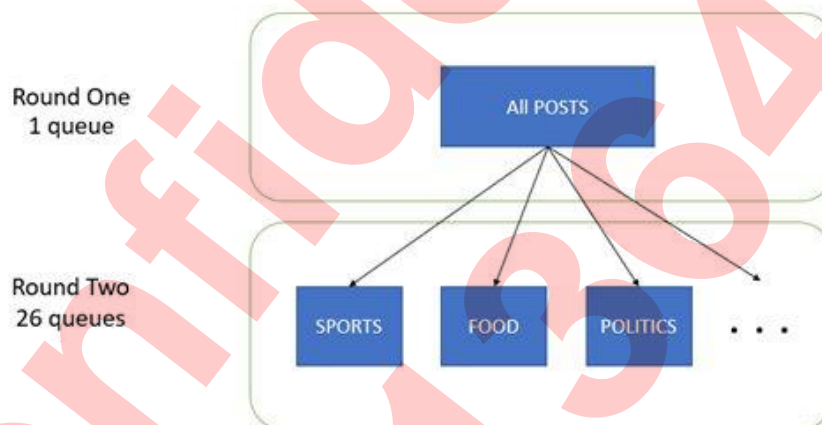# Guidelines: Pearl

Project Overview

In this project, you will review a post (could be a feed post or a story post) and then label all of the topics to which it's related. The labeling flow consists of two rounds, and you may be assigned to either or both of these rounds. In Round One, you will view a random post and then select from a group of broad **topics** (e.g. Sports, Food), as well as a few other non-topical **attributes**. These posts will then be routed to the appropriate topic-specific Round Two queue(s), based on the topics assigned in Round One. In Round Two, you will focus on posts that were previously assigned to just one of the broad **topics**, and then choose among a large group of much more specific **subtopics** which relate to it.

Reference documents

Before you begin labeling, please read through the attached reference documents so that you understand the key vocabulary that we'll use throughout this program.
1. Definitions: Topics (V3)
2. Definitions: Entities
3. Definitions: Attributes V2

Instructions: Round One

1. Look at the post on the left and spend 30-60 seconds to make sure that you understand it. It's important to consider any text in conjunction with any media - for example, you'd want to think about how a photo might be interpreted *in combination with* any text that's present. In addition to the text itself, if the posts contains...
    a. **...a photo**, consider the photo(s) (including text overlaid on it), as well as any text appearing above the photo.
    b. **...text only**, consider the text (including emojis) in the post.
    c. **...a link**, click on the link and quickly scan the content on the page, then also consider any accompanying text in the post itself.
    d. **...a video**, watch the video for up to 60 seconds (if the video is long watch first 10-15 seconds, click through 5 spots and watch 5-10 seconds at each) then also consider any accompanying text.
2. In the panel titled "*Select the topics that this post is about*", select **every topic** to which the post is related. If the post isn't related to any of the topics, then select the **'No Topic'** checkbox.
3. For the question "*Select the attributes that apply to this post*", select 'Commercial Intent' if it applies. If no attributes apply, select the **'No Attributes'** checkbox.
4. Click **'Submit'**.

Note: If you encounter an error that prevents you from evaluating the post, then use the appropriate 'Skip' button, according to the descriptions below.
- The tool doesn't load → Click **'Skip : Tool Error'**
- The post is neither in English nor is it in the language of the queue → Click **'Skip : Other Language'**
- You encounter a different problem that prevents you from labeling → Type a brief explanation in the comment box, then click **'Skip : Other'**

Sensitive Content
"Sensitive" is defined as containing or potentially containing any of the following content:
- Child Exploitation and/or Child Nudity
- Self Injury and Suicidal Content
- Credible Threats, Violence or Calls to Violence
- Adult Sexual Content and/or Nudity
- Hate Speech

- Acts of Terrorism
- Human Trafficking
- Bullying and Harassment

For these types of content, raters should SKIP, and indicate "sensitive" as the reason in the comment box.

Escalation Protocol
1. Immediate Escalation: If the content contains imagery or text/voice indicating or soliciting **Child Exploitation, Child Nudity or Human Trafficking**, escalate the Job ID immediately to your manager. CEI should never be screenshot or replicated in any way as it only further exacerbates the issue. Please always look to use task/job number for issue identification.
   a. Child Exploitive Imagery refers to imagery (images, videos) depicting the sexual exploitation of a child.
   b. Human Trafficking includes the recruiting, transporting, or harboring of people by means of threat, coercion, or fraud for the purpose of exploitation. That exploitation can come in many different forms, including sexual exploitation, forced slavery, slavery, servitude, or the removal of organs."

What does it mean to be 'related'?

If it would make sense to see the post in a Facebook feed about topic X, then the post is related to the topic. For the purposes of this project, a post can be labeled as being related to a topic in all of the following situations:
1. The post would make sense to show up in a search for that topic, even if the topic is not explicitly referred to by name
   a. See section below on *'How 'related' does it have to be?'*
2. The post would make sense to show up in a search for that topic, even if multiple topics are a focus
   a. See section below on *'What if the post is about more than one topic?'*

How 'related' does it have to be?

It is not sufficient for a post to merely mention a topic. Some posts explicitly mention a topic, but do not address the topic such that it would make sense to show in a search for that topic. Conversely, a post can be strongly related to a topic without calling it by the same name.
- Post is a news article of a boy winning a school competition. There is photo of the boy and his family and dog in front of their house with the caption: "Competition winner, pictured with his parents, sister and dog" → do NOT tag 'Animals & Pets'.
   o While a dog is shown and mentioned, the post is not *about* dogs and this would not make sense to show in a feed about Animals & Pets.

- Post is a meme about "Man's best friend" → Tag 'Animals & Pets'.
    - While the word "dog" does not appear, the phrase "Man's best friend" refers to dogs so this post is about animals and pets.

What if the post is about more than one topic?

Tag ALL relevant topics. Pay particular attention to posts that are about one thing that is related to multiple topics:
- Post about new Economic Policy → Tag 'Politics' + 'Business, Finance & Economics'
- Post about someone using a new fitness routine to improve a health condition→ Tag 'Health & Medical' + 'Fitness & Workouts '
- Post about a Politician's stance on Welfare programs → Tag 'Politics' + 'Social Issues'
- Post is about the best restaurant three friends found while traveling through Italy → Tag 'Food & Drink' + 'Travel & Leisure Activities' + ' Relationships, Friends & Family'

If the post links to an article, video, or slideshow that is long and includes a lot of topics, scan to see if there are topics it focuses on most. If so, select those. If not, consider what is specifically mentioned or depicted in post itself, as well as if the post would make sense to show up in a search for that topic.

What about low quality / personal posts?

Tag all topics the post is about **without** regard for quality, professionalism, or the size of the audience for the post.
- Post is a professional video of a Beyonce concert → Tag 'Music & Audio'
- Post is a cellphone video of a band performing in a bar → Tag 'Music & Audio'
- Post is a cellphone video of a 3 year old singing in the car → Tag 'Music &Audio'
- Post is a meme about music → Tag 'Music & Audio'

How do we tag posts about specific entities?

Pay special attention to whether the post is related to any **entities**
(i.e. unique people, places, or things). If the post is about an entity, and that entity is strongly related to a topic, then you should assign the post to that topic. For example,
- Post is about Barack Obama → Tag 'Politics'
- Post is about McDonald's → Tag 'Food & Drink'
- Post is about The Beatles → Tag 'Music & Audio'

However, do not assume that every post which mentions an entity is about that entity. For example, a video about the Olympics might show the logo of its sponsor, McDonald's, but that isn't enough to consider the post related to McDonald's (or to 'Food & Drink').

Do we tag topics related to the author of the post?

When labeling a post, we must be sure that we do not automatically apply labels based solely on the author. The post must still be ABOUT the author or feature their opinions/thoughts on a topic.

Example: Joe Biden a person who is strongly known as a political figure

- A post by Joe Biden congratulating the Detroit Tigers on winning a baseball match is not about Joe Biden. This would get a Sports label and not the 'Politics' label.
- A post by Joe Biden presenting his views on education reform is about Joe Biden. This would get the 'Politics' label.

How do we tag Memes?

Memes often use content from one topic to make a statement about another topic. In this case, tag both topics.

- Meme of a TV character looking sad with the caption "How I feel when my pet walks away from me" → Tag 'TV & Movies' + 'Animals & Pets'

Research

If there are names or phrases in a post that you do not understand, you should look them up. Similarly, if you think a post may be referencing a topic, but you are not sure, do a search to find out. You can also look up the author of the post for more context. You can use the links provided below the post, however those links are auto generated, so use your judgment to determine if they are relevant.

Definitions: Topics (V3)

Definition of the dimension

Topic describes the subject of the content. Think seeing this content in a Facebook feed on topic X - would it be relevant? If so, then the content is related to the topic. This means that it's not sufficient to call 'related' every piece of content that merely mentions the topic. There could be content which explicitly mention the topic, but would not actually be relevant for an interested user. Conversely, there are posts that would be strongly related, but which do not call it by the same name.

*Include and Exclude lists are examples, not exhaustive.

Definition of labels

Animals & Pets

Content about pets, wildlife, and other animals. Includes content about animals that does not explicitly feature animals, such as content about veterinary medicine, conservation, animal rights campaigns.

Include
- Animal welfare
- Animal sports (e.g. horse racing)
- Fantasy creatures (e.g. dragons, unicorns, mermaids)
- Veterinary health
- Cartoon sketches / drawings of animals

Exclude
- Plushy/not real animals (e.g. toys)
- Hunting and fishing unless the focus in on the animal (posts about hunting and fishing equipment for example should only be coded 'Sports')

Books & Literature

Content about writing, books and literature.
Includes
- Fiction, non-fiction, children's books
- Comic books and graphic novels
- Poetry
- Magazines, newspapers and journalism
- Plays scripts (but not theatrical performances, code those as 'Performing Arts')
- Writing (e.g. writing workshops, technical writing)

- Audio books
- Book clubs
- Literary journals & awards
- Libraries

Excludes

- Political & editorial cartoons (e.g. New Yorker cartoons — code as 'Visual Arts, Architecture & Crafts' and 'Politics' if appropriate)
- Comic strips (code as 'Visual Arts, Architecture & Crafts')

Business, Finance & Economics

Content that you'd expect to see in the Business section of a newspaper. Includes content about specific businesses, economic trends and policies, personal finance, and work culture

Includes

- News and reporting about companies including
    - Small/local as well as large companies
    - Product launches (under relevant industry)
    - Individuals posting about a company (e.g. "Apple is the best company in the world")
- Business strategy and operations
- News and analysis of topics relevant to entire industries (e.g., real estate, fashion industry, etc.)
- Economic trends and policies at the national, regional, state or local level (e.g. GDP, employment rates, housing prices, etc.)
- Financial markets (e.g. investing, stock markets, cryptocurrency)
- Banking industry
- Personal finance (e.g. budgeting, mortgages, debt, philanthropy, tax preparation)
- Work culture (e.g. 'What it's really like to work at Amazon')
- Career advice

Excludes

- Advertisements, promotional posts, and for-sale posts, as well as content that promotes a brand even without explicitly offering something for sale (unless promoting or selling business/financial products and services, as above)
- Individuals posting about a product (e.g. "I love my new iPhone")
- Individual job listings

Children & Parenting

Content about parenting and children.

Includes

- Advice and publications about parenting and pregnancy
- Activities for children including children's books
- Information about child development, child safety, and child care
- Inspirational or humorous quotes & phrases focused on parenthood
- Content about children (e.g. baby photos, sonograms, awards and accomplishments by a child, youth sports)

Excludes
- Content that is about an adult family member, and not about children or parenting (code as 'Relationships, Friends, & Family')
- Excluding posts about education and schools unless explicitly addressing parenting (code as 'Education & Learning')

Crime & Tragedy

Content about criminal activity, including coverage of the crime, as well as any legal conviction or punishment for crimes committed. It also covers tragedies more broadly, regardless of direct connection to a crime.

Includes
- Crime (e.g. murder, theft, child abuse, physical harm to a person or group of people)
- Financial crimes
- Crime trends
- Criminal justice (e.g. prison reform, police policy)
- Natural disasters and extreme weather (e.g. hurricanes, tsunamis, droughts)
- Personal tragedies (e.g. car accidents)
- Tragedies of war and armed conflict
- War crimes, genocide, ethnic cleansing, and terrorism
- Historic crimes and tragedies

Excludes
- Weather reports unless they explicitly warn about possible tragedy or address ongoing tragedy (e.g. massive flooding)
- Scripted fights (e.g. wrestling, boxing, MMA should be coded as 'Sports' or 'TV & Movies')
- Posts about the policy or tactics of war and armed conflict that do not explicitly mention loss or tragedy (these should be coded as 'Politics' and/or 'History & Philosophy')

Education & Learning

Content about education and the education industry.

Includes
- Schools (pre-school, elementary, middle, high school, college, grad school)

- o Culinary and technical schools
- o University/campus life
- After school and extra curricular activities
- Early childhood education
- Study advice and tutoring
- Education industry and policies
- Home schooling
- Professional development (workshops, seminars, courses for enhancing skills sets)
- Education tools and technology
- Teachers and teaching curriculum and resources
- Online courses
- Education financing (e.g. loans, scholarships)

Excludes
- 'How to' and DIY videos (e.g. "How to make a coffee table")
- Fields of study (e.g. Biology should be coded as 'Science & Tech' unless it is about a Biology course)

Fashion & Style

Content about clothing, costumes and the fashion industry; beauty and make up, and tattoos and body modifications.

Include
- Clothing and accessories including jewelry, uniforms, and costumes
- Beauty including hair, makeup, skincare, perfume
- Designers, models, and fashion industry
- Celebrity style and fashion
- Wedding fashion and beauty
- Body modification (e.g. tattoos, cosmetic surgery)
- Promotional posts for clothing/ accessories / beauty items
- Cosplay (also tag any other topic relevant to the character portrayed)

Exclude
- General wedding content unless it's about wedding clothes & style
- Home decor (code as 'Home & Garden')

Fitness & Workouts

Content about fitness and workouts.

Include
- Fitness inspiration, tips, and info
- Gyms and fitness industry
- Weight lifting and body building
- Yoga

Exclude
- Sports content if it's not specifically addressing fitness aspect (always code as 'Sports')
- Diet (unless it is specifically for fitness, e.g. body building diet) (code diet as 'Food & Drink' and possibly 'Health & Medical' if it discusses weight loss or a health benefit)
- Weight loss unless it is specifically addressing a fitness component (code weight loss as 'Health & Medical')

Food & Drink

Content about food, beverages, cooking, eating and the restaurant industry.

Include:
- Restaurants, groceries and street food
- Food shows and magazines
- Pictures of food/drink
- Cooking recipes, tips, and kitchen accessories
- Healthy eating & diet advice
- Food industry including policy, innovation, farming and manufacturing (e.g. GMO, composting)

Games, Puzzles & Play

Content about games and toys for kids and adults.

Include
- Video games
- Esports
- Board and card games
- Gambling
- Drinking games
- School/playground games (e.g. tag and make-believe)
- Puzzles and trivia
- Toys
  - NOTE: Toys, including scaled replicas, should be tagged Games, Puzzles & Play. They should not be tagged for the thing they are a replica of (e.g. model trains should not be tagged "Vehicles & Transportation", stuffed animals should not be tagged "Animals & Pets")
- Laser tag
- Escape rooms

Exclude
- Physical sports (e.g. Basketball)

- Cosplay (code as 'Fashion & Style' and any other topic relevant to the character portrayed)
- Gameshows (tag as 'TV & Movies')
- Fantasy sports (e.g. Fantasy Football, tag as 'Sports')

Health & Medical

Content about health news, info and tips plus content about the medical industry.

Include
- Healthy living and nutrition
- Weight loss
- Mental health
- Mindfulness
- Healthcare and insurance
- Medical technology and breakthroughs
- Policy related to the health industry (e.g. pharmaceuticals)
- Disease outbreaks
- Illnesses and medical conditions, symptoms and treatments
- Surgeries and medical procedures

Exclude
- Fitness unless explicitly tied to health
- Recipes labeled as "Healthy" without explicit connection to health benefits
- Inspirational quotes and memes not directly linked to health

History & Philosophy

Content about history and philosophy

Include
- Local, regional, world history
- Ethnic and cultural history
- Philosophers, academic study of philosophy, philosophical models and principals

Exclude
- Personal philosophy (e.g. "My philosophy is ask for forgiveness not permission")
- Business philosophy (code as 'Business, Finance & Economics')
- Religious philosophy (code as 'Religion & Spirituality')

HolidayS & CelebrationS

Content about holidays and celebrations

Include

- National and religious holidays (e.g. independence days, Carnival, Diwali)
- Observances (e.g. Earth day, Winter Solstice, April Fool's day, National Donut Day)
- Personal celebrations (e.g. graduations, baby showers, birthdays, weddings, winter holiday parties)
- Celebrations for major events (e.g. Super Bowl party, Oscars party)
- Event planning for holidays and parties
- Parties for personal accomplishments/events (e.g. going away party, back to school party)

Exclude
- Content focused on a season but not directly tied to a holiday or celebration (e.g. Picture of a pumpkin patch with caption "Fall is here!" - code as 'No Topic')
- Music, Art and Film festivals
- Congratulatory statements (e.g. Congrats on your graduation!)

Home & Garden

Content about home buying, renovating, management, and living. Including gardens and outdoor spaces.

Include
- Real estate (home buying/selling/renting including for sale/rent ads)
- DIY for home entertaining (e.g. decor and tips)
- Interior design and decor
- Landscape and garden design
- Home, patio and garden furniture
- Home appliances / technology
- Household management (e.g. life hacks, cleaning, security, utilities)
- Sustainable living
- Gardening tips

Exclude
- Recipes and games for entertaining (code as 'Food & Drink' or 'Games, Puzzles & Play')

Music & Audio

Content about playing, creating and listening to music; songs and albums; news about musicians, bands and the music industry

Include
- Posts about popular musicians even if the post is not directly about music
- Podcasts (even when not about music, also tag relevant topic based on podcast content)
- Radio

- Musical theater (also tag 'Performing Arts')
- Instruments and musical equipment
- Music competitions
- Concert listings

Exclude
- Dancing (code as 'Performing Arts')
- Videos with music in the background but is not the focus of the post
- Audio books (code as 'Books & Literature')

Performing Arts

Content related to performing arts and the performing art industry (except for music, television, film which exist in separate topics)

Includes
- Theater
- Dance
- Comedy Performances (e.g. stand-up or improv, not comedy TV shows or movies)
- Circus
- Spoken word (poetry)

Excludes
- Music and musical performances/concerts (code as 'Music' - if a performance is both a dance and music performance it can be coded as 'Music' and 'Performing Arts')
- TV & movies (instead code as 'TV & Movies', unless the show/movie is about a performing art, in which case tag both topics)
- Podcast (coded 'Music' and other relevant topics based on podcast content)
- Individual jokes, puns, etc.

Politics

Any content about the formal, institutionalized elements of government and the political process, including government organizations, policies, politicians, international relations, and military.

The job must include politicians, legislation or other intervention by the government and may not necessarily include social issues, current events, and other national discussions.

Includes (but not limited to):
- **the Government and Government Organizations** (local, state, national, and global), for example:
  - New York State Department of Transportation

- o Environmental Protection Agency
- o United States Senate
- o United States Air Force
- o European Union
- o United Nations
- o Public services (public transit, parks, utilities, etc.)
- **Government Officials, Elected Representatives, Candidates, and Politicians**
  - ▪ Relatives, partner or family members of those mentioned above are NOT to be counted as "Political Officials", unless political context is provided
  - ▪ Former office holders are to be counted as "Political Officials", including past Presidents
  - ▪ Both current office holders and candidates should be marked as 'political' when they are mentioned, **regardless of context**
    - • Local government officials above city level (which includes city mayor, excludes school board, city council etc)
  - o For example: Kay Ivey (Governor of Alabama)
  - o Emily Larson (Mayor of Duluth, Minnesota)
  - o Kamala Harris (US Senator for California)
  - o Marty Walsh (Mayor of Boston)
  - o Andrew Yang, Beto O'Rourke, Amy Klobuchar (Presidential Candidate)
  - o Brett Kavanaugh (Supreme Court Judges)
- **Political Parties**, for example:
  - o The Republican Party, Democratic Party, Libertarian Party, etc.
- **Political Organizations**, for example:
  - o ACLU, NRA, Planned Parenthood, Federalist Society, NEA, AFL-CIO, NAACP, SPLC (Southern Poverty Law Center)
- **Political Events including elections** (e.g voting, campaigning, the DNC, RNC, candidate debates)
  - o *Elections are local elections or above in cities with populations above 5k (e.g election for city mayor, exclude city council/ school board elections)
- **Policies** (laws such as gun law/ abortion law, public policy, foreign policy)
- **Lobbying & Activism** (only when they explicitly target policy change, rather than general protest)
- **Memes/Photos**
  - o Meme example: Often times a text over an image or short video/digital clip art, used to spread a simple message and often expressed using humor
    - ▪ In order to be labeled as "politics" the content must have political references

- o Photo example: Image of people showing the 'I voted' sticker and indicating they have just voted
- **Political Ideology** (only when explicitly referred to), for example:
  - o Liberalism
  - o Socialism
  - o Communism
  - o Capitalism
  - o Anarchism
  - o Democracy
  - o left/ right
    - ▪ When people mention "the left" and "the right", they are most commonly referring to the different sides of the political spectrum. For example, if "the right" is mentioned, read the post's context to judge if that is an implicit reference to a particular political party. If so, mark it as Yes, Politics. However, do not just search for keywords. A post that contains 'the left or the right' does not automatically make it a politics post.

The below should <u>not</u> be marked as 'politics':
- Social issues, current events, and other national discussions, unless specifically dealing with politicians, legislation or other intervention by the government (e.g. LGBTQ issue along is not marked as 'politics' but the legalization of same sex marriage should be marked 'politics' and 'social issues'.)
- Reality court TV shows (e.g. Judge Judy)
- High school or college student body government

Relationships, Friends & Family

Content about all types of relationships, including romantic, family, friendships and professional relationships. Includes all relationships, regardless of the gender, identity, and sexual orientation of those involved.

Includes
- Dating / relationship advice
- Sex & Intimacy
- Wedding stories, engagements, marriage
- Family hardships (e.g. child custody, incarcerated family member, losing a parent)
- Relationship struggles (e.g. divorce)
- Genealogy
- Professional relationships (e.g. boss, mentor)
- Friendships (e.g. childhood friendships, adult friendships)
- Family relationships (e.g. siblings, aunts, grandparents, adult children)

Excludes

- Corporate relationships between businesses (coded as 'Business, Finance & Economics')
- Content exclusively focused on non-adult children or parenting (code as 'Children & Parenting')
- Photos of friends or family unless the post explicitly makes a connection to a friendships/relationships

Religion & Spirituality

Content about religion, religious institutions, and spiritual beliefs. Includes the quest for an ultimate/sacred meaning, religious experience, or an encounter with one's own "inner dimension". Also includes atheism.

Include
- Spiritual gurus, priests, rabbis
- Faith
- Astrology (e.g horoscopes)
- Meditation and yoga only when focused on spiritual aspect (Meditation may also be 'Health & Medical', Yoga may also be 'Fitness & Workouts')
- Religious teachings (e.g. Christianity, Scientology, Islam)
- Atheism and agnosticism
- Religious discrimination
- Cults

Exclude
- Mention of a religious entity in phrases used as a greeting or in passing conversation (e.g. "It is a beautiful day! God bless.")
- Use of a religious phrase in context of something else (e.g. "Thank God for hot dogs, they are delicious")
- Inspirational quotes and personal improvement outside the context of religion and spirituality
- Content about highly commercialized holidays (e.g. Christmas, Diwali) that do not contains elements focused on religious aspects of the holiday (e.g. Christmas Sale - 50% off blenders).
  - Tip: Highly commercialize holidays have separate subtopics - one for general content about the holiday (e.g. Christmas) under 'Holidays & Celebrations' and one for religious content about the holiday (e.g. Christmas - religious) under 'Religion & Spirituality'. If there is only one subtopic for a religious based holiday it is okay for the post to be tagged as both 'Holidays & Celebrations' and 'Religion & Spirituality' even if the post is not about a religious component.

Science & Tech

Content related to science, including both recent/ongoing scientific discoveries, as

well as long-lived scientific content. Also includes content related to the technology and high-tech industry.

Include
- Scientific developments & research
- Recent medical discoveries (double-code with 'Health & Medical')
- Physical science (e.g. Biology, Earth Science, Physics)
- Computer science
- Math
- Social Science (e.g. Psychology, Anthropology, Sociology)
- Climate change (when discussing the science aspect)
- Tech gadgets (including for-sale posts)
- Tech trends
- Tech business/industry news (tag also as 'Business & Economics')
- Apps

Exclude
- Weather reports and natural disaster related content

Social Issues

A social issues topic must satisfy bullet point 1 **AND** one of the bullet points 2 **OR** 3:
1. (The topic) Concerns/ concerned the welfare or rights of groups of people (or animals) <u>AND</u>
2. Celebrates, Defends or Challenges existing social norms/ rules, these social norms may be different across countries <u>OR</u>
3. There is a division in opinion among groups/ is controversial
   a. Group: A group is at least a size of a town or village
   b. Social Norms: A social norm is the accepted behavior that an individual is expected to conform to in a particular group, community, or culture.

Note: this <u>includes</u> events that cause tremendous impact to society and relate to one of the social issues subtopics below, such as mass killing, natural disasters that concerns the welfare of groups of people.

Includes
- calls to action (e.g. Go vote to support gun rights!)
- initiatives and solutions addressing social issues
- opinions and commentary on social issues or possible solutions
- factual reporting on a social issue
- policies or a politician's stance on a social issue (also tag 'Politics')
- individual crimes or acts of hate that connect to an issues of broad public debate
- **Examples:**
  - Trends of the opioid drug epidemic
  - Long-term or large-scale efforts to reduce homelessness in a city

- o Crime trends as an ongoing problem in society
- o Racism as a problem many people face on a daily basis

Excludes
- A post about a single isolated incident, unless connected to broader trend:
  - o One person littering or doing drugs
  - o One instance of giving money to a homeless person
  - o A factual report of an individual crime that is not connected to a broader public debate
  - o An individual racist post

Posts about these **common topics** should be marked as Social Issues:
- **Animal Welfare**: Animal rights, animal testing, wildlife protection
- **Civil Rights**: Affirmative action, quotas, indigenous / tribal rights
- **Corruption**: Bribes, cronyism, ethics
- **Criminal Justice**: Crime trends, policing, court system, prisons
- **Discrimination**: Based on race, gender, sect, caste, sexuality, religion, political affiliation
- **Education**: Literacy, student loans, compensation for teachers
- **Environment**: Climate change, pollution, public lands
- **Immigration**: Citizenship, refugees, work visas
- **Infrastructure & Development**: Public transit, housing, roads, clean water
- **Guns**: Gun control, gun rights, mass shootings, school shootings
- **Human Rights**: Personal freedoms (speech, religion, assembly), slavery, equality
- **Poverty**: Income inequality, homelessness, hunger, social security, welfare
- **Public Health**: Access & cost of healthcare, vaccination, abortion, drugs, obesity, GMOs
- **Technology**: Privacy, digital literacy, misinformation
- **Violence**: Domestic violence, mob violence, sexual harassment, hate crimes, terrorism, war
- **Work & Labor**: Unemployment, worker's rights, unions, gender inequality, parental leave

Posts about these **general themes** should be marked as Social Issues:
- Activism
- Community Organization
- Debate
- Petitions
- Protesting

Note: Content which falls under Social Issues may also fall under Politics, but only if it relates to direct government involvement in the issue. For example, a story about large-scale drug addiction in a country is Social Issues, but if the story also includes the government response (e.g. introduction of a new law to combat drug sales), then it's both Social Issues and Politics.

Sports

Content about sports and athletes. Includes professional, amateur and casual/recreational sporting. Posts should be tagged as sports regardless of the level of the activity, for example, a post about someone running should be coded as 'Sports' even if it is recreational running. If the post specifically mentions running for fitness it can <u>also</u> be coded 'Fitness & Workouts'

Includes
- Physical sports (e.g. Football, Basketball, Running, Martial Arts, Gymnastics, Cheerleading, Cycling)
- Recreational sports (e.g. Hunting, Fishing, Surfing, Sailing, Skiing, Pool & Billiard, Bowling)
- Adventure sports (e.g. Rock Climbing, Extreme Sports)
- Fantasy Sports (e.g. Fantasy Baseball, Fantasy Football, Fantasy Auto Racing)
- Motorsports (e.g. Car Racing, Monster Trucks)
- Shooting Sports (e.g. Archery, Paintball, Skeet Shooting)
- Animal sports (e.g. Dog Racing, Equestrian, Rodeo)

Also Includes
- Athletic Coaching
- Mascots
- Sports Analytics
- Sports Betting
- Sports Medicine
- Sports Psychology
- Youth Sports

Excludes
- Cycling for transportation
- Yoga (code as 'Fitness & Workouts' or 'Religion & Spirituality' based on the post)
- Esports (competitive video gaming)

Travel & Leisure Activities

Content related to travel destinations, tips and services. Also includes leisure activities in the context of vacationing, adventure or day trips.

Includes:
- Vacation photos
- Hotels
- Airports, train stations and other travel hubs when focused on travel aspect
- Museums
- Monuments and landmarks in the context of travel

- Travel inspiration, ideas and tips
- Travel gear
- Vacation activities (e.g. amusement parts, spas, language learning, food tours)
- Adventure activities (e.g. zip lining, scuba diving)
- Destination events (e.g. music festivals)

Exclude
- Airplanes, trains and travel hubs unless focused on travel aspect (code as 'Vehicles & Transportation')
- 'Everyday' leisure activities and hobbies (e.g. reading, knitting)
- Sports (unless also about a travel element)

TV & Movies

Content related to TV shows, movies, or streaming series, but excluding news and sports broadcasts. This label does not include other types of video production that aren't related to TV or to movies.

Includes
- Clips and content <u>from</u> TV shows and movies (<u>except</u> news or sports broadcasts)
- Content and opinions <u>about</u> TV shows and movies (<u>including</u> news and sports broadcast)
- Actors/anchors/hosts (including News and Sports show anchors)
- Game shows
- "Sports entertainment" TV programs, such as WWE or American Ninja Warrior (double-coded as Sports)
- Late night TV shows and talk shows (e.g. The Daily Show, Jimmy Kimmel Live, the Ellen DeGeneres Show)
- Streaming TV shows, movies, and companies (e.g. Netflix, Hulu)
- Trailers

Excludes
- News reports and content from (rather than about) other news broadcasts
- Morning news talk show content (e.g. clips from the Today Show, Good Morning America)
- Sports broadcasts and content from sports-related news shows (but TV & Moves does include "sports entertainment" programs or sports dramas)
- YouTube videos, Facebook live videos, blogs, etc. (unless the content of those videos is a produced web series or is specifically about aTV show or movie).
- General videos not produced for TV or movies (e.g. fail videos, live streams, home videos, etc.)
- Music videos

Vehicles & Transportation

Content related primarily to vehicles and means that people use to transport themselves from one point to another.

Includes
- Cars, planes, trains, boats
- Sport vehicles (e.g. ATVs)
- Bikes and scooters
- Driverless cars (also code as Science & Tech)
- Transportation infrastructure (e.g. roads, highways, bridges, tunnels)
- Transportation hubs (e.g. airports, train stations)
- Road traffic
- Vehicle accidents (e.g. car accidents and plane crashes - also code as Crime & Tragedy)

Excludes
- Car/boat/plane racing and other motorsports unless specifically about the vehicles (code as Sports)
- Cycling when focused on recreation/sport (code as Sports)

Visual Arts, Architecture & Crafts

Content related to any type of visual art or craft, including the art industry and homemade crafts.

Includes
- Fine art (painting, sculpture, photography, drawing, pottery, street art etc.)
- Art museums and art galleries
- Digital art and graphic design
- Architecture
- Art industry (e.g. art auctions, festivals, restoration)
- Comic strips, political & editorial cartoons, webcomics
- Homemade crafts (e.g. knitting, making model airplanes, children's crafts)
- DIY home decor (e.g. how to make a pillow out of old t-shirts - also code as 'Home & Garden')

Excludes
- Performance art (dance, comedy, circus, spoken word, theater, etc.)
- Music and musical performances/concerts (coded 'Music')
- TV & movies (which should be coded 'TV & Movies')
- Food (even if artfully presented, it should be coded as 'Food & Drink')
- Content related to a specific world culture or ethnicity (unless it's specifically about arts & architecture as defined above)
- Books
- Comic books and graphic novels (unless the post is about the process of drawing)

- Infographics
- Cultural institutions and museums if not dedicated to art or architecture (e.g., science museums, natural history museums, history museums, libraries)

No Topic

Post not relevant to any of the other topics should be labeled 'No Topic'

Includes (if not relevant to another topic)
- Inspirational/motivational content (quotes, etc.)
- Human interest stories
- Personal growth (self improvement tips, etc.)
- Selfies
- Weather reports
- Seasonal posts not related to holidays
- Jokes, prank/fail videos
- Job postings

Definitions: Entities

An entity is a <u>unique</u> person, place, or thing. Generally speaking (with a few rare exceptions), entities have names that are capitalized. Below are examples of common types of entities.

Type	Example	Not an example
Person	Barack Obama	teacher
Location	Paris, France	bedroom
Company	Facebook	grocery store
Brand	Coca-Cola	beverage
Sports team	Manchester United FC	soccer team
Music group / band	The Beatles	orchestra
Holiday	Christmas	Monday

Definitions: Attributes

Commercial Intent

Content in which the primary purpose is the author explicitly selling something OR explicitly looking to buy something.

Includes
- Links to things for purchase
- Promoting an offline business (e.g. come down to Bob's discount warehouse)
- Discounts or deals (for online or offline purchase)
- Giveaways & promotions
- Offers to buy

Excludes
- Tutorial or beauty blog with links to products used
- Requests to follow a facebook / instagram account

"Brand Awareness" campaigns that aren't selling a particular product.