**Annotation guidelines**

Guidelines on how to annotate the documents - based on the chosen labels - are listed below:

* Emotional

The label emotional can be assigned to all documents that meet the following requirements:

1. The author predominantly uses

- positive language to describe the topic like a positive emotional state, positive attitude, expressions of support, admiration, success and/or;   
- negative language such as a negative emotional state, negative attitude, expressions of criticism, failure, judgment, questioning validity and/or;   
- any form of sarcasm or other irony that mocks, ridicules or expresses contempt regarding a specific topic.

2. The opinions and/or feelings stated in the text are based on emotion and lack substantiation by factual information.

Examples of fragments, retrieved from the Dutch data set, that can be annotated with the emotional-label are:

“Alle buikjes zijn mooi.” and “Omarm je borsten en voel je vrij” Translated to English as “All tummies are beautiful.” and “Embrace your breasts and feel free”. In which the positive attitude towards the topic is suggested by the use of positive terms as *beautiful* and the stated relation between *embracing* and a positive feeling of freedom.

* Rational

The label rational can be assigned to all documents that meet both of the following criteria:

1. The author predominantly uses facts and objective reasoning when discussing the given topic.

2. The topic is described by the author without hinting or referring to its own opinion or feelings regarding the topic.

Examples of fragments that can be annotated with the label rational are (translated to English):

“Jason Momoa (39) has fallen victim to online fatshaming. The Game of Thrones actor and his family are vacationing in Venice, but fans say he's eaten a little too much pizza. Under a photo posted by the American entertainment website Us Weekly, the Aquaman star gets one vile reaction after another. According to the reactions, he would have become 'fat' and his envious body would have turned into a 'dad bod', the body of a middle-aged man.”   
The usage of quotes and words as “according to” display the view of others rather than the opinion of the author of the text. Also, words as ‘would have’ and other terms indicating a conditional relation.

* Fact-implied personal

The label fact-implied personal can be assigned to all documents that meet the following criteria:

1. The author uses facts or objective reasoning when discussing the given topic, and;
2. The author uses emotion when discussing facts or facts when using emotion. The emotional tone of the author can be assumed based on the usage of

- positive language to describe the topic like a positive emotional state, positive attitude, expressions of support, admiration, success and/or;   
- negative language such as a negative emotional state, negative attitude, expressions of criticism, failure, judgment, questioning validity and/or;   
- any form of sarcasm or other irony that mocks, ridicules or expresses contempt regarding a specific topic

3. The author uses facts or events to support and describe their own experiences regarding the topic.

An example of a fragment that can be labelled as *fact-implied personal* is the following: “In order for a real change to happen, there must be more awareness of how damaging that excessive focus on weight and appearance can be; not only for people with an eating disorder, but for all people who are dissatisfied with their body. Hopefully more people will realize: I may be okay with this, but if it is harmful to other people, we have to do it differently. And it would certainly help to show a greater diversity of bodies, in media and commercials, but without drawing special attention to them. We have come a long way, in terms of fatshaming for example: that is now much less tolerated than ten or twenty years ago. But we should keep wondering why we still give so much status to appearance and weight. Thank you!”

* Off-topic

Document that are not relevant or on-topic based can all be labelled as off-topic. This label can be assigned to any document that meets the criteria that overall subject of the document has no relevant connection to the topic.