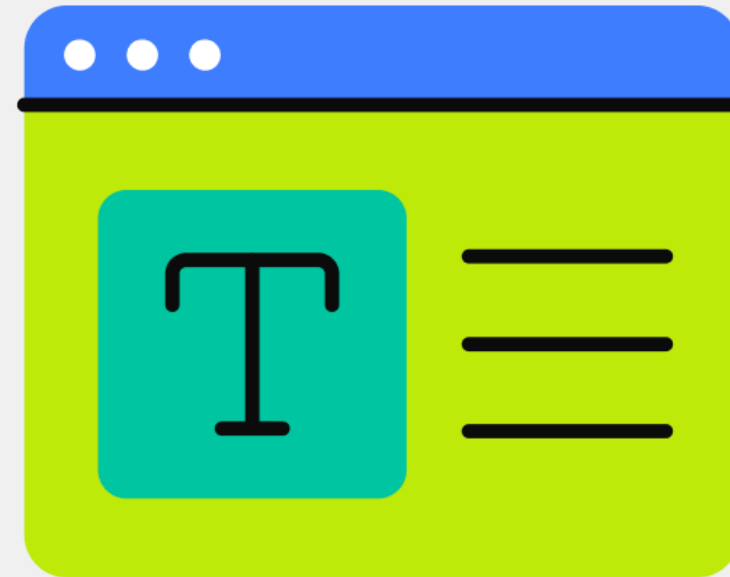# Data Annotation Plan

Rideshare Safety Data Annotation

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Rideshare Trust & Safety

Prioritize support tickets received by your trust and safety team

Prioritizing Safety Concern Tickets

- We endeavor to prioritize support tickets and incident reports coming in from customers of our rideshare app.

- We will start with a proof of concept by prioritizing the most important tickets that come in first - Safety Concern Tickets.

Sample Priority 1 Safety Concern

- Example → "Driver seemed distracted on a personal call and was arguing in a foreign language. Driver swerved twice during the ride due to being distracted."

Identify Relevant Features

- *Immediate Safety concerns:*
  - *Driver Risky Behaviors*
  - *Car Safety / Mechanical Fitness for Road*
  - *Driver Following Relevant Traffic Laws*
  - *Driver Making*

- *Feature Extraction*
  - *Passenger Feelings of Being Unsafe and Urgency Words*
  - *Driving Safety Related Words*
  - *Rules of the Road Related Words*
  - *Car Safety Related Words*

Data Requirements

Internal Data

- ***Self Collected Data from Internal Application Database***
  - *Our internal database contains all driver complaints for the 6 years that the application has been in existence.*
    - *Some of the data is labeled by the customer into categories when submitted.*
    - *Some of the data is labeled by internal Trust and Safety teams during review.*

Sample Priority 1 Safety Concern Annotations

Sample Annotations

"Safety Concern - Driver Was Texting → My driver was texting while driving, which made me feel unsafe. Please address this issue as it's a serious safety concern."

Class = Safety, Subclass = Distracted/Impared Driving

"Driver Sped Excessively → My driver was speeding throughout the trip, which made me very uncomfortable. Please ensure this behavior is addressed."

Class = Safety, Subclass = Reckless Driving

"Driver's Vehicle Was Smoking → The driver's car was emitting smoke during the ride, which made me very uncomfortable. I had to exit the vehicle before reaching my destination."

Class = Safety, Subclass = Vehicle Safety Issue

Instructions

1. Read the entire complaint to understand the complaint and get the context.
2. Label the Data: "Safety" on "Non-Safety" related.
3. For Safety Related data, Annotate the data features that indicate a safety concern.
   a. Use context, judgement, and keywords/phrases (such as "speeding", "unsafe", "distracted", etc.)
   b. Once annotated, apply a safety category to each annotation such as the below categories.
      i. Reckless Driving → speeding, running red lights, swerving, etc.
      ii. Distracted/Impared Driving → Driving under the influence, texting while driving, etc.
      iii. Vehicle Safety Issue → Faulty brakes, car smoking, bald tires, etc.
      iv. Passenger Endagerment → Sexual harassment, threatening, etc.
      v. Violation of Traffic Laws → Ignoring traffic signs, etc.
      vi. Miscellaneous → Safety Issues that do not fit neatly into the above categories.

Part 2: Cost Considerations

Volume of Data Required

It is estimated that 15,000 samples will be required in order to get sufficient annotations of Safety related complaints.

Annotators

The in-house Trust and Safety team will work in cahoots with the Data Science team to annotate the data.

The Data Science team has access and knowledge for using the in-house data annotation software.

Estimate Cost

Overall cost will be the work-hours needed to review and annotated the data as all software and expertise are in-house.

Cost = an estimated $60/hr.

Hours = 125

Total = $7,500