BLM Tweet Labelling for Sentiment Analysis Classifier

Please refer to the criteria below for labelling Tweets. These criteria are by no means exhaustive but should provide a good frame of reference for each label's significance.

Positive toward BLM movement:

Tweets should be labeled as **"positive"** if they do at least one of the following:
- express approval of the Black Lives Matter protests
- challenge racism, anti-Blackness, and/or racist stereotypes
- advocate for socio-political reforms to combat systemic racism
- support the general well-being of the Black community

Here are some examples of real Tweets that would be classified as "positive":
- *Is there a protest planned for #EricGarner on the anniversary of his death this Friday? #BlackLivesMatter #NYC*
- *Let's talk about state violence against our youth of color. #BlackLivesMatter #BrownLivesMatter #Every28Hours #Bronx*
- *My white brothers & sisters should be slow to speak and quick to hear the voices of the oppressed. #BlackLivesMatter*
- When We Fully Claim Black Lives Matter, We Move Closer to All Lives Matter
- *I show my kids positive images of black people to build their self confidence! #blacklivesmatter*

Negative toward BLM movement:

Tweets should be labeled as **"negative"** if they do at least one of the following:
- dismiss the Black Lives Matter Movement
- deny the prevalence of systemic racism and anti-Blackness
- make claims regarding supposed instances of "reverse-racism"
- instigate in-fighting within the Black Lives Matter Movement
- promote the spread of misinformation within the Black community
  - Ex: using #cdcwhistleblower and spreading information that goes against CDC and WHO guidance
- blaming Black individuals/communities for the perpetuation of racism
  - Ex: referencing "Black-on-Black" crime rates

Here are some examples of real Tweets that would be classified as "negative":
- so why not hash tag all lives matter is what I'm asking.
- *It is difficult to hold the police to a higher standard when we hold ourselves to no standard at all #Ferguson #BlackLivesMatter*
- *Just wondering.. Don't #BlackLivesMatter when they are being killed, hundreds every day, by other black people? #Ferguson*
- *Isn't #blacklivesmatter giving the wrong message? Surely #peopleslivesmatter should be the important message, and #stopseeingblackandwhite*
- Dr. King would agree that all lives matter.

- *The media? They are busy promoting the hashtag #BlackLivesMatter, screw the other races.*

Neither positive or negative toward BLM movement:

Tweets should be labeled as **"neither"** if they:
- use #BlackLivesMatter (or any other related hashtags) but do not appear to be socially/emotionally/politically polarized
- do not reference the Black Lives Matter Movement or the Black community at all
- satisfy criteria in both the "positive" and "negative" lists above

Here are some examples of real Tweets that would be classified as "neither" because they lack context:
- stay strong olga! Keep smiling dong! Keep shaking chainsaw! *hugs*
- I thank you all! #BlackLivesMatter
- I hope you score straight A's. #BlackLivesMatter. #ShutNYCDown
- I understand but I'm not saying it to take away from #blacklivesmatter

Here is an example of a real Tweet that would be classified as "neither" because it asks a genuine question, that is neither positive or negative towards BLM:
- *Serious question: do you think any hashtags related to #BlackLivesMatter will end up with a corporate sponsor?*

Here are examples of real Tweets that would be classified as "neither" because they represent news headlines that are neither positive nor negative towards BLM:
- *#BlackLivesMatter Targets Mall Of America For Protest And Shutdown, Mall Calls Police*
- *CONFIRMED! Killer of NY Police Alerted Instagram Followers, Acct Disabled #BlackLivesMatter*

Here are examples of real Tweets that would be classified as "neither" because they do not reference BLM despite containing #BlueLivesMatter:
- Thank you for supporting all of our police. #NYPD #BlueLivesMatter
- Prayers for the Boston PD officer and his family tonight. #BlueLivesMatter

Here is an example of a real Tweet that would be classified as "neither" because it demonstrates both positive and negative attitudes towards BLM:
- *#BlackLivesMatter I hate when a educated #BlackMan #misrepresenthispeople #andcannotacknowledgethetruth*

Ambiguous toward BLM movement:

Tweets should be labeled as "**ambig**" if:
- You feel that a Tweet is too ambiguous or difficult to label
- Please note that this label should only be used as a last resort for when you are stuck on a given Tweet.