

GUIDE TO LABELLING TWITCH MESSAGES IN THE GAMING ENVIRONMENT

To carry out the polarity and emotion labelling of our corpus of Twitch messages from video game channels, we recommend first familiarising yourself with how the platform's chats work and handling a glossary of video game and Twitch terminology, in case any doubts arise in the interpretation of the messages. In addition, here are some useful guidelines for labelling.

POLARITY LABELLING

To determine whether a message has a POSITIVE or NEGATIVE polarity, it is useful to look at the predominant polarity of the message. Examples of these polarities in the context of videogames and Twitch are:

- “that skin is trash” (“basura esa skin”)= NEGATIVE
- “pretty meh actually” (“bastante meh la verdad”) = NEGATIVE
- “it’s a delight” (“es una gozada”) = POSITIVE
- “goodbye to my social life” (“adiós a mi vida social”)= POSITIVE

The use of humour, sarcasm and hyperbole must be taken into account in digital communication. In some cases, without the necessary context, it will be difficult to determine polarity. In this case, because it is a video game context, we know that in general the renunciation of social life implies that a game is very enjoyable or engaging, so the message has a positive polarity (there is no real sadness about losing social life, but the expression is used in a humorous way to indicate that the user anticipates many hours of enjoyment of a particular game).

Below is the following message from Twitch:

- “I don't care about the cinematics, it looks like it's going to have a good gameplay and that's all I care about hahaha” (“a mi la cinemática me la pela, parece que va a tener un buen gameplay y eso es lo que me importa jajajjaa”) = POSITIVE

This message has negative polarity in "I don't care" but "good gameplay" and "that's what matters to me", together with the expression of laughter, make the positive polarity predominate.

In the following cases below, without further context, it is difficult to establish whether the surprise that this message seems to reflect is positive or negative; that is, whether the person is happy that there is a Chinese team or, on the contrary, would prefer it if there were not. In cases like these it is preferable to mark the polarity as NEUTRAL.

- “Is there really a Chinese team??” (“enserio hay un team chino??”) = NEUTRAL

EMOTION LABELLING

The emotions to be labelled have been determined according to the language and interactions in streamers' channels and the language of video games within the context of the Twitch platform. Specifically, the following emotions will be labelled:

- Approval (Approval/Empathy/Confidence)
- Hype (Interest/Acceptance/Hype)
- Disapproval
- Sadness (Disappointment/Sadness)
- Anger
- Neutral

Below is a more detailed description of each emotion with some real-life examples to help categorise the comments.

APPROVAL (Approval/Empathy/Confidence)

This label applies to messages that express agreement and approval, generally directed at what is happening in the stream, the subject matter of the stream; or demonstrate gestures of empathy, understanding, solidarity, complicity or trust with the streamer, with what they are saying or telling. Examples of this category are shown below:

- “I like your YT and tik tok content a lot” (“A mi me gusta mucho tu contenido de YT y de tik Tok”)
- “good luck with your randoms” (“buena suerte con tus randoms”)
- “you are the best” (“eres un crack”)

APPROVAL/EMPATHY/CONFIDENCE messages are not necessarily always positive, as confidence or empathy can be expressed from negative situations towards which the speaker shows understanding and support. Example:

- “ah fuck that’s so unlucky” (“ah no joder q unlucky”)

HYPE (Interest/Acceptance/Hype)

A sentiment to be distinguished from Approval/Empathy/Confidence is that which refers in particular to the expression of a feeling of anticipation and expectation for a future event: an upcoming game or game update, an e-sports match that will start soon, etc. Only messages that express an emotion of excitement, anticipation, interest, ... projected into the future, or where the word "hype" is explicitly mentioned, should be marked with this tag. Examples of this category are shown below:

- “really excited, I feel that excitement like I'm a little kid waiting for Christmas <3.” (“emocionado totalmente, siento esa emocion como si soy un niño pequeño esperando la navidad <3”)
- “IT’S COMINGGGGGGGGG” (“SE VIENEEEEEEE”)
- “you look at my hype levels right now and I'm over 9000” (“a mi me miras los niveles de hype ahora mismo y estoy en over 9000”)

DISAPPROVAL

The counterpart of the previous label is "disapproval" which describes messages that show the speaker's displeasure and disagreement moderately (if the expression of disapproval is very intense, we would speak of ANGER/IRA). Examples of this category are shown below:

- “it can't get any uglier man” (“no puede ser más feo loco”)
- “the animations look very clunky for a new game” (“se ve muy tosca las animaciones para ser nueva”)
- “pretty meh actually” (“bastante meh la verdad”)
- “too much text” (“cantidades ingentes de texto”)
- “ZZZZZZ” (“ZZZZZZ”)

SADNESS (Disappointment/Sadness)

Similar to the previous label, we will only speak of "disappointment" when it refers to expectations that have not been met, and feelings of sadness that are expressed explicitly, either through words or emoticons, if applicable. Examples of this category are shown below:

- “goodbye to the hope of a fantastic wow” (“adiós a la esperanza de un wow fantástico”)
- “disappointed” (“decepcionados”)
- “We sleep in bunk beds and I sleep on the bottom one F :(” (“Dormimos en litera y yo duermo abajo F :(“)

ANGER

When an emotion of a negative nature (disapproval, disinterest, disappointment, etc.) is expressed in an intense and emphatic way, or when messages of indignation, anger and rage, messages containing rebukes, insults, etc. are expressed in the chat, we will use this tag. Examples of this kind are shown below:

- “SHUT UP YOU ASSHOLES” (“A CALLAR PENDEJOS”)
- “you're cringe” (“das cringe”)
- “it's a piece of shit” (“es una mierda”)

NEUTRAL

Given that Twitch messages occur in chats in a very fragmented way, in an agile and conversational dynamic that sometimes runs at high speed and is closely linked to what is happening on the screen, it may happen that during tagging some messages in the corpus lack sufficient context to be properly tagged. In that case, it is always better to mark them as "NEUTRAL". Examples of this category are shown below:

- “WHAT” (“COMO??”)
- “godddd” (“dioossss”)