**Guidelines for Corpus Annotation**

1. **Proof**

Don’t put a category to a comment if there is no explicit category-describing word that explains the category to which the author is referring about the product.

| e-g: | The **colour** is amazing.  ‘*Colour’ clearly refers to the ‘design’ category* | |
| --- | --- | --- |
|  | It is amazing.  *No explicit word. Hence, it is ‘general’ positive.* | |

1. ***But* or *Even though, Although* cases**

We’ll just do an average of the positivity / negativity of both sides, i-e if there are only one *but*, with positive and negative on both sides it would be neutral, and if there are three of them, two sides positive and one negative would result in positive, two sides negative and one positive would be negative, and so on.

**PLEASE MAKE SURE THAT THE NEGATION REFERS TO THE SAME CATEGORY. (sometimes ‘but’ can be emitted but the meaning contrast remains, hence, the rule still applies)**

| e-g: | I love the **colour**, but it is a bit too bright.  *Both sides of the comment refer to the same category: ‘colour’. One side is positive and another one negative, hence, the ‘design’ category should be assigned the neutral sentiment.* |
| --- | --- |
|  | I **don’t like** the **colour** but I think it is the best I could choose even though it is **too bright.**  *Contains two negative comments regarding ‘colour’, hence, the ‘design’ category should be assigned the negative sentiment.* |
|  | The general colour is awesome but I don’t like the separated ones, but I still love them. |

**2.1 If the *but* splits two different topics, work on it seperatly.**

| e-g: | *I love the colour, but the size is too big.* | | |
| --- | --- | --- | --- |
|  | *I love the colour,*  ***Positive for colour*** | *but* | *the size is too big.*  ***Negative for size*** |

1. **Adjective neutrality**

Most of the adjectives don’t have a specific positivity or negativity. In fact, most of them are neutral. But, with some adverbs, they can have this categorization.

| e-g: | It is bright.  *No category assigned anything.* |
| --- | --- |
|  | It is too bright.  *Negative design.* |
|  | It is bright enough.  *It is positive for design.* |

1. **Specific parts of the product**

Sometimes, you confront comments that include specific parts of the product, *e-g “The v-neck is nice”*. In this case, don’t put it in a category, *e-g “size”*, but put it into a *general* category. **EXCEPT if it contains a word describing the size or some other category such as ‘long, short, big, small, low, high etc. ’**

| e-g: | The v-neck is not too wide, but it is slightly too low.  *Neutral in size.* |
| --- | --- |
|  | The v-neck is too low.  *Negative in size.* |
|  | The sleeves are nice.  *Positive in general. No words referring to size.* |

1. **Parts referring to sizing up or down**

If the comment contains the phrase that refers to the fact of the size being inaccurate it should be put in negative size except in the cases of negation (‘*but* cases’).

| e-g: | The size runs small but since I am not too tall the length is perfect.  *Neutral in size.*  Runs big but I got a different size and it fits.  *Neutral in size* |
| --- | --- |
|  | The size runs small.  *Negative in size.* |
| . P | The size runs small but the length is perfect and I like the tightness.  *We apply the second guideline and conclude that it is positive based on the count of positive versus negative arguments*  ***When looking at the comments and relying on this dictionary please be very careful of the ‘but’ cases. Sometimes positive and negative things about the same category might be separated by a sentence or two but it still follows the second guideline***   | *FREQUENT PHRASES AND THEIR SENTIMENT (condition: no negation)* | | | --- | --- | | True to size | POS. | | Runs large/small | NEG. | | Fits like a glove | POS. | | Comfortable material | POS. (material AND comfort) | | Flattering clothing | POS (general) | | Flattering cut | POS (size) | | Soft and cosy | POS (material) | | Really soft | POS (material) | | Kept inaccurate size | NEG (size) | | Light and flowy | No annotation if the sentiment is not mentioned (like/dislike) | | Washes well/ dry easily | POS (material) | | Shrank after washing | NEG (material) | | Stylish (no noun) | POS (general) | | Good quality | POS (general) | | Itchy | NEG (material) | | Shape highlights the waist | POS (size) | | Love the feel | POS (material) | | Timeless | POS (longevity) | | Doesn’t wrinkle easily | POS (material) | | See through | material | | soft | POS (material) | |

1. **In cases where the review presents more than one product the annotation should follow the second guideline e.g. If one product is positive for size and another negative- size neutral**

**Embroidery is design.**