Amazon Mechanical Turk Question Templates for
Experiment 1: Plausibility

(SMS Spam Detection & Sentiment Analysis)

Version 1.0

17 August 2021

In this task, please answer whether a given **textual pattern** is more likely to appear in **"Spam"** or **"Non-spam"** SMS messages. Note that,

- The next section provides the details on how to read textual patterns.
- If the pattern can appear in both types of reviews, please select "Not sure".

For more information, please see the information sheet.

By accepting the HIT, you confirm that you are 18 years old or over and you consent to carrying out this task, for your answers to be analysed for the purposes of scientific research and for your answers to be published anonymously in an open access data repository.

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Understanding Textual Patterns

In this task, a pattern is a sequence of (one or more) slots where each of the slots specifies conditions of words that can stay in it.

<u>Example 1</u> -- the pattern {LEMMA:love} {POS:PRON} is a pattern of two words.

- The first word must have 'love' as its canonical form (such as 'love', 'loves', 'loving', 'loved').
- The second word must be a pronoun (such as 'it', 'them', 'he', 'her').
- So, this pattern matches phrases like 'love it', 'loved it', 'loving you', 'loved she', etc.
- Moreover, we allow at most **two other words/tokens** to appear inside the boundary of the pattern. Hence, this pattern also matches 'love . it', 'loved as well it', 'loving only you'. Words (or tokens) which are not from the pattern are highlighted in brown.

<u>Example 2</u> -- the pattern {SENTIMENT:neg} {POS:ADV} and the pattern {SENTIMENT:neg, POS:ADV} are different.

- The first pattern {SENTIMENT: neg} {POS:ADV} specifies the conditions of two words. The first word mush have negative sentiment and the second word must be an adverb. So, this pattern matches 'limited when', 'fall apart', 'worried about how', 'odd feel at first', etc.
- The second pattern {SENTIMENT: neg, POS:ADV} is a pattern of one word (since it has only one curly bracket pair), and the two conditions are joined by and. So, it matches words which are adverbs (POS:ADV) and have negative sentiment (SENTIMENT: neg) such as 'poorly', 'ridiculously', 'sadly', 'terribly', etc.

Possible Conditions in Patterns

There are four types of conditions.

• **LEMMA** specifies the canonical form of the word. For example, LEMMA: send matches 'send', 'sends', 'sent', 'sending', 'Sending', etc. Note that LEMMA: be covers verbs to be including 'be', 'is', 'am', 'are', 'was', 'were', 'being' and 'been'.

- **TYPE** specifies the category of the word. For example, TYPE:move.v covers words which are a type of move (in the verb form as noted by .v) such as 'return', 'sending', 'pump', 'carrying', etc. In this task, you will see .v (verb) and .n (noun). Note that TYPE:be.v is equivalent to LEMMA:be.
- **POS** specifies the <u>part of speech</u> of the word. In this task, you may see <u>POS:NOUN</u> (specifying that the word must be a noun), <u>POS:PROPN</u> (for a proper noun), <u>POS:ADJ</u> (for an adjective), <u>POS:VERB</u> (for a verb), <u>POS:ADP</u> (for a preposition), <u>POS:DET</u> (for a determiner), <u>POS:PUNCT</u> (for a punctuation), <u>POS:NUM</u> (for a number), and <u>POS:SYM</u> (for a symbol).
- **SENTIMENT** specifies the sentiment of the word. It could be either **SENTIMENT**: pos (positive sentiment) or **SENTIMENT**: neg (negative sentiment).

Note that, for each question below, we will also provide the meaning of the pattern for those who prefer reading the meaning instead of the pattern directly.

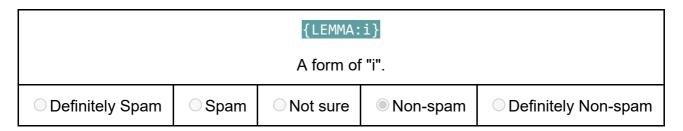
Examples

Example 1:

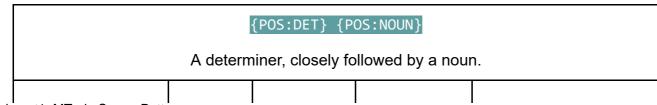
{LEMMA:call} {POS:NUM}						
A form of call, closely followed by a number.						
● Definitely Spam						

Explanation: This pattern matches the word 'call' (as well as 'calling', 'called', etc.) followed by a number. The examples are 'call 09061104276', 'calling 09061743811', etc. These are very likely to appear in spam messages for providing contact details. So, we answer "Definitely Spam".

Example 2:



Explanation: This pattern includes both 'i' and "I". Spams (sent from companies) usually use "We" rather than "I" when referring to themselves, while "I" appears more in personal messages which are not spams. So, we answer "Non-spam". However, without further contexts, we can hardly say "Definitely Non-spam".



O Definitely Spam	Spam	Not sure	○ Non-spam	O Definitely Non-spam
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Explanation: This pattern consists of a determiner such as 'a', 'an', 'the', closely followed by a noun. So, it could matches both spam-like texts (e.g., 'The prize' and 'an offer') and nonspam texts (e.g., 'a cat', 'the festival'). So, we answer "Not sure".

\${pattern_1}								
	\${translation_1}							
OD 6 3 1 0								
O Definitely Spam	○Spam	○ Not sure	○ Non-spam	○ Definitely Non-spam				
		\${patter	n_2}					
		\${translation	on_2}					
O Definitely Spam	○Spam	○ Not sure	○ Non-spam	○ Definitely Non-spam				
		\${patter	n_3}					
		\${translation	on_3}					
O Definitely Spam	○ Spam	○ Not sure	○ Non-spam	○ Definitely Non-spam				
		\${patter	n_4}					
		\${translation	on_4}					
O Definitely Spam	○Spam	○ Not sure	○ Non-spam	○ Definitely Non-spam				
		\${patter	n_5}					
		\${translation	on_5}					
O Definitely Spam	○ Spam	○ Not sure	○ Non-spam	○ Definitely Non-spam				
		\${patter	n_6}					
		\${translation	on_6}					

○ Definitely Spam	○Spam	O Not sure	○ Non-spam	○ Definitely Non-spam				
	\${pattern_7}							
		\${translation	on_7}					
ODefinitely Spam	○Spam	○ Not sure	○Non-spam	○ Definitely Non-spam				
		\${patter	n_8}					
		\${translation	on_8}					
O Definitely Spam	○Spam	○ Not sure	○ Non-spam	○ Definitely Non-spam				
		\${patter	n_9}					
		\${translation	on_9}					
○ Definitely Spam	○ Spam	○ Not sure	○ Non-spam	○ Definitely Non-spam				
		\${pattern	_10}					
		\${translatio	n_10}					
○ Definitely Spam	○ Spam	○ Not sure	○ Non-spam	○ Definitely Non-spam				
Feedback If you have any feedback or comment, please leave it here. Thank you.								
Submit								

In this task, please answer whether a group of (1 to 5) phrases is more likely to appear in **"Spam"** or **"Non-spam"** SMS messages. Note that,

- The phrases in each question are separated by semicolons (;).
- Please consider the majority in each group to make a decision. If the phrases can
 appear equally in both types of SMS messages or you cannot decide, please select
 "Not sure".
- Please don't worry if the phrase is not grammatically correct.

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Examples

Example 1:

Phrase	Your answer				
Call 0800; message 08718723815; pass 2; reply 8000930705; offer 750	Definitely Spam	Spam	Not sure	Non- spam	Definitely Non-spam

Explanation: All the phrases contain a word related to message/communication followed by a number. They are likely to appear in advertisements (e.g., explaining promotions or providing contact details). So, the answer should be "Definitely Spam".

Example 2:

Phrase	Your answer					
from; at; under; via; about	Definitely Spam	Spam	Not sure	Non- spam	O Definitely Non-spam	

Explanation: All of the words shown are general prepositions which can appear in both spams and non-spams. So, we answer "Not sure".

Phrase	Your answer				
friend tyler; break time; brother genius; gift voucher	Definitely Spam	Spam	Not sure	Non- spam	O Definitely Non-spam

Explanation: Only 'gift voucher' is likely to appear in a spam message, whereas the rest shows no signs of spams. So, we answer "Non-spam" but not definitely.

Phrase	Your answer							
\${group_1}	O Definitely Spam	O Spam	○ Not sure	O Non- spam	○ Definitely Non-spam			
\${group_2}	O Definitely Spam	O Spam	○ Not sure	O Non- spam	○ Definitely Non-spam			
\${group_3}	O Definitely Spam	○ Spam	○ Not sure	O Non- spam	○ Definitely Non-spam			
\${group_4}	O Definitely Spam	O Spam	○ Not sure	O Non- spam	○ Definitely Non-spam			
\${group_5}	O Definitely Spam	O Spam	○ Not sure	O Non- spam	○ Definitely Non-spam			
\${group_6}	O Definitely Spam	○ Spam	○ Not sure	O Non- spam	○ Definitely Non-spam			
\${group_7}	O Definitely Spam	○ Spam	○ Not sure	O Non- spam	○ Definitely Non-spam			
\${group_8}	O Definitely Spam	○ Spam	○ Not sure	O Non- spam	O Definitely Non-spam			
\${group_9}	O Definitely Spam	○ Spam	○ Not sure	O Non- spam	○ Definitely Non-spam			
\${group_10}	O Definitely Spam	O Spam	○ Not sure	O Non- spam	○ Definitely Non-spam			

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In this task, please answer whether a given phrase (or word, token) is more likely to appear in a **"Spam"** or a **"Non-spam"** SMS message. Note that,

- If the phrase can appear in both Spam and Non-spam SMS messages, please select "Not sure".
- Please don't worry if the phrase is not grammatically correct.

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Examples

Example 1:

Phrase	Your answer						
call 87017 free	DefinitelySpam	Spam	O Not sure	O Non- spam	O Definitely Non-spam		

Explanation: "call 87017 free" is very likely to appear in a product/promotion advertisement which is considered as a spam message. So, we answer "Definitely Spam".

Example 2:

Phrase	Your answer						
the best	O Definitely Spam	Spam	Not sure	Non- spam	O Definitely Non-spam		

Explanation: "the best" is a generic phrase, and it could appear in both Spam (adverts) and Non-spam (personal) messages. So, the answer should be "Not sure".

Phrase	Your answer						
1	O Definitely Spam	Spam	○ Not sure	Non-spam	O Definitely Non-spam		

Explanation: Spams (sent from companies) usually use "We" rather than "I" when referring to themselves, while "I" appears more in personal messages which are not spams. So, we answer "Non-spam". However, without further contexts, we can hardly say "Definitely Non-spam".

Phrase	Your answer							
\${phrase_1}	O Definitely	○	○ Not	○ Non-	O Definitely			
	Spam	Spam	sure	spam	Non-spam			
\${phrase_2}	O Definitely	⊖	○ Not	○ Non-	O Definitely			
	Spam	Spam	sure	spam	Non-spam			
\${phrase_3}	O Definitely	⊖	○ Not	○ Non-	○ Definitely			
	Spam	Spam	sure	spam	Non-spam			
\${phrase_4}	O Definitely	O	○ Not	○ Non-	O Definitely			
	Spam	Spam	sure	spam	Non-spam			
\${phrase_5}	O Definitely	O	○ Not	○ Non-	O Definitely			
	Spam	Spam	sure	spam	Non-spam			
\${phrase_6}	O Definitely	O	○ Not	○ Non-	O Definitely			
	Spam	Spam	sure	spam	Non-spam			
\${phrase_7}	O Definitely	O	○ Not	○ Non-	O Definitely			
	Spam	Spam	sure	spam	Non-spam			
\${phrase_8}	O Definitely	O	○ Not	○ Non-	○ Definitely			
	Spam	Spam	sure	spam	Non-spam			
\${phrase_9}	O Definitely	O	○ Not	○ Non-	O Definitely			
	Spam	Spam	sure	spam	Non-spam			
\${phrase_10}	O Definitely	O	○ Not	○ Non-	O Definitely			
	Spam	Spam	sure	spam	Non-spam			
\${phrase_11}	O Definitely	○	○ Not	○ Non-	O Definitely			
	Spam	Spam	sure	spam	Non-spam			
\${phrase_12}	O Definitely	O	○ Not	○ Non-	O Definitely			
	Spam	Spam	sure	spam	Non-spam			
\${phrase_13}	O Definitely	O	○ Not	○ Non-	○ Definitely			
	Spam	Spam	sure	spam	Non-spam			
\${phrase_14}	O Definitely	O	○ Not	○ Non-	O Definitely			
	Spam	Spam	sure	spam	Non-spam			

\${phrase_15}	O Definitely	O	○ Not	○ Non-	O Definitely
	Spam	Spam	sure	spam	Non-spam
\${phrase_16}	O Definitely	O	○ Not	○ Non-	O Definitely
	Spam	Spam	sure	spam	Non-spam
\${phrase_17}	O Definitely	O	○ Not	○ Non-	O Definitely
	Spam	Spam	sure	spam	Non-spam
\${phrase_18}	O Definitely	O	○ Not	○ Non-	O Definitely
	Spam	Spam	sure	spam	Non-spam
\${phrase_19}	O Definitely	O	○ Not	○ Non-	O Definitely
	Spam	Spam	sure	spam	Non-spam
\${phrase_20}	O Definitely	O	○ Not	○ Non-	O Definitely
	Spam	Spam	sure	spam	Non-spam

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- The products are usually from the Clothes category.
- The next section provides the details on how to read textual patterns.
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Understanding Textual Patterns

In this task, a pattern is a sequence of (one or more) slots where each of the slots specifies conditions of words that can stay in it.

Example 1 -- the pattern {LEMMA:love} {POS:PRON} is a pattern of two words.

- The first word must have 'love' as its canonical form (such as 'love', 'loves', 'loving', 'loved').
- The second word must be a pronoun (such as 'it', 'them', 'he', 'her').
- So, this pattern matches phrases like 'love it', 'loved it', 'loving you', 'loved she', etc.
- Moreover, we allow at most **two other words/tokens** to appear inside the boundary of the pattern. Hence, this pattern also matches 'love . it', 'loved as well it', 'loving only you'. Words (or tokens) which are not from the pattern are highlighted in brown.

<u>Example 2</u> -- the pattern {SENTIMENT:neg} {POS:ADV} and the pattern {SENTIMENT:neg, POS:ADV} are different.

- The first pattern {SENTIMENT:neg} {POS:ADV} specifies the conditions of two words. The first word mush have negative sentiment and the second word must be an adverb. So, this pattern matches 'limited when', 'fall apart', 'worried about how', 'odd feel at first', etc.
- The second pattern {SENTIMENT:neg, POS:ADV} is a pattern of one word (since it has only one curly bracket pair), and the two conditions are joined by **and**. So, it matches words which are adverbs (POS:ADV) and have negative sentiment (SENTIMENT:neg) such as 'poorly', 'ridiculously', 'sadly', 'terribly', etc.

Possible Conditions in Patterns

There are four types of conditions.

• **LEMMA** specifies the canonical form of the word. For example, LEMMA: send matches 'send', 'sends', 'sent', 'sending', 'Sending', etc. Note that LEMMA: be covers verbs to be including 'be', 'is', 'am', 'are', 'was', 'were', 'being' and 'been'.

- **TYPE** specifies the category of the word. For example, TYPE:move.v covers words which are a type of move (in the verb form as noted by .v) such as 'return', 'sending', 'pump', 'carrying', etc. In this task, you will see .v (verb), .n (noun), and .r (adverb). Note that TYPE:be.v is equivalent to LEMMA:be.
- **POS** specifies the part of speech of the word. In this task, there will be only POS:ADV specifying that the word must be an <u>adverb</u>.
- **SENTIMENT** specifies the sentiment of the word. It could be either **SENTIMENT**: pos (positive sentiment) or **SENTIMENT**: neg (negative sentiment).

Note that, for each question below, we will also provide the meaning of the pattern for those who prefer reading the meaning instead of the pattern directly.

Examples

Example 1:

{TYPE:very.r} {SENTIMENT:pos}						
A type of very (adv), closely followed by a positive-sentiment word.						
■ Definitely Positive ■ Not sure ■ Negative ■ Definitely Negative						

Explanation: This pattern requires 'very' (or a similar word) followed by a positive-sentiment word. So, it matches, e.g., 'very good', 'really well', etc. The meanings are very likely to be positive. Therefore, we answer that this pattern definitely appears in Positive reviews.

Example 2:

{LEMMA:could} {LEMMA:not}						
A form of "could", closely followed by a form of "not".						
ODefinitely Positive Positive Not sure Negative ODefinitely Negative						

Explanation: This pattern matches 'could not' showing that someone/something is not able to do an action. It usually carries negative sentiment, so we answer 'Negative' but not definitely (as we do not know what the action is).

Example 3:

{POS:ADV} {LEMMA:!}							
An adverb, closely followed by a form of "!".							
ODefinitely Positive Positive Not sure Negative ODefinitely Negative							

Explanation: This pattern consists of an adverb closely followed by an exclamation mark. As we do not know what the adverb is, we cannot decide whether it has positive or negative sentiment. So, we answer "Not sure".

	\${pattern_1}						
		\${translation_	1}				
O Definitely Positive	○ Positive	○ Not sure	○ Negative	O Definitely Negative			
		\${pattern_2	}				
		\${translation_2	2}				
O Definitely Positive	○ Positive	○ Not sure	○ Negative	O Definitely Negative			
		\${pattern_3	}				
		\${translation_0	3}				
O Definitely Positive	○ Positive	○ Not sure	○ Negative	O Definitely Negative			
	\${pattern_4}						
		\${translation_4	4}				
O Definitely Positive	○ Positive	○ Not sure	○ Negative	O Definitely Negative			
		\${pattern_5	}				
		\${translation_	5}				
O Definitely Positive	○ Positive	○ Not sure	○ Negative	O Definitely Negative			
		\${pattern_6	}				
		\${translation_6	6}				
O Definitely Positive	○ Positive	○ Not sure	○ Negative	O Definitely Negative			
		\${pattern_7	}				

\${translation_7}					
O Definitely Positive	○ Positive	○ Not sure	○ Negative	○ Definitely Negative	
		\${pattern_8	}		
		\${translation_8	8}		
O Definitely Positive	OPositive	○ Not sure	○ Negative	○ Definitely Negative	
		\${pattern_9	}		
		\${translation_9	9}		
O Definitely Positive	○ Positive	○ Not sure	○ Negative	○ Definitely Negative	
		\${pattern_10	9}		
		\${translation_1	0}		
O Definitely Positive	OPositive	○ Not sure	○Negative	○ Definitely Negative	
Feedback					
	le ar aamanaant	, places legue i	it bara Thanks		
f you have any feedback or comment, please leave it here. Thank you.					
Submit					

In this task, please answer whether a group of (1 to 5) phrases is more likely to appear in **"Positive"** or **"Negative"** product reviews. Note that,

- The products are usually from the Clothes category.
- The phrases in each question are separated by semicolons (;).
- Please consider the sentiment of the majority in each group to make a decision. If the
 phrases can appear equally in both types of reviews or they do not convey a clear
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Examples

Example 1:

Phrase	Your answer					
not happy; not comfy; not great; n't right; not enough	Definitely	O	Not	O	Definitely	
	Positive	Positive	sure	Negative	Negative	

Explanation: All the phrases show that the customer is unhappy with the product. So, we answer 'Definitely Negative'.

Example 2:

Phrase	Your answer				
not only; not so; not even;	O Definitely Positive	O	Not	O	Definitely
far better; way too		Positive	sure	Negative	Negative

Explanation: 'far better' sounds positive. 'way too' and 'not even' sound negative. The rest is unclear. Overall, this group conveys neither a clear positive not a clear negative sentiment. So, we answer 'Not sure'.

Phrase	Your answer				
are not expensive; is very disappointing; was absolutely waste; is very stiff; were so badly	O Definitely Positive	O Positive	Not sure	Negative	Definitely Negative

Explanation: Four out of the five phrases have negative sentiment. Only 'are not expensive' sounds positive. So, we answer 'Negative' but not definitely.

Phrase	Your answer						
\${group_1}	O Definitely Positive	O Positive	O Not sure	O Negative	O Definitely Negative		
\${group_2}	O Definitely Positive	O Positive	O Not sure	O Negative	O Definitely Negative		
\${group_3}	O Definitely Positive	O	O Not sure	O Negative	O Definitely Negative		
\${group_4}	O Definitely Positive	O Positive	O Not sure	O Negative	O Definitely Negative		
\${group_5}	O Definitely Positive	O Positive	O Not sure	O Negative	O Definitely Negative		
\${group_6}	O Definitely Positive	O Positive	O Not sure	O Negative	O Definitely Negative		
\${group_7}	O Definitely Positive	O Positive	O Not sure	O Negative	O Definitely Negative		
\${group_8}	O Definitely Positive	O Positive	O Not sure	O Negative	O Definitely Negative		
\${group_9}	O Definitely Positive	O Positive	O Not sure	O Negative	O Definitely Negative		
\${group_10}	O Definitely Positive	O Positive	O Not sure	O Negative	O Definitely Negative		

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In this task, please answer whether a given phrase (or word, token) is more likely to appear in a **"Positive"** or a **"Negative"** product reviews. Note that,

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Examples

Example 1:

Phrase	Your answer					
nt like	O Definitely Positive	Positive	O Not sure	Negative	O Definitely Negative	

Explanation: "nt like" is likely from "Don't like" which usually appears in negative product reviews. So, we should answer "Negative", but not "Definitely Negative" as it may also come from "isn't like" (which means "isn't similar" and does not convey a clear sentiment).

Example 2:

Phrase	Your answer					
blue umbrella	O Definitely Positive	O Positive	Not sure	O Negative	O Definitely Negative	

Explanation: "blue umbrella" is the product, but we have no clue whether the review text is positive or negative. So, the answer should be "Not sure".

Phrase	Your answer				
perfect beautiful	Definitely		○ Not	0	O Definitely

Po	ositive Positive	sure	Negative	Negative	
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Explanation: Both "perfect" and "beautiful" are very positive words, so we answer "Definitely Positive". Please don't worry that the phrase is not grammatically correct.

Phrase	Your answer				
\${phrase_1}	O Definitely Positive	O Positive	○ Not sure	O Negative	O Definitely Negative
\${phrase_2}	O Definitely Positive	O Positive	○ Not sure	O Negative	○ Definitely Negative
\${phrase_3}	O Definitely	O	○ Not	O	O Definitely
	Positive	Positive	sure	Negative	Negative
\${phrase_4}	O Definitely	O	○ Not	O	O Definitely
	Positive	Positive	sure	Negative	Negative
\${phrase_5}	O Definitely	O	○ Not	O	O Definitely
	Positive	Positive	sure	Negative	Negative
\${phrase_6}	O Definitely	O	○ Not	O	O Definitely
	Positive	Positive	sure	Negative	Negative
\${phrase_7}	O Definitely	O	○ Not	O	O Definitely
	Positive	Positive	sure	Negative	Negative
\${phrase_8}	O Definitely Positive	O Positive	○ Not sure	O Negative	○ Definitely Negative
\${phrase_9}	O Definitely	O	○ Not	O	O Definitely
	Positive	Positive	sure	Negative	Negative
\${phrase_10}	O Definitely	O	○ Not	O	O Definitely
	Positive	Positive	sure	Negative	Negative
\${phrase_11}	O Definitely	O	○ Not	O	○ Definitely
	Positive	Positive	sure	Negative	Negative
\${phrase_12}	O Definitely	O	○ Not	O	O Definitely
	Positive	Positive	sure	Negative	Negative
\${phrase_13}	O Definitely	O	○ Not	O	O Definitely
	Positive	Positive	sure	Negative	Negative
\${phrase_14}	O Definitely	O	○ Not	O	O Definitely
	Positive	Positive	sure	Negative	Negative

\${phrase_15}	ODefinitely Positive	O Positive	○ Not sure	O Negative	○ Definitely Negative
\${phrase_16}	O Definitely Positive	O Positive	○ Not sure	O Negative	○ Definitely Negative
\${phrase_17}	O Definitely Positive	O Positive	○ Not sure	O Negative	○ Definitely Negative
\${phrase_18}	O Definitely Positive	O Positive	○ Not sure	O Negative	○ Definitely Negative
\${phrase_19}	O Definitely Positive	O Positive	○ Not sure	O Negative	○ Definitely Negative
\${phrase_20}	O Definitely Positive	O Positive	○ Not sure	O Negative	○ Definitely Negative

If you have any feedback or comment, please leave it here. Thank you.