

Image Annotation Scheme / Facebook Images Dataset

Some United States politicians have chosen to use social media during their election or reelection competitions in order to communicate with voters. Attached is a photo of a United States Senate, House of Representatives, or Governor candidate who competed during the 2018 election cycle. Additionally, there is included an image and its caption that this politician chose to share to the social media platform Facebook during their campaign.

Please answer the following questions regarding this shared image and caption:

Is the politician themselves physically present in this image?

☐ Yes

☐ No

Appeal is defined to be the action of requesting aid, support, sympathy, or another object. The term can be applied to a politician's attempt to gain the support of a voter.

By sharing the following image and caption to Facebook, do you believe this politician intended to appeal to:

1. Black voters:

☐ Yes

☐ No

2. Hispanic voters:

☐ Yes

☐ No

3. Asian voters:

☐ Yes

☐ No

4. LGBTQ+ voters:

☐ Yes

☐ No

Note: LGBTQ+ refers to lesbian, gay, bisexual, transgender, questioning, and other sexual and gender minority individuals.