

| DEFINITION OF TERMS | | |
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| Terms | Definition | Examples |
| Aspect | Specific attributes, components, or dimensions of a product or service that customers comment on in their reviews. Aspects can be explicitly stated or implicitly inferred. | |
| Explicit Aspect | Clearly mentioned or directly stated feature or service in the review text. Usually tied to clear keywords. | "tagal nung delivery " (delivery) "okay yung presyo " (price) "maganda yung customer service " (service) |
| Implicit Aspect | Implied or suggested aspect inferred from the reviewer's sentiment, experience, or description. Not directly named. | "tatlong araw ko palang nagamit, sira na agad" (product-durability) "hindi man lang naka bubble wrap" (service-handling) |
| General Aspects | Broad, high-level category of feedback that groups specific aspects into meaningful clusters: Product, Price, Delivery, Service. | |
| Specific Aspects | Subcategory or more granular attribute under a General Aspect, providing finer detail about what specifically is being addressed. | |

| RULES IN ANNOTATION | | |
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| Rules | Description | Examples |
| Context over Keywords | Always prioritize the meaning and context of the sentence over mere keyword matching | "gray yung inorder ko pero blue yung dumating" (delivery-correctness because customer received wrong variation of the item) "ba yung itsura nung item sa picture" (product-correctness because it focuses on false advertising or comparison of actual item and expected item) |
| Use Keywords Only as a Guide | Keywords from the codebook are guides, not hard rules. Do not assign an aspect solely because a keyword appears if context suggests otherwise | |
| Annotate Implicit Aspects When Clear | If the context strongly implies an aspect even though it is not named, annotate it accordingly. | |
| No Aspect? Do Not Force | Not all reviews contain aspects. If none are present, do not force annotations | "Grabe ang saya ko!" |
| One Review, Multiple Aspects | A single review may mention multiple aspects. Annotate each correctly. | "maganda yung kulay pero ang mahal" ("maganda kulay" - product-color; "ang mahal" - price-affordability) |
| General vs. Specific Aspect | Assign both general and specific where appropriate for clarity. | "grabe overpriced naman to" ("overpriced" - price-affordability) "ambilis nung delivery" (delivery-timeliness) |

| GENERAL CODEBOOK | | |
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| General Aspect | Description | Examples |
| Product | Feedback focusing on features, quality, performance, appearance, or sensory properties of the product itself. | "ganda ng tela niya, light weight at comfy." "mabilis matowbat yung battery" "defective yung item, di naman gumagana" "bet ko talaga yung scent niya" "good quality" |
| Price | Comments on cost, value for money, affordability, or pricing fairness. | "sayang pera." "kaya pala mura lang." "ok na rin for the price." |
| Delivery | Remarks about the delivery process, including speed, condition of package upon arrival, or fulfillment accuracy. | "fast delivery." "yupi yupi na yung box pagdating saakin." "large order ko pero small dumating." "hindi ko nareceive yung item." |
| Service | Feedback on customer service, seller responsiveness, support, handling, trustworthiness, and related interactions. | "di sumasagot si seller." "sana i-double check niyo muna." "hindi man lang naka bubble wrap." "scam tong shop na to pinapalitan yung order mo" |

| COMPLETE CODEBOOK | | | | |
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| General Aspect | Specific Aspect | Tag | Description | Examples |
| | Color | PRO#COL | <p>Description: Feedback on the product's color, including its accuracy compared to the product listing or expectations, and general comments about the shade or hue.</p> <p>Use When: There are mentions of the actual color versus the listed color, or general comments about the product's color aesthetics (e.g., "maganda yung kulay," "pangit ang shade").</p> <p>Do NOT Use When: The color issue is due to receiving the wrong item variant entirely (e.g., ordered blue, received red; use DEL#COR).</p> | <p>"True to color, same as photo." "Ang ganda ng shade ng lipstick, bagay sa akin." "Yung actual color ay medyo mas light kaysa sa picture." "Kupas yung kulay pagdating." "Ganda nung kulay ang vibrant"</p> |
| | Condition | PRO#COND | <p>Description: Feedback on the physical state of the product as received, due to pre-shipment defects or damage.</p> <p>Use When: The product has scratches, dents, tears, is incomplete, or has manufacturing flaws discovered upon opening, even if the packaging was intact.</p> <p>Do NOT Use When: Damage is clearly attributed to shipping or transit (use DEL#COND). The item received is completely different from what was ordered (use DEL#COR).</p> | <p>"May gasgas yung product agad pagdating pero sealed naman yung box." "Incomplete parts pag open ko ng box." "May punit yung damit, mukhang lahi mismo ang may problema." "Maayos ang packaging pero yung item mismo may yupi na sa gilid"</p> |
| | Correctness | PRO#CORR | <p>Description: Feedback on whether the product's specifications, features, or included accessories match the product listing description.</p> <p>Do NOT Use When: A completely wrong item was delivered (use DEL#COR). The color is different, but the item model is correct (use PRO#COL, unless the color was a specifically ordered specification not met, then it can be DEL#COR if wrong variant shipped). The size is different (use PRO#SIZE).</p> | <p>"Sabi dual SIM, single SIM lang pala." "Sa photo may kasamang charger pero wala sa box." "Advertised as having a matte finish, pero glossy yung dumating." "Sabi sa description kasama na yung batteries, wala pala." "Lahat ng nakalagay sa description, kasama sa package. Kumpleto!"</p> |
| | Durability | PRO#DUR | <p>Description: Comments about the product's perceived longevity, sturdiness, resilience, and ability to withstand normal use over time.</p> <p>Use When: There are mentions of fragility, easy breakage, material strength relating to wear and tear, good build quality for longevity, or how long the product lasts or is expected to last.</p> <p>Do NOT Use When: The damage is due to delivery (use DEL#COND) or the user received it already broken due to pre-shipment issues (use PRO#COND).</p> | <p>"Tatlong araw ko pa lang gamit, sira na agad yung zipper." "Matibay ang materyales, mukhang tatagal." "After 1 week of use, nagka-crack na agad yung case." "Mukhang matibay at pang-matagalan ang pagkakagawa." "Ang dali masira, hindi maganda yung quality para sa presyo."</p> |
| | Effectiveness | PRO#EFF | <p>Description: Feedback about how well the product performs its intended purpose or delivers its promised benefits.</p> <p>Use When: The reviewer talks about the results, performance, or efficacy of the product in achieving its main function (e.g., "nakakaputi ba?", "mabilis ba mag-charge?").</p> <p>Do NOT Use When: The product doesn't work at all or malfunctions (use PRO#FUNC).</p> | <p>"Ang bilis magpawala ng pimples yung cream." "Okay siya, pero hindi ganun ka-effective sa akin." "Yung humidifier, ang lakas ng usok – effective!" "Hindi masyadong nakakalinis yung vacuum, mahina ang suction." "Gumagana naman pero 'di kasing ganda ng inasahan ko yung resulta."</p> |
| | | | Description: Describes if the product or its features operate correctly or if there are malfunctions. | "Hindi gumagana yung power button." |

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| Product | Functionality | PRO#FUNC | <p>Use When: The product, or parts of it, fail to perform their intended task, are defective, do not operate, or a specific feature is not working.</p> <p>Do NOT Use When: The product performs its function, but the quality or extent of the result is not as expected (use PRO#EFF). The issue is about overall longevity or easy breakage from use (use PRO#DUR).</p> | <p>"Ayaw mag-charge kahit bagong bukas pa lang." "Defective yung item na pinadala, hindi nag-o-on." "Yung isang earphone ay walang tunog." "Works perfectly! Lahat ng features gumagana."</p> |
| | Material | PRO#MAT | <p>Description: Feedback about the physical composition, make, or substance of the product, including texture, thickness, fabric type, or perceived quality of materials used.</p> <p>Use When: There are descriptions of softness, heaviness, material type (e.g., cotton, plastic, metal), material quality (e.g., "good quality plastic," "cheap fabric"), or texture.</p> <p>Do NOT Use When: The comment is primarily about how the product performs its function (use PRO#FUNC or PRO#EFF). The comment is primarily about the product's longevity due to its material (use PRO#DUR). The color of the material (use PRO#COL).</p> | <p>"Makapal at malambot ang tela, sulit." "Mangis yung tela, hindi tulad ng inaasahan ko." "Solid yung metal body, hindi mukhang mumurahin." "Maganda yung texture ng leather." "Hindi maganda yung klase ng plastic, parang laruan."</p> |
| | Sensory | PRO#SENS | <p>Description: Comments about sensory experiences including smell, taste, sound, and other non-visual/non-tactile sensory feedback.</p> <p>Use When: Smell, taste, sound characteristics Sensory experience beyond touch insight Sensory satisfaction or dissatisfaction Sensory expectations vs. reality</p> <p>Do NOT Use When: The feedback is about the general texture or type of material (use PRO#MAT - e.g., "soft fabric," "rough plastic"). The feedback is about the visual color of the product (use PRO#COL). The feedback is about the product's core functionality or effectiveness being sound-based (e.g., "hindi gumagana yung speaker" - PRO#FUNC; "mahina yung bass ng headphones" - PRO#EFF). The feedback is about the product being too loud or too quiet if it indicates a malfunction or poor performance of a primary function (use PRO#FUNC or PRO#EFF).</p> | <p>"Ang bango ng lotion na ito, amoy baby!" - Smell "Masarap yung kape, hindi masyadong matamis." - Taste "Okay naman yung tunog ng keyboard, satisfying yung clicky sound niya." - Sound (aesthetic) "May kakaibang amoy yung tela, parang luma." - Smell "Hindi ko gusto yung lasa ng energy bar, masyadong artificial." - Taste</p> |
| | Size / Measurement | PRO#SIZE | <p>Description: Feedback about the product's fit, dimensions, capacity, or sizing accuracy compared to expectations or stated measurements.</p> <p>Use When: The item is described as too small, too big, not true to size, or when commenting on the accuracy of its measurements or overall fit.</p> <p>Do NOT Use When: The size issue is due to receiving the wrong variant (e.g., ordered Large, received Small - use DEL#COR).</p> | <p>"Ang liit ng large, parang small lang." "Sakto yung sukat, very accurate." "Oversized para siya, which I liked." "Medyo masikip sa akin yung medium size nila." "Tamang-tama lang yung haba ng pantalon."</p> |
| | General | PRO#GEN | <p>Description: Broad or vague mentions of the product's quality with no specific aspect detailed.</p> <p>Use When: Feedback like "maganda" (good), "pangit" (bad), "okay lang" (it's okay) is given for the product itself, without further elaboration on why (e.g., not specifying if it's about material, durability, etc.).</p> <p>Do NOT Use When: Any specific issue or praise related to other product aspects (e.g., color, durability, a specific malfunction, material, size) is mentioned.</p> | <p>"Okay naman ang quality ng product." "Di ganun kaganda yung product compared sa inaasahan ko." "Standard lang yung product." "Maganda siya." "Average quality lang."</p> |
| Delivery | Condition | DEL#COND | <p>Description: Feedback on the state of the parcel or product as a result of handling during shipping or transit. This includes the packaging itself and any damage to the item clearly caused by the delivery process.</p> <p>Use When: The product or packaging was damaged (e.g., dented, wet, crushed, torn) during shipping. Also use for comments on good/protective packaging that ensured safety during transit.</p> <p>Do NOT Use When: Damage or defect is inherent to the product itself and not due to shipping (use PRO#COND). The wrong item was delivered (use DEL#COR).</p> | <p>"Dumating yung box na yupi." "Basang-basa yung parcel sa ulan." "May crack yung item dahil sa pagbagsak siguro during delivery." "Ang ganda ng pagkaka-bubble wrap, safe na safe yung item." "Sira yung box pagdating, buti 'di nadamay yung laman."</p> |
| | Correctness | DEL#CORR | <p>Description: Feedback indicating that the wrong item, including wrong color, variant, size, or model, was delivered by the seller/shipper.</p> <p>Use When: The delivered product does not match what was specifically ordered (e.g., ordered blue shoes, received red shoes; ordered size Large, received size Small).</p> <p>Do NOT Use When: The item model is correct, but some product specifications or features are wrong as per the advertisement (use PRO#CORR). The item is correct but damaged during shipping (use DEL#COND for shipping damage, or PRO#COND for pre-existing damage).</p> | <p>"Nag-order ako ng blue, pero black yung dumating." "Mali yung size na pinadala, large in order ko, small dumating." "Bang model ng phone ang na-receive ko." "Okay naman, tamang item ang natalangap ko." "May kasamang freebie na wala sa order ko, pero tama yung main item." (Can be DEL#COR if freebie implies a different bundle was sent, or just a note if main item is correct)</p> |
| | Timeliness | DEL#TIME | <p>Description: Feedback regarding the speed of the delivery, whether it was early, on time, late, or met the expected delivery window.</p> <p>Use When: There are mentions of delivery delays, early arrival, or the duration it took for the product to arrive.</p> <p>Do NOT Use When: General comments about delivery without reference to speed (use DEL#GEN).</p> | <p>"Late dumating, after 10 days pa." "Early delivery, good job seller!" "Hindi umabot sa event na pinlano ko." "Sakto lang sa expected delivery date." "Ang bilis ng shipping, kinabukasan andito na!"</p> |
| | General | DEL#GEN | <p>Description: Generic or vague comments about the delivery process or courier service, without specific details on timeliness, package condition, or item correctness.</p> <p>Use When: The reviewer makes a general statement about shipping or the courier (e.g., "delivery was fine," "courier was polite") without specifying positive or negative aspects like speed or package condition.</p> <p>Do NOT Use When: Specifics about delivery time (DEL#TIME), package condition upon arrival (DEL#COND), or correctness of the delivered item (DEL#COR) are mentioned.</p> | <p>"Okay naman ang delivery." "Maayos naman ang pag-deliver." "Walang problema sa shipping." "Mabait yung nag-deliver." "The delivery process was smooth."</p> |
| Price | Affordability | PRI#AFF | <p>Description: Mentions that the product is perceived as cheap, budget-friendly, inexpensive, or a good deal primarily based on its low price point.</p> <p>Use When: The focus is specifically on the price being low or affordable, often with "mura" (cheap) being the keyword.</p> <p>Do NOT Use When: The comment is about the price in relation to its quality or features (use PRI#VOM). It's just a general statement about price without judgment of it being low (use PRI#GEN).</p> | <p>"Affordable siya, kaya okay lang kahit simple lang." (Affordability focus) "Mura lang, kaya 'di ako nag-expect ng super quality." "Hanap ko talaga yung pinakamura, at ito na yun." "Very budget-friendly, nakita sa allowance." "Nakakuha ako ng discount kaya sobrang mura!"</p> |
| | Value for Money | PRI#VOM | <p>Description: Feedback about how the product's perceived quality, features, or performance compares to its price; an assessment of its worth.</p> <p>Use When: The reviewer evaluates if the price is justified by the quality or benefits received; mentions of "suli" (worth it), "worth the price," "overpriced," "good deal for the quality."</p> <p>Do NOT Use When: Only affordability (low price) is mentioned without linking to quality (use PRI#AFF). Only general, neutral price comments are made (use PRI#GEN).</p> | <p>"Hindi worth it yung binayad ko." "Sobrang sulit, parang mahal na item." "Sayang pera, di tumagal yung item." "For its price, ang dami na niyang features. Good buy!" "Medyo mahal siya para sa quality na nakuha ko."</p> |
| | General | PRI#GEN | <p>Description: Broad or neutral statements about the product's price without expressing strong sentiment about its affordability, expensiveness, or value.</p> <p>Use When: The price is mentioned without clear judgment on whether it's cheap, expensive, or good/bad value. Can also be used when the price is stated as being "as expected," "standard," or just stated objectively.</p> <p>Do NOT Use When: The product is explicitly called cheap/affordable (use PRI#AFF) or expensive. The product is judged on its value for money (use PRI#VOM).</p> | <p>"Okay lang yung presyo." "Normal lang ang price, hindi mahal o mura." (Explicitly neutral) "Yung presyo ay P500." "Standard pricing para sa ganitong item."</p> |
| | Handling | SER#HAND | <p>Description: Feedback on the seller's actions in preparing, checking, or packing the item before it is shipped.</p> <p>Use When: There are comments on item issues potentially caused by poor handling, checking, or internal packing by the seller (e.g., wrong item packed due to not checking, item damaged due to poor internal packaging by seller even if outer delivery packaging is fine). Also for good pre-shipment preparation by the seller.</p> <p>Do NOT Use When: Damage is clearly due to courier mishandling during transit (use DEL#COND). A wrong item was delivered, and the comment is only about the error itself, not the seller's checking process (use DEL#COR). General comments about seller service (use SER#GEN).</p> | <p>"Sana chineck muna bago pinadala." "Hindi man lang na-check ng seller." "Di maayos ang pagkakapak ng seller, buti 'di nasira yung item mismo." (Seller's packing, not courier's) "Magingat si seller sa pag-pack, naka-box pa yung item sa loob ng pouch."</p> |
| | | | <p>Description: Comments on the seller's speed, helpfulness, presence, or quality of communication with the customer.</p> | <p>"Ang tagal samagot ng seller."</p> |

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| Service | Responsiveness | SER#RES | Use When: There are mentions of no reply, late reply, quick reply, helpfulness of answers, politeness in communication, or clarity of information provided by the seller. | Do NOT Use When: General service comments not related to communication (use SER#GEN). Comments about automated system messages unless reflecting on seller's setup. | "Walang sumagot sa tanong ko." "Responsive sila, nag-reply agad sa inquiry ko." "Mabait kausap si seller at very helpful sa mga tanong ko." "Seen-zoned lang ako sa chat, 'di man lang nag-sorry." |
| | Trustworthiness | SER#TRU | Description: Indicates the seller is perceived as a scammer, dishonest, unreliable, or selling non-authentic/counterfeit items. Use When: Fraud, fake items, deceptive product listings or practices, or highly suspicious actions by the seller are explicitly mentioned or strongly implied. | Do NOT Use When: The issue is a simple mistake (e.g., wrong item DEL#COR, unmet specification PRO#CORR) unless clear intent to deceive is stated. Product quality is just poor but not explicitly called fake (use relevant PRO# tags). | "Scam itong shop na to." "Fake yung product, nanloko sila." "Hindi ito legit seller, iba yung pinadala sa picture." "Mukhang dubious yung store, ingat kayo sa mga inoorder niyo dito." "Pinapalitan nila yung listing details after mo mag-order, 'di mapagkakatiwalaan." |
| | General | SER#GEN | Description: Broad or vague feedback on the seller's service quality, without detailing specific aspects like responsiveness or item handling pre-shipment. Use When: General comments about seller service (e.g., "good service," "bad service," "seller was helpful") without specifics on how or why. | Do NOT Use When: Specific issues like seller's response time/quality (SER#RES), how they prepared/checked the item (SER#HAND), or seller trustworthiness (SER#TRU) are mentioned. | "Hindi ako masaya sa service nila." "Okay lang ang service nila." "Mahusay ang serbisyo ng seller." "Average lang yung service." "The seller was accommodating." (If no specifics on how, e.g. responsiveness) |

| KEYWORDS | | | |
|----------------------------|-----------|----------|----------|
| Product | Delivery | Price | Service |
| product | padala | preyso | seller |
| produkto | shipping | price | serbisyo |
| item | delivery | cost | service |
| specific product mentioned | dumating | charge | support |
| nya | driver | halaga | reply |
| sya | natanggap | money | message |
| ito | receive | worth it | na-check |
| | | pera | kanila |
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| | | | nyo |