**Annotation Guidelines**

1. **Overview**

Annotators are tasked with determining the stance expressed towards climate change within each frame-transcript pair provided. This involves assessing both the visual and textual elements of each pair.

1. **Instructions**
   1. Annotation Order: Annotate the pairs within a single video from bottom to top to minimize contextual influence from preceding content.
   2. Text and Frame Consideration: Evaluate both the text and the accompanying frame. In cases of conflict between text and image, prioritize the element that evokes stronger emotions related to the stance.
2. **Stance Categories**

Each frame-transcript pair must be annotated with one of the following stance values regarding climate change:

* 1. **Neutral (0):**

The pair neither supports nor opposes climate change topics or related actions.

E.g., **Unrelated Context**: *people think that economists don't agree about anything. (with frame)*

E.g., General Information:  *Richard H Thaler on climate change, the zone as we can see in this diagram is the interface or border between the surface water and the groundwater. (with frame)*

E.g., Interrogative: *Why have so few thought leaders made it their signature issue? (with frame)*

* 1. **Support (1):**

The pair accepts, agrees with, and/or promotes climate change-related topics or actions.

E.g., Action Promotion: *goal 13 of the sustainable development goals climate action. (with frame)*

E.g., Encouragement: *We hope that this video has given you some ideas for ways that you can make a difference to climate. (with frame)*

E.g., Achievements: *It could prevent as much as 174 million tons of carbon from getting released. (with frame)*

E.g., Solutions: *By eating more vegetables and less meat you not only get to enjoy the wonderful variety of fresh produce, but you also help the planet. (with frame)*

* 1. **Oppose (2):**

The pair expresses negative sentiments or criticism towards climate change or its related aspects.

E.g., Negative Consequences: *either everyone is leaving, or everyone is killing each other it all comes down to whether there’s enough rain. (with frame)*

E.g., **Adverse Effects**: *And this is the negative effects the diet is having on the ecosystem and the adverse effects on human health. (with frame)*

1. **Annotation Format**
   1. Data Presentation: Each pair to be annotated is presented in a CSV file with the text labeled as 'text' and the corresponding frame provided as a JPEG file.
   2. Selection: Annotators must select one of the three possible stance values: Neutral(0), Support(1), or Oppose(2).
2. **Quality Control**

Ensure that your annotations are consistent across similar contents and review your entries for accuracy and adherence to the guidelines provided.