Annotation Schema for LinkedIn Posts

Task Description

You will be presented with a series of LinkedIn posts. Your task is to categorize each post into one of the predefined labels based on its content. These labels capture the semantic and functional aspects of the post, such as whether it discusses professional growth, promotes an event, or shares educational resources. Your annotations will help create a structured dataset for natural language processing (NLP) tasks like topic modeling, content recommendation, and automated classification.

Instructions

1. Read the post carefully.
2. Determine the **primary** purpose or topic of the post. Don't overthink.
3. Select the most appropriate label from the list below.
4. If the post does not fit any of the labels, use the "Others" category.

Label Definitions and Examples

1. Professional Growth
This category includes posts related to career development, personal achievements and job advancements.

Examples:
- "Thrilled to share that I've been promoted to Senior Manager at XYZ Corp!"
- "Disappointed to share that I didn't get the promotion I was hoping for—feeling stuck in my current role."

Controversial Example:
"Just got a job offer from Google and Microsoft—Google offers better work-life balance, while Microsoft has better food. Which one should I choose?"
Explanation**:** This could be classified under *Interactive Promotions* if it were advertising job offers, but since it focuses on career decision-making, we label it as Professional Growth.

2. Events
This category includes posts about gatherings, seminars, webinars, conferences, or any organized events.

Examples:
- "Join us for the Annual Tech Innovation Summit on November 15th!"
- "Frustrated that the Digital Marketing Conference got canceled last minute—was really looking forward to it!"

Controversial Example:
"Get free tickets to my amazing lecture that teaches you about deep neural networks at the PyCon event."
Explanation: This could be categorized under Interactive Promotions because it encourages sign-ups, but since it is tied to a specific event, we classify it under Events.

3. Interactive Promotions

This category includes posts that promote a product, service, or brand with the intent of engaging followers. These posts often encourage interaction, such as likes, comments, or clicks, and aim to draw attention to a specific offering or initiative.

Examples:
- "We're excited to launch our new AI-powered productivity tool! 🚀 Try it now and let us know what you think in the comments!"
- "We launched our new product last week, but engagement has been really low. Any feedback?"

Controversial Example:
"Announcing our latest AI tool at the Global AI Conference next week! Be the first to try it—sign up now!"
Explanation: This could be categorized under Events because it mentions a conference, but since its primary focus is product promotion, we classify it as Interactive Promotions.

4. Educational Resources
This category includes posts that share tutorials, lessons, courses, or other learning materials.

Examples:
- "Here's a step-by-step guide to mastering Python for data analysis."
- "Tried an online SEO course, but it was too vague and not very useful."

Controversial Example:
"Just completed a data science bootcamp! Amazing learning experience, but I think traditional degrees still have their advantages."
Explanation: This could be classified under Professional Growth because of career implications, but since the primary focus is on learning, we categorize it as Educational Resources.

5. Trends
This category includes posts that discuss industry trends, innovations, or emerging topics.

Examples:
- "The rise of remote work is reshaping the future of the workplace."
- "The metaverse was once the future—now it feels like a fading trend."

Controversial Example:
"The latest breakthroughs in AI-generated art are stunning—but will they replace human creativity?"
Explanation: This could fall under Educational Resources if it explained how AI-generated art works, but since it focuses on an industry trend, we classify it as Trends.

6. Others
Use this category for posts that do not fit into any of the above labels.

Examples:
- "Happy Friday, everyone! Wishing you all a great weekend."
- "Feeling completely drained this week—need a serious break."

Annotation Interface Example

Instructions: The annotator will enter a number (1-6) in Excel, corresponding to the appropriate label: (1) Professional Growth (2) Events (3) Interactive Promotions (4) Educational Resources (5) Trends (6) Others

Post	Label
"Excited to announce that I'll be speaking at the Global Leadership Conference next month! Join me to learn about the future of leadership in tech."	2