

# Twitter Emotion Coding Instructions

Instructions for coding emotion in *Twitter* postings<sup>1</sup>

Please read and follow the instructions carefully

## Introduction

We would like to develop a computer program to automatically detect the emotional content of Twitter postings. The reason for this is that we would like to track the ebb and flow of emotion expressed in discussions to identify how sentiment is typically used, and which kinds of uses of sentiment are successful in debates.

In order to develop a computer program that can detect sentiment in Twitter postings, we first need people to classify the emotional content of a number of random Twitter posts. These will be then used to “train” the computer program, which will then be able to automatically classify huge numbers of comments.

We are interested in both expressions of positive sentiment or energy and expressions of negative sentiment. We see these as independent, so that even a short posting could contain some positive and negative sentiment (e.g., “I hate you but I love you”).

## Using the spreadsheet

Please record your positive and negative sentiment strengths in the spreadsheet provided, entering just the number in the relevant cells. Please do not share your answers with anyone else or discuss your answers with anyone else.

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<sup>1</sup> Instructions modified and paraphrased from: Wiebe, J., Wilson, T., and Cardie, C. (2005). Annotating expressions of opinions and emotions in language. *Computers and the Humanities*, 1(2)

## Sentiment judgements

Below are descriptions of the judgements for you to make. There are no formal criteria for these judgements because we don't know any formal criteria for them! We want you to use your human knowledge and intuition to make your decisions. Our computer program will use your answers and try to deduce how to arrive at the same kinds of answers.

You will see a set of postings extracted from Twitter. Please classify each post for (a) the strength of positive sentiment that it contains and (b) the strength of negative sentiment that it contains. Please treat the two sentiments as completely separate and don't let one sentiment cancel out the other sentiment to any extent.

***Judge the comments from the perspective of the content of the text, not the author's emotional state or the intended reader's likely emotional state.*** In other words, the question that you are asking for each comment is: What sentiment is coded inside the text? Ignore whether the sentiment is targeted at someone or not, just identify whether sentiment is present in any form.

Code each comment for the degree to which it expresses positive sentiment. The scale for ***positive*** sentiment or energy is:

[no positive sentiment or energy] **1– 2 – 3 – 4 – 5** [very strong positive sentiment]

- Allocate 1 if the comment contains no positive emotion.
- Allocate 5 if the comment contains very strong positive emotion.
- Allocate a number between 2 and 4 if the comment contains some positive emotion but not very strong positive emotion. Use your judgement about the exact positive emotion strength.

Code each comment for the degree to which it expresses negative sentiment or is negative. The scale for ***negative*** emotion is:

[no negative sentiment] **1– 2 – 3 – 4 – 5** [very strong negative sentiment]

- Allocate 1 if the comment contains no negative sentiment at all.
- Allocate 5 if the comment contains very strong negative sentiment.
- Allocate a number between 2 and 4 if the comment contains some negative sentiment but not very strong negative sentiment. Use your judgement about the exact negative sentiment strength.

When making judgements, please be as consistent with your previous decisions as possible. Also, please interpret emotion within the individual post that it appears and ignore all other posts.

You will also see an area on the screen where you may enter comments that will be used to help tidy up the data set. You should only use this facility if you think there is something odd about the data or you would like to bring something to our attention. For example, the text that you have been given to code is written entirely in a foreign

language, contains no text at all, or appears to contain error messages relating to the data gathering process.

## Smileys and emoticons

[http://en.wikipedia.org/wiki/List\\_of\\_emoticons](http://en.wikipedia.org/wiki/List_of_emoticons)

*Western style (note that most emoticons work backwards too)*

Icon	Meaning	Icon	Meaning
:) :] :-) :o)	smiley or happy face	=( (	<i>broken heart</i>
:D XD :))	laughing, big grin	=))	<i>rolling on the floor</i>
:( :c	Frown, sad	:-B	<i>nerd</i>
D: D=	horror, disgust	=;	<i>talk to the hand</i>
:) *)	wink	:-c	<i>call me</i>
<3	Love (heart)	:)]	<i>on the phone</i>
:P :p :P :b	tongue sticking out, blowing a raspberry	~X(	<i>at wits' end</i>
:O :-O	surprise, shock	:-h	<i>wave</i>
:/ \ :-/	sceptical, annoyed, uneasy, confused	:-t	<i>time out</i>
:X :#	sealed lips, embarrassed	8->	<i>day dreaming</i>
O:) O:-)	Innocent, angel	X(	<i>angry</i>
:( :( (	crying	:>	<i>smug</i>
:	straight face	B-)	<i>cool</i>
/:)	raised eyebrows	l-)	<i>sleepy</i>
>:)	devil	8-	<i>rolling eyes</i>
:-S	worried	L-)	<i>loser</i>
x :-*	kiss	:-&	<i>sick</i>
O	Hug	:-\$	<i>don't tell anyone</i>
::)	<i>batting eyelashes</i>	[-(	<i>no talking</i>
: ">	<i>blushing</i>	:O)	<i>clown</i>
>:D<	<i>big hug</i>	8-}	<i>silly</i>
:x	<i>love struck</i>	<:-P	<i>party</i>
#:~S	<i>whew!</i>		

### *Eastern style*

Icon	Meaning
d^ ^b d- _b	listening to music, thumbs up
(^ _ ^) (^ ^) (^ ^) (^ ^)	smiley
( ^ ^) (^ ~)	wink
(> _ <) (> . <)	in pain, frustrated
(- _ -)	upset, sighing
(^o^)	singing, laughing
(^3^)	kiss
(^ _ ^) ^ _ ^"	nervous, sweat-drop, embarrassed
(; _ ;) (T _ T) (ToT)	crying
(._.) (:_)	disappointed, bitter
(-.-)zzZ - _-zzZ	sleeping
(X _ X)	dead

## ***Text messaging abbreviations (English)***

<http://www.eoecho.com/gregmagnus/acronyms-reference-list-fya-lol-rotf-fwiw-now-gbtw-yw/> These can be either upper case or lower case.

AAMOF - As A Matter Of Fact	GTGTTBR - Got To Go To The Bathroom
AFAIK - As Far As I Know	GTRM - Going To Read Mail
AFAIC - As Far As I'm Concerned	GU - Geographically Undesirable
AFAICT - As Far As I Can Tell	H8 - Hate
AFK - Away From Keyboard	HAND - Have A Nice Day
ASAP - As Soon As Possible	HHOK - Ha Ha Only Kidding
ASL - Age,Sex,Location	HTH - Hope This Helps
BAG - Big @ss Grin	IAC - In Any Case
BAK - Back At Keyboard	IAE - In Any Event
BBL - Be Back Later	IANAL - I am not a lawyer
BF - BoyFriend	IC - I See
BFD - Big Fricken Deal	IDGI - I Don't Get It
BITMT - But In The Meantime	IMCO - In My Considered Opinion
BOT - Back On Topic	IMHO - In my humble opinion
BRB - Be Right Back	IMNHO - In my NEVER humble opinion
BSEG - BIG Sh*t Eat'n Grin	IMNSHO - in My Not So Humble Opinion
BTW - By the way	IMO - In My Opinion
C4N - Ciao For Now	IMPE - In My Personal Experience
CRS - Can't Remember "Stuff"	IMVHO - In My Very Humble Opinion
CU - See You	IOW - In Other Words
CUL8R - See You Later	IRL - In Real Life
CWOT - Complete Waste Of Time	ISP - Internet Service Provider
CYA - See Ya	IYKWIM - If You Know What I Mean
DIY - Do It Yourself	JIC - Just In Case
EOD - End Of Discussion	J/K - Just kidding
EZ - Easy	KISS - Keep It Simple Stupid
F2F - Face To Face	L8R - Later
FAQ - Frequently Asked Questions	LOL - Laughing Out Loud
FBOW - For Better Or Worse	LMAO - Laughing My Arse Off
FOAF - Friend Of A Friend	LMFAO - Laughing My F*cking Arse Off
FOCL - Falling Off Chair Laughing	LTNS - Long Time No See
FWIW - For What It's Worth	MorF - Male or Female
FYA - For Your Amusement	MTCW - My Two Cents Worth
FYI - For Your Information	NBD - No Big Deal
/ga - Go Ahead	NRN - No Reply Necessary
GAL - Get A Life	NTK - Need To Know
GBTW - Get Back To Work	ONNA - Oh No, Not Again!
GF - Girlfriend	OTOH - On The Other Hand
GFC - Going For Coffee	OTTOMH - Off the top of my head
GFETE - Grinning From Ear To Ear	OIC - Oh I See
GMTA - Great minds think alike	
GR&D - Grinning, Running & Ducking	
GTG - Got To Go	

OTF - On The Floor  
OLL - Online Love  
PITA - Pain In The @ss  
PLS - Please  
PSTFU - Please...Shut The Fluck Up  
PU - That Stinks!  
REHI - Hello Again (re-Hi!)  
RL - Real Life  
ROFL - Rolling On Floor Laughing  
ROTF - Rolling On The Floor  
ROTFL - Rolling On The Floor  
Laughing  
RSN - Real Soon Now  
RTDox - Read The Documentation  
RTFM - Read The Frickin' Manual  
RUOK - Are You OK?  
RW - Real World  
SNAFU - Situation Normal All Fouled  
Up  
SO - Significant Other  
SOL - Smiling Out Loud (or Sh\*t Out  
of Luck)  
TANSTAAFL - There Ain't No Such  
Thing As A Free Lunch  
TAFN - That's All For Now  
TEOTWAWKI - The End Of The  
World As We Know It  
TMI - To Much Information  
TTFN - Ta Tah For Now  
TY - Thank You  
WEG - Wicked Evil Grin  
WTF - What The F\*ck  
YW - Your Welcome

