

## **Annotation Guidelines for the Multi-Class Annotation**

Twitter has become a useful tool for the spread of information. It is fast, and it is easy to use Twitter to obtain the latest news or see advertisements that promote different products. However, Twitter has been used by spammers to distribute fake news and misleading advertisement related to different products. Therefore, it is very important to know whether a tweeted advertisement is fake or real. The annotation of each tweet to be fake or real has been previously covered in a different task.

The goal of this annotation task is to go through the corpus which consists of 5000 tweets related to advertisements and marketed products and annotate the mentions related to the products to be belong one of the following classes: cosmetic, fashion, health, or electronics.

### **Annotation task**

Annotation involves marking up a piece of text with a tag to describe it. The aim of this task is to annotate the following terms:

- 1- Cosmetic products, which includes marking up all the mentions relative to skincare or the body.
  - Examples of cosmetic products:
    - Skin whitening cream
    - Body polishing cream
    - Skin lightening glow serum
    - Lipstick foundation
2. Fashion product include products related to attire and accessories such as clothing , shoes , bags jewelry , fragrances etc.
  - Examples of fashion products:
    - Hair accessories.
    - Jewelry
    - Stylish necklaces
    - Highly branded bags
    - Comfortable footwear
    - Dresses
    - Skirts
    - Trousers
3. A health product is any supplement that promotes the well-being of individuals, examples are vitamins, herbs, etc.
  - Examples of health products:
    - Weight-loss capsules
    - Skin-loving vitamins

- Glutathione supplement
  - L-glutathione pills
4. Electronics are any products which require electric currents or electromagnetic fields to function. Examples include:
- Smartphones
  - Digital cameras
  - Computers, tablets, etc.
  - Electric toothbrushes

### **General guidelines**

- Only annotate the correct span (as much information as required).
- The product mentions could be expressed in any syntactic structure including:
  - **Noun phrase**
    - Lipstick
    - Jewelry
  - **Adjectival phrase:**
    - Branded bags
    - Cheap jumpers
    - Face whitening cream

If the product mention is preceded by a modifier of multi-word phrase, annotate the whole phrase, for example:

- a rich and nourishing cream
- High-quality branded handbags

### **Do not annotate the following:**

- Products that are mentioned in the tweets but which are not directly used in the context of the advertisement or promotion for the products.
- Anything you infer from the text; only annotate the explicitly mentioned products.