Rating Words On A Sentiment Scale

Instructions -

I. General Instructions

- · Attempt these questions only if you are a native speaker of English.
- Your responses are confidential. Any publications based on these responses will not include your specific responses, but rather aggregate information from many individuals. We will not ask any information that can be used to identify who you are.

II. Task-Specific Instructions

Words are associated with sentiment (positive or negative) to different degrees. For example, the word *party* is associated with more positive sentiment than the word *carpet*. Similarly, the word *massacre* is associated with more negative sentiment than the word *tired*.

In each question, you will be given a term (a single word or a short phrase). You will be asked to rate this term on a 9-point scale of its association with sentiment. The scale ranges from '4: extremely positive' to '-4: extremely negative':

- 4: extremely positive (e.g., fabulous, excellence, bliss)
- 3: very positive
- 2: moderately positive
- 1: slightly positive
- 0: not at all positive or negative (e.g., talking, world, email)
- -1: slightly negative
- -2: moderately negative
- -3: very negative
- -4: extremely negative (e.g., massacre, tragic, disastrous)

At one extreme of this scale '4: extremely positive', the terms are associated with the most amount of the positive sentiment. At the other end of the scale '-4: extremely negative', the terms are associated with the most amount of the negative sentiment. You can select answers in between to indicate intermediate degrees of positive or negative sentiment. If you feel that the term is neutral, that is, it has no association with either the positive or negative sentiment, select the middle point of the scale '0: not at all positive or negative'.

II. Important Notes and Tips

- Some words such as, *adore* and *hate*, are not only associated with sentiment, they also explicitly express a sentiment (positive or negative). Others do not express sentiment, but they are associated with sentiment; for example, *vacation* and *warm* are associated with positive sentiment, while *death* and *stolen* are associated with negative sentiment. To be rated as positive ('slightly positive' through 'extremely positive') or negative ('slightly negative' through 'extremely negative'), the words or phrases do not have to necessarily express a sentiment. We want you to indicate the degree of sentiment associated with a given term. If in doubt, this tip might be helpful: Words associated with positive sentiment tend to occur more commonly in positive statements than in negative statements. Words associated with negative sentiment tend to occur more commonly in negative statements.
- A term may have more than one meaning. When rating, consider the most common meaning of that term.
- If you do not know the meaning of a word or a phrase, please either skip the batch of questions or look up the meaning in your favorite dictionary. Below are links to references that may be of help:

http://www.merriam-webster.com http://www.google.com http://www.internetslang.com http://www.urbandictionary.com

- Provide an answer that most speakers of English will agree with. For example, even if there is a personal reason for a particular term to be very negative for you, provide the rating that reflects how most people would evaluate this term.
- Most importantly, try not to over-think the answer. Let your instinct guide you.

Rate this term on a 9 point sentiment scale: 4: extremely positive (e.g., fabulous, excellence, bliss) 3: very positive 2: moderately positive 0: not at all positive or negative (e.g., talking, world, email) -1: slightly negative -2: moderately negative -3: very negative -4: extremely negative (e.g., massacre, tragic, disastrous) The scale ranges from '4: extremely positive' to '-4: extremely negative'. At one extreme of this scale '4: extremely positive', the terms are associated with the most amount of the positive sentiment. At the other end of the scale '-4: extremely negative'. At one extreme of this scale '4: extremely positive', the terms are associated with the most amount of the positive sentiment. At the other end of the scale '-4: extremely negative', the terms are associated with the most amount of the negative sentiment. You can select answers in between to indicate intermediate degrees of positive or negative sentiment. If you feel that the term is neutral, that is, it has no association with either the positive or negative sentiment, select the middle point of the scale '0: not at all positive or negative'.
Term: particularly nice
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Term: screech
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Term: have no doubt Rate this term on a 9 point sentiment scale: 4: extremely positive (e.g., fabulous, excellence, bliss)

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3: very positive2: moderately positive

Test Validator