

News Categorization, Framing and Persuasion Techniques Annotation: Guidelines

Drafty Draft

15 June 2022

1 Introduction

Various EU institutions continuously monitor online media using Europe Media Monitor (EMM) ¹, and spin-off versions thereof in order to analyse reporting on policy-related matters in the news both across the EU and in relevant third countries. In particular, due to an ever-growing number of data to be processed and the interest to carry out an in-depth comparison of how the topics of interest are being embraced and presented across the different countries and different media there is a need to facilitate automation of the related media analysis processes. Currently, the Text and Data Mining Unit of the JRC is working on extending the analytical functionalities of EMM, including, among others, automated detection of framing dimensions [1] and persuasion techniques [2, 3, 4], and visualisation of related statistics, etc. The prerequisite to develop AI-based solutions to implement these functionalities are human-annotated news article corpora that constitute the input for training respective models.

This document provides an overview of the task of annotating news articles and other web documents with: document category, framing dimensions, and persuasion techniques and serves as guidelines for the annotators. It is a live document that gets continuously updated with interesting examples, changes related to the annotation process, etc.

The rest of this document is structured as follows. First, Section 2 provides a high-level overview of the annotation task. Next, Section 3 introduces the task of assigning documents a news category. Subsequently, Section 4 presents the framing dimensions accompanied with examples. The persuasion techniques are introduced in Section 5. Finally, the web-based tool used to do the annotations is presented in Section 6.

2 Annotation Task Overview

The task consists of annotating for a given news article: (a) news category, (b) framing dimension(s), and (c) persuasion techniques contained in the text. The aforementioned tasks are summarized below.

- **News Categorisation:** determine whether the article is:
 - an opinion piece,
 - aims at objective news reporting, or

¹<https://emm.newsbrief.eu/>

– is a satire piece

- **Frame Detection:** determine one or more frames used in the article out of a pool of 15 domain-independent framing dimensions described in [1]. Frames correspond to some specific aspects (e.g., economy, morality, safety, etc.) that are being mentioned in the context of the main topic of the article.
- **Persuasion Techniques Detection:** identify any of the 23 persuasion techniques, mainly derived from the taxonomy presented in [2], together with the text spans in an article, in which they occur

While news categorization and framing dimension(s) determination is a document-level annotation task, persuasion technique detection is an intra-document annotation task.

The entire annotation process is organized in the following way.

- there are at least 2 annotators per single news article or document,
- the topics of the news articles are revolving around main hot topics relevant for the EU and are extended dynamically based on the interest that emerges,
- once the news articles (documents) are annotated an Inter-annotator agreement will be computed,
- once all annotations are done a consolidator (curator) merges and resolves the identified conflicts that results in what is considered ground truth,
- regular weekly meetings are organised to align and resolve general-in-nature issues, problems, and to share experience, etc.

3 News Categorization

There are 5 possible news categories, each described below. It is important to emphasize that **ONLY ONE NEWS CATEGORY** should be assigned to a given news article.

3.1 Opinion

An article is an opinion piece whether it expresses what someone thinks or feels about something. It is a person's attempt to persuade readers to adopt a particular position on that event or to change another's thinking, feeling or actions. Opinions don't necessarily rest in fact or knowledge, though the most respected opinions generally do.

Examples:

- *'The government of Alberta has re-introduced its Education Act, which addresses the issue of student bullying in schools. The bill affirms that students are entitled to learning environments that are welcoming, caring, respectful and safe. The government is to be commended both for its process in engaging the community, and for the resulting new provisions.'*

3.2 Reporting

An article aims at objective news reporting when it involves discovering all relevant facts, selecting and presenting the important facts and weaving a comprehensive story. The generic structure of the reporting news acts to naturalise and to obscure the operation of underlying ideological positions.

Examples:

- *‘Costa Rica’s Juan Santamaria International Airport reopened on Thursday hours after a Boeing 757-200 cargo aircraft operated by DHL made an emergency landing and skidded off the runway, separating its tail, aviation authorities said.’*
- *‘Shanghai —home to China’s leading financial centre and some of its largest sea and airports —has been under lockdown for 12 days, and there’s no sign of it ending.’*

3.3 Satire

A satirical piece is an article factually incorrect, with the intent not to deceive, but rather to call out, ridicule, or expose behaviour that is shameful, corrupt, or otherwise ‘bad’. It deliberately exposes real-world individuals, organisations and events to ridicule. Satirical pieces use a variety of rhetorical devices, such as hyperbole, absurdity, and obscenity, in order to shock or unease readers and tend to mimic true articles, incorporating irony in an attempt to provide humorous insights.

Examples:

- *‘Bank Of England Governor Mervyn King is a Queen, Says Fed Chairman Ben Bernanke. During last night’s appearance on the American David Letterman Show, Fed Chairman Ben Bernanke let slip that Bank of England (BOE) Governor, Mervyn King, enjoys wearing women’s clothing.’*
- *‘According to tax filings obtained from the Clinton Foundation, former Secretary of State Hillary Clinton received a 225,000\$ speaking fee Wednesday night for telling her grandson a bedtime story.’*
- *‘Blinking repeatedly to ensure that what he was seeing outside was actually real, Amazon worker Tony Ureña emerged from his holiday overtime shift Monday to find 3,000 years had passed in the outside world.’*

3.4 Ignore

The article cannot be categorized since it presents some issues i.e. it is written in another language or in Esperanto, or is code(e.g. html), or is just a sequence of characters that do not make any sense etc.

3.5 Other

The article is not an opinion piece, it does not report objective news and it is not a piece of satire.

3.6 Hints when annotating News Category

Here are some useful hints for annotating News category.

- **Opinion versus Reporting:** in the case of news articles which contain citations and opinions of others (i.e., not of the author) the decision whether to label such article as opinion or reporting should depend on what the reader thinks the intent of the author of the article was. For instance, if the article is just providing facts what some politician said, without any way of interpreting it, then it should be labeled as reporting. If the article contains citations of various people that form a story the author is trying to build on top of it even without explicitly commenting on it, then it should be tagged as opinion. The borders between opinion and reporting might be sometimes blurred.
- A news article which contains some small text fragment, e.g., a sentence, which appears satirical is not supposed to be annotated as satire.
- It is important to read thoroughly the entire article since the fragment that triggers it to be an opinion might be just one single sentence, often appearing at the end (see one of the examples above).

4 Framing Dimensions

In the context of the task at hand we refer to the definition of framing introduced in []: "*To frame is to select some aspects of a perceived reality and make them more salient in a communicating text, in such a way as to promote problem definition, causal interpretation, moral evaluation, and/or treatment recommendation for the item described.*"

Framing dimension annotation is in principle done at the document level, however, in order to store the reference to the text fragment which is considered an evidence of using specific framing the annotator should select the respective text fragment and annotate it with the framing dimension label. It is important to emphasize at this stage that it is **SUFFICIENT TO ANNOTATE ONLY ONE** text fragment **PER FRAMING DIMENSION TYPE**. It is also irrelevant which text fragment (there could be many) that constitutes an evidence of using specific framing will be chosen for annotation.

An example of a text an annotation of three framing dimensions is shown below.

- **Economic**, **Policy prescription**, Cultural identity

*Critics of illegal immigration can make many cogent arguments to support the position that the U.S. Congress and the Colorado legislature must develop **effective and well-enforced immigration policies** that will restrict the number of people who migrate here legally and illegally. It's true that all forms of immigration **exert influence over our economic and cultural make-up**. In some ways, immigration improves our economy by adding laborers, taxpayers and consumers, and in other ways immigration detracts from our economy by increasing the number of students, health care recipients and other beneficiaries of public services. Some economists say that immigrants, legal and illegal, produce a net economic gain, while others say that they create a net loss. There are rational arguments to support both sides of this debate, and it's useful and educational to hear the varying positions*

The remainder of this section provides the complete list of framing dimensions, which are accompanied by examples. The text fragments highlighted in yellow are evidence of using certain framing.

4.1 Economic

This type identifies parts of the articles referred to costs, benefits or other financial implications.

Examples:

- MAIN TOPIC: Migration

“Critics of illegal immigration can make many cogent arguments to support the position that the U.S. Congress and the Colorado legislature must develop effective and well-enforced immigration policies that will restrict the number of people who migrate here legally and illegally. It’s true that all forms of immigration exert influence over our economic and cultural make-up. In some ways, immigration improves our economy by adding labourers, taxpayers and consumers, and in other ways immigration detracts from our economy by increasing the number of students, health care recipients and other beneficiaries of public services. Some economists say that immigrants, legal and illegal, produce a net economic gain, while others say that they create a net loss. There are rational arguments to support both sides of this debate, and it’s useful and educational to hear the varying positions”

- MAIN TOPIC: Head of Japan’s Central Bank

“The head of Japan’s central bank is a very patient individual. When Haruhiko Kuroda became governor of the Bank of Japan (BOJ) nine years ago, he pledged that he would rid the world’s third-largest economy of the deflationary pressures that had helped keep growth slow ever since 1990. His goal was to pump in enough money to create a 2 percent inflation rate that would raise wages and spending power. With commodity price inflation raising alarms globally, he finally looks set to achieve his goal. While the latest data is highly volatile, economists predict that Japan will finally start to see a 2 percent inflation rate—and possibly more—in upcoming months. So far the figures remain tame by global standards. While the U.S. Consumer Price Index rose by 8.5 percent in March compared to a year earlier, the highest rate of increase since 1981, Japan’s index was up just 1.2 percent. But that includes a 52.7 percent fall in mobile phone charges after a government crackdown on the three-company cartel that virtually controls the sector. Other figures were eye-popping by Japan standards. Energy costs jumped 20.8 percent, the steepest rise since 1981, while cooking oil increased 34.7 percent. Another measure of inflation at the wholesale level, the Corporate Goods Price Index jumped 9.5 percent year-on-year in March, due in part to the dire situation in Ukraine.”

4.2 Capacity and Resources

This type identifies parts of the articles referred to the availability of physical, human or financial resources, and capacity of current systems.

Examples:

- MAIN TOPIC: Lab-grown meat and insects

“Dining on the likes of lab-grown meat or ground-up insects could lead to big savings in carbon emissions and water, as well as freeing up land for nature. That’s the finding of a study calculating the environmental benefits of “greener” foods hitting our plates. Scientists say pressures on the planet could fall by more than 80% with such foods, compared with the typical European diet. But it’s not yet clear if consumers will want to shift their eating habits. A host of non-conventional foods are being developed with the aim of providing food rich in protein

and other nutrients, while being gentle on the planet by using less water and land. Scientists in Finland studied the nutritional profile of some of these products and looked at three measures of environmental pressure: the use of water, land and potential carbon emissions.

4.3 Morality

This type identifies parts of the articles referred to religious or ethical implications.

Examples:

- MAIN TOPIC: relationship between India and Pakistan

“In a development, a group of eminent pro-democracy intellectuals, politicians, journalists and activists have urged the new government in Pakistan to work towards better ties with India and other neighbouring countries. The group asked the Shehbaz Sharif regime to play a constructive role in defusing ethnic and religious conflicts, and strive for improved relations with the border nations. The group further noted that international relations were important to rebuild the country’s economy and resolve other issues like terrorism. The groups of eminent pro-democracy intellectuals, politicians, journalists and activists were speaking at a virtual conference organised by the South Asians against Terrorism and for Human Rights (SAATH) when they urged the new government to take action on the front. The group noted that the new regime formed after Imran Khan’s exit as the PM should immediately engage with Baloch nationalists too. It said that the Sharif regime must find an “amicable” solution to violence in restive Baluchistan province.”

4.4 Fairness and Equality

This type identifies parts of the articles referred to the balance or distribution of rights, responsibilities and resources.

Examples:

- MAIN TOPIC: Covid-19 consequences

“The echoes of the global pandemic are likely to ring on for years longer because governments have failed to tackle it together, finds a major new analysis that raises troubling questions for the climate crisis. A report just released by the International Science Council –a group made up of 200 bodies and led by New Zealand’s former chief scientist, Professor Sir Peter Gluckman –explored three possible pandemic scenarios over the next five years. In the most likely of those, by 2027, Covid-19 will have become an endemic disease worldwide –and still be driving seasonal surges requiring updated vaccines and boosters. Most of the planet’s unvaccinated population would still be concentrated in low-income states, where health systems could risk collapse and food security will have worsened. With recovery efforts spread unevenly between countries –and high-income countries’ high vaccine uptake and access to antivirals sparing them from further major waves –the report painted a grim picture of exacerbated inequality across every part of society. In a yet more pessimistic 2027 scenario, less than 70 per cent of the world’s population would be vaccinated –and hard measures like regional lockdowns and work-from-home policies would still be a reality in some countries. The world still faced damaging social upheaval in the form of long-term school closure and unemployment, while growing nationalism would hinder efforts to vaccinate the world and give rise to further conflict. Even amid worsening climate crisis, many countries would move to reverse environmental reforms in attempts to

overcome Covid-19's economic impact. Under the third and most optimistic scenario, global collaboration would have rendered Covid-19 a more manageable disease, and no longer an "acute priority". Vaccines were spread more equitably across the globe –covering more than 80 per cent of the population –while schools were no longer disrupted and restrictive health measures weren't needed."

4.5 Legality, Constitutionally and Jurisprudence

This type identifies parts of the articles referred to rights, freedoms, and authority of individuals, corporations and government.

Examples:

- MAIN TOPIC: US sanctions on Cuba

"US officials have announced plans to ease tough sanctions imposed on Cuba by former President Donald Trump. Under new measures approved by the Biden administration, restrictions on family remittances and travel to the island will be eased. The processing of US visas for Cubans will also be speeded up. State Department spokesman Ned Price said the move would allow Cuban citizens to pursue a life free from "government oppression". The loosening of sanctions will see a cap on family remittances –funds sent by migrants in the US to family members in Cuba –removed. Previously migrants were prevented from sending more than \$1,000 every three months. Donations to non-family members will also be permitted under the new plans. But US officials emphasised that they will seek to ensure such payments don't reach "those who perpetrate human rights abuses" by using civilian "electronic payment processors". They also said that no bodies will be removed from the Cuba Restricted List, a State Department register of companies linked to the communist government in Havana with whom US citizens are barred from doing business."

4.6 Policy Prescription and Evaluation

This type identifies parts of the articles referred to discussion of specific policies aimed at addressing problems.

Examples:

- MAIN TOPIC: illegal migration

"Critics of illegal immigration can make many cogent arguments to support the position that the U.S. Congress and the Colorado legislature must develop effective and well-enforced immigration policies that will restrict the number of people who migrate here legally and illegally. It's true that all forms of immigration exert influence over our economic and cultural make-up. In some ways, immigration improves our economy by adding labourers, taxpayers and consumers, and in other ways immigration detracts from our economy by increasing the number of students, health care recipients and other beneficiaries of public services. Some economists say that immigrants, legal and illegal, produce a net economic gain, while others say that they create a net loss. There are rational arguments to support both sides of this debate, and it's useful and educational to hear the varying positions."

- MAIN TOPIC: Alaska Oil resources

*“The Biden administration on Monday overturned a controversial Trump-era policy that would have opened new swathes of Arctic Alaska to oil development. The Bureau of Land Management, part of the Department of Interior, resurrected **Obama-era management policies** in the National Petroleum Reserve in Alaska, a 23-million-acre (9.3 million hectare) area on the western side of Alaska’s North Slope. Alaska’s oil production has been declining for decades and reached a 45-year low last year. Those reinstated policies, contained in a plan presented in 2013, allow oil leasing in about half of the reserve while boosting protections for areas considered important to the Arctic ecosystem and to indigenous residents.”*

4.7 Crime and Punishment

This type identifies parts of the articles referred to effectiveness and implications of laws and their enforcement.

Examples:

- MAIN TOPIC: Innovation in the Indian bio-pharmaceutical sector

*“In November 2021, Prime Minister Mr. Narendra Modi inaugurated the first Global Innovation Summit of the pharmaceutical sector. The summit will have 12 sessions, wherein national and international speakers will deliberate on a range of subjects, including regulatory environment, funding for innovation, industry-academia collaboration, and innovation infrastructure. To achieve self-reliance and minimise the country’s import dependency for essential bulk drugs, the Department of Pharmaceuticals had initiated the PLI Scheme to promote domestic manufacturing by setting up greenfield plants with minimum domestic value addition in four separate ‘Target Segments’ with a cumulative outlay of Rs. 6,940 crore (USD\$ 951.27 million) from FY21 to FY30. In June 2021, Finance Minister Ms. Nirmala Sitharaman announced an additional outlay of Rs. 197,000 crore (USD 26,578.3 million) that will be utilised over five years for the Production Linked Incentive (PLI) Scheme in 13 key sectors such as domestic production of active pharmaceutical ingredients (APIs), drug intermediaries and key starting materials. On March 29, Union Health and Chemical and Fertilisers Minister Mansukh Mandaviya announced that of the 53 drug raw materials for which India was dependent on imports, 35 are now being manufactured in India under the PLI Scheme. Strong IP laws is the panacea. The constant increase in the size of the Indian pharmaceutical market due to changing lifestyle and high demand for quality healthcare makes this sector as one of the promising contributors to the Indian economy. Strong IPRs will induce companies to introduce more advanced products, spur innovation globally and foster more rapid economic growth. The regulatory policies need to be improved, especially for patents and price control, to boost the growth and project India as the destination for the new generation pharmaceutical market. **With strong IP laws, the chances of counterfeit drugs reaching the market are considerably lower** as these laws provide greater means of tracking the supply chain through trademarks, trade secrets, and licensing agreements. This allows greater quality control and helps manufacturers retain public confidence in their products. Also, firms marketing patented products earn high margins that enables them to plough back more resources into R&D and come up with more useful discoveries.”*

4.8 Security and Defence

This type identifies parts of the articles referred to threats to welfare of the individual, community or nation.

Examples:

- MAIN TOPIC: Finland and Sweden request to enter NATO

“At a news conference on Monday, Mr Erdogan said Turkey opposed the Finnish and the Swedish bids to join Nato, describing Sweden as a "hatchery" for terrorist organisations. “Neither of these countries have a clear, open attitude towards terrorist organisation. How can we trust them?” the Turkish president said. Turkey accuses the two Nordic nations of harbouring members of the Kurdistan Workers’ Party (PKK), a group it views as a terrorist organisation, and followers of Fethullah Gulen, who Ankara accuses of orchestrating a 2016 coup attempt. All member states must agree that a new country can join Nato, therefore Sweden and Finland require Turkey’s support in their bid to join the military alliance. Mr Erdogan said Swedish and Finnish delegations should not bother going to Ankara, Turkey’s capital, to convince it to approve their Nato bid. His government has also pledged to block applications from countries that have imposed sanctions on it. In 2019, both Nordic nations slapped an arms embargo on Ankara after its incursion into Syria. Speaking in parliament in Helsinki on Monday, Finnish Foreign Minister Pekka Haavisto said he was surprised by Turkey’s stance, but added that his government was not interested in "bargaining" with Mr Erdogan. Finland formally announced its bid to join Nato last week. It was joined by neighbour Sweden on Saturday in a move that will end the Scandinavian country’s centuries-long military non-alignment. "Nato will strengthen Sweden, Sweden will strengthen Nato," Prime Minister Magdalena Andersson said at a briefing on Monday. She said Europe was now living in a dangerous new reality, referring to Russia’s invasion of Ukraine. "We are leaving one era behind us and entering a new one," Ms Andersson told lawmakers during a debate in Stockholm, also on Monday.”

- MAIN TOPIC: Smart farm machinery

“Smart technology is increasingly being used to make farms more efficient and productive -for example, until now the labour-intensive harvesting of delicate food crops such as asparagus has been beyond the reach of machines. The latest generation of agricultural robots use artificial intelligence, minimising human involvement. They may help to plug a labour shortage or increase yield, but fear of the inherent security risk is growing, adding to concern over food-supply chains already threatened by the war in Ukraine and Covid. Chris Chavasse, the co-founder of Muddy Machines, which is trialling an autonomous asparagus-harvesting robot called Sprout, said: "There is a real risk that people anywhere in the world could try and take control of these machines," he said. "To get them to do whatever those people want, or just prevent them from operating." He said potentially someone could drive Sprout into a hedge or a ditch, or prevent it from working at all, so they are working with security researchers to address any vulnerabilities. Asparagus farming is unlikely to be a prime target, but Mr Chavasse believes malicious hackers could threaten "mission critical" agricultural infrastructure.”

4.9 Health and Safety

This type identifies parts of the articles referred to health care, sanitation, public safety.

Examples:

- MAIN TOPIC: Lab-grown meat and insects

“The research, published in Nature Food, examined new foods that are expected to become a bigger part of our diets in future years, many of which rely on high-tech methods to "grow" animal

and plant cells in bioreactors. The novel foods studied -some of which are still on the drawing board -were: Ground-up flies and crickets; Egg white from lab-grown chicken cells; A type of seaweed called kelp; Protein powders made from mushrooms or microbes; Edible algae; Milk, meat and berries grown from cells. Dr Asaf Tzachor of the University of Cambridge, who was not part of the research team, said while these are "promising" findings, the unwillingness of consumers to shift their diets might "postpone, or indeed prevent, this much-needed transition". Numerous studies have shown that **moving towards a plant-based diet has benefits for both health and the planet**. A recent report by the Intergovernmental Panel on Climate Change recommended a switch to balanced diets that are rich in plants like grains and vegetables, with a moderate intake of sustainably produced meat and dairy."

4.10 Quality of Life

This type identifies parts of the articles referred to threats and opportunities for the individual's wealth, happiness, and well-being.

Examples:

- MAIN TOPIC: Climate crisis

*"The climate crisis-induced disasters are among the most relevant dangers to human survival. Children, in particular, are at the receiving end. Today, an estimated 2.2 billion children worldwide are **growing up facing the impacts of the climate crisis**, even though they have the right to healthy and nutritious food, good physical, mental and social health, and access to knowledge. The climate crisis directly threatens these basic rights of children. India is the third most disaster-prone country globally, next only to United States (US) and China, with children comprising 40% of its population. Any disasters impact the most vulnerable people and their children disproportionately."*

4.11 Cultural Identity

This type identifies parts of the articles referred to traditions, customs, or values of a social group in relation to a policy issue.

Examples:

- MAIN TOPIC: illegal immigration

*"Critics of illegal immigration can make many cogent arguments to support the position that the U.S. Congress and the Colorado legislature must develop effective and well-enforced immigration policies that will restrict the number of people who migrate here legally and illegally. It's true that all forms of immigration **exert influence over our economic and cultural make-up**. In some ways, immigration improves our economy by adding labourers, taxpayers and consumers, and in other ways immigration detracts from our economy by increasing the number of students, health care recipients and other beneficiaries of public services. Some economists say that immigrants, legal and illegal, produce a net economic gain, while others say that they create a net loss. There are rational arguments to support both sides of this debate, and it's useful and educational to hear the varying positions."*

4.12 Public Opinion

This type identifies parts of the articles referred to attitudes and opinions of the general public, including polling and demographics.

Examples:

- MAIN TOPIC: Deployment of renewables in France

“Electric mobility is on the rise in France, but it is not growing as strongly as in other EU countries, such as the Netherlands and Norway, said Berghmans. This is partly due to delays in deploying charging infrastructure, as well as to insufficient incentives for the uptake of electric vehicles, he said. French citizens rely heavily on cars –with 75% using a car for their daily commute –and investments in cycling and public transport are lagging, he added. A carbon tax on fuel has been frozen since 2018, when a proposed hike triggered widespread protests and gave birth to the “gilets jaunes” movement. “The shadow of yellow vests still looms large. It’s likely Macron’s new government will remain extremely cautious about reintegrating the carbon tax to its arsenal of measures,” Lola Vallejo, climate programme director at Iddri, told Climate Home News. The country’s citizens’ assembly has identified mandatory minimum energy performance standards for buildings as a key measure to force deep renovation of buildings but this measure has been watered down by the government, said Makaroff. “Renovation efforts are still timid considering the triple menace of climate change, the cost of living crisis, and the Russia-Ukraine war,” Vallejo said. “Public support for [this] is still insufficient and poorly targeted to the deep energy renovations that are needed to achieve climate targets,” said Berghmans. The government should offer more solutions and alternatives to poorer households, whose financial balances are directly impacted by rising fuel prices, he said.”

4.13 Political

This type identifies parts of the articles referred to considerations related to politics and politicians, including lobbying, elections, and attempts to sway voters.

Examples:

- MAIN TOPIC: Australian climate policies

“Still reliant on coal for most of its electricity, it is one of the dirtiest countries per capita –making up just over 1% of global emissions, but only 0.3% of the world’s population. It’s a massive global supplier of fossil fuels, and once that is factored in, it accounts for 3.6% of the world’s emissions. But it’s also one of the nations most at risk from climate change. In recent years, Australia has suffered severe drought, historic bushfires, successive years of record-breaking floods, and six mass bleaching events on the Great Barrier Reef. And it’s racing towards a future full of similar disasters, the latest UN Intergovernmental Panel on Climate Change (IPCC) report warns. The current government has angered allies with its short-term emissions reductions target –which is half what the IPCC says is needed if the world has any chance of limiting warming to 1.5C. But Australia is still wedded to fossil fuels and climate policy has famously played a role in toppling three prime ministers in a decade. Though most voters want tougher climate action, some coal towns lie in swing constituencies that are key to winning elections.”

4.14 External Regulation and Reputation

This type identifies parts of the articles referred to international reputation or foreign policy.

- MAIN TOPIC: Covid-19 cases in North Korea

“It seems North Korea is where much of the world was back in early 2020. Covid is spreading rapidly through the population which is not vaccinated, has no built-up immunity, and has limited options to treat the virus. The difference of course is that North Korea has had time to prepare for this and has seemingly done little to do so. Instead, it has focused on its strategy of preventing the virus from entering the country. It has turned down vaccines in the past saying it didn’t need them. Now it does need them, but it might be too late. Health experts say the urgent priority is getting antiviral drugs into the country to treat people who are suffering. But in order for this to happen, North Korea needs to accept help, and it is yet to ask for any. South Korea’s offers of vaccines and aid have gone unanswered. It is extremely unlikely the North would ever accept help from South Korea. It will be far more palatable if the offer comes from an international organisation such as the United Nations, even if that means South Korea’s supplies need to be redirected and packaged up in this way. It is a risk for North Korea to accept aid and medical care because it means they would have to let people into the country to distribute and administer it. But the fact that it is reporting its daily deaths and case numbers is seen as an indication that it needs and wants help.”

4.15 Other

This type identifies parts of the articles referred to any coherent group of frames not covered by the above categories.

5 Persuasion Techniques

Persuasive text is characterized by a specific use of language in order to influence readers. We distinguish the following high level 6 approaches: Justification, Simplification, Distraction, Call, Attack on Reputation and Manipulative Wording. In more detail:

- Justification: an argument made of two parts is given: a statement + justification,
- Simplification: a statement is made that excessively simplify a problem, usually regarding the cause, the consequence or the existence of choices,
- Distraction: a statement is made that changes the focus away from the main topic or argument,
- Call: the text is not an argument but an encouragement to act or think in a particular way,
- Manipulative wording: a statement is made that is not an argument or specific language is used, which contains words/phrases that are either non-neutral, confusing, exaggerating, etc., in order to impact the reader, for instance emotionally
- Attack on reputation: an argument whose object is not the topic of the conversation, but the personality of a participant, his experience and deeds, typically in order to question and/or undermine his credibility.

High Level Overview of the Persuasion Techniques

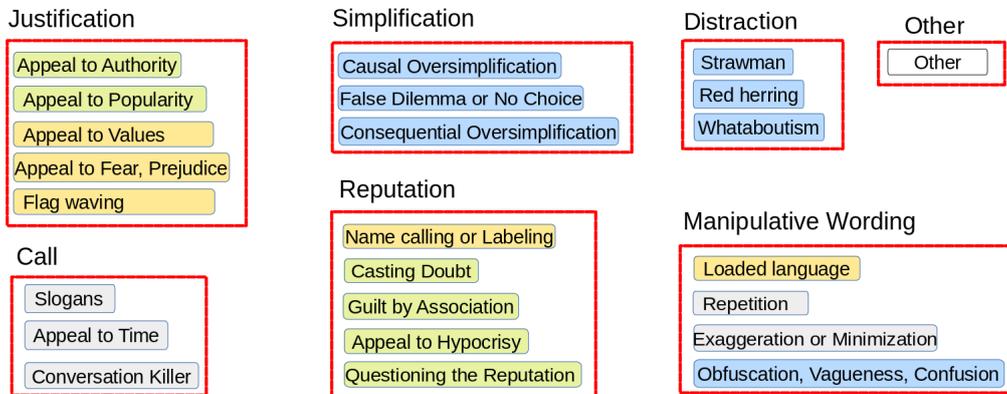


Figure 1: Techniques grouped by high level approaches

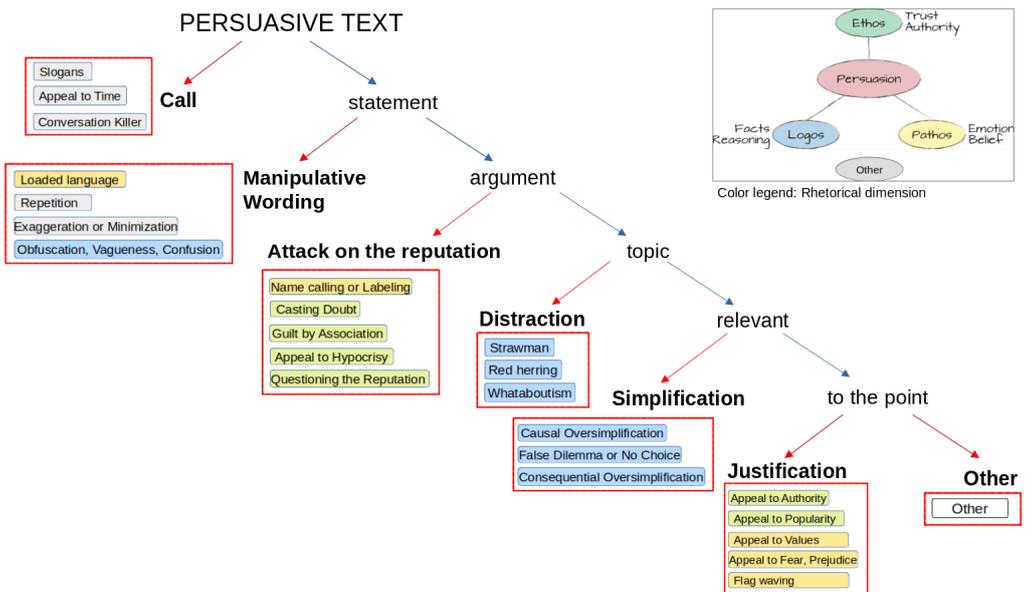


Figure 2: Decision diagram to determine which high level approach is used in a text

These are further subdivided in 23 specific techniques depending on a fine grained characterization of the underlying mechanism. The following two figures summarise all these techniques: 1 and 2.

In the remainder part of this section, each persuasion technique is introduced and some examples are provided. We also provide some guidelines what part of the text needs to be annotated for each

technique. The general rule is to annotate the minimum amount of text that can be considered as a trigger to spot the technique, even if it requires to understand the context that spans over more than one preceding sentence. Sometimes, the to-be-annotated text fragment might go beyond the boundaries of one single sentence though. Finally, one should bear in mind that in the very same text fragment more than one persuasion technique can be used, and we will exemplify such cases as well.

5.1 Attack on Reputation of Persons, Opponents and Objects

5.1.1 Name Calling or Labelling

A form of argument in which insulting or demeaning labels are directed at an individual or group. Labelling the object of the propaganda campaign as either something the target audience fears, hates, finds undesirable or loves, praises. This method calls for a conclusion without examining the evidence.

Examples:

- *"My opponent is a flip-flop man who cannot make up his mind. He changes mind with the breeze! How could anyone follow such a weak-willed flip-flopper?"*
- *"'Fascist' Anti-Vax Riot Sparks COVID Outbreak in Australia."*
- *"Don't get a rotten AFPLE. Trust what is inside ANDROID" [COMMERICAL]*
- *"La piccola attivista svedese era diventata un fenomeno mediatico globale, mentre oggi sembra scomparsa dalla scena" [ITALIAN]*

WHAT TO ANNOTATE: The noun phrase, adjective that constitutes the label and/or name. If quotation marks are used they should be included in the annotation as well. In the examples above the text fragments to be annotated are highlighted in yellow.

5.1.2 Guilt by Association (Reductio ad Hitlerum)

Attacking the opponent and/or persuading the audience to disapprove an idea and/or activity by associating the opponent with another person/group/concept that has negative connotations.

Examples:

- *"Do you know who else was doing that ? Hitler!"*
- *"Only one kind of person can think in that way: a communist."*
- *"He talks like an EU official!"*

- *"Manohar is a big supporter for equal pay for equal work. This is the same policy that all those extreme feminist groups support. Extremists like Manohar should not be taken seriously – at least politically."*
- *That company is aligned with eugenics movement.*
- *Only Hitler would do something like that*
- *Washington ha nutrito i movimenti nazisti in Ucraina per molti anni.* [ITALIAN]

WHAT TO ANNOTATE: The part of text that refers to an entity and a mention of someone else (considered evil/negative) doing the same or similar thing that is considered negative. The mention of the activity of target entity might be implicit. In the examples above the text fragments to be annotated are highlighted in yellow.

NOTE: The main difference between **Name calling and labelling** and **Guilt by Association** is that the former is an insult/praise by using a specific term only (without reference to any idea/action), e.g. *the "nazi" president*, whereas the latter explicitly associates an idea/action pursued by the person attacked with somebody else doing similar thing, e.g. *He has a plan that reminds on the plan the nazis had.*

5.1.3 Casting Doubt

Questioning the credibility of someone or something. Casting doubt on the character or personal attributes of someone as a way to discredit their argument.

Examples:

- *"A candidate talks about his opponent and says: Is he ready to be the Mayor?"*
- *"This task is quite complex. Is his professional background, experience and the time left sufficient to accomplish the task at hand?"*
- *"If you have nothing to hide, you have nothing to fear."*
- *"Poco più del 5% degli immigrati vengono in Italia a lavorare. Quindi: perché li facciamo entrare? A cosa diavolo servono?"* [ITALIAN]
- *Das Etikett „Desinformation“ ist nur ein Deckmantel für autoritäre Zensur unter neuem Namen* [GERMAN]

WHAT TO ANNOTATE: Only the text fragment that questions the credibility and the object whose credibility is being questioned. There is no need to include the full context. In the examples above the text fragments to be annotated are highlighted in yellow.

5.1.4 Appeal to Hypocrisy (To quoque)

Attacking the opponent for behaviour they have shown or positions that were held in another situation, e.g. charging with hypocrisy or inconsistency in order to avoid taking the other's position seriously.

Examples:

- *"How can you demand that I eat less meat to reduce my carbon footprint if you yourself drive a big SUV and fly for holidays to Bali?"*
- *"My parents used to speed on the highway, so they don't have any right to tell me to slow down."*
- *"Che fine hanno fatto quelli che, alle nostre latitudini, per quasi due anni hanno denunciato un'inesistente dittatura sanitaria? Come mai nessuno lancia petizioni, hashtag, foto e sit-in di protesta contro le violazioni dei diritti umani del regime di Pechino?"* [ITALIAN]

WHAT TO ANNOTATE: The text phrase embracing certain activity, and another one which is used as an argument of carrying out the former as being hypocrite. In the examples above the text fragments to be annotated are highlighted in yellow.

NOTE: This technique is related to Whataboutism, but the latter focuses on distracting from the topic, not on attacking the opponent directly. This technique can be seen as a specific type of Casting Doubt.

5.1.5 Questioning the Reputation (Smears/Poisoning the Well)

An effort to expose "preemptively" negative information (whether true or false) about the other person (before discussing the argument/topic) to call into question his reputation/credibility hoping to sway the minds of the audience against the other person rather than relying on sound argument.

Examples:

- *"My opponent has a record of lying and trying to cover her dishonest dealings with a pleasant smile. Don't let her convince you to believe her words."*
- *"In questi tempi di spettacolarizzazione della politica e delle informazioni, anche le notizie hanno il loro ciclo vitale."* [ITALIAN]

WHAT TO ANNOTATE: Only the text fragments that refer to something negative being mentioned about the person/group/object. In the examples above the text fragments to be annotated are highlighted in yellow.

NOTE: This technique can also be seen as a specific type of Casting Doubt.

5.2 Attack on the argument

5.2.1 Justification

Flag Waiving

Playing on strong national feeling (or to any group; e.g., race, gender, political preference) to justify or promote an action or idea.

Examples:

- *"Patriotism mean no questions."*
- *"Entering this war will make us have a better future in our country."*
- *"We should make America great again, and restrict the immigration laws."*
- *"Se proprio abbiamo bisogno di immigrati che lavorano - pochissimi - allora facciamo entrare solo quelli, non le nonne e i nipoti: perché altrimenti è immigrazione di ripopolamento. Di sostituzione etnica."* [ITALIAN]

WHAT TO ANNOTATE: The part of the text that refers to patriotism/national values, and the conclusion/action it is supposed to support if it is present in the text. In the examples above the text fragments to be annotated are highlighted in yellow.

Appeal to Authority

Stating that a claim is true simply because a valid authority or expert on the issue said it was true, without any other supporting evidence offered. We consider the special case in which the reference is not an authority or an expert in this technique, although it is referred to as Testimonial in literature.

Examples:

- *"Richard Dawkins, an evolutionary biologist and perhaps the foremost expert in the field, says that evolution is true. Therefore, it's true."*
- *"If Napoleon said so it must be true then."*
- *"According to Serena Williams, our foreign policy is the best on Earth. So we are in the right direction."*
- *"Since the Pope said that this aspect of the doctrine is true we should add it to the creed."*

WHAT TO ANNOTATE: The part of the text that refers to the authority (and potentially some of his/her statement/opinion/action), and the conclusion it supports, in case the latter is present in the text. In the examples above the text fragments to be annotated are highlighted in yellow.

Appeal to Popularity (Bandwagon)

Attempting to persuade the target audience to join in and take the course of action because "everyone else is taking the same action". Making the audience think and act in a way that the majority follows.

Examples:

- *"Everyone is going to get the new smart phone when it comes out this weekend."*
- *"Would you vote for Putin as president? 70% say yes"*
- *"Because everyone else goes away to college, it must be the right thing to do."*

WHAT TO ANNOTATE: The part of the text that refers to something that a majority does or seems that seems to be widely supported and/or is popular together with the conclusion it is supposed to support. In the examples above the text fragments to be annotated are highlighted in yellow.

Appeal to Values

Appeal to values (as something considered positive) like tradition, religion, ethics, age, fairness, etc., presented as an authoritative reference.

Examples:

- *"We always did it according to the ten commandments."*
- *"It's standard practice to pay men more than women so we'll continue adhering to the same standards this company has always followed."*

WHAT TO ANNOTATE: The part of the text that refers to values, and include the conclusion it is supposed to support, in case the latter is included explicitly in the text. In the examples above the text fragments to be annotated are highlighted in yellow.

Appeal to fear, prejudice

Seeking to build support for an idea by instilling anxiety and/or panic in the population towards an alternative. In some cases the support is built based on preconceived judgements.

Examples:

- *"Either we go to war or we will perish."* [it is also Black&White fallacy]
- *"We must stop those refugees as they are terrorists."*
- *"If we don't bail out the big automakers, the US economy will collapse. Therefore, we need to bail out the automakers."*

- *It is a great disservice to the Church to maintain the pretense that there is nothing problematical about AL. A moral catastrophe is self-evidently underway and it is not possible honestly to deny its cause.*
- *"Ormai gli abitanti di Kiev e di Odessa sono casualmente implicati come carne da cannone. E se si va avanti così, in futuro si teme lo saremo anche noi."* [ITALIAN]
- *"Il Covid è stato solo l'inizio."* [ITALIAN]
- *Według najnowszych danych agencji badawczej Inquiry, aż 47 proc. respondentów w tej grupie deklaruje, że nie będzie się szczepić. Czy naprawdę w Polsce jesteśmy gotowi ryzykować życiem i zdrowiem naszych dzieci?* [POLISH]

WHAT TO ANNOTATE: The part of the text that refers to the fears, prejudices, e.g., of something that might happen. In the examples above the text fragments to be annotated are highlighted in yellow.

5.2.2 Distraction

Misrepresentation of Someone's Position (Strawman)

A form of argument and an informal fallacy of having the impression of refuting an argument of the opponent's proposition, whereas the real subject of the argument was not addressed or refuted, but instead replaced with a false one. A strawman is a misrepresentation.

Examples:

- *"Politician A: Providing medicare for all citizens would be costly and a danger to the free market.*
"Politician B: You don't care if people die from not having healthcare."
- *Alice: Taking a shower is beneficial. Bob: But hot water may damage your skin.*

WHAT TO ANNOTATE: When this technique is used usually the relevant context might span across more sentences. However, one SHOULD ONLY annotate the text fragment (sentence or part thereof), which introduces the distraction. In the examples above the text fragments to be annotated are highlighted in yellow.

Introducing irrelevant Information (Red Herring)

Introducing irrelevant material to the issue being discussed, so that everyone's attention is diverted away from the points made. A red herring is a distraction.

Examples:

- *"I have worked hard to help eliminate criminal activity. **What we need is economic growth that can only come from the hands of leadership.**"* [Defending one's own policies regarding public safety]
- *"Lately, there has been a lot of criticism regarding the quality of our product. **We've decided to have a new sale in response, so you can buy more at a lower cost!**"*

WHAT TO ANNOTATE: When this technique is used usually the relevant context might span across more sentences. However, one SHOULD ONLY annotate the text fragment (sentence or part thereof), which introduces the distraction. In the examples above the text fragments to be annotated are highlighted in yellow.

Switching topic (Whataboutism)

A technique that attempts to discredit an opponent's position by charging them with hypocrisy without directly disproving their argument.

Examples:

- *"**A nation deflects criticism of its recent human rights violations by pointing to the history of slavery in the United States.**"*
- *"**Qatar spending profusely on Neymar, not fighting terrorism.**"*

WHAT TO ANNOTATE: When this technique is used usually the relevant context might span across more sentences. However, one SHOULD ONLY annotate the text fragment (sentence or part thereof), which introduces the distraction. In the examples above the text fragments to be annotated are highlighted in yellow.

CAUTION: There is a fine distinction between Tu Quoque and Whataboutism: Tu Quoque highlights the hypocrisy of double standards on a very same topic, while Whataboutism introduces irrelevant information to the main topic, which can among other, but not necessarily, aim to highlight some form of general hypocrisy or incompetence.

For instance: *"in the wake of the failure, the president is calling for us to resign, but won't do it himself"* is Tu Quoque, while *"This president, which wasn't even elected, is not able to handle this crisis"* is Whataboutism.

5.2.3 Simplification

Causal Oversimplification

Assuming a single cause or reason when there are actually multiple causes for an issue.

This technique has the following logical form(s):

Y occurred after X; therefore, X was the only cause of Y

X caused Y; therefore, X was the only cause of Y
(although A,B,C...etc. also contributed to Y.)

Examples:

- *"President Trump has been in office for a month and gas prices have been skyrocketing. The rise in gas prices is because of President Trump."*
- *"School violence has gone up and academic performance has gone down since video games featuring violence were introduced. Therefore, video games with violence should be banned, resulting in school improvement."*
- *"Dabei geht es der EU aber lediglich darum, weitere legale Eingangswege nach Europa einzurichten, um so zu billigen Arbeitskräften zu kommen“, erklärte heute, Donnerstag, Harald Vilimsky, freizeitlicher Delegationsleiter im Europaparlament. [GERMAN]*

WHAT TO ANNOTATE: The minimal text fragment that matches the logical pattern above or a false conclusion drawn therefrom (see second example) should be annotated, although, often not all parts of the pattern above are explicitly mentioned in the text. In the examples above the text fragments to be annotated are highlighted in yellow.

False dilemma or No Choice (Black & White Fallacy, Dictatorship)

Sometimes called the “either-or” fallacy, a false dilemma is a logical fallacy that presents only two options or sides when there are many options or sides. In an the extreme case, tell the audience exactly what actions to take, eliminating any other possible choices (Dictatorship)

This technique has the following logical form:

(a) Black and white fallacy:

There are only two alternatives A and B to a given problem/task. It can't be A.
Therefore, the only solution is B (since A is not an option).

(b) Dictatorship

The only solution to a given problem/task is A.

Examples:

- *"Either we raise new taxes, or the roads will become unusable."*
- *"There is no alternative to Pfizer Covid-19 vaccine."*
- *Była zastępczyni rzecznika praw obywatelskich w rozmowie z Interią stwierdziła, że „potrzebna jest partia, która w sposób pryncypialny podejdzie do kwestii walki z katastrofą klimatyczną i bezkompromisowo do praw zwierząt”. - Bez weganizmu taka perspektywa nie będzie możliwa - oceniła. [POLISH]*

WHAT TO ANNOTATE: The minimal text fragment that matches the logical pattern above should be annotated, although, often not all parts of the pattern above are explicitly mentioned in the text. In the examples above the text fragments to be annotated are highlighted in yellow.

Consequential Oversimplification (Slippery slope)

An argument/idea is rejected and instead of discussing whether it makes sense and/or is valid, the argument affirms, without proof, that accepting the proposition would imply accepting other propositions that are considered negative.

This technique has the following logical form:

if A will happen then B, C, D, ... will happen.

Examples:

- *"If we allow same-sex marriage, we will soon see marriage between siblings or even marriages between humans and animals!"*
- *"If we let our government ban certain guns, they will eventually ban all guns."*
- *If we legalize pot, then that will lead to every drug in the world becoming legal.*
- *Today, women want the vote. Tomorrow, they'll want to be doctors and lawyers, and then combat soldiers.*
- *"Dziś Wielki Dzień Pszczół. Ginie ich miliony przez zmiany klimatyczne. A jeśli nadal będziemy je zabijać, np. używając neonicotynoidów to wkrótce będziemy odchodzić Dzień Wspomnienia o Pszczołach."* [POLISH]
- *"Il modo migliore e forse l'unico per preservare la nostra civiltà è sconfiggere Putin il prima possibile."* [ITALIAN]

WHAT TO ANNOTATE: The entire text fragment which matches the above logical pattern should be annotated. In the examples above the text fragments to be annotated are highlighted in yellow.

5.2.4 Call

Slogans

A brief and striking phrase that may include labeling and stereotyping. Slogans tend to act as emotional appeals.

Examples:

- *"Our "unity in diversity" contrasts with the divisions everywhere else."*

- *"Make America great again!"*
- *"Immigrants welcome, racist not!", "No border. No control!"*
- *"Alle multikulturellen Gesellschaften sind dem Untergang geweiht."* [GERMAN]

WHAT TO ANNOTATE: The slogan only (no need to annotate the conclusion it supports), and in case it is surrounded by quotation marks, include them as well. In the examples above the text fragments to be annotated are highlighted in yellow.

Conversation killer (Thought-terminating cliché)

Words or phrases that discourage critical thought and meaningful discussion about a given topic. A form of loaded language, often passing as folk wisdom, intended to end an argument and quell cognitive dissonance.

Examples:

- *"Just Say No."*
- *"That's just your opinion."*
- *"You can't change human nature."*
- *"La situazione non tornerà mai più a quella di prima."*

WHAT TO ANNOTATE: A minimal text span that triggers ending the conversation, discussion, etc. In the examples above the text fragments to be annotated are highlighted in yellow.

Appeal to Time (Kairos)

Argument centred around the idea that the time has come for a particular action. The very timeliness of the idea is part of the argument. The call to "Act Now!"

Examples:

- *"If majority of the population does not get vaccinated within a month the pandemic will kill us!"*
- *"This is no time to engage in the luxury of cooling off or to take the tranquilizing drug of gradualism. Now is the time to make real the promises of democracy. Now is the time to rise from the dark and desolate valley of segregation to the sunlit path of racial justice."* [Martin Luther King, 1963]

- *Should we vaccinate the entire population in the context of the current pandemic? **This is the right time to do it**, and this is the right thing.*
- *"A meno che la Russia non venga rapidamente sconfitta in Ucraina, l'Occidente collettivo non sarà in grado di affrontare il cambiamento climatico **in tempo per salvare la civiltà**."*

Please note that in the last example the word "it" is the reference to the action mentioned in the first sentence, therefore there is no need to annotate the first sentence ("minimal text length" principle).

WHAT TO ANNOTATE: A minimal text span referring to the argument of time that calls for some action. Both the call and the action should be annotated. In the examples above the text fragments to be annotated are highlighted in yellow.

5.2.5 Manipulative Wording

Loaded Language

Using specific words and phrases with strong emotional implications (either positive or negative) to influence and convince the audience that an argument is valid/true. This fallacy is also known as euphemisms, appeal to/argument from emotive language, or loaded language.

Examples:

- *"How **stupid and petty** things have become in Washington"*
- *"They keep feeding these people with **trash**. They should stop."*
- ***Die Hexenjagd gegen die Wahrheit** [GERMAN]*

WHAT TO ANNOTATE: Only the phrase containing loaded words, the context in which they appear SHOULD NOT be annotated (see examples above). As a general rule one should consider to tag longer text fragment if and only if each of the words adds more emotional "load" to the text fragment.

For instance, the word *invasion* can be considered loaded language. The phrase *Russian invasion* is even more loaded through the addition of the word *Russian*. However, if one extends the phrase to *Russian invasion on Ukraine*, the added fragment *in Ukraine* does not bring more load. Therefore, the correct annotation of loaded language for the complete phrase is ***Russian invasion** in Ukraine*

Obfuscation, Intentional vagueness, Confusion

Using words which are deliberately not clear so that the audience may have its own interpretations. For example when an unclear phrase with multiple or unclear definitions is used within the argument and, therefore, it does not support the conclusion.

Examples:

- *"It is a good idea to listen to victims of theft. Therefore if the victims say to have the thief shot, then you should do that."* ["listen to" is equivocated here]
- *"We will hex-develop the blockchain with AI-based interconnectors to maximize ROI."* [use of nonsense words]
- *"Feathers can not be dark, because all feathers are light!"*
- *The signijicance of the passage of time, right? The signijicance of the passage of time. So when you think about it, there is great signijicance to the passage of time.*

WHAT TO ANNOTATE: The minimal text fragment that introduces confusion, it could be a word, but also a longer piece of text that requires to be read in order to understand the confusion it causes. In the examples above the text fragments to be annotated are highlighted in yellow.

Exaggeration or Minimisation

Either representing something in an excessive manner: making things larger, better, worse (e.g., "the best of the best", "quality guaranteed") or making something seem less important or smaller than it really is (e.g., saying that an insult was just a joke).

Examples:

- *"Democrats bolted as soon as Trump's speech ended in an apparent effort to signal they can't even stomach being in the same room as the president."*
- *"Why did you fight her? I was not fighting with her; we were just playing."*
- *From the seminaries, to the clergy, to the bishops, to the cardinals, homosexuals are present at all levels, by the thousand.*
- *Wladimir Putin, der Präsident Russlands, ist die am meisten verteufelte Person in der westlichen Welt seit Osama bin Laden und Adolf Hitler.* [GERMAN]

WHAT TO ANNOTATE: The text fragment that provides the description that downplays or exaggerates the object of criticism. The latter should be included in the annotated text as well. In the examples above the text fragments to be annotated are highlighted in yellow.

Repetition

A fallacy by which the speaker uses the same word, phrase, story, or imagery repeatedly with the hopes that the repetition will lead to persuade the audience.

Examples:

- *"Hurtlocker deserves an Oscar. Other films have potential, but they do not deserve an Oscar like Hurtlocker does. The other movies may deserve an honorable mention but Hurtlocker deserves the Oscar."*
- *"Stupid people are so annoying. They prove their stupidity by saying stupid things."*

WHAT TO ANNOTATE: All text fragments that repeat the same message or information that was introduced earlier. The first occurrence of the message/information is to be annotated as well. If it is not clear what exactly to annotate, e.g., repetitions are present in the same sentence like in the second example above, then the entire sentence should be annotated. Furthermore, it is important to emphasize that a repetition of something per se is not always a persuasion technique, but could sometimes be used only to refer to a topic/issue being discussed. In the examples above the text fragments to be annotated are highlighted in yellow.

5.2.6 Other

This category is to be used when encountering a piece of text which appears to the annotator to have a persuasive character, but does not fall under any of the categories listed before.

WHAT TO ANNOTATE: The text fragment considered as an attempt of persuasion. Since this category is open ended, there are no strict rules here.

5.3 Hints for Annotation of Persuasion Techniques

This Section contains some hints for the annotation of persuasion techniques.

- By default one should apply the "conservative" approach to the annotation of persuasion techniques, i.e., if one has doubts whether given text fragment contains a persuasion technique then it is **NOT TO BE ANNOTATED**.
- By default one should select the **minimal amount of text** to annotate in case of doubts whether to include a longer text fragment or not.
- One should **AVOID PERSONAL BIAS**, i.e., ones **OWN EMOTIONS AND OPINIONS** on the specific topic being discussed in text **HAVE NOTHING TO DO WITH** the **ANNOTATION** of the articles!
- One should **NOT CONFUSE PERSUASION TECHNIQUE DETECTION WITH FACT CHECKING**. A given text fragment might contain a claim which is known to be true, which does not imply there are no persuasion techniques to annotate in this particular text fragment.
- often one might have a good feeling to have spotted a persuasion technique, but it is not clear which one to choose from a certain family of technique, in such cases one **SHOULD USE THE GENERIC TYPES**, i.e., **Attack on reputation, Justification, Simplification, Distraction, Call, Manipulative wording**, etc.
- Annotations may **overlap** or be **nested**, and it is a frequent phenomenon.
- One may come across articles without any persuasion techniques therein, so don't look for something which is not there!

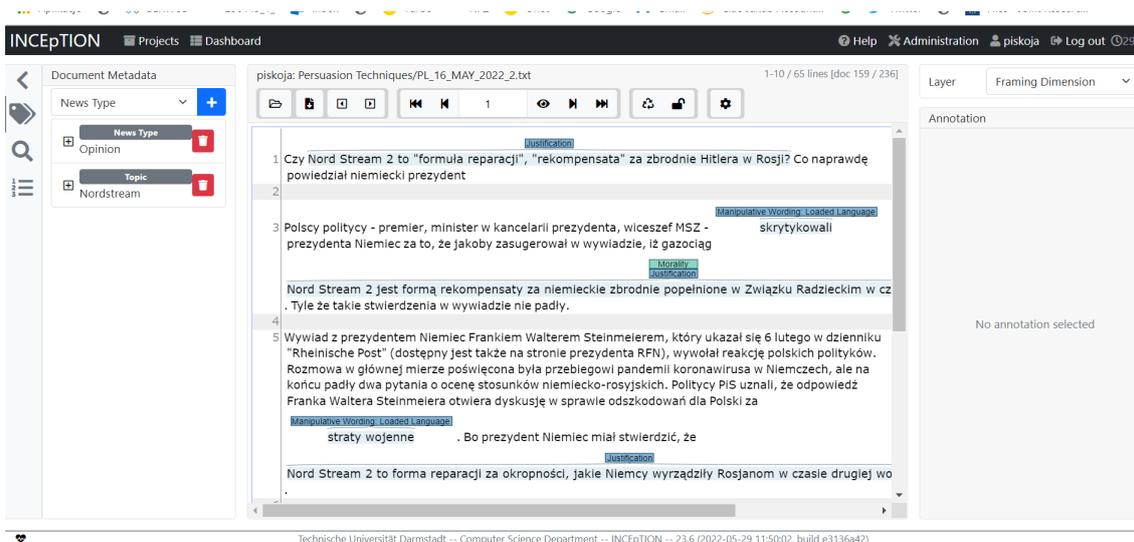


Figure 3: Inception main screen.

- One **SHOULD NOT EXPLOIT EXTERNAL KNOWLEDGE** to decide whether given text fragment should be tagged as a persuasion technique.

In the remaining part of this section we provide some examples that should come in handy when encountering certain dilemmas.

JP: TODO: put here all "difficult" examples we come across and explain why certain choices were made.

6 Inception - the Annotation Tool

This Section provides the essential information on the Inception² annotation tool used to carry out the annotations. The Inception instance for the project can be accessed via a web browser at: <https://alpha.emm4u.eu/inception>. The prerequisite is an ECAS account to get authenticated. The main screen of Inception is shown in Figure 3.

In the remainder of this Section we describe briefly all the steps on how to use Inception.

1. **Access Inception:** using this link: <https://alpha.emm4u.eu/inception>
2. **Select the project:** on the first page. There are two alternatives:
 - **Propaganda:** For the trial annotations (and toying)
 - **Persuasion techniques:** For the official annotations
3. **Start annotations:** Click on the project to start the annotations and select the **Annotations** button (see Figure 4).
4. **Select the document(s):** s in your assigned language (see Figure 5): German, English, French, Italian, Polish, Russian, etc.

²<https://inception-project.github.io/>

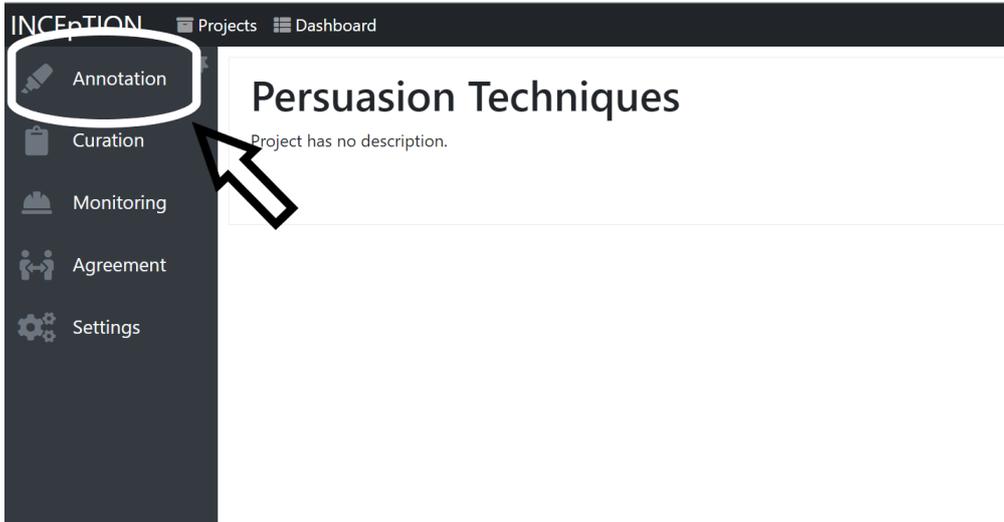


Figure 4: Access to the annotations

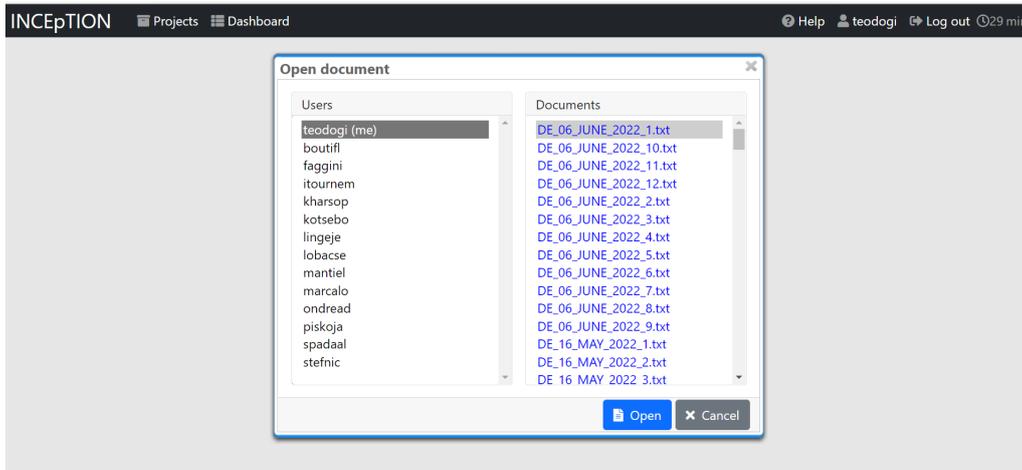


Figure 5: Selection of documents

5. **Decide on what to annotate:** For each document you must annotate the news type, the topic, the framing dimensions and the persuasion techniques.
6. **Annotating News Type and Topic:** the annotations are done at document level and on the left part of the screen it will be possible to select one of these two options (see Figure 6). Click on the **PLUS** and the list of categories and topics will be shown respectively (see Figure 7) to select from.



Figure 6: News Type and Topic

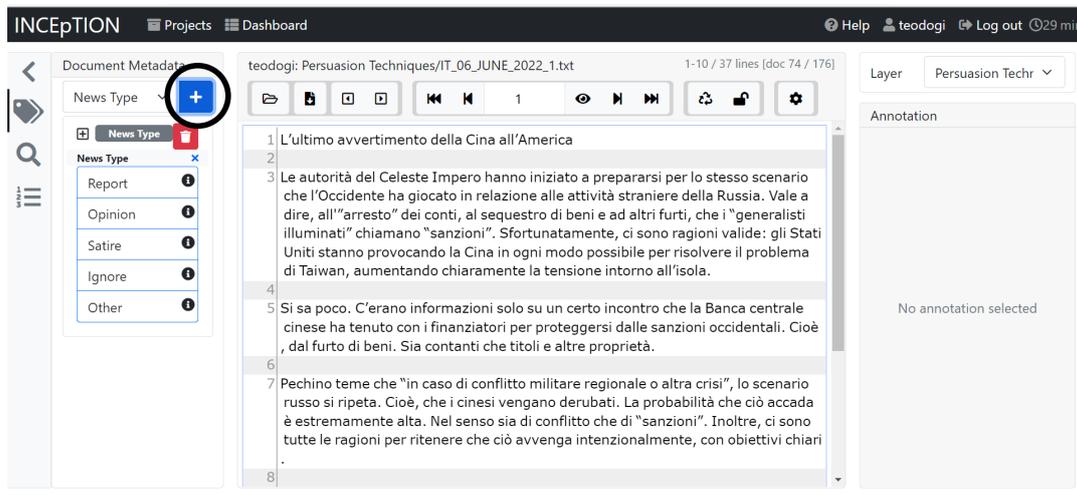


Figure 7: List of categories

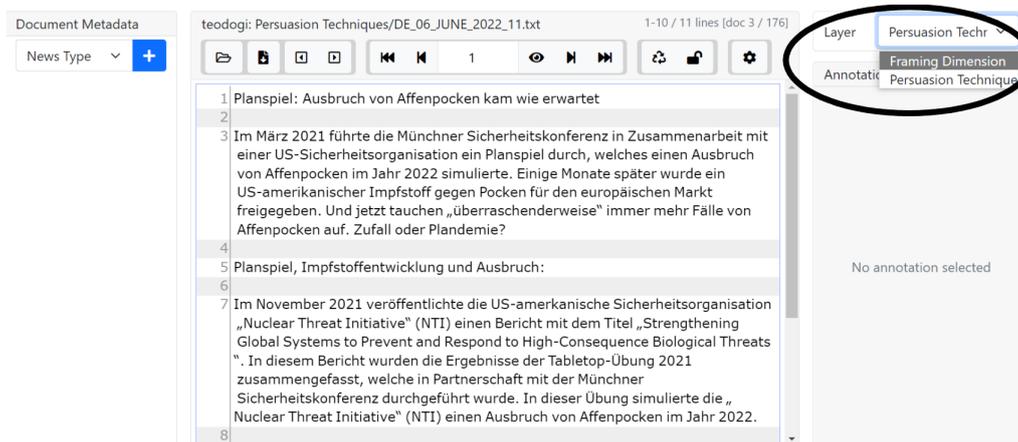


Figure 8: Framing Dimension

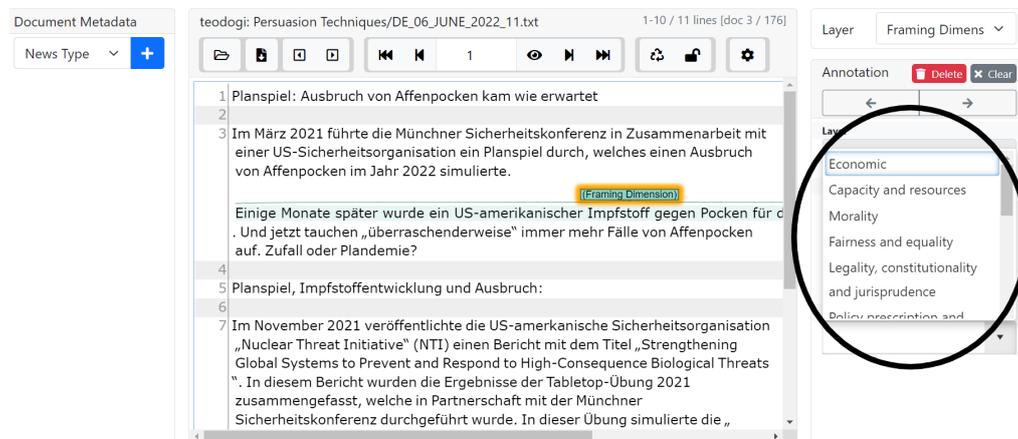


Figure 9: List of framing dimensions

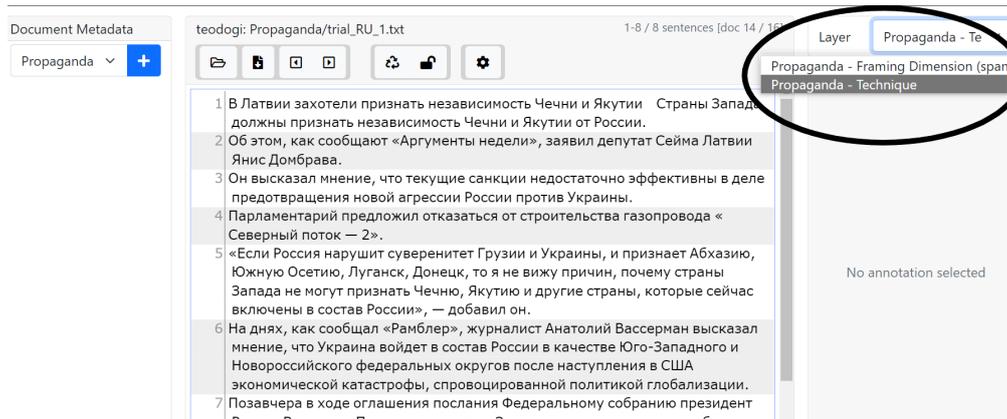


Figure 10: Propaganda Technique

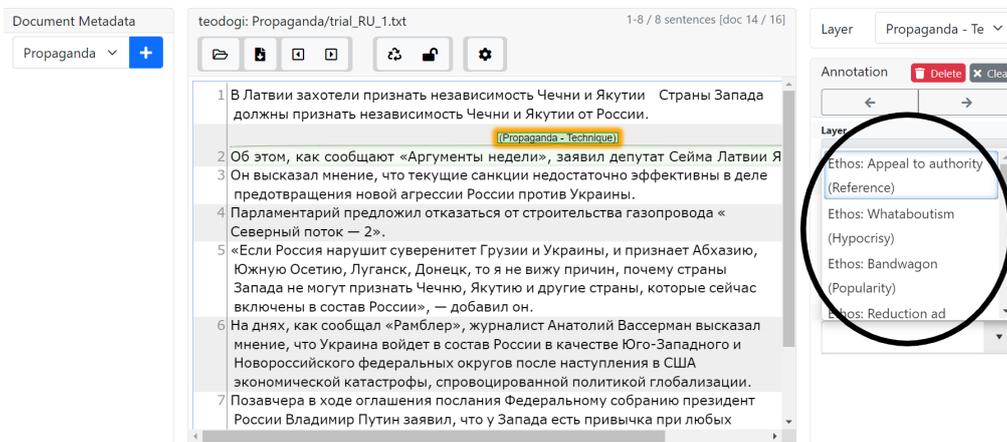


Figure 11: List of persuasion techniques

7. **Annotating Framing Dimensions:** On the right part of the screen the one has to select from the layers list the Framing Dimension layer (see Figure 8)
8. **Text span annotation:** Highlight the single word, phrase, sentence or bigger text fragment and then it will be possible to choose from the list of 15 framing dimensions to choose the appropriate one (see Figure 9)
9. **Annotating Persuasion Techniques:** As before it is necessary to select the layer: Propaganda Technique (see Figure 10)
10. **Text span annotation:** the single word, phrase, sentence or bigger text fragment and then it will be possible to choose from the list of 23 persuasion techniques to choose the appropriate one (see Figure 11)
11. **Moving to the next document:** Once the document is completely annotated, it is possible

to simply move to the next document using the next document arrow (see Figure 12). The saving is automatic.

12. **Finalizing the work on a document:** Once the document is completely annotated and no further changes are envisaged one should click on the lock button to finalize the work (see Figure 13). Only the curator will be able to unlock the document.



Figure 12: Next document command

NOTE: Some documents may be longer than one page. In this case it is necessary to scroll through the whole text using the next page arrow as shown in Figure 14.

Some documents may be bigger than the displayed view. In this case use the vertical bar to scroll the page.

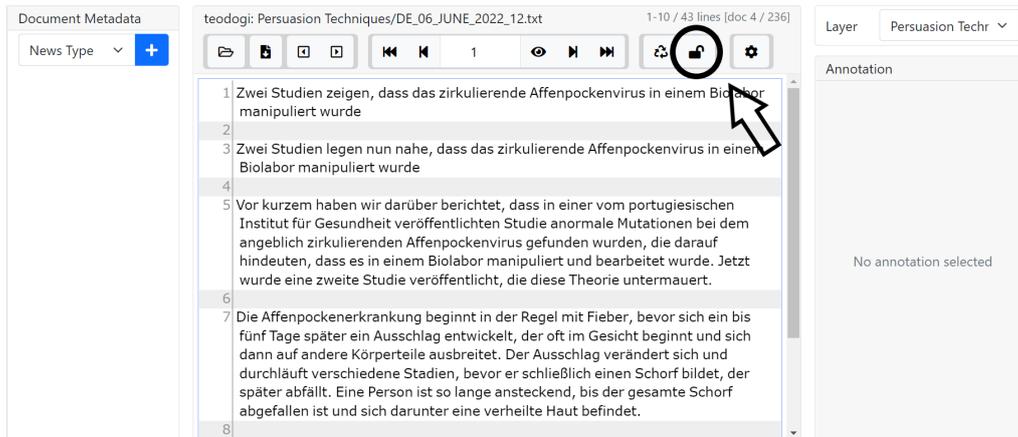


Figure 13: Finalizing the document

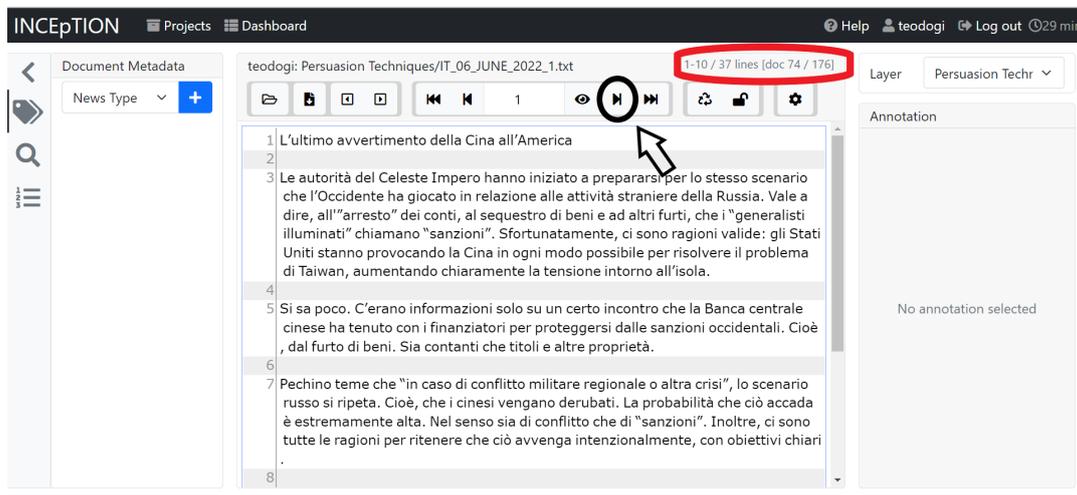


Figure 14: Next page command

7 Additional material

References

- [1] Dallas Card, Amber E. Boydston, Justin H. Gross, Philip Resnik, and Noah A. Smith. The media frames corpus: Annotations of frames across issues. In *Proceedings of the 53rd Annual Meeting of the Association for Computational Linguistics and the 7th International Joint Conference on Natural Language Processing (Volume 2: Short Papers)*, pages 438–444, Beijing, China, July 2015. Association for Computational Linguistics.
- [2] Giovanni Da San Martino, Alberto Barrón-Cedeño, Henning Wachsmuth, Rostislav Petrov, and Preslav Nakov. Semeval-2020 task 11: Detection of propaganda techniques in news articles.

In Aurélie Herbelot, Xiaodan Zhu, Alexis Palmer, Nathan Schneider, Jonathan May, and Ekaterina Shutova, editors, *Proceedings of the Fourteenth Workshop on Semantic Evaluation, SemEval@COLING 2020, Barcelona (online), December 12-13, 2020*, pages 1377–1414. International Committee for Computational Linguistics, 2020.

- [3] Giovanni Da San Martino, Alberto Barrón-Cedeño, Henning Wachsmuth, Rostislav Petrov, and Preslav Nakov. Semeval-2020 task 11: Detection of propaganda techniques in news articles. *CoRR*, abs/2009.02696, 2020.
- [4] Seunghak Yu, Giovanni Da San Martino, Mitra Mohtarami, James Glass, and Preslav Nakov. Interpretable propaganda detection in news articles. In *Proceedings of the International Conference on Recent Advances in Natural Language Processing (RANLP 2021)*, Held Online, September 2021. INCOMA Ltd.