Article

Contrastive analyses of evaluation in text: Key issues in the design of an annotation system for attitude applicable to consumer reviews in English and Spanish

Maite Taboada and Marta Carretero*

Abstract

is paper reports on part of the research on evaluative language currently carried out within the CONTRANOT project,[1] which aims at the creation and validation of contrastive functional descriptions through corpus analysis and annotation in English and Spanish. More concretely, we will present the coding scheme designed for Attitude, a subcategory of Appraisal as studied within Systemic-Functional Linguistics (White, 2003; Martin and White, 2005). e criteria for selection and annotation of spans of Attitude in the coding scheme are speci ed and illustrated with examples from the Simon Fraser University Review Corpus (Taboada, 2008), a corpus of consumer-generated reviews on hotels, books and movies, and a small-scale English-Spanish contrastive analysis of these reviews has been carried out. e scheme is to be used for the future annotation of evaluation in an English-Spanish corpus, CONTRASTES (Lavid, 2008; Lavid . ., 2007, 2010). Once annotated, the reviews will be part of this corpus.

K : ; ; ;

Affiliation

Simon Fraser University, Canada.
email: mtaboada@sfu.ca (corresponding author)

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1. Introduction

E A ’ (M , 2005: 1). I (P L , 2008,).

I M (2005: 9), A

A

I

A

A P (, 2008),

(*et al.*, 2008),

a 0;14 0 -1.238 D 12 6

2004, 2008. F
S : C D
2008.

C I

3. Categories within the Appraisal system

A : A , G E
A S , J R. M P R. R. , (2002:
7), A
' A

Appreciation,

o **Q antification,**

N : *a few, lots of, many, streams of.* E

A

6( ) A

Table 1: Agreement for annotation experiment

Units (Annotator 1)	348
Units (Annotator 2)	315
Total agreement	281
Partial agreement	31
No agreement	47
Recall	90.52%
Precision (total)	80.75%
Precision (partial)	89.66%

5. Selection of markables of Attitude

5.1. Application of the evaluation to the products evaluated

(4) S (B , 3)

(5) (B , 1)

(6) (M , 1)

5.2. Evaluative and non-evaluative occurrences of the same word or expression

S A (*disastrous, excellent, fair, great …*) A *too (much),* ; (*joy, sorrow*) (*excel, improve, disappoint*). *all that* S *todo ello,* *no hace más que* (( )13( )4(,)13( )-4( )-3( )11( )9 0.03 1 2 -5( )E3 T, 2-5(27T1 2

. .

5.3. Invoked evaluations

I (I), I . I . F , (10) 1950

(15) D L , A (B , 1)

3. **metaphors** (, L J , 1980; C , 2001; F , 2008), F , *go into* (16) O (17), *Madame Bovary* ( ).

(16) H . (C . H ')

(17) N S ? ( ) *Madame Bovary*, , (L 4.11.) H ? I ( ). *Madame Bovary*, ,

5.4. Emotional outbursts and vocatives

M (2005: 68) I , A , (*my God, hell,* .) (*honey, my dear, idiot, son of a bitch …*) , A , : I (18) *ooooh* A , (19) :

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(18) *Ooooh ...* J P . (B , 24)

(19) *Bu* ? (B , 2-10)
B , I ?'

5.5. Inclusion of markables in elliptical expressions or expressions replaced by a pronoun

(20)
(21).

(20) I I G , *wasn't.* (M , 13)

(21) S *no ha sido así.* (B , 4-2)
I S . B ?

5.6. Overlaps between Attitude and Engagement

A E n'rtNt

(25) *Sinceramente* . (P , 5 11)

Frankly, I

(26) D . *Lógicamente*, NO . (P , 1 5)

. *Obviously*, ON'T

(27) *no me ha decepcionado en absoluto* (P , 4 2)

(28) *likely* O . (M , 1)

D M (2005: 111) E H J : O (29), J

(29) N *should be given* . (M , 1)

R (1)-5(1)4(1)12(1( )12( )34( ) ((1)-5(1)12(91

). O , M (2005: 143) - G A , *reasonably happy* *dreadfully cold*, . I A .

(31) L *so funny*. (M , 13)

(32) *the biggest detriment* (B , 17)

5.8. Length of the text spans

D ( ), F , (33) *free* *(free parking for hotel guests)*, (34), *decrepitud* *la decrepitud de Ender*.

(33) I G N (, I *free* ?) (H , 22)

(34) *decrepitud* E (L , 1.1)

E

H , , I (35) *bajando la calidad*, *bajando* *la calidad* :

(35) *bajando la calidad* (L , 1.1)

81 1 - ((L)-6(43 6 0-9 1 0 127( )3( )5(8)-6(1 1)-6( )

B (2009: 182), *poder* (J), (41).

(41) L *podrán aprender,* (M , 5 10)
K *able to learn,*

A *guilty, embarrassed, proud, jealous, envious, ashamed …* (M , 2005: 60). *John is jealous of some of his wife's male colleagues,* J *John is a jealous person.*

Adjectives of reaction

S H J A A :

(42) E *suspenseful* (M , 1)

(43) *mind-numbing* (B , 1)

6.2. Polarity

A E (44) (45),

(44) J E S P *most enjoyable* I (B , 3)

(45) *really put me o not clean* (,) (H , 1 11)

I I I (46).

(46)

8. Conclusions and suggestions for future research

A

Notes

1. CONTRANOT S M S I I+D R P P (FFI2008-03384). A S M BSCH CM

2. A A M C J 2010. M B , G , A D D M

About the authors

M T A P L S F (C). S MA P D C M (S), MS C L C M M . M

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