

Mr. Bryan's Guide to Rating on ToneADay



The following document is the opinion of Bryan Cromlish. The views expressed in this document should be used as a guideline to increase the likelihood of your data being approved. This guide is meant to provide insight on how to rate a phrase.

Understanding the Scope of the Project

I feel it is important for the ToneADay users to understand why they are rating words for Lymbix. It is not simply a project to figure out how each individual feels about words or phrases. Understanding the emotional definition of text-based communication is the fuel for our products and services.

For instance, let's look at our product ToneCheck (an emotional spell-check). ToneCheck is an add-in for Microsoft Outlook that identifies the sentiment and emotion in words and phrases in order to help end users improve the clarity of their communication. ToneCheck allows the end user to make corrections and adjust the overall tone of messages.



By the way, if you have Microsoft Outlook 2003, 2007 or 2010, you can download the add-in at ToneCheck.com.

Tips on improving the quality of ratings

People rate words in a variety of ways. There is no right way to rate, but there are definitely ways to improve how valuable your data is to Lymbix.

When a phrase appears in ToneADay, try asking yourself this question:

How would this phrase make me feel if someone I didn't know well wrote it to me in an email?

From there, think to yourself:

- Which emotions am I feeling right now? (I would suggest sticking with 1-3 emotions)
- How intensely am I feeling those emotions?

Common Issues that may look like Spam to a Moderator

A Lymbix Moderator goes through large volumes of data and will look for trends that could show that an individual is spamming the system or not thinking deeply enough about each rating. There are some common issues that arise that have resulted in some users being banned:

More than Positive or Negative

It is important that users take time to think emotions are present and to what extent.

Mistake: Many people decide whether a word is positive or negative and then try and adjust all four of the corresponding sliders. Not every phrase has four emotions associated to it; I'd argue that very few do elicit that many emotions.




Use 10s Appropriately

It is not uncommon for some users to throw around 9s & 10s around for most of their ratings. It is important to understand that 10 represents “as much as humanly possible”. There are few words that reach this level. Words such as “love” or “hate” may warrant a high rating.

Phrases like “Back to school today” may be perceived as negative to some or positive to others, but it really should not be rated with a 10.

0 %



seller would not fix (0.0)	7	8	9	10	8	6	10	9
here more about (0.5)	5	6	7	6				
the course titled (0.5)	10	10	10	10				
just what i expected (0.375)	9	10	10	10				
good afternoon at work today (0.5)	7	9	7	9				
coaching plan to assist (0.5)	7	6	10	8				
this one but it says (0.25)	5	7	7	9				
leave it up (0.375)	6	8	8	9				
fyi were currently (0.375)	8	9	5	7				

Anger / Loathing

the most possible



Avoid setting all ratings to the same number

Some users tend to pick a favourite number or combo of numbers. If a moderator only sees that a user will only use the number 2, for example, it creates some concern. Phrases should be constantly evoking different intensities of emotion and the ratings should reflect that.

Below is an example of a user using the same intensity:

Affection / Friendliness

not too much, not too little



Enjoyment / Elation

not too much, not too little



Amusement / Excitement

not too much, not too little



Avoid sticking to only one emotion

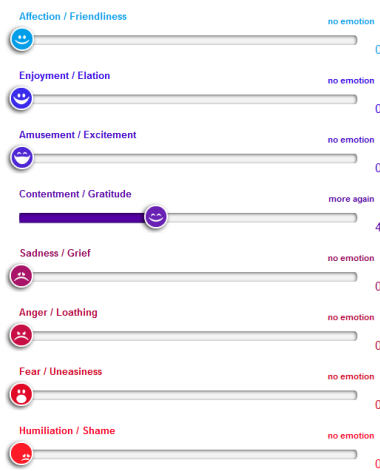
Other users will have Contentment/Gratitude, for example, in every single one of their ratings. They may add Enjoyment to some and Affection to another, but it jumps out at a moderator when a particular emotion is seen on *every* rating!

Contentment / Gratitude

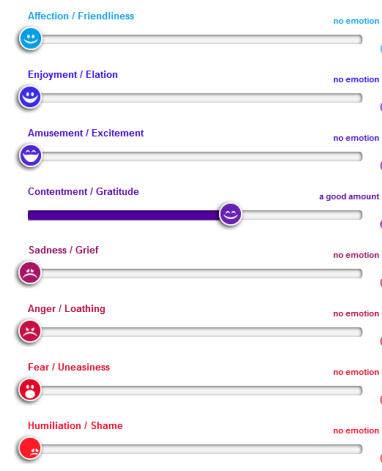
a whole lot



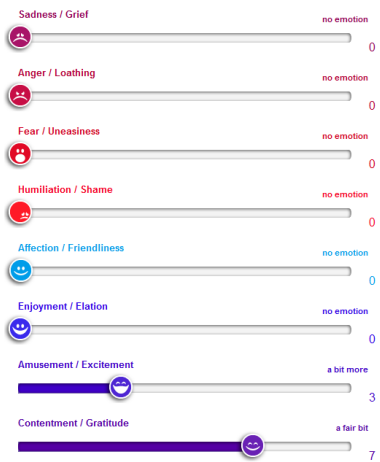
woke up early this am



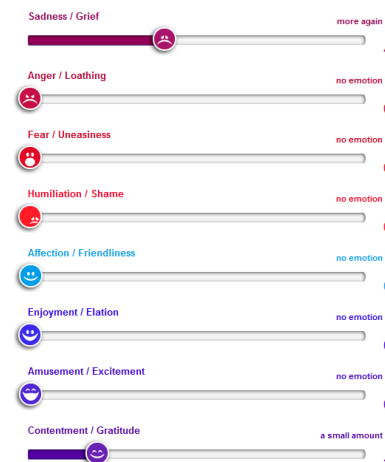
they give credit



never over capacity



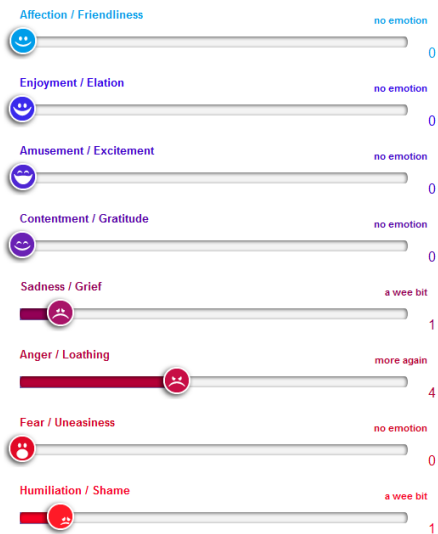
time to clean



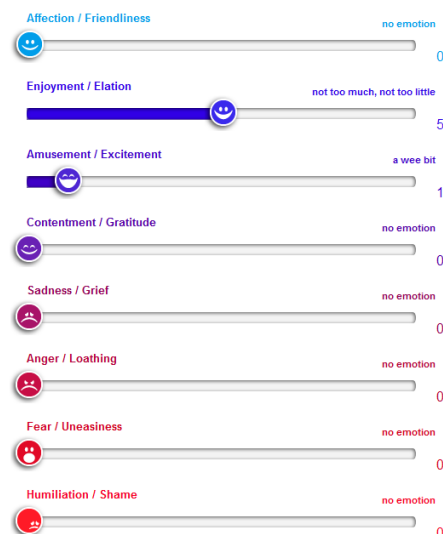
Examples of how Bryan would rate on ToneADay:

Here are a couple examples of how Bryan would rate the phrases. Keep in mind that there is always a degree of personal opinion and these samples are only indicative examples.

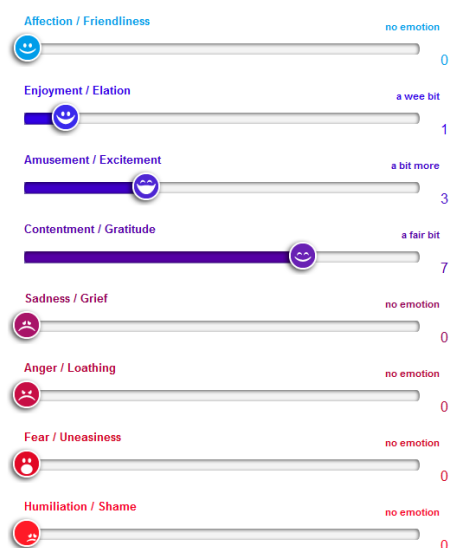
Made a huge mess



Productive day today



Big promotion today



My pants ripped

