



PROGRESS REPORT: NEW APPROACHES TO COMMENT MODERATION

Finding incivility: How I spent three months not worrying about coding and loving the snark

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Cheeky title aside, when I first heard about the project I'd be working on for three months, I was both excited and intrigued. As I thought about what it would entail, a wave of anxiety rushed over me. No one has tried this kind of work before in such a way – could I, as the first attempt, be successful?

Turns out not quite, but I certainly made progress. For three months, I attempted to code for incivility within online news comments in new ways – using paid Workers in Amazon's Mechanical Turk, undergraduate students in the Mechanical Turk *sandbox*, and by machine training the content analysis program WordStat. Using a previously coded data set as the comparison "Exemplar" coding, I compared how well these groups and program were at accurately detecting incivility. Although we never reached perfect agreement, tweaking and editing our instructions and question format consistently made us better. This document serves as a progress report, with some thoughts on the next possible steps in research.

ONLINE INCIVILITY AND THE NEED TO MODERATE COMMENT SECTIONS

There is no question that incivility – generally thought of as rude, disrespectful, or logically flawed discussion – is rampant online. With the Internet's anonymity and lack of face-to-face interaction, it's easy for a person to type nasty and hateful text to another person and walk away unscathed. It barely takes leaving your browser's homepage anymore; click on the top news story, scroll down to the comment section, and there you have it. Need a real-life example? I went to a top national news website, scrolled to the comment section of a headlining article, and a blue bar popped up saying "Show 1 new comment." I clicked on bar, and low-and-behold, an anonymous user called "Gentle-Giant-Thug" had just posted numerous times "YOU DUM WHIITE TRASH HONKEY CRAKERS PAY 4 MY WELFARE. BOW DOWN! I BUYS CRAK ROX AND 40'S WID IT."

Enlightening.

Yet there are important reasons for news organizations to worry about incivility. Research suggests that incivility in the comment section can affect readers' perceptions of the news article itself and can polarize their political views.¹ Research like this, and a general distaste for hateful comments, have sparked interest in ways to curb incivility in news comment sections.

¹ Anderson, A. A., Brossard, D., Scheufele, D. A., Xenos, M. A., & Ladwig, P. (2014). The "nasty effect:" Online incivility and risk perceptions of emerging technologies. *Journal of Computer-Mediated Communication*, 19(3), 373-387. doi:10.1111/jcc4.12009; Lee, E.-J. (2012). That's not the way it is: How user-generated comments on the news affect perceived media bias. *Journal of Computer-Mediated Communication*, 18(1), 32-45. doi:10.1111/j.1083-6101.2012.01597.x

Why not moderate the comments?

Moderation is one technique that news organizations could use to improve the content in comment sections. *The New York Times*, for instance, has a staff dedicated to moderating comments. And the result is a more curated, more civil comment space.

But the *Times* strategy isn't for all news organizations. It's expensive to moderate.² Both monetary resources and manpower are required. For a big organization receiving hundreds of comments or more an hour on a single article, combing through the comments also takes *time*.³ From a democratic perspective, some believe moderation decreases first amendment rights and stifles discussion. And, many feel any engagement – regardless of its temperament – boosts traffic.⁴

So how are some trying to solve this problem?

In the absence of having staff review the comments, how do websites monitor their comments? Some require people to sign in through Facebook or Disqus – but there is no way to enforce civil discussion.⁵ Some websites like *The Huffington Post* use a reputation system – commenters can earn honors, badges, and other distinguishing markers to highlight their good behavior and insightful commenting. Others rely on fellow commenters to “down-vote” or “flag” posted comments that they believe violate community posting standards or guidelines. Although these strategies can be helpful, they don't replicate the results of pre-moderating the comments and deleting those that don't meet standards laid out by a newsroom.

Incivility in the Academic World

In the academic world, online incivility is studied by many scholars. A previous Engaging News Project report, “[Reporter Engagement in Comment Sections](#),” found that having a reporter engage in the comment section would decrease incivility. To do this analysis, human coders had to individually read every single comment from a website and code for the types of incivility present in the text. Needless to say, it's a tedious, time-consuming task. But researchers have never tried another way. Computer coding may not be the most useful strategy in theory – most computer coding relies on user-defined dictionaries, whereas incivility is often context-related and more complex than the repetition of words. For example, one might use the word “Nazi” as an insult or as reference to WWII; most programs can't understand the difference.

But what if they could? What if there was a way to *train* a machine with *human coders* first? And what about other alternatives to human coding, such as inexpensive crowdsourcing platforms like Amazon's Mechanical Turk? Both have the potential to provide fast and inexpensive methods for recognizing incivility for researchers and professionals alike. That's how my task started, and throughout these three months I've run multiple crowdsourcing tasks and trained a program in the hopes of finding better

² Wolf, J. (2013, December 13). Moderation matters for online commenting. *Journalism That Matters*. Retrieved August 11, 2014, from http://www.journalismthatmatters.net/moderation_matters_for_online_commenting;

Vogt, P. (2013, October 22). Another website kills its comment section. On The Media. Retrieved August 12, 2014, from <http://www.onthemediamedia.org/story/another-website-kills-online-comments/>.

³ Gross, D. (2012, March 15). Have online comment sections become 'a joke'? CNN. Retrieved August 13, 2014, from <http://www.cnn.com/2012/03/11/tech/web/online-comments-sxsw/>.

⁴ Dash, A. (2011, July 20). If your website's full of assholes it's your fault. *Anil Dash*. Retrieved August 12, 2014, from <http://dashes.com/anil/2011/07/if-your-websites-full-of-assholes-its-your-fault.html>.

⁵ Wolf, J. (2013, December 13).

alternatives to coding incivility. Using an Engaging News Project dataset of 2,403 comments that had been previously coded, I tested the reliability and validity of 3 crowdsourcing groups and a trained computer algorithm looking for incivility. Although we didn't find the ultimate solution, we made notable progress.

In this report, you'll find information on the following:

1. **The Original Coding Scheme** How did the original coders judge incivility? I'll explain the categories of incivility and how we expected our workers and the computer to code for uncivil comments.
2. **Mechanical Turk Tasks** How "good" are the average workers on Mechanical Turk at finding incivility in comments? We ran two rounds of testing with different instructions (and also gave our ENP undergraduate researchers a crack at them as well) to see if they were as good as our original Exemplar coding.
3. **Mechanical Turk Task, Coding by Scale** Not all incivility is created equal. So why do academics code incivility as "presence/absence" as opposed to a scale of "not uncivil at all" to "very uncivil?" I created a task on Mechanical Turk to see whether people could agree on the "level" of incivility in comments, and whether that could produce more accurate results than our original Mechanical Turk tasks.
4. **WordStat Training** By "human" training a program that uses a special algorithm to apply the training to a full set of data, I tested whether the Provalis Research software WordStat could correctly code comments for incivility.

This report gives a detailed overview of these projects. In addition, there is a Technical Appendix that explains exactly how to do each of these tasks, including screenshots of Mechanical Turk and WordStat, to help those interested in recreating and enhancing these results.

THE ORIGINAL CODING SCHEME

The original Engaging News Project research collected and coded 2,403 comments from an online news organization's website looking for incivility. The original researchers coded each comment for the following incivility *categories* based off previous academic literature:

1. **Obscene Language / Vulgarity** This included words like hell, crap, damn; their lesser stand-ins such as heck; abbreviations of curse words like wtf, stfu, lmao.
2. **Insulting Language / Name Calling** This included explicit references to a person or group meant to make them look foolish, inept, hypocritical or dangerous. It also included words synonymous with liar or lying.
3. **Ideologically Extreme Language** This included extremist language meant to categorize a person or group based on political or partisan beliefs. The words "liberals" or "conservatives" referenced in a demeaning way fell into this category.

4. **Shutting Down the Conversation** This included someone saying something along the lines of “shut up,” or trying to end the discussion such as “mind your own business,” or “shame on you for saying that.”⁶
5. **Stereotyping** This included phrases associating a person with a group using labels with a negative connotation. Think of “illegals,” “bible thumpers,” and “potheads.”
6. **Exaggerated Argument** This included arguments that were over-the-top, illogical, or extreme that meant to significantly misrepresent or obscure the truth. It also included slippery slope arguments – that one small policy or behavior would pave the way for more extreme policies or decisions.

This coding resulted in what I will continue to refer to as the **Exemplar** coding. For testing purposes, I consider this coding to be the most accurate and complete in correctly finding incivility, and it was the standard to which I compared all our summer tasks.

It is also important to note that in general, I “collapsed” all 6 incivility categories into one “Incivility” category. However, because ENP had the original coding separated into groups, I could test whether a category was more difficult by taking it out in testing. More on that later.

AMAZON’S MECHANICAL TURK

Amazon’s Mechanical Turk (MTurk), debuted in 2005. Considered a crowdsourcing platform – where a company or institution outsources a job originally performed by employees to a large and undefined network of potential workers⁷ – MTurk’s “micro-task market⁸” boasts fast and accurate results by a global community for a low cost.

MTurk Worker Pool

Previous research on MTurk’s Worker audience has determined that compared to the typical Internet sample, MTurkers are more diverse in race, age (older on MTurk), and country of origin (largely U.S. based but growing in India). Compared to the U.S. population, MTurkers are more female than male, younger, and self-reported data shows higher education levels than the US average.⁹

How It Works

MTurk works by employers, or “Requesters,” defining the goals of a large project, and then breaking up the large project into small, individual tasks, or “Human Intelligence Tasks” (HITs). Requesters then determine how much they are willing to pay “Workers” for the task – depending on the amount of time

⁶ In previous work, we did not consistently use this category in the reporting because of its lack of coherence with the other categories. We record it here to evaluate correspondence with the other coding methods.

⁷ Brabham, D. C. (2008). Crowdsourcing as a model for problem solving: An introduction and Cases. *Convergence: The International Journal of Research into New Media Technologies*, 14(1), 75–90.

⁸ Kittur, A., Chi, E. H., & Suh, B. (2008). Crowdsourcing user studies with Mechanical Turk. In Proceeding of the twenty-sixth annual CHI conference on human factors in computing systems - CHI '08 (pp. 453–456). New York, New York, USA: ACM Press. doi:10.1145/1357054.1357127

⁹ Paolucci, G., Chandler, J., & Ipeirotis, P. G. (2010). Running experiments on Amazon Mechanical Turk. *Judgment and Decision Making*, 411–419. Retrieved from <http://journal.sjdm.org/10/10630a/jdm10630a.html>

a task takes, payments range from a few cents to several dollars for more time and labor intensive work. In addition to payment, Requesters can choose specific Worker qualifications that can narrow the Worker pool if the task requires specific demographics, e.g. gender, location, or age. MTurk also allows HITs to be assigned to more than one person, allowing the Requesters to compare results and check for agreement between Workers.

Once the Requester publishes their HITs to the marketplace, Workers can begin accepting assignments if they meet all the qualifications. Amazon also offers the ability to require a preliminary qualification test before Workers can access and receive payment for HITs, which requires a Requester to have an Amazon Web Services (AWS) account in addition to the Mechanical Turk account. Once a HIT is completed and submitted by a Worker, Requesters can review results and either approve correctly completed or reject insufficient work.

Some of the most common tasks in the MTurk marketplace include audio/video transcription, categorization, image tagging, and moderating photographs and content.

MECHANICAL TURK TASKS

I wanted to see how accurate Mechanical Turk Workers were at coding incivility in comments. I ran 3 tasks through the MTurk marketplace this summer, changing the instructions and question format each time with the hope of moving toward more agreement with our Exemplar coding. I replicated one task using undergraduate students as coders, as opposed to MTurk Workers, through the Amazon platform. **Table 1** briefly explains the 4 MTurk testing groups. Each comment was coded by three Coders in each group.

Mechanical Turk Testing Groups			
Group 1 A: Brief Instructions, MTurk workers	Group 2: Brief Instructions, Students	Group 1 B: Detailed Instructions, MTurk Workers	Group 3 Incivility Scale, MTurk Workers
This is the MTurk Workers first round. Instructions were minimal and brief, explaining what “incivility” is generally. This task asked if incivility was present in comments. It also asked Workers how sure they were with their answer, whether they would give the comment the honor of “Best” comment, and if they	Same instructions and question format as Group 1; however, workers were Engaging News Project undergraduate student workers with some familiarity with the project. This was completed in the MTurk Requestor and Worker <i>sandbox</i> , a testing simulation for HITs that does not pay out money. It	This is the MTurk Workers second round. Instructions were longer and more detailed with examples separated by types of incivility. Workers were asked to check boxes next to the types of incivility the comment contained. Each question repeated information next to where they could check the boxes explaining what the	This is the MTurk Task 3, Coding by Scale round. Instructions were similar to Group 1 B, but instead of asking whether incivility existed, Workers were asked to rate the level of incivility on a scale of 1-4. I did not run the same comparisons with Group 3 to the others because it asked for different information, and

would allow to be posted online.	allows you to “try out” your task before posting to the full marketplace.	types of incivility were in order to reduce the need to scroll back up to instructions.	is therefore missing from some of the results tables.
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Table 1. To view full instructions and question format for each round, please see the Technical Appendix.

I first ran reliability tests between the individual coders of each group. Numbers closer to 1.00 indicate higher agreement among coders. I then took the most chosen answer by the 3 Coders for each comment, and ran reliability tests against our Exemplar coding. Results in **Table 2**.

Incivility Coding Tests	Group 1 A	Group 2	Group 1 B
Comparing Coder 1, Coder 2, and Coder 3	.31	.49	.49
Answer most chosen by Coders compared with the Exemplar coding	.42	.46	.59

Table 2. These numbers represent Krippendorff’s alpha values, reliability tests that range from 0 to 1 with 1.00 indicating more reliable coding. Values above .8 are strong relationships to aim for, but values in excess of .67 are considered acceptable. The “Exemplar coding” is the original coding done by the Engaging News Project Research Associates, which we consider to be the most “correct” coding standard to judge the validity of our groups.

Although these numbers are not acceptable, group agreement and Exemplar accuracy increased across the trials.

Next, I ran tests for specific incivility categories. By removing the categories from the Exemplar coding, I could determine whether some categories were easier to code than others – if the removed category caused the Krippendorff’s alpha values to increase compared to the full Exemplar incivility coding, that indicated that the type of incivility was more difficult for Coders to find.

Incivility Coding Tests	Group 1 A	Group 2	Group 1 B
Answer most chosen by Coders compared with the Exemplar coding	.42	.46	.59
Answer most chosen by Coders & removing Exaggerated Argument from Exemplar	.52	.65	.66
Answer most chosen by Coders & removing Shutting Down from Exemplar	.31	.49	.62
Answer most chosen by Coders & removing Stereotyping from Exemplar	.43	.44	.62
Answer most chosen by Coders & removing Ideologically Extreme from Exemplar	.42	.46	.59
Answer most chosen by Coders & removing Obscenity from Exemplar	.32	.39	.55
Answer most chosen by Coders & removing Name Calling from Exemplar	.33	.30	.45

Table 3. These numbers represent Krippendorff’s alpha values, reliability tests that range from 0 to 1 with 1.00 indicating more reliable coding. Values above .8 are strong relationships to aim for, but values in excess of .67 are considered acceptable. The Krippendorff’s alpha values increase a great deal for all 3 groups once “Exaggerated Argument” is removed, showing that all groups have problems coding for incivility when comments only contain exaggerated argument.

As you can see, all groups had difficulty with Exaggerated Argument. Group 2 and Group 1 B did better when removing Shutting Down and Group 1 B also did better removing Stereotyping, but the differences are less extreme than Exaggerated Argument.

I was curious to see how our Coders from all 3 tasks did as a whole. I ran tests with all 3 groups.

Incivility Coding Tests Comparing All 3 Experiment Groups	Krippendorff's Alpha
All 9 Coders from Group 1 A, Group 2, and Group 1 B	.44
Answer most chosen by Coders from Group 1 A, Group 2, and Group 1 B	.64
Answer most chosen by Coders from each group, compared with Exemplar Coding	.56
Answer most chosen by Coders from each group, compared with Exemplar Coding <i>taking out</i> Exaggerated Argument	.62

Table 4. These numbers represent Krippendorff's alpha values, reliability tests that range from 0 to 1 with 1.00 indicating more reliable coding. Values above .8 are strong relationships to aim for, but values in excess of .67 are considered acceptable. Agreement between groups is best when looking at the most chosen answer of the group. When introducing the Exemplar coding for comparison, agreement goes down, but does better when taking about Exaggerated Argument.

All 9 Coders individually did not agree across the comments, but taking the most chosen answer of each group and comparing those 3 answers did increase the Krippendorff's alpha by a significant amount. When bringing in the Exemplar coding, we see alphas decrease, but increase again when taking out Exaggerated Argument. This disconnect between MTurk Coders from the 3 groups and our Exemplar coding begs further research.

Group 3, Coding by Scale

Group 3 of our MTurk tasks coded incivility rather differently. Instead of being asked whether incivility was present by either marking yes or no (Group 1 A & Group 2) or having Coders mark incivility categories (Group 1 B), Group 3 coded incivility on a 1-4 scale.

1. In reference to the comment above, please rate the level of incivility on a scale ranging from "Not at all uncivil" to "Very uncivil."
 1. Not at all uncivil
 2. Not too uncivil
 3. Somewhat uncivil
 4. Very uncivil

When running reliability tests, I compared the 3 Coders on the 4-point scale. Then, I recoded the answers twice into 2 categories. First, I recoded 1 to 0, and 2/3/4 to 1. In the second recoding, I recoded 1 and 2 to 0, and 3 and 4 to 1. Results in **Table 5**.

Mechanical Turk Coding by Scale, Group 3	Krippendorff's Alpha
Comparing Coder 1, Coder 2, and Coder 3 on a 1-4 Scale	.39 ^a
Comparing Coder 1, Coder 2, and Coder 3: Changing 1 to 0, and 2 / 3 / 4 to 1	.26
>Comparing the Most Chosen Answer by Coders from above to Exemplar Coding	.47
Comparing Coder 1, Coder 2, and Coder 3: Changing 1 & 2 to 0, and 3 & 4 to 1	.28
>Comparing the Most Chosen Answer by Coders from above to Exemplar Coding	.31

Table 5. These numbers represent Krippendorff's alpha values, reliability tests that range from 0 to 1 with 1.00 indicating more reliable coding. Values above .8 are strong relationships to aim for, but values in excess of .67 are considered acceptable. This task originally asked Coders to rate comments on an index of 1 through 4, 1 being "Not At All Uncivil" to 4 being "Very Uncivil." When running Krippendorff's alpha tests, 0 represented the comment containing no incivility, and 1 represented the comment containing some type of incivility.

^a represents Interval level testing.

Coding by Scale did not result in significantly better results. Once again, we saw that taking out Exaggerated Argument increased the accuracy to the Exemplar coding, but not enough to accept the relationship as reliable.

Best Comment and Posting Media Coding

Some organizations differ in their standards for actually removing comments. Additionally, some news outlets such as *The New York Times* mark or highlight what the editors deem a significantly “great” comment, one that gets “starred” and featured in the comment section. I was curious to see if our MTurk Coders could reach agreement on either of these types of questions.

In addition to asking Coders about incivility within comments, I had Coders answer two additional questions (*which changed between Group 1 A and Group 1 B; please see Technical Appendix for full instruction and question wordings*):

1. *Recommended Comments*: Some news organizations highlight the very best comments written by users and display them at the top of comment sections or issue them a "gold star." These contain high quality writing, evidence, and thoughtful argument - comments that even if you did not necessarily agree with the position, you could still respect and appreciate the way in which it was presented. We asked the coders if they would nominate the comment for the honor of “best” comment.
2. *Removing Comments*: “Desirable” comment sections include respectful conversation. Although many news organizations monitor their online comments, it is important not to remove posts that express unpopular ideas for the sake of being “politically correct.” However, removing “harmful” comments that do not move conversation forward is important. We asked coders, “If you were the deciding moderator, would you publish the comment?”

Additional Coding Tests	Group 1 A	Group 2	Group 1 B	Comparing Most Chosen Answer for All Groups
Coder 1, Coder 2, and Coder 3 on “Best Comment”	.21	.32	.18	.39
Coder 1, Coder 2, and Coder 3 on “Posting Media”	.05	.35	.22	.26

Table 6. These numbers represent Krippendorff’s alpha values, reliability tests that range from 0 to 1 with 1.00 indicating more reliable coding. Values above .8 are strong relationships to aim for, but values in excess of .67 are considered acceptable.

No group was particularly good at agreeing amongst themselves, though our Group 2 undergraduate coders were closer for both questions, unlike our other two groups. This could possibly be due to the undergrads’ similar demographics and worldviews, unlike the larger MTurk Workers that have a much broader age, education, and income ranges.

Because I did not see the groups get better at this task, as they did at coding for incivility, these kinds of questions might be less doable for MTurk Workers. It also could require a different conceptualization and format of these two questions.

Academic research coding for incivility has, in the past, relied on human coding – two or more coders with an agreed upon definition of “incivility” by reading each comment individually and making a judgment, then running reliability tests to check for disagreement.¹⁰ There has been no attempt of which we are aware to computer code for incivility online, possibly due to the fact that many computer coding programs rely on user-defined dictionaries while incivility is often context-specific and not based on specific words.

However, as technology advances, many newer and more complex computer-coding programs have been made available to researchers. Human “training” of a machine (or “supervised machine learning”), relies on a human researcher coding a small set of data by hand and inputting the coded data into the computer, which then creates an algorithm and applies what it has learned to uncoded pieces of data.¹¹ Such computerized methods have been found reliable in the social sciences,¹² and present new opportunities for coding incivility. With success, automating a system that runs comments through a computer trained to recognize uncivil messages can greatly reduce the amount of time a human spends reading online exchanges. This also takes away superfluous commenter “flagging” based on human bias. In addition, such a program also could be used to recognize spammers and unwanted advertisements within comment sections.

One such program capable of machine learning is [WordStat](#), a software tool developed by Provalis Research that uses both quantitative and qualitative means to analyze text. Created as an add-on to either SimStat or QDA Miner, WordStat can content analyze text into user-defined dictionaries, identify themes and relationships within and between texts, and, from human coding, can apply classifications through machine learning. The supervised machine learning relies on either Naïve Bayes or K-Nearest Neighbor learning algorithms, which have been shown in other supervised machine learning validation studies to have high accuracy.¹³

WordStat Testing

In addition to testing our human coding, I ran algorithms in WordStat to see if the computer could code the comments in the same way our Exemplar coding did. To do so, I separated our dataset of 2,403 comments in half. Using 1,200 comments, I trained the computer and created an algorithm (our “comments trained” comment set). Then, I had the computer apply that algorithm to the remaining 1,203 comments (our “training applied” comment set). I then compared these 1,203 comment codes to our Exemplar coding.

¹⁰ Papacharissi, Z. (2004).

¹¹ Sebastiani, F. (1999). Machine learning in automated text categorization. *ACM Computing Surveys*, 34(1), 1–47; Gentleman, R., Huber, W., & Carey, V. J. (2008). Supervised machine learning. In F. Hahne, W. Huber, R. Gentleman & S. Falcon (Eds.), *Bioconductor Case Studies* (121-136). Springer New York; Kotsiantis, S. B. (2007). Supervised machine learning: A review of classification techniques. In I. G. Maglogiannis, K. Karpouzis, M. Wallace & J. Soldatos (Eds.), *Emerging Artificial Intelligence Applications in Computer Engineering* (3-24).

¹² Baek, Y. M., Cappella, J. N. & Bindman, A. (2011). Automatic content analysis of open-ended responses: Wordscores and Affective Intonation. *Communication Methods and Measures*, 5(4), 275-296.

¹³ Baek et al., (2011); Guvenir, H. A., Acar, S., Demiroz, G., & Cekin, A. (1997). A supervised machine learning algorithm for arrhythmia analysis. *Computers in Cardiology*, 433-436; Ye, Q., Zhang, Z., & Law, R. (2009). Sentiment classification of online reviews to travel destinations by supervised machine learning approaches. *Expert Systems with Applications*, 36(3), 6527-6535.

As you can see in **Table 7**, our Krippendorff's alpha values were not particularly good. However, I did manage to achieve 76.7% agreement when taking out Exaggerated Argument (that is, the comments trained did not take into account Exaggerated Argument, and the Exemplar coding to which the WordStat coding was compared did not include Exaggerated Argument).

To view the step-by-step instructions of the WordStat task and the algorithm used, please see the *Technical Appendix*.

Incivility Testing Category	Number in Full Comment Set	Number of Comments Trained in WordStat	Number of Comments Training was Applied	Percent Agreement of Training Applied Set with Exemplar Coding	Krippendorff's Alpha
All Incivility Categories	2,403	1,200	1,203	68.3%	.35
Taking out Exaggerated Argument	2,403	1,200	1,203	76.7%	.37

Table 7. These numbers represent Krippendorff's alpha values, reliability tests that range from 0 to 1 with 1.00 indicating more reliable coding. Values above .8 are strong relationships to aim for, but values in excess of .67 are considered acceptable. The Percent Agreement and Krippendorff's alpha values include only the 1,203 Training Applied comment set. While WordStat applies the algorithm training to the full 2,403 set including recoding the comments it was trained on, I removed the 1,200 comments that trained the WordStat algorithm for methodological purposes.

I also wanted to see if WordStat was better at training and coding some categories over others. I took 4 categories of comments based on the topic of the article with which they appeared and trained WordStat on half of each category, applying the algorithm to the other half.

Testing Category	Number in Full Comment Set	Number of Comments Trained in WordStat	Number of Comments Training was Applied	Percent Agreement of Training Applied Set with Exemplar Coding	Krippendorff's Alpha
Education	472	236	236	69.1%	.22
Economy	397	197	200	62.5%	.25
Campaigning	271	135	136	64.7%	.28
Abortion	260	130	130	58.5%	.13

Table 8. These numbers represent Krippendorff's alphas, reliability tests that range from 0 to 1 with 1.00 indicating more reliable coding. Values above .8 are strong relationships to aim for, but values in excess of .67 are considered acceptable. In order to test whether WordStat was better at training and applying an algorithm within comments of specific categories, I trained and applied WordStat coding to categories containing a larger set of comments. As you can see, there were no significant differences for categories.

The Krippendorff's alpha values were worse in the single categories than the full incivility set, as were all the percent agreements. It appears that WordStat is no better at coding different categories. However, the number of the full comment set differed in each, and could change given a larger set to use for training the program.

WordStat Testing Against MTurk Workers

Finally, I wanted to test the WordStat training with the Mechanical Turk groups. I took the most chosen answer of each group for each comment, and compared them with the WordStat algorithm training.

WordStat and Group Tests	Group 1 A	Group 2	Group 1 B	Comparing Most Chosen Answer for All Groups
WordStat Coding compared to Answer Most Chosen by Group	.22	.29	.41	.46

Table 9. These numbers represent Krippendorff's alpha values, reliability tests that range from 0 to 1 with 1.00 indicating more reliable coding. Values above .8 are strong relationships to aim for, but values in excess of .67 are considered acceptable. I tested how well the WordStat training agreed with the Answers most chosen by each group, despite not being trained from that 200 comment set. Group 1 B was the closest, which makes sense as Group 1 B was also much closer in accuracy to the Exemplar coding (which the WordStat group was trained with). In this set, the comments WordStat were trained with and then were recoded are included in this analysis of 200 comments, not removed like the above tests.

WordStat came closest to agreeing with Group 1 B (which makes sense given Group 1 B was the closest to our Exemplar coding which WordStat was trained on), and even closer when taking the most chosen answer for all groups. However, none of the Krippendorff's alpha values come close to acceptable.

CONCLUSION

Although I did not reach acceptable reliability values in our tasks, I did take away quite a lot that could indeed be useful for academics and news professionals alike.

Top 5 Lessons Learned

- 1. We may not have reached reliability, but we got better.**
Our second Mechanical Turk task was certainly closer to our Exemplar coding than our first. Continued tinkering with the instructions and format style could improve upon these results.
- 2. Longer instructions with more examples seem to help.**
The more detailed instructions you can give Workers, the better they do. There might be an increase in agreement if one takes advantage of MTurk's Qualification tests. Although this requires Requesters to have an Amazon Web Services account (involving an additional fee), Workers who take the Qualification tests and are more familiar finding incivility before actually completing paid HITs may perform better. This result also needs to be replicated – after all, we only had 3 Workers complete the incivility coding with short instructions and 3 Workers complete the incivility coding with long instructions.
- 3. People have the hardest time finding Exaggerated Argument.**
This might be an unclear instruction problem, as this category was the most difficult on which to find agreement. Further investigating this code is warranted.
- 4. People are not great at agreeing on whether the comment should be posted or if it deserves the honor of best comment.**

This kind of decision might better be left to an organization employee familiar with the standards expected in their best comments. More testing with better instructions, however, could improve these results.

5. WordStat has the potential to become better.

Although we did not see great Krippendorff's alpha values in our testing or any significant difference when training specific categories, we had decent percentage agreement values, seeing an increase when we removed Exaggerated Argument from the training. Doing more work on the original training data set might see improvement of WordStat's algorithm. There is also an option in WordStat to *weight* certain words or phrases, meaning when they appear they tip the scale in favor of coding in a certain direction.

Suggestions for Future Research

- 1. Continue reworking Mechanical Turk instructions and question formats.**
- 2. Re-conceptualize how to ask about "Best Comment" and "Posting Media."**
- 3. Consider an Amazon Web Services account (AWS) and create pre-tests for Workers to earn a Qualification in completing these incivility HITs.**
- 4. Instead of an academic definition of incivility, loosen what we define as "uncivil" i.e. what is considered harmful or threatening.**
- 5. Continue to work with WordStat training algorithms. Learn about "weighting" and research how to incorporate user-defined dictionaries into training.**



Coding Incivility Alternatives: Technical Appendix

Arielle M. Cardona

This supplemental appendix explains in further technical detail the step-by-step instructions of the multiple tasks undertaken from June-August 2014 that experimented with alternative methods of coding incivility.

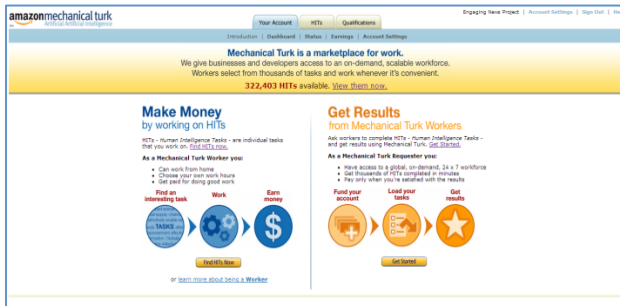
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AMAZON'S MECHANICAL TURK

THE SANDBOX

As a preliminary note, the creation/testing of the HIT tasks were made first within the MTurk *Sandbox*, as opposed to the live MTurk marketplace. The *Sandbox* is an exact mirror of the Requester/Worker web MTurk interfaces, with the exception that of a distinguishing orange bar at the top of the page for the *Sandbox* version. In addition, no money is taken out of accounts when a Requestor in the *Sandbox* publishes to the Worker *Sandbox*. It allows for Requestors to thoroughly test their HITs in the marketplace and verify that the results output are working correctly.



Mechanical Turk Full Website Homepage
<https://www.mturk.com/mturk/welcome>



Mechanical Turk *Sandbox* Homepage
<https://workersandbox.mturk.com/mturk/welcome>
Notice the orange bar. This will always distinguish the Sandbox. Once a Requestor is satisfied their HIT is working correctly, they can log into the full website and copy/paste their "Source" code (explained further below) as a real working HIT.

GETTING STARTED

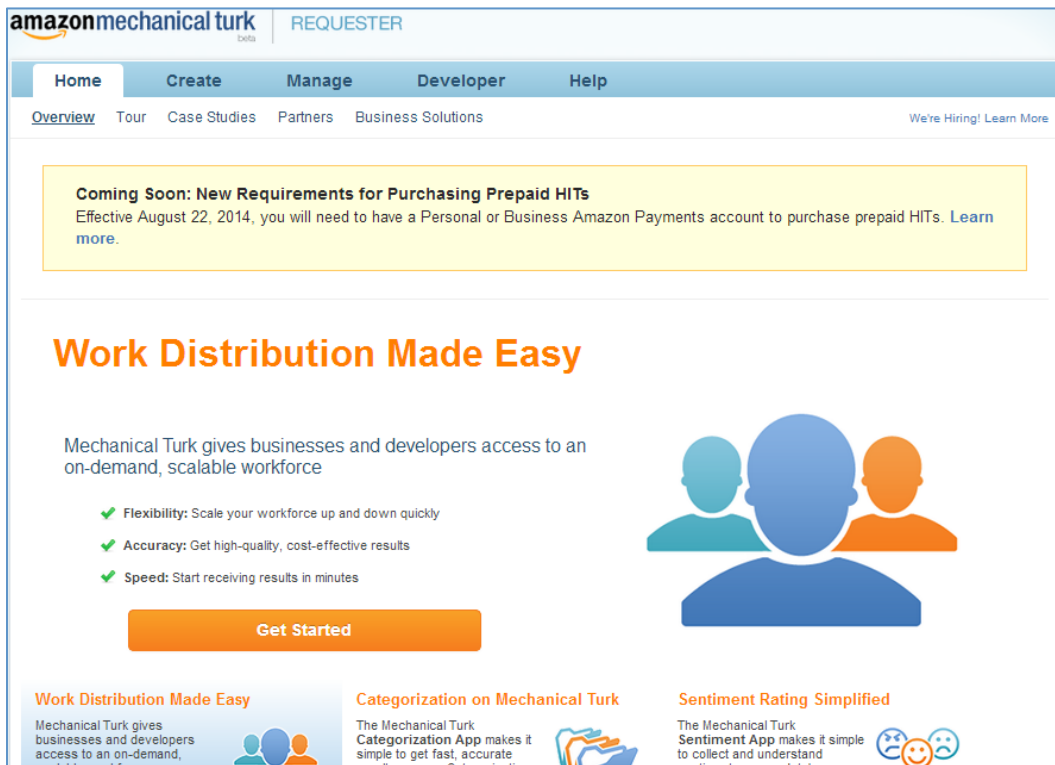
Amazon's Mechanical Turk (MTurk) allows people to create two types of accounts: Worker and Requester. This project utilized the Requester account to create and manage all Human Intelligence Tasks (HITs).

1. Before you can begin creating HITs, you must create your Requestor account. From the main MTurk website, click **Get Started** to create your account.



MTurk homepage

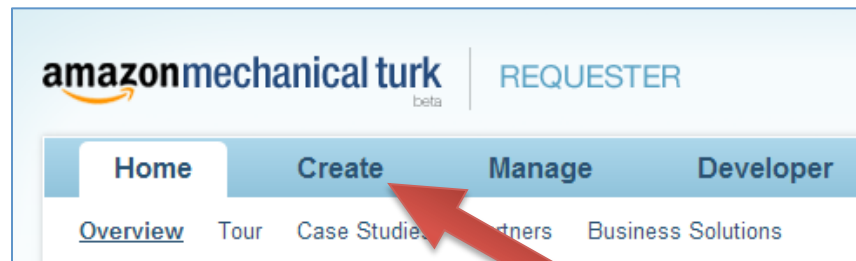
Upon account completion, you can begin creating and designing your HITs.



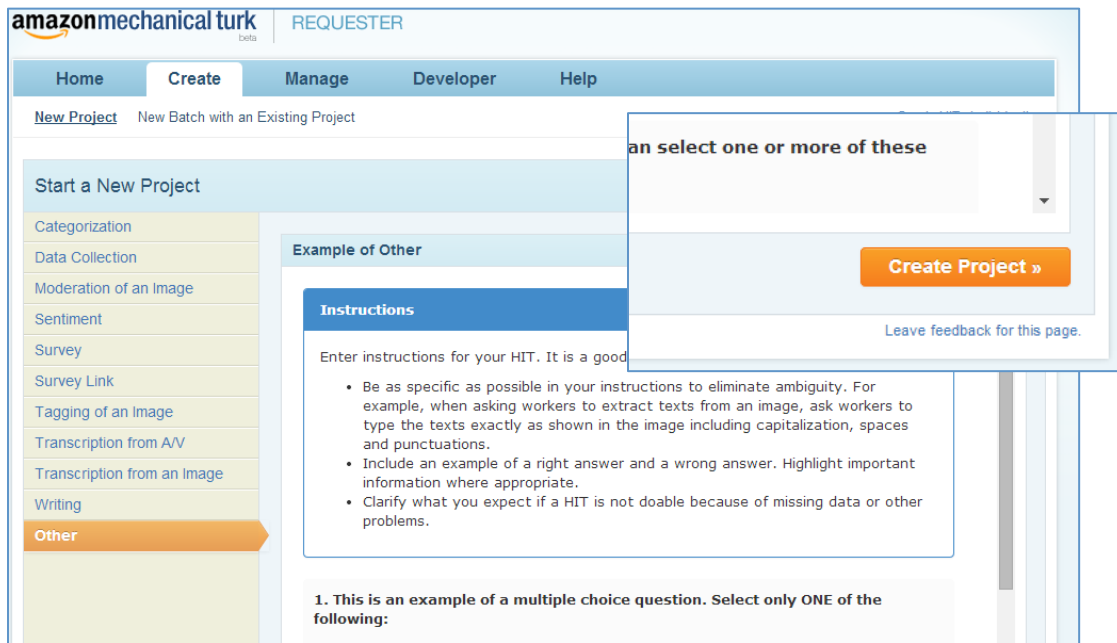
Requestor homepage

CREATING A HIT

1. From the Requestor homepage, click **Create** in the top blue bar.

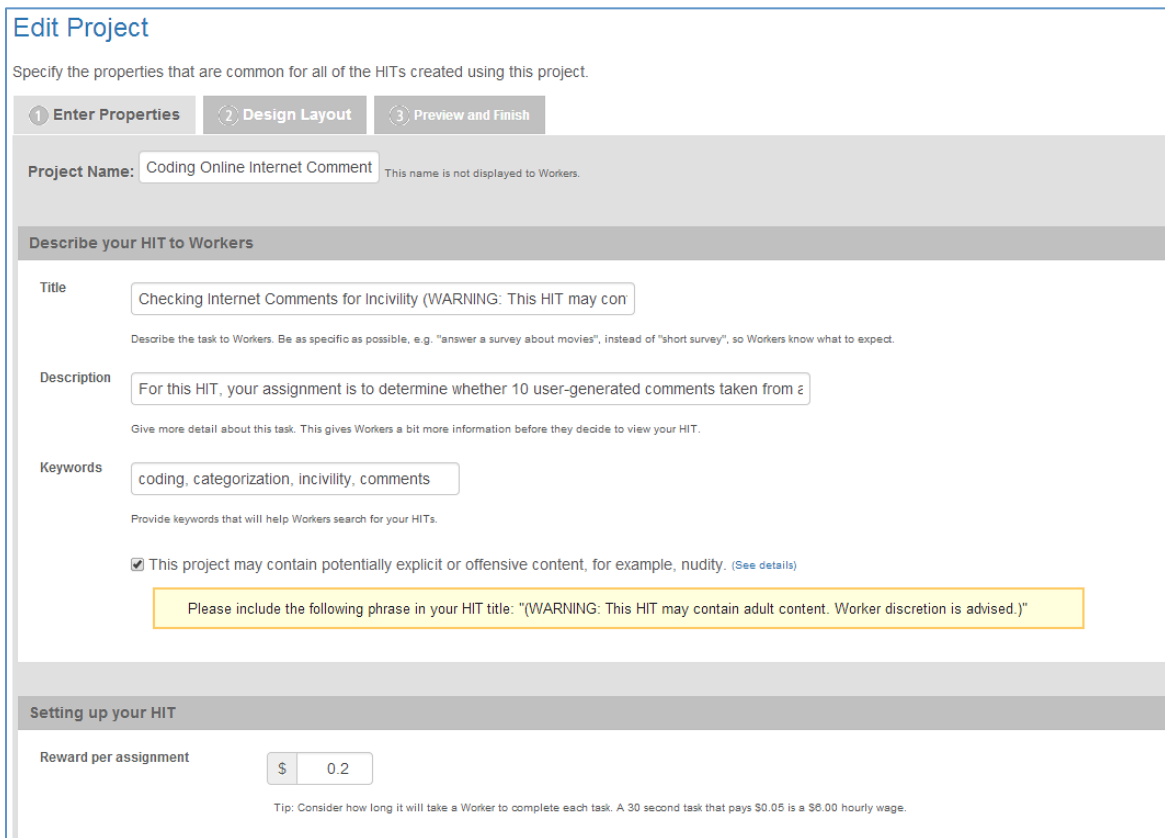


2. From the **Start a New Project** menu, select **Other**. Then, scroll down and hit **Create Project** on the lower right section of the screen. (MTurk does offer multiple templates for different types of projects. For our study, we selected "other" due to the type and amount of input variables (our individual comment data set) that needed to be uploaded. The rest of the MTurk instructions follow the steps for this individual project. If you are interested in other types of MTurk templates and a more thorough general overview of how to work HITs, visit the official Amazon Mechanical Turk [Requester User Interface Guide](#).)



Start a New Project menu

The Edit Project page has 3 tabs: **Enter Properties**, **Design Layout**, and **Preview and Finish**.



Enter Properties Edit Page

3. On the **Enter Properties** page, you can edit the following information:

a. Describing your HIT to Workers

Field	Description
Project Name	The name only you the Requestor see to distinguish your HITs.
Title	The main title MTurk Workers will see in the marketplace. It is useful to be as specific as possible.
Description	A short description briefly explaining to Workers what your task entails.
Keywords	Comma-separated, searchable keywords about your HIT.

b. Setting up your HIT

Field	Description
Reward amount for each successful assignment completion	Our task offered \$0.20 for each HIT (each HIT contained 10 comments to assess at \$0.02 per comment).
Number of assignments per HIT	We assigned 3 people to complete each HIT in order for us to be able to have a variable we could call "Answer most chosen by coders."
Time allotted per assignment	We allowed a 1 Hour maximum on our HITs.
HIT expiration in minutes/hours/days	We entered a 7 day maximum, though it was unnecessary; our HITs for all assignments were fully completed in no more than 6 hours.
Auto-approve and pay Workers time	This is the amount of time that you will allow to go by before a Workers' submitted HIT will be approved. MTurk allows Requestors to check Workers' submissions in order to weed out possible spam. We set 12 hours as our auto-approve and pay time.

4. There is an additional drop-down menu under **Advanced** in the **Setting up your HIT** box, where you can customize the Worker Requirements of your HIT.

Advanced settings

For our HIT, we removed the default “Masters” requirement, set our HIT Approval Rate greater than or equal to 95%, set our number of approved HITs to greater than or equal to 50, and set Worker location to the United States.

DESIGNING A HIT

Once you have set your project information, you can move onto the next screen of **Design Layout**.

Design Layout page

CREATING YOUR INSTRUCTIONS

An important part of a successful HIT are the instructions. This summer, we created 3 unique MTurk tasks that differed on instructions, as well as question format. We break down each of the 3 tasks by their instructions and question format.

MTURK TASK 1

For each of our MTurk tasks we released 200 comments from our original 2,403 comment set. Each individual HIT contained 10 comments, totaling 20 unique HITs. We had 3 Workers work on every comment, totaling 60 unique assignments. We paid \$0.20 for each HIT at a rate of \$0.02 for each comment assessed.

- i. = \$12.00, + \$1.20 for MTurk fees (\$13.20 total).
- ii. The average time per assignment was 3 minutes and 33 seconds.
- iii. All 60 HITs were completed in about 2 hours and 40 minutes.

Our first MTurk task instructions were brief in their description of what “incivility” was. Our intent was to not overwhelm workers with too-long instructions with too much text. We also included 4 buttons that explained what the full task was. For each of the 10 comments presented to workers, we asked the following:

1. Does this comment contain incivility?
2. How sure are you of your answer?
3. If you were the deciding moderator of an online news organization, would you publish this comment?
4. Would you nominate this comment as a “best” comment?

In addition to putting out this first MTurk task to the marketplace, we released the same exact instructions and questions to our Engaging News Project Undergraduate student workers in the MTurk *Sandbox*. The Undergraduates were not paid for their work in the Sandbox, nor was any money spent running the *Sandbox* HIT and collecting their results. We wanted to compare the results of the MTurk Workers and the Undergraduates and test which group could get “closer” to our original Exemplar coding.

MTURK TASK 1 INSTRUCTIONS

Instructions

By completing this HIT, you are giving consent to researchers at the University of Texas at Austin to use your answers for academic purposes. All identifying worker IDs will be removed from the final data set.

PLEASE READ THE FOLLOWING INSTRUCTIONS CAREFULLY BEFORE ANSWERING QUESTIONS. We will run validation checks.

Online Internet comment spaces are ripe with
Incivility
rude, disrespectful, and logically flawed discussion. Some news organizations employ “moderators” to screen comments or browse discussion sections and remove particularly harmful comments that violate posting standards

Your assignment for this task is to:

1. Determine whether online Internet comments contain ANY incivility - either in language, argument, or tone

2. Decide whether you would allow the comment to be published online

3. Flag comments that you find exceed expectations in quality and discussion for the honor of “best” comment

Please mark “Yes” for incivility if the comment contains ANY of the following:

- **Obscene, profane, vulgar, lewd, racist or sexually oriented language.**
 - Include abbreviations such as “stfu,” “lmao”
 - Include colloquialisms such as “damn,” “ass,” “hell,” “heck,” and “friggin”
- **Personal attacks, insults, name-calling, stereotyping, threatening or offensive material.**
 - Include political insults negatively calling groups “liberals” or “conservatives”
 - Include other group labels with negative connotations, e.g. “illegals”
- **Very dramatic negative exaggeration that significantly misrepresents or obscures the truth.**
 - Often contains an argument with irrational or illogical reasoning
 - Include extreme language, i.e. over-the-top keywords such as “murder,” “terrorists,” or “kill”
 - Examples of exaggerated argument:
 - “The ones who are most effected by his election are the ones working and a lot of the ones who voted for him are on free stuff!”
 - “The “conservative” idealogue is dead. Well, if it's not dead it's certainly gasping for its last few breaths.”
 - “We have way, way, way tooooo many state and federal employees. Fire them.”

MTurk Task 1 Instructions screen capture

PLEASE READ THE FOLLOWING INSTRUCTIONS CAREFULLY BEFORE ANSWERING QUESTIONS. We will run validation checks.

(*Button 1*) Online Internet comment spaces are ripe with Incivility, rude, disrespectful, and logically flawed discussion. Some news organizations employ “moderators” to screen comments or browse discussion sections and remove particularly harmful comments that violate posting standards.

Your assignment for this task is to:

(*Button 2*) 1. Determine whether online Internet comments contain ANY incivility – either in language, argument, or tone

(*Button 3*) 2. Decide whether you would allow the comment to be public online

(*Button 4*) 3. Flag comments that you find exceed expectations in quality and discussion for the honor of “best” comment

Please mark “Yes” for incivility if the comment contains ANY of the following:

- **Obscene, profane, vulgar, lewd, racist or sexually oriented language.**
 - Include abbreviations such as “stfu,” “lmao”
 - Include colloquialisms such as “damn,” “ass,” “hell,” “heck,” and “friggin”
- **Personal attacks, insults, name-calling, stereotyping, threatening or offensive material.**
 - Include political insults negatively calling groups “liberals” or “conservatives”
 - Include other group labels with negative connotations, e.g. “illegals”
- **Very dramatic negative exaggeration that significantly misrepresents or obscures the truth.**
 - Often contains an argument with irrational or illogical reasoning

- Include extreme language, i.e. over-the-top keywords such as “murder,” “terrorists,” or “kill”
- Examples of exaggerated argument:
 - “The ones who are most effected by his election are the ones working and a lot of the ones who voted for him are on free stuff!”
 - “The "conservative" ideologue is dead. Well, if it's not dead it's certainly gasping for its last few breaths.”
 - “We have way, way, way tooooo many state and federal employees. Fire them.”

MTurk Task 1 Questions text

MTURK TASK 1 QUESTIONS

1. s{UNIQUE_ID1}
 s{COMMENT_TEXT1}

1a. Incivility - Does this comment contain ANY rude, disrespectful, or uncivil language or tone?

Yes
 No

1b. How sure are you of your response?

Sure
 Unsure

1c. “Desirable” comment sections include respectful conversation. While many news organizations monitor their online comments, it is important not to remove posts that express unpopular ideas for the sake of being “politically correct.” However, removing “harmful” comments that do not move conversation forward is important. If you were the deciding moderator, would you publish the above comment?

Yes
 No

1d. Some news organizations highlight the very best comments written by users – ones of high quality writing, evidence, and argument. Would you nominate the above comment for the honor of “best” comment? (Please be critical and use sparingly.)

Yes
 No

.....

MTurk Task 1 Questions screen capture

- 1a. Incivility - Does this comment contain ANY rude, disrespectful, or uncivil language or tone?**
- Yes
 - No
- 1b. How sure are you of your response?**
- Sure
 - Unsure
- 1c. “Desirable” comment sections include respectful conversation. While many news organizations monitor their online comments, it is important not to remove posts that express unpopular ideas for the sake of being “politically correct.” However, removing “harmful” comments that do not move conversation forward is important. If you were the deciding moderator, would you publish the above comment?**
- Yes
 - No
- 1d. Some news organizations highlight the very best comments written by users – ones of high quality writing, evidence, and argument. Would you nominate the above comment for the honor of “best” comment? (Please be critical and use sparingly.)**
- Yes
 - No

MTurk Task 1 Questions text

The above questions repeated for all 10 comments (2a 2b 2c 2d; 3a 3b 3c 3d...)

MTURK TASK 2

For each of our MTurk tasks we released 200 comments from our original 2,403 comment set. Each individual HIT contained 10 comments, totaling 20 unique HITs. We had 3 Workers work on every comment, totaling 60 unique assignments. We paid \$0.20 for each HIT at a rate of \$0.02 for each comment assessed.

- iv. = \$12.00, + \$1.20 for MTurk fees (\$13.20 total).
- v. The average time per assignment was 5 minutes and 54 seconds.
- vi. All 60 HITs were completed in about 4 hours.

Our second MTurk task was an attempt to take what we had learned from MTurk Task 1 and improve our instructions and question format for more accurate results. MTurk Task 2 instructions were much more in-depth, this time parsing out each incivility category as opposed to describing incivility in general. We also repeated what the categories were for each question in order to reiterate the instructions and make the examples more salient. In addition, we removed the sure/unsure question and reworded the questions that asked about publishing the comment online and nominating the comment for “best” comment.

For this second task with altered instructions and questions, we did *not* have our Undergraduates code in the *Sandbox*.

As an important note, when running our results we collapsed the Workers’ chosen categories into just one variable of “incivility.” Meaning, we did not parse out whether one comment was said to contain Name Calling or one contained Exaggerated Argument – we treated each as containing incivility. Only the ones that Workers specifically marked as containing no incivility were treated as such.

MTURK TASK 2 INSTRUCTIONS

Instructions

By completing this HIT, you are giving consent to researchers at the University of Texas at Austin to use your answers for academic purposes. All identifying worker IDs will be removed from the final data set.

PLEASE READ THE FOLLOWING INSTRUCTIONS CAREFULLY BEFORE ANSWERING QUESTIONS.

Online Internet comment spaces are ripe with **Incivility** rude, disrespectful, and logically flawed discussion. Some news organizations employ "moderators" to screen comments or browse discussion sections and remove particularly harmful comments that violate posting standards.

Your assignment for this task is to:

1. Determine the types of incivility present in Internet comments
2. For each comment, decide if you would allow it to be published online
3. Decide if the comment merits the honor of "best" comment due to quality and thoughtfulness of argument

You will be asked to check each comment for the following incivility categories:

- **Obscene Language / Vulgarity**
 - Includes lewd, vulgar, profane, racist and sexually oriented language.
 - Includes abbreviations such as "stfu," "lmao" and "wtf."
 - Includes colloquialisms and words standing in for curse words such as "crap," "damn," "ass," "hell," "heck" and "friggin."
- **Insulting Language / Name Calling**
 - Insulting Language / Name Calling is characterized by words that make the subject look foolish, inept, hypocritical, deceitful, or dangerous.
 - Includes words and synonyms for Liar(s), Lying, and Telling a Lie.
- **Shutting Down the Conversation**
 - The commenter is trying to shut down the conversation or limit the discussion being had.
 - *Examples of Shutting Down the Conversation:*
 - "John, shut up," and "Rick Perry needs to shut his piehole!"
 - "Mind your own business!"
 - "Shame on you for saying that," and "Maybe you should quit complaining about it."
 - "You have no idea what you're talking about."
- **Ideologically Extreme Language**
 - The comment mentions in some way political partisanship (e.g. Republicans / GOP / Democrats) or ideology (e.g. conservative / liberal / socialism).
 - It uses extremist language to critically describe a person, group of people, branch of the government, political party, or other organizations' behaviors, planned behaviors, policies, or views.
 - Includes political insults negatively calling groups "liberals" or "conservatives."
 - *Examples of Ideologically Extreme Language:*
 - Right-wing, left-wing, liberal or conservative (meant in demeaning way). Labels like Socialist, Fascist, etc. count here.
 - "Conservative bible thumpers trying to shove their beliefs down everyone's throat..."
 - "Democrats / Republicans are almost always wrong."
- **Stereotyping**
 - Associates a person or group by using labels with an intended negative meaning.
 - Includes such things as "faggots," "illegals," "pot heads," "bigots," "drunks," and "bible thumpers."
- **Exaggerated Argument**
 - This is a very dramatic negative exaggeration that significantly misrepresents or obscures the truth.
 - Often contains an argument with irrational or illogical reasoning.
 - Exaggerated statements often seem to shut down the other side by not giving them any legitimate space to present their views.
 - Includes slippery slope arguments, suggesting that some behavior, policy, or decision is a small step that will inevitably pave the way for much more extreme behaviors, policies, or decisions.
 - Includes extreme language, i.e. over-the-top keywords such as "murder," "terrorists," or "kill."
 - *Examples of Exaggerated Argument:*
 - "I watched him talk for about 20 minutes - watched his body language and I knew he was not good news for the USA!"
 - "Can't he see that everyone wants him out of TX?" (*The word "everyone" is an exaggerated keyword here.*)
 - "None of them are for the ppl. They are for taking the ppl's money. End of story!"

MTurk Task 2 Instructions screen capture

You will be asked to check each comment for the following incivility categories:

- **Obscene Language / Vulgarity**
 - Includes lewd, vulgar, profane, racist and sexually oriented language.
 - Includes abbreviations such as "stfu," "lmao" and "wtf."
 - Includes colloquialisms and words standing in for curse words such as "crap," "damn," "ass," "hell," "heck" and "friggin."
- **Insulting Language / Name Calling**
 - Insulting Language / Name Calling is characterized by words that make the subject look foolish, inept, hypocritical, deceitful, or dangerous.
 - Includes words and synonyms for Liar(s), Lying, and Telling a Lie.
- **Shutting Down the Conversation**
 - The commenter is trying to shut down the conversation or limit the discussion being had.
 - *Examples of Shutting Down the Conversation:*
 - "John, shut up," and "Rick Perry needs to shut his piehole!"
 - "Mind your own business!"
 - "Shame on you for saying that," and "Maybe you should quit complaining about

- it.”
 - “You have no idea what you're talking about.”
- **Ideologically Extreme Language**
 - The comment mentions in some way political partisanship (e.g. Republicans / GOP / Democrats) or ideology (e.g. conservative / liberal / socialism).
 - It uses extremist language to critically describe a person, group of people, branch of the government, political party, or other organizations' behaviors, planned behaviors, policies, or views.
 - Includes political insults negatively calling groups “liberals” or “conservatives.”
 - *Examples of Ideologically Extreme Language:*
 - Right-wing, left-wing, liberal or conservative (meant in demeaning way). Labels like Socialist, Fascist, etc. count here.
 - “Conservative bible thumpers trying to shove their beliefs down everyone’s throat...”
 - “Democrats / Republicans are almost always wrong.”
- **Stereotyping**
 - Associates a person or group by using labels with an intended negative meaning.
 - Includes such things as “faggots,” “illegals,” “pot heads,” “bigots,” “drunks,” and “bible thumpers.”
- **Exaggerated Argument**
 - This is a very dramatic negative exaggeration that significantly misrepresents or obscures the truth.
 - Often contains an argument with irrational or illogical reasoning.
 - Exaggerated statements often seem to shut down the other side by not giving them any legitimate space to present their views.
 - Includes slippery slope arguments, suggesting that some behavior, policy, or decision is a small step that will inevitably pave the way for much more extreme behaviors, policies, or decisions.
 - Includes extreme language, i.e. over-the-top keywords such as “murder,” “terrorists,” or “kill.”
 - *Examples of Exaggerated Argument:*
 - “I watched him talk for about 20 minutes – watched his body language and I knew he was not good news for the USA!”
 - “Can't he see that everyone wants him out of TX?” (*The word "everyone" is an exaggerated keyword here.*)
 - “None of them are for the ppl. They are for taking the ppl's money. End of story!”

MTURK TASK 2 QUESTIONS

1. \${UNIQUE_ID1}

\$(COMMENT_TEXT1)

1a. Please check the types of incivility this comment contains to the best of your ability - you may check more than one option. If there is no incivility present, please select "This contains no incivility."

- Obscene Language/Vulgarity** (This includes profane/racist/sexually oriented language, abbreviations like "wtf," and colloquialisms such as "damn" and "hell.")
- Insulting Language/Name Calling** (This includes words meant to make a person or group look foolish, inept, hypocritical, deceitful or dangerous. Also include references to being a liar.)
- Shutting down the conversation** (This means to stop or limit the discussion being had such as "shut up," or "quit complaining.")
- Ideologically Extreme Language** (This includes words/labels explicitly referencing political parties or ideologies in a negative way or using extreme language to criticize said group, e.g. "Democrats/Republicans are always wrong.")
- Stereotyping** (This includes generalizing a person or group with labels intending a negative meaning such as "illegals," "pot heads," and "drunks.")
- Exaggerated Argument** (This includes a dramatic negative exaggeration, irrational/illogical arguments, slippery slope arguments or over-the-top keywords like "kill," "terrorists," and "murder.")
- This contains no incivility**

1b. "Desirable" comment sections include respectful conversation. While many news organizations monitor their online comments, it is important not to remove posts that express unpopular ideas for the sake of being "politically correct." However, removing "harmful" comments that do not move conversation forward is important.

If you were the deciding moderator, would you publish the above comment?

Yes

No

1c. Some news organizations highlight the very best comments written by users and display them at the top of comment sections or issue them a "gold star." These contain high quality writing, evidence, and thoughtful argument - ones that even if you did not necessarily agree with the position, can still respect and appreciate the way in which it was presented.

Would you nominate the above comment for the honor of "best" comment? (Please be critical and use sparingly.)

Yes

No

MTurk Task 2 Questions screen capture

1a. Please check the types of incivility this comment contains to the best of your ability - you may check more than one option. If there is no incivility present, please select "This contains no incivility."

- Obscene Language/Vulgarity** (This includes profane/racist/sexually oriented language, abbreviations like "wtf," and colloquialisms such as "damn" and "hell.")
- Insulting Language/Name Calling** (This includes words meant to make a person or group look foolish, inept, hypocritical, deceitful or dangerous. Also include references to being a liar.)
- Shutting down the conversation** (This means to stop or limit the discussion being had such as "shut up," or "quit complaining.")
- Ideologically Extreme Language** (This includes words/labels explicitly referencing political parties or ideologies in a negative way or using extreme language to criticize said group, e.g. "Democrats/Republicans are always wrong.")
- Stereotyping** (This includes generalizing a person or group with labels intending a negative meaning such as "illegals," "pot heads," and "drunks.")
- Exaggerated Argument** (This includes a dramatic negative exaggeration, irrational/illogical arguments, slippery slope arguments or over-the-top keywords like "kill," "terrorists," and "murder.")
- This contains no incivility**

1b. "Desirable" comment sections include respectful conversation. While many news organizations monitor their online comments, it is important not to remove posts that express unpopular ideas for the sake of being "politically correct." However, removing "harmful" comments that do not move conversation forward is important.

If you were the deciding moderator, would you publish the above comment?

- Yes

- No

1c. Some news organizations highlight the very best comments written by users and display them at the top of comment sections or issue them a "gold star." These contain high quality writing, evidence, and thoughtful argument - ones that even if you did not necessarily agree with the position, can still respect and appreciate the way in which it was presented.

Would you nominate the above comment for the honor of "best" comment? (Please be critical and use sparingly.)

- Yes
- No

MTurk Task 2 Questions text

The above questions repeated for all 10 comments (2a 2b 2c; 3a 3b 3c...)

MTURK TASK 3, CODING BY SCALE

For each of our MTurk tasks we released 200 comments from our original 2,403 comment set. Each individual HIT contained 10 comments, totaling 20 unique HITs. We had 3 Workers work on every comment, totaling 60 unique assignments. We paid \$0.20 for each HIT at a rate of \$0.02 for each comment assessed.

- = \$12.00, + \$1.20 for MTurk fees (\$13.20 total).
- The average time per assignment was 2 minutes and 32 seconds.
- All 60 HITs were completed in about 1 hour and 30 minutes.

For our third round of MTurk tasks, we wanted to see how Workers would do if they were asked to rate a comment on its *level* of incivility, as opposed to the *presence* of incivility. In literature, it is more common for researchers to code for the presence or absence of incivility, but some incivility is more uncivil than others. We were curious to try this more subjective form of coding with our MTurk Workers.

For this task, we altered the instructions slightly from Task 2. We added 2 brief sections at the bottom explaining the purpose of their task and the differences of comments that may contain some incivility but might not be so harmful, as opposed to comments full of very uncivil language. Our incivility question was changed to the following:

- In reference to the comment above, please rate the level of incivility on a scale ranging from "Not at all uncivil" to "Very uncivil."
 - Not at all uncivil
 - Not too uncivil
 - Somewhat uncivil
 - Very uncivil

We also asked our Workers if they would publish the comment on an organization's website. In addition, as with Task 2 we did *not* have our Undergraduates code in the *Sandbox*.

MTURK TASK 3, CODING BY SCALE INSTRUCTIONS

Instructions

By completing this HIT, you are giving consent to researchers at the University of Texas at Austin to use your answers for academic purposes. All identifying worker IDs will be removed from the final data set.

PLEASE READ THE FOLLOWING INSTRUCTIONS CAREFULLY BEFORE ANSWERING QUESTIONS.

Online Internet comment spaces are ripe with
Incivility
rude, disrespectful, and logically flawed discussion. Some news organizations employ "moderators" to screen comments or browse discussion sections and remove particularly harmful comments that violate posting standards

Incivility can take many different forms:

- **Obscene Language / Vulgarity**
 - Includes lewd, vulgar, profane, racist and sexually oriented language.
 - Includes abbreviations such as "stfu," "lmao" and "wtf."
 - Includes colloquialisms and words standing in for curse words such as "crap," "damn," "ass," "hell," "heck" and "friggin."
- **Insulting Language / Name Calling**
 - Insulting language / Name calling is characterized by words that make the subject look foolish, inept, hypocritical, deceitful, or dangerous.
- **Shutting Down the Conversation**
 - The commenter is trying to shut down the conversation or limit the discussion being had.
 - *Examples of Shutting Down the Conversation:*
 - "John, shut up," and "Rick Perry needs to shut his piehole!"
 - "Shame on you for saying that," and "Maybe you should quit complaining about it."
- **Ideologically Extreme Language**
 - It uses extremist language to critically describe a person, group of people, branch of the government, political party, or other organizations' behaviors, planned behaviors, policies, or views.
 - Includes political insults negatively calling groups "liberals" or "conservatives."
 - *Examples of Ideologically Extreme Language:*
 - Right-wing, left-wing, liberal or conservative (meant in demeaning way). Labels like Socialist, Fascist, etc. count here.
- **Stereotyping**
 - Associates a person or group by using labels with an intended negative meaning.
 - Includes such things as "faggots," "illegals," "pot heads," "bigots," "drunks," and "bible thumpers."
- **Exaggerated Argument**
 - This is a very dramatic negative exaggeration that significantly misrepresents or obscures the truth.
 - Includes slippery slope arguments, suggesting that some behavior, policy, or decision is a small step that will inevitably pave the way for much more extreme behaviors, policies, or decisions.
 - Includes extreme language, i.e. over-the-top keywords such as "murder," "terrorists," or "kill."
 - *Examples of Exaggerated Argument:*
 - "I watched him talk for about 20 minutes – watched his body language and I knew he was not good news for the USA!"
 - "Can't he see that everyone wants him out of TX?" (*The word "everyone" is an exaggerated keyword here.*)

HOWEVER some kinds incivility can feel more uncivil than others.

- Sometimes a really long and well thought out comment has a small slippery slope example. Other times, a comment might be very short and contain only an insult directed towards another commenter. The shorter comment with the direct insult could be considered more uncivil than the longer comment with the slippery slope argument.
- For example, the phrase "*poor women should keep their legs closed*" comes off much worse than a comment containing "*oh hell.*"
- In conclusion, some instances of incivility can feel more "extreme" than others. The language of the incivility present, the length of the total comment text in relation to the uncivil language, and the context of the argument all contribute to how uncivil a comment "feels." This distinction is what we are interested in.

THEREFORE your task is the following:

1. Read a comment, then choose where the comment ranks on incivility using a 4-point scale ranging from "Not at all uncivil" to "Very uncivil."
2. Many online organizations moderate their comment section and remove uncivil comments while posting others. Your second job is to decide whether you find the comment particularly "harmful," and determine if you would allow it to be posted online or not.

MTurk Task 3 Instructions screen capture

Incivility can take many different forms:

- **Obscene Language / Vulgarity**
 - Includes lewd, vulgar, profane, racist and sexually oriented language.
 - Includes abbreviations such as "stfu," "lmao" and "wtf."
 - Includes colloquialisms and words standing in for curse words such as "crap," "damn," "ass," "hell," "heck" and "friggin."
- **Insulting Language / Name Calling**
 - Insulting language / Name calling is characterized by words that make the subject look foolish, inept, hypocritical, deceitful, or dangerous.
- **Shutting Down the Conversation**
 - The commenter is trying to shut down the conversation or limit the discussion being had.
 - *Examples of Shutting Down the Conversation:*
 - "John, shut up," and "Rick Perry needs to shut his piehole!"
 - "Shame on you for saying that," and "Maybe you should quit complaining about

it.”

- **Ideologically Extreme Language**
 - It uses extremist language to critically describe a person, group of people, branch of the government, political party, or other organizations' behaviors, planned behaviors, policies, or views.
 - Includes political insults negatively calling groups “liberals” or “conservatives.”
 - *Examples of Ideologically Extreme Language:*
 - Right-wing, left-wing, liberal or conservative (meant in demeaning way). Labels like Socialist, Fascist, etc. count here.
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 - Includes such things as “faggots,” “illegals,” “pot heads,” “bigots,” “drunks,” and “bible thumpers.”
- **Exaggerated Argument**
 - This is a very dramatic negative exaggeration that significantly misrepresents or obscures the truth.
 - Includes slippery slope arguments, suggesting that some behavior, policy, or decision is a small step that will inevitably pave the way for much more extreme behaviors, policies, or decisions.
 - Includes extreme language, i.e. over-the-top keywords such as “murder,” “terrorists,” or “kill.”
 - *Examples of Exaggerated Argument:*
 - “I watched him talk for about 20 minutes – watched his body language and I knew he was not good news for the USA!”
 - “Can't he see that everyone wants him out of TX?” (*The word "everyone" is an exaggerated keyword here.*)

HOWEVER some kinds incivility can feel *more uncivil than others*.

- Sometimes a really long and well thought out comment has a small slippery slope example. Other times, a comment might be very short and contain only an insult directed towards another commenter. The shorter comment with the direct insult could be considered more uncivil than the longer comment with the slippery slope argument.
- For example, the phrase “*poor women should keep their legs closed*” comes off much worse than a comment containing “*oh hell*.”
- In conclusion, some instances of incivility can feel more “extreme” than others. The language of the incivility present, the length of the total comment text in relation to the uncivil language, and the context of the argument all contribute to how uncivil a comment “feels.” This distinction is what we are interested in.

THEREFORE your task is the following:

1. Read a comment, then choose where the comment ranks on incivility using a 4-point scale ranging from “Not at all uncivil” to “Very uncivil.”
2. Many online organizations moderate their comment section and remove uncivil comments while posting others. Your second job is to decide whether you find the comment particularly

"harmful," and determine if you would allow it to be posted online or not

MTURK TASK 3, CODING BY SCALE QUESTIONS

1a. In reference to the comment above, please rate the level of incivility on a scale ranging from "Not at all uncivil" to "Very uncivil."

- Not at all uncivil
- Not too uncivil
- Somewhat uncivil
- Very uncivil

1b. "Desirable" comment sections include respectful conversation. While many news organizations monitor their online comments, it is important not to remove posts that express unpopular ideas for the sake of being "politically correct." However, removing "harmful" comments that do not move conversation forward is important.

Having now rated the level of incivility in this comment, would you allow it to be published on your organization's website?

- Yes
- No

MTurk Task 3, Coding by Scale Questions screen capture

1a. In reference to the comment above, please rate the level of incivility on a scale ranging from "Not at all uncivil" to "Very uncivil."

- Not at all uncivil
- Not too uncivil
- Somewhat uncivil
- Very uncivil

1b. "Desirable" comment sections include respectful conversation. While many news organizations monitor their online comments, it is important not to remove posts that express unpopular ideas for the sake of being "politically correct." However, removing "harmful" comments that do not move conversation forward is important.

Having now rated the level of incivility in this comment, would you allow it to be published on your organization's website?

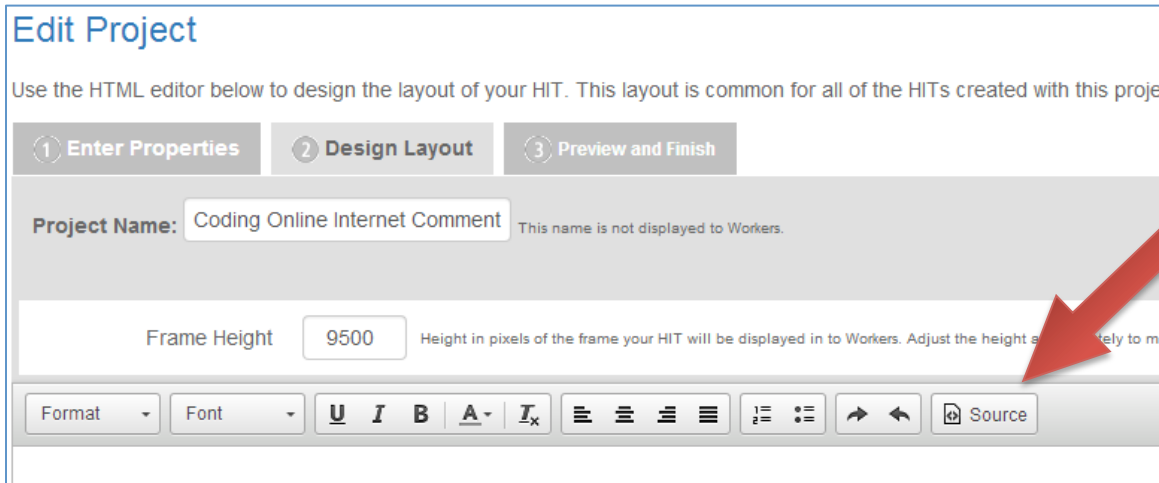
- Yes
- No

MTurk Task 3, Coding by Scale Questions text

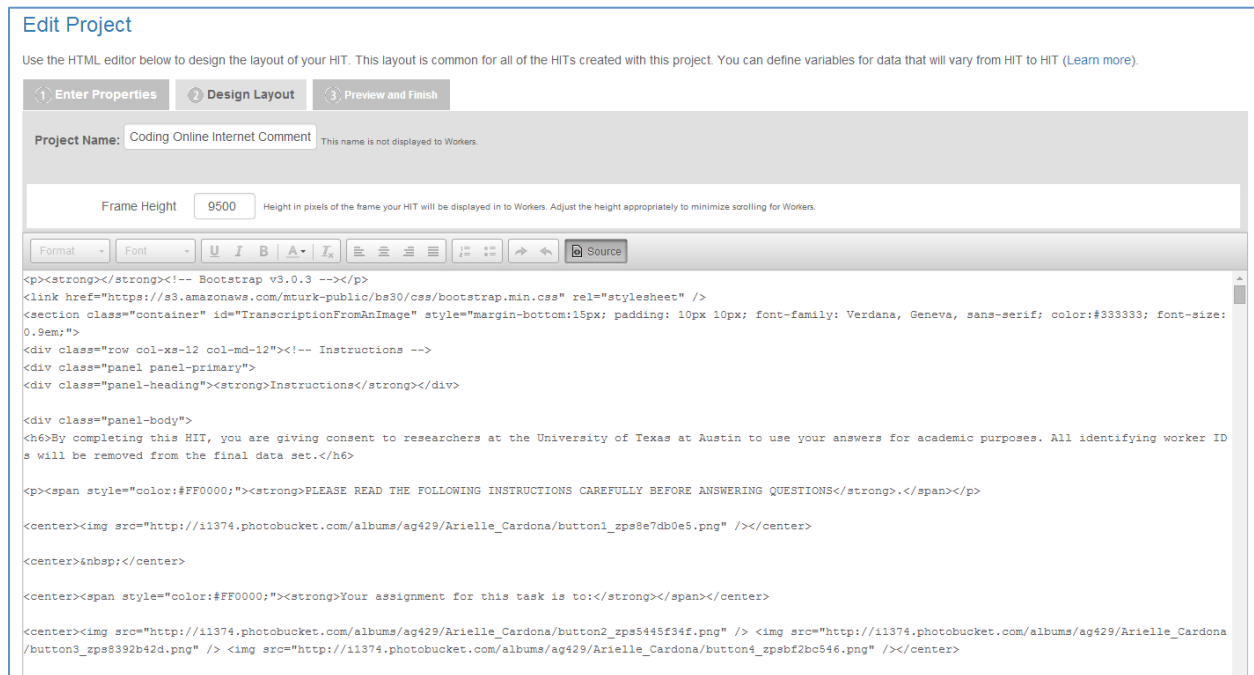
The above questions repeated for all 10 comments (2a 2b; 3a 3b...)

HTML AND CSV INPUT FILE INFORMATION

While MTurk does have some simple style editing in the web interface, it is useful to have some knowledge in HTML when designing HITs. You can access the HIT HTML by clicking the **Source** button on the editing toolbar in the **Design Layout** tab.



Design Layout Toolbar



HTML Source code

It is important to understand what your comma-separated-value (CSV) input file will look like, and what questions you will ask. For our MTurk HITs, we wanted each Worker to see 10 different comments. Our original 2,403 comment set needed to be reworked in Excel to input successfully into MTurk.

First, each individual comment needed to be given an identifying number as a new column, which I called "UNIQUE_ID." I created a new document with two columns: the comment text next to each comment's ID.

	A	B	U	V
1	UNIQUE_ID	COMMENT_TEXT		
2		1 Definitely! And something for first		
3		2 Great idea & require them to pay f		
4		3 Absolutely they should. Just becau		
5		4 Just make it a required option on r		
6		5 Yes		
7		6 Not for first timers! Should be for		
8		7 HELL NO!		
9		8 YES!!! They don't need to learn the		
10		9 Standard equipment on all cars.		
11		10 Yes!!! It only takes one time to kill		
12		11 Yes, may save a life!		
13		12 Do you people really believe that		
14		13 Yes. Then second time one year or		
15		14 No.		
16		15 Yes. And a dwi should be a felony.		
17		16 It wont stop people..ive heard of p		
18		17 In the case of friends blowing in it		
19		18 Not for first time offenders. I think		

The way MTurk works the CSV input files is as follows: The very top first row are variable names, and each row underneath represent 1 HIT. Because I wanted each Worker to view 10 comments, I needed 10 different comments with their associating IDs in each row, making sure each variable name in the top row was different.

UNIQUE_ID1, COMMENT_TEXT1
 UNIQUE_ID2, COMMENT_TEXT2
 UNIQUE_ID3, COMMENT_TEXT3...

After moving the comments and their ID's around, the resulting CSV file looked like this:

	A	B	C	D	E	F	G	H	I	J	K	L	M
1	UNIQUE_ID1	COMMENT_TEXT1	UNIQUE_ID2	COMMENT_TEXT2	UNIQUE_ID3	COMMENT_TEXT3	UNIQUE_ID4	COMMENT_TEXT4	UNIQUE_ID5	COMMENT_TEXT5	UNIQUE_ID6	COMMENT_TEXT6	UNIQUE_ID7
2		1 Definitely! And soi	240	I am not heartless.	477	How about proper	720	Great for Greg Abb	961	You will never win	1204	The schools might	1450
3		2 Great idea & requi	241	We can save salam	478	Stop Robin Hood!!	721	Clever	962	And i bet you won'	1205	Adequate funding	1451
4		3 Absolutely they sh	242	Oh great point Kyle	479	Increase the pay o	722	I love Texan, but s	963	Cannabis contains	1206	Why can't he take e	1452
5		4 Just make it a requ	243	I cant believe som	480	Provide quality lea	723	I can see why exp	964	Dealers don't want	1207	Don't want Perry s	1453
6		5 Yes	244	You can kill a pregn	481	We need to stop g	724	@Jim Rash, once a	965	Thank you KVUE fo	1208	HEY PERRY! THERE	1454
7		6 Not for first timers	245	I would truley hate	482	What are your tho	725	In an interview aft	966	Texas needs to rep	1209	@Joseph: YOU are	1455
8		7 HELL NO!	246	Kyle has a point. If	483	I think that enough	726	Hmm. I was hoping	967	How about just edi	1210	AMEN!	1456
9		8 YES!!! They don't n	247	To show how doub	484	It will not fix the o	727	No she hasn't. She	968	So sick about hearti	1213	We don't want any	1457
10		9 Standard equipme	248	I can't imagine som	485	There is a movie th	728	Okay, then how ab	969	I hope that include	1214	Rick PERRY PLEASE	1458
11		10 Yes!!! It only takes	249	Congrats to your n	486	Then you have a sy	729	I don't know Jim Ri	970	"This is a way that	1215	I'm sure California	1459
12		11 Yes, may save a lif	250	Those who hold a	487	@ Brian I bet the n	730	I'll support the rig	971	Yeah, that peaked	1216	Has your Governor	1460
13		12 Do you people rea	251	Veronica are you g	488	Good evening inte	731	Well how do you li	972	Well friends? Hom	1217	They can grade the	1461
14		13 Yes. Then second t	252	How ridiculous.	489	By the way, whoev	732	The same way you	973	He is making anot	1218	There should be er	1462
15		14 No.	253	Every notice that t	490	TED CRUZ's victorie	739	Don't worry of Obs	974	If he wants to give	1219	Yes,maybe 3.one a	1463
16		15 Yes. And a dwi sho	254	Ever notice that th	491	the ones I didn't hi	740	@Reba Dubay. I'm	975	Seems like they wi	1220	The people who sh	1464
17		16 It wont stop peopl	255	What a hypocrite y	492	Antonia Bueller an	741	Oh, sorry. But ther	976	Please just get him	1221	Three is fine but if	1465
18		17 In the case of frien	256	MY other favorite	493	Hey insiders! Cong	742	There will be no se	978	Fund education pri	1222	Yes because a test	1466
19		18 Not for first time o	257	Really? That is the	494	The great Presiden	743	real mature. just li	979	Perry is an embarr	1223	Proper use of ther	1467
20		19 Make on all cars..tl	258	I'm prochoice, but	495	Aw Michelle you n	744	Joseph Capdepon	980	Boooo Perry!! Lol	1224	I have no idea how	1470
21		20 definitely NO. I do k	262	Actually salt poison	496	Alright so I have or	745	Aww, poor little ni	981	It is embarrassing t	1225	Was better parent:	1471

All the way up unto UNIQUE_ID10, COMMENT_TEXT10. The document only contained 21 rows (20 rows of HIT input data for 20 separate HITs, 10 comments per row totaling 200 unique comments).

When you begin creating your questions, the input variable must each look like this for every question:

1. `${UNIQUE_ID1}`

<code>\${COMMENT_TEXT1}</code>

1a. Please check the types of incivility this comment contains select "This contains no incivility."

Obscene Language/Vulgarity *(This includes profane/racist/se...*

Insulting Language/Name Calling *(This includes words meant liar.)*

The dollar sign (\$) and brackets {} are important, as this is how MTurk reads the code and inputs the corresponding variables. The source code HTML for the text circled in red looks as follows:

```
<p><strong>1.</strong> ${UNIQUE_ID1}</p>  
  
<table border="1" style="font-size:12px;">  
  <tbody>  
    <tr>  
      <td>${COMMENT_TEXT1}</td>  
    </tr>  
  </tbody>  
</table>
```

A second important part of the HTML code is within the input name of the code for the question answers. When you download the results, the input name will designate where the answer chosen by the Worker goes. For example, the HTML for the first checkmark button as seen in the above question 1 screen capture looks like this:

```
<label><input name="Q001Incivility" type="checkbox" value="obscenity"  
></label><strong>Obscene Language/Vulgarity </strong></label>
```

"Q001Incivility" will be part of the name of the column for answer of the 1st question of every Worker. The *value* of "obscenity" will be in the Excel cell if a Worker checks that box. The words "Obscene Language/Vulgarity" is what you see as the text of the answer choice.

Below is a screen capture of a section of the downloaded results file MTurk. For question 1 answers (marked by "Answer.Q001Incivility") none of the first 7 Workers found incivility in the first comment of their HIT. In row 4, you can see 1 Worker found Exaggerated Argument in their *second* question, as marked by "Exaggerated" in "Answer.Q002Incivility." Another worker found Exaggerated Argument in

their *third* comment, as seen in “Answer.Q003Incivility.” The zeros in the results files indicate that the Worker had selected the response option “This contains no incivility.”

	BP	BQ	BR
1	Answer.Q001Incivility	Answer.Q002Incivility	Answer.Q003Incivility
2	0	0	0
3	0	0	0
4	0 Exaggerated		0
5	0	0	0
6	0	0	0
7	0	0 Exaggerated	

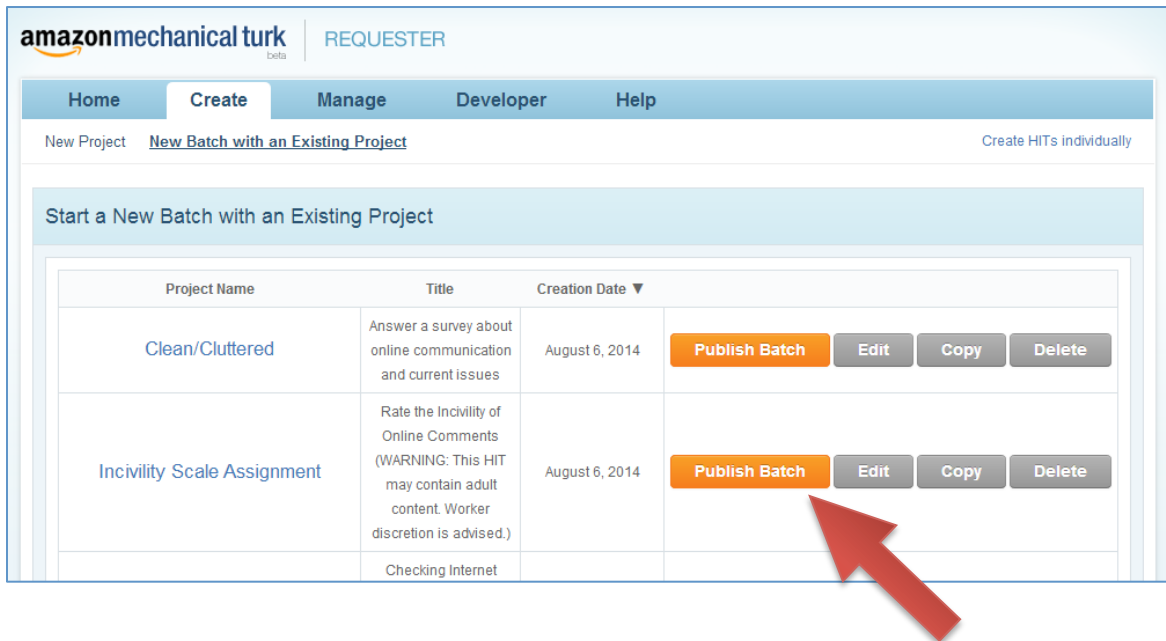
These examples come from the MTurk Task 2 HIT, but the ideas work the same across all HTML for all 3 MTurk tasks.

For the full HTML of each of the 3 unique MTurk tasks we did this summer, please see [page 43](#) of this document.

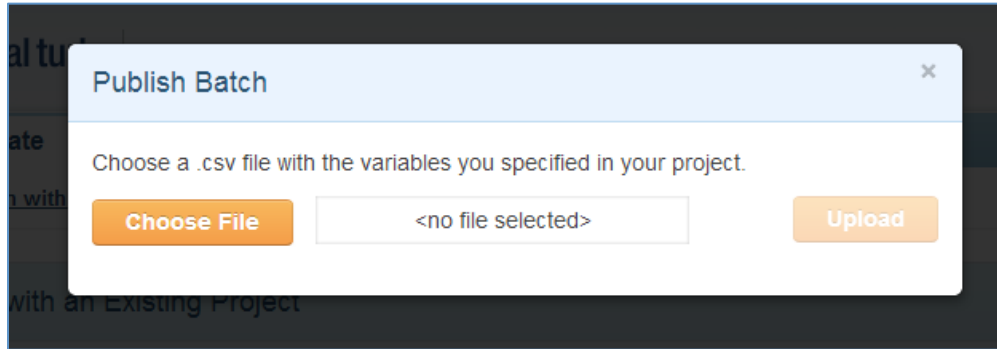
PUBLISHING YOUR HIT

Once you are satisfied with your HTML and have created your CSV input file, you are ready to publish to the marketplace.

1. On the **Create** tab, find your project and click the orange button, **Publish Batch**.



2. A new box called **Publish Batch** will pop-up, giving you the option to browse your computer and find your CSV input file. Click **Choose File**, locate your CSV input file, and then click **Upload**.



3. Once your CSV input file uploads, click **Next** to preview your HIT. On this preview page, you can review the first 200 HITs of your data file. It is a good idea to double check your document again for spelling, and make sure your variables are showing up properly.

Preview HITs 1 Select HIT Template 2 Upload Input Data 3 **Preview** 4 Confirm and Publish

This is how your HIT will look to Workers. Make sure that any variables in the HIT are correctly replaced by your input data, then click "Next".

Coding Online Internet Comments

Coding Online Internet Comments
 Requester: Engaging News Project Reward: \$0.2 per HIT HITs available: 20 Duration: 1 Hours
 Qualifications Required: Location is US
 Adult Content Qualification equal to 1

HIT Preview

Instructions

By completing this HIT, you are giving consent to researchers at the University of Texas at Austin to use your answers for academic purposes. All identifying worker IDs will be removed from the final data set.

PLEASE READ THE FOLLOWING INSTRUCTIONS CAREFULLY BEFORE ANSWERING QUESTIONS.

Online Internet comment spaces are ripe with
Incivility
 rude, disrespectful, and logically flawed discussion. Some news organizations employ "moderators" to screen comments or browse discussion sections and remove particularly harmful comments that violate posting standards.

Your assignment for this task is to:

1. Determine the types of incivility present in Internet comments

2. For each comment, decide if you would allow it to be published online

3. Decide if the comment merits the honor of "best" comment due to quality and thoughtfulness of argument

You will be asked to check each comment for the following incivility categories:

- **Obscene Language / Vulgarity**
 - Includes lewd, vulgar, profane, racist and sexually oriented language.
 - Includes abbreviations such as "stfu," "lmao" and "wtf."

Preview page

4. When you finish previewing your HITs, click **Next**.

The **Confirm and Publish Batch** page shows all the details of your HIT such as the description and expiration, and allows you to view the total cost of the HIT – from the amount per Worker to the cost paid to Mechanical Turk.

Confirm and Publish Batch 1 Select HIT Template 2 Upload Input Data 3 Preview 4 Confirm and Publish

Please review the information about the HIT batch, then click "Publish HITs".

Coding Online Internet Comments

Batch Summary

Batch Name: Coding Online Internet Comment **Description:** For this HIT, your assignment is

Batch Properties

Title: Coding Online Internet Comments

Description: For this HIT, your assignment is to determine whether 10 user-generated comments taken from an online news organization contain any incivility (definition and examples provided). (WARNING: This HIT may contain adult content. Worker discretion is advised.)

Batch expires in: 7 Days

Results are auto-approved and Workers are paid after: 8 Hours

Workers must meet the following Qualifications to work on these HITs: Location score is United States
Adult Content Qualification score equal to 1

HITs

Number of HITs in this batch:	20
Number of assignments per HIT:	x 3
Total number of assignments in this batch:	60

Cost

Reward per Assignment:	\$0.200
	x 60 (total number of assignments in this batch)
Estimated Total Reward:	\$12.000
Estimated Fees to Mechanical Turk:	+ \$1.200 (Fees paid to Mechanical Turk) (see details)
Estimated Total Cost:	\$13.200 (This is the amount that will be deducted from your Available Balance when you click "Publish HITs")
Your Available Balance:	\$10,000.000 (before clicking "Publish HITs")
Your Projected Balance:	\$9,986.800 (after clicking "Publish HITs")

[Back](#) [Publish HITs](#)

Confirm and Publish Batch page

- When you are satisfied, click **Publish HITs**

Note: If you are creating this HIT first in the *Sandbox*, now would be a great time to log into the *Worker Sandbox*, find your HIT in the marketplace using the Search bar, complete your HIT a few times, and examine the results.

DOWNLOADING YOUR RESULTS

- Under the **Manage** tab, you can manage your HIT results, view the Workers of your HITs, and manage your Qualification Types. On the **Results** tab under **Manage Batches**, you will see the names of your HITs. The **Batch Progress** bar will appear in green. You can view the results of your HIT whenever, even before 100% completion.

Home Create **Manage** Developer Help

Results Workers Qualification Types Manage HITs individually

Manage Batches

Click on the name of the batch to see more details

▼ Batches in progress (0)

▼ Batches ready for review (1)

Undergrads incivility testing (20 COMMENTS) 1 [Results](#) [Delete](#)

Created:	July 08, 2014	Assignments Completed:	59 / 60
Time Elapsed:	7 days	Estimated Completion Time:	August 25, 2014 2:16 PM PDT (TODAY)
Average Time per Assignment:	2 minutes 51 seconds	Effective Hourly Rate:	\$4.211

Batch Progress:

99% submitted 100% published

► Batches already reviewed (0)

Manage Batches page

2. When you want to view the results, click **Results** for the corresponding HIT batch.

Home Create Manage Developer Help

Results Workers Qualification Types Manage HITs individually

Manage Batches > Review Results

Review Results

Select the check boxes on the left to approve or reject results. You only pay for approved results. To evaluate results offline, select Download CSV.

For additional batch information, [view batch details](#).

Undergrads incivility testing (20 COMMENTS) 1

Customize View Filter Results Upload CSV Approve All Download CSV

0 of 59 assignments (FILTER APPLIED: only show assignments that are in 'Submitted' status)

No results match your filter

0 of 59 assignments (FILTER APPLIED: only show assignments that are in 'Submitted' status)

Review Results page

3. To download the CSV results file, click **Download CSV**.

WORDSTAT



When purchasing our software bundle, we chose to buy SimStat to pair with WordStat, a quantitative analysis program that runs tests similar to SPSS. An alternative (though more expensive) program to bundle with WordStat includes QDA Miner, a qualitative analysis software program with extensive qualitative research tools. We were only interested in accessing WordStat, and chose the more cost-friendly option of SimStat. For a full product overview, you can access the [Provalis Research](#) website.

Here is a breakdown of what we did in WordStat:

1. Prepared our training set using randomization.
2. Accessing WordStat through SimStat, we created an algorithm using the trained data set.
3. We applied the training algorithm to the entire data set.
4. We exported our full trained data set.
5. In Excel, we removed the comments that were used to train the algorithm, running our Krippendorff Alpha validation checks against our Exemplar coding using only the comments that WordStat had coded by itself.

PREPARING YOUR DATA SET

After working with SimStat, we learned the program imports Excel files the most cleanly, not CSV which sometimes caused the cells to be in the wrong place once in SimStat. We always saved as an .XLSX file.

First, you must prepare your Excel file. Our data set contained **2,403** comments. We wanted to train about half of those in WordStat, **1,200**, which would create an algorithm. Then, we would apply that to the entire data set of **2,403** comments. Once every comment was coded by WordStat using the algorithm, we exported our results, but in running our validation tests we removed the comments that were used in training.

To illustrate this, we will create the task using the first 6 comments. Below is how our set first looked, moving from UNIQUE_ID=1 to UNIQUE_ID=2403. Under INCIVILITY, the codes came from our Exemplar coding; 1 represented incivility being present in the comment, 0 represented incivility being absent.

UNIQUE_ID	INCIVILITY	Comment_Text
1	0	Definitely! And something for first time offenders who text and drive too!
2	0	Great idea & require them to pay for it!!!!
3	1	Absolutely they should. Just because it's their first conviction does not mean that they have not participated previously.
4	1	Just make it a required option on new cars and be done with it. Like seat-belts. Oh but wait...how would Texas pay the bills? And think of how many people would not be on probation and paying through the nose, and how many empty jail cells, and how much funding the state would lose. DWI's unfortunately keep TX out of bankruptcy.
5	0	Yes
6	0	Not for first timers! Should be for 2nd or more DWI's!

Next, we created a column titled "Random." In each cell moving down, we duplicated the formula =RAND() which created a random number ranging from 0 to 1.

UNIQUE_ID	INCIVILITY	Random	Comment_Text
1	0	0.205045	Definitely! And something for first time offenders who text and drive too!
2	0	0.203764	Great idea & require them to pay for it!!!!
3	1	0.173885	Absolutely they should. Just because it's their first conviction does not mean that they have not participated previously.
4	1	0.698394	Just make it a required option on new cars and be done with it. Like seat-belts. Oh but wait...how would Texas pay the bills? And think of how many people would not be on probation and paying through the nose, and how many empty jail cells, and how much funding the state would loose would lose. DWI's unfortunately keep TX out of bankruptcy.
5	0	0.089497	Yes
6	0	0.587286	Not for first timers! Should be for 2nd or more DWI's!

Next, we sorted the "Random" row from smallest to largest. The random numbers will change in Excel, but that's okay. The idea is to randomize the comments.

UNIQUE_ID	INCIVILITY	Random	Comment_Text
5	0	0.089497	Yes
3	1	0.173885	Absolutely they should. Just because it's their first conviction does not mean that they have not participated previously.
2	0	0.203764	Great idea & require them to pay for it!!!!
1	0	0.205045	Definitely! And something for first time offenders who text and drive too!
6	0	0.587286	Not for first timers! Should be for 2nd or more DWI's!
4	1	0.698394	Just make it a required option on new cars and be done with it. Like seat-belts. Oh but wait...how would Texas pay the bills? And think of how many people would not be on probation and paying through the nose, and how many empty jail cells, and how much funding the state would loose would lose. DWI's unfortunately keep TX out of bankruptcy.

Then, we duplicated the INCIVILITY column, and renamed the duplicated column "FOR CHECKING"

UNIQUE_ID	FOR CHECKING	INCIVILITY	Random	Comment_Text
5	0	0	0.089497	Yes
3	1	1	0.173885	Absolutely they should. Just because it's their first conviction does not mean that they have not participated previously.
2	0	0	0.203764	Great idea & require them to pay for it!!!!
1	0	0	0.205045	Definitely! And something for first time offenders who text and drive too!
6	0	0	0.587286	Not for first timers! Should be for 2nd or more DWI's!
4	1	1	0.698394	Just make it a required option on new cars and be done with it. Like seat-belts. Oh but wait...how would Texas pay the bills? And think of how many people would not be on probation and paying through the nose, and how many empty jail cells, and how much funding the state would loose would lose. DWI's unfortunately keep TX out of bankruptcy.

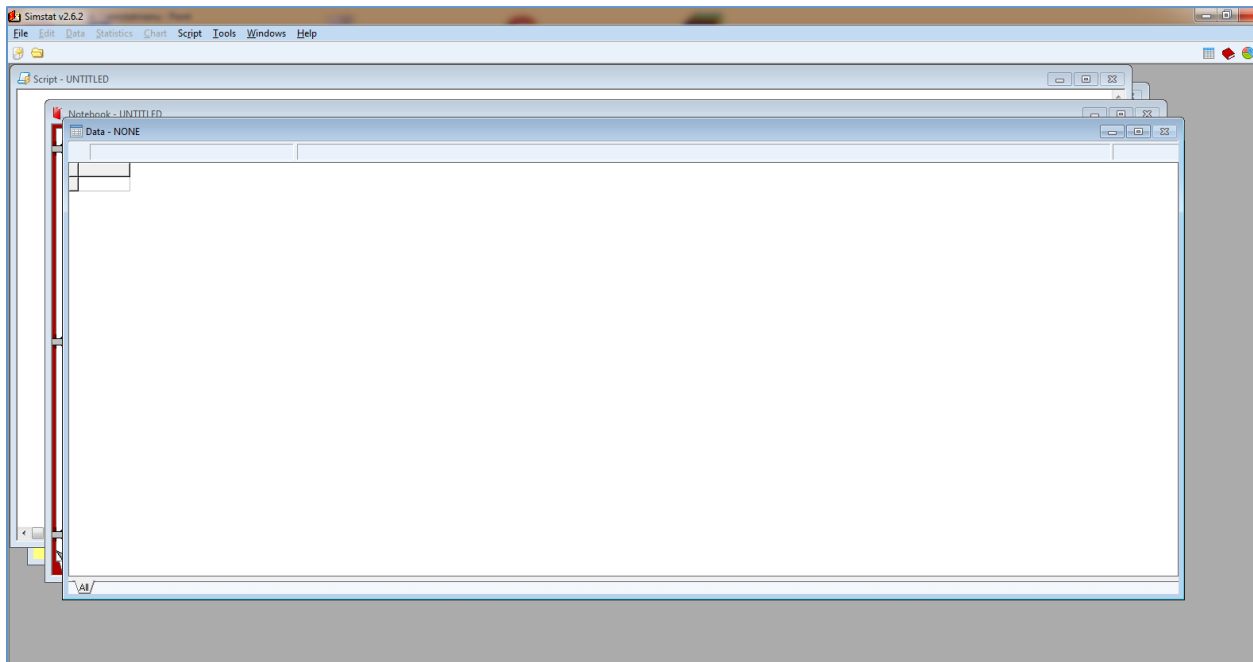
This FOR CHECKING column is what we will use to check the validity of our trained set. The INCIVILITY column is what we will have WordStat train on. In order to have the algorithm on only half of our data sheet, we had to delete the codes for half of the data set in the INCIVILITY column so WordStat would not read that as coded and use it in the training algorithm.

UNIQUE_ID	FOR CHECKING	INCIVILITY	Random	Comment_Text
5	0	0	0.089497	Yes
3	1	1	0.173885	Absolutely they should. Just because it's their first conviction does not mean that they have not participated previously.
2	0	0	0.203764	Great idea & require them to pay for it!!!!
1	0		0.205045	Definitely! And something for first time offenders who text and drive too!
6	0		0.587286	Not for first timers! Should be for 2nd or more DWI's!
4	1		0.698394	Just make it a required option on new cars and be done with it. Like seat-belts. Oh but wait...how would Texas pay the bills? And think of how many people would not be on probation and paying through the nose, and how many empty jail cells, and how much funding the state would loose would lose. DWI's unfortunately keep TX out of bankruptcy.

You are now ready to begin WordStat.

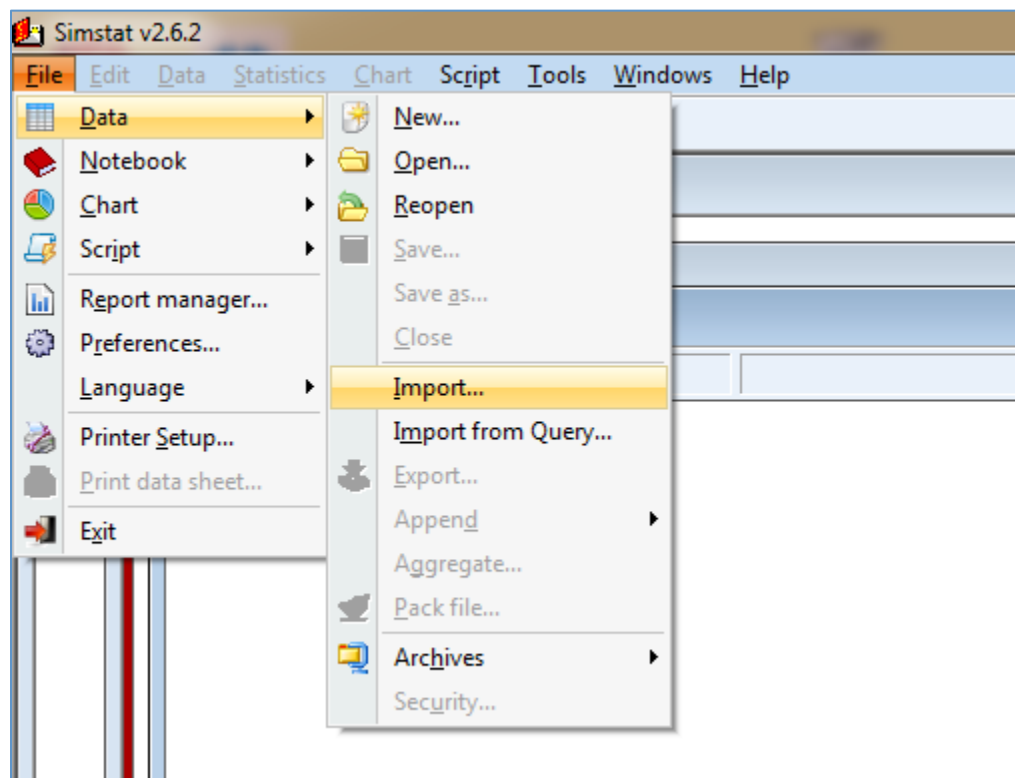
WORDSTAT TRAINING

1. First, open **SimStat**.

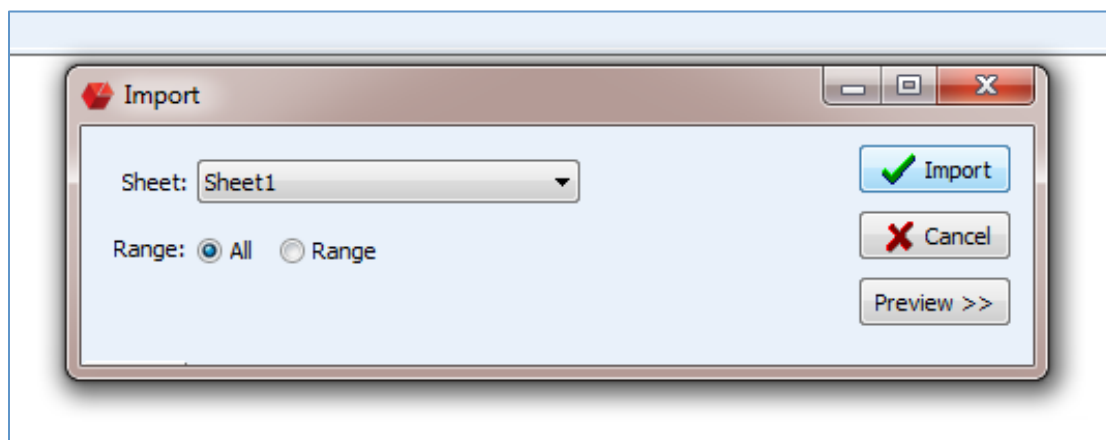


SimStat

2. Go to **File > Data > Import**. Select the Excel file that you prepared.



3. A new dialogue box will appear call **Import**. Hit **Import** and the machine will load your data.



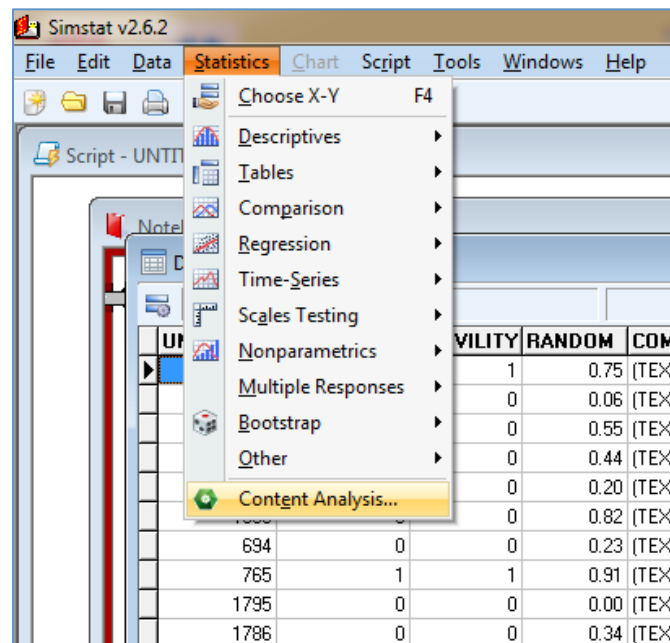
Notebook - UNTITLED

Data - camp into WS.ppj

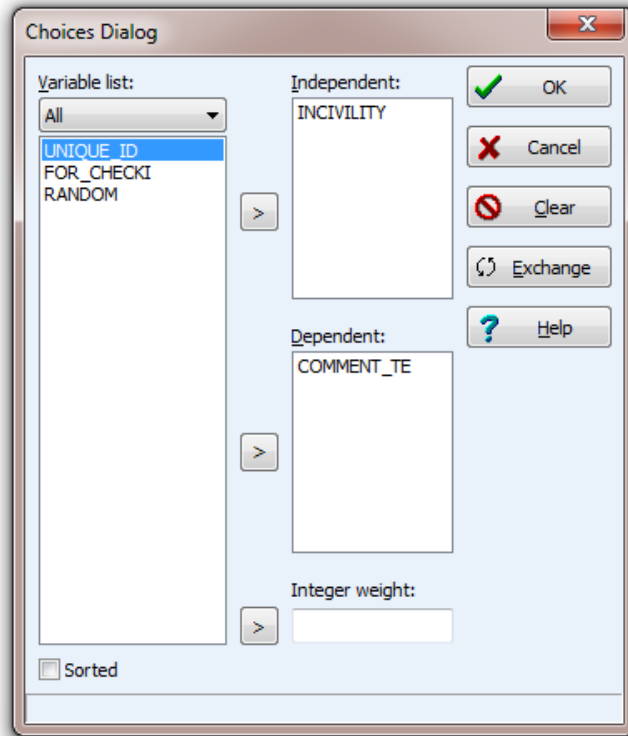
UNIQUE_ID	FOR_CHECKI	INCIVILITY	RANDOM	COMMENT_TE
1459	1	1	0.75	(TEXT)
1478	0	0	0.06	(TEXT)
1826	0	0	0.55	(TEXT)
1877	0	0	0.44	(TEXT)
1466	0	0	0.20	(TEXT)
1889	0	0	0.82	(TEXT)
694	0	0	0.23	(TEXT)
765	1	1	0.91	(TEXT)
1795	0	0	0.00	(TEXT)
1786	0	0	0.34	(TEXT)
724	1	1	0.05	(TEXT)
1471	0	0	0.94	(TEXT)
497	0	0	0.91	(TEXT)
1807	1	1	0.64	(TEXT)
1892	1	1	0.96	(TEXT)
1483	1	1	0.74	(TEXT)
1815	0	0	0.62	(TEXT)
734	1	1	0.45	(TEXT)
495	0	0	0.05	(TEXT)
802	1	1	0.76	(TEXT)
498	0	0	0.56	(TEXT)

Excel input data

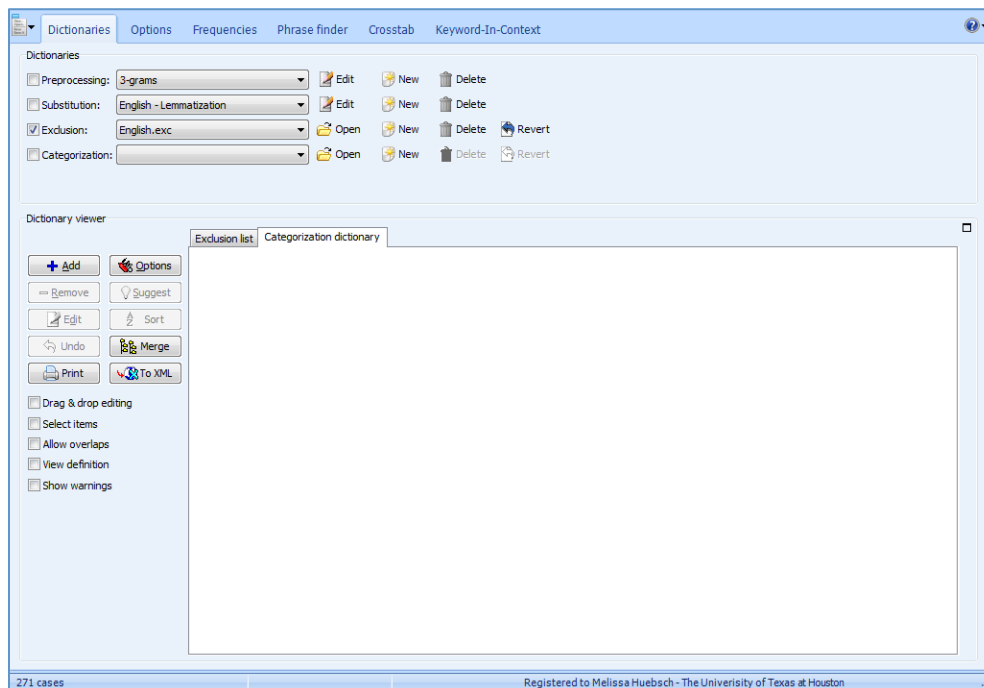
4. Next step, go to **Statistics > Content Analysis**.



5. A **Choices Dialog** box will appear asking you to select an **Independent** and a **Dependent** variable. You numerical coding that you will train WordStat on going into the **Independent** box, while your comment text goes into the **Dependent** box.



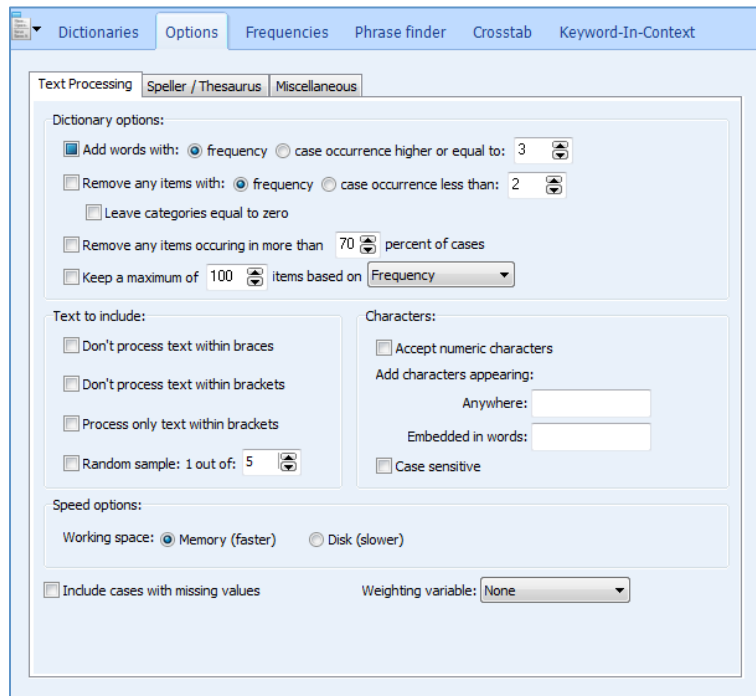
6. Hit **OK**, and WordStat will immediately load and open.



WordStat main screen

While WordStat offers many features such as creating dictionaries and can find words and phrases in multiple texts, this step-by-step will go over only what this project did in order to train WordStat and apply the algorithm.

7. Click on **Options**. This page had 3 tabs: **Text Processing**, **Speller/Thesaurus**, and **Miscellaneous**.



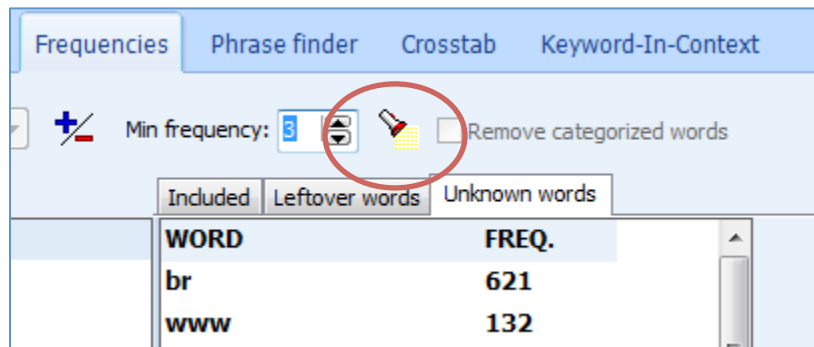
8. Under **Text Processing**, I changed the **frequency higher or equal to: 3**. I also changed **frequency less than: 2**. Under **Speller/Thesaurus**, click-mark the **Active spell checking dictionary: American.adm**.

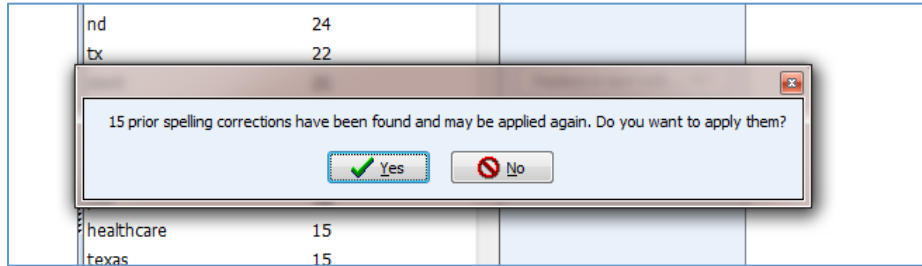
- Next to the **Options** tab is **Frequencies**. In this tab, you can view all the **Included** words in your data set. It also provides information on the case occurrences of words. Under **Leftover words**, you can view the words that do not occur often enough to include within your data set.

	FREQUENCY	% SHOWN	% PROCESSED	% TOTAL	NO. CASES	% CASES	TF * IDF
PEOPLE	227	2.2%	1.5%	0.6%	159	13.3%	199.3
TIME	83	0.8%	0.6%	0.2%	74	6.2%	100.4
TEXAS	81	0.8%	0.5%	0.2%	70	5.8%	100.0
MONEY	67	0.6%	0.5%	0.2%	56	4.7%	89.2
GUNS	66	0.6%	0.4%	0.2%	42	3.5%	96.1
SCHOOL	65	0.6%	0.4%	0.2%	46	3.8%	92.1
GUN	61	0.6%	0.4%	0.2%	45	3.8%	87.0
KIDS	58	0.5%	0.4%	0.1%	40	3.3%	85.7
CANCER	55	0.5%	0.4%	0.1%	25	2.1%	92.5
CONTROL	52	0.5%	0.3%	0.1%	45	3.8%	74.2
LIFE	52	0.5%	0.3%	0.1%	40	3.3%	76.8
CARE	50	0.5%	0.3%	0.1%	39	3.3%	74.4
BACK	48	0.5%	0.3%	0.1%	44	3.7%	68.9
LAW	47	0.4%	0.3%	0.1%	36	3.0%	71.6
SCHOOLS	46	0.4%	0.3%	0.1%	39	3.3%	68.5
PAY	46	0.4%	0.3%	0.1%	38	3.2%	69.0
GOVERNMENT	46	0.4%	0.3%	0.1%	36	3.0%	70.1
STOP	43	0.4%	0.3%	0.1%	36	3.0%	65.5
TEACHERS	42	0.4%	0.3%	0.1%	33	2.8%	65.5
ABORTION	42	0.4%	0.3%	0.1%	26	2.2%	69.9
CHILDREN	41	0.4%	0.3%	0.1%	37	3.1%	62.0
WOMEN	41	0.4%	0.3%	0.1%	32	2.7%	64.5
TAX	39	0.4%	0.3%	0.1%	32	2.7%	61.4
HARD	39	0.4%	0.3%	0.1%	30	2.5%	62.5
COUNTRY	38	0.4%	0.3%	0.1%	30	2.5%	60.9
LAWS	37	0.4%	0.2%	0.1%	32	2.7%	58.2
BIRTH	36	0.3%	0.2%	0.1%	31	2.6%	57.2
EDUCATION	35	0.3%	0.2%	0.1%	30	2.5%	56.1
MEDICAL	34	0.3%	0.2%	0.1%	25	2.1%	57.2

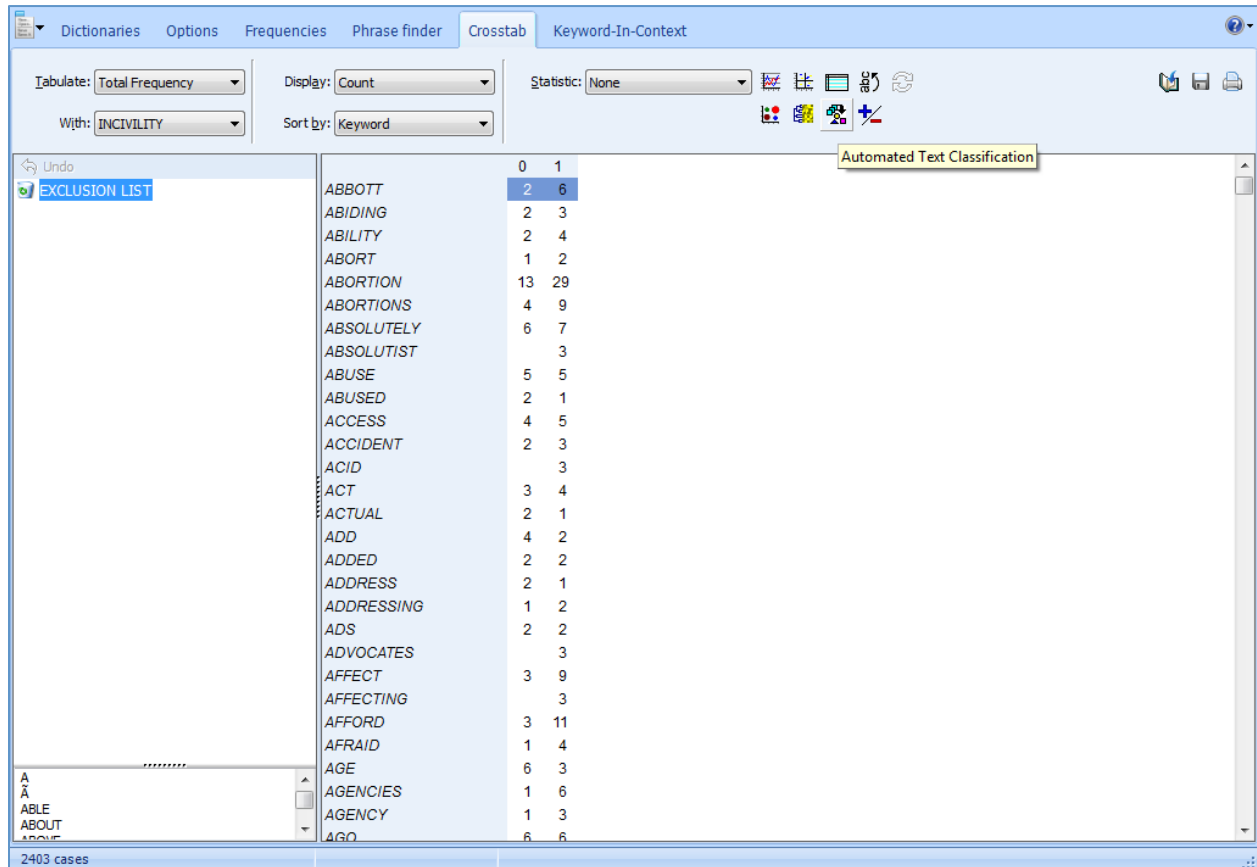
Frequencies tab

- Under **Unknown words** tab, click the little red flashlight in the tool bar. Click **Yes** on the pop-up. Then, hit double green checkmark **Perform replacements** on the right.



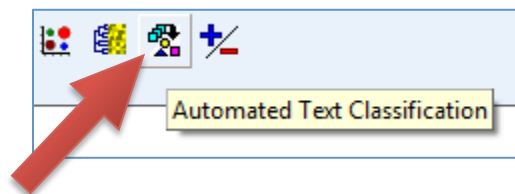


11. Next, hit the **Crosstabs** tab.

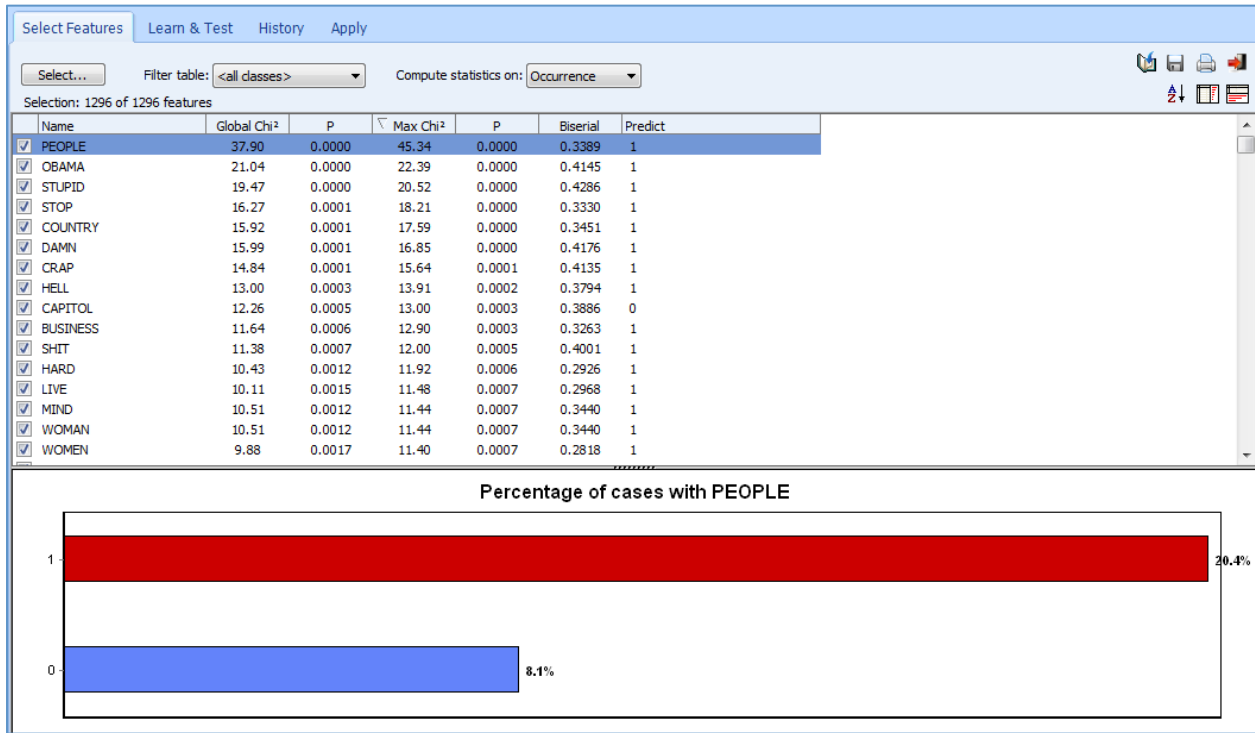


Crosstab page

12. Click on the geometric shapes **Automated Text Classification** button.

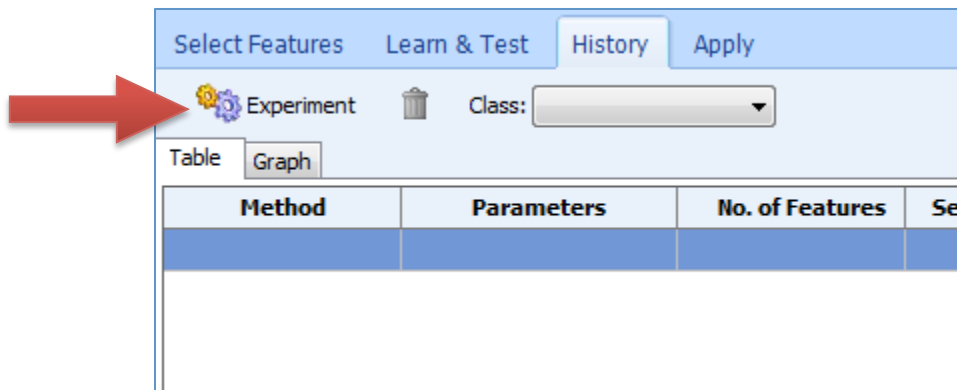


13. A new **Select Features** window will pop-up. This box will show all the words in your included data set and percentage graphs to go with them.

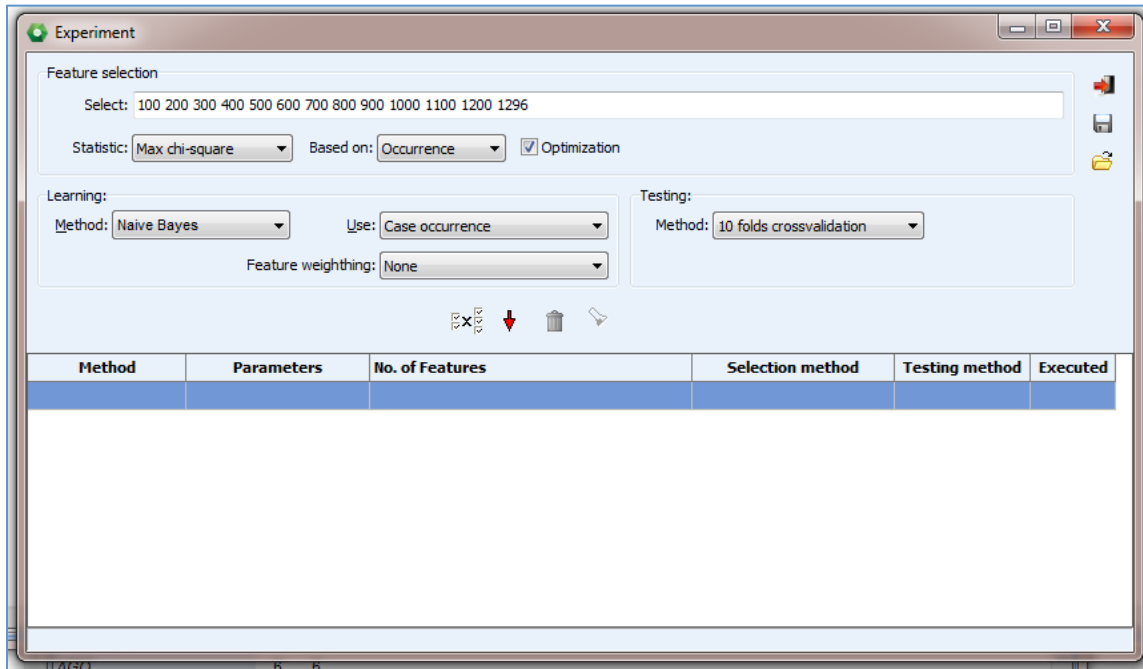


Select Features page

14. For our purposes, we selected the **History** tab. In **History**, click the yellow and purple gears icon **Experiment**.



15. A new **Experiment** window will pop-up. This is where you can select all the options in your algorithm. You can test several algorithms at once in order to find your most accurate one.



Experiment page

16. In the **Learning** box, we set the **Method** to **Naïve Bayes**. In the **Testing** box, we set the **Method** to **10 folds crossvalidation**, which is the most comment method for testing and stratification. We did not test with **Leave one out**, for the following reason as explain by Witten, Frank, and Hall¹⁴:

Leave-One-Out Cross-Validation

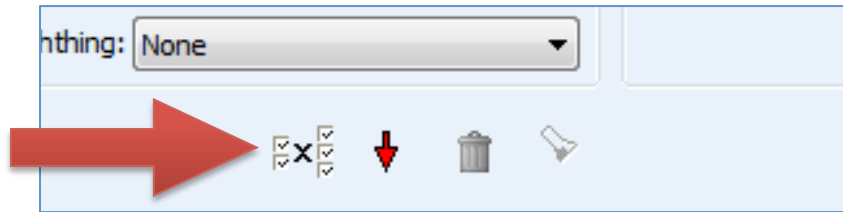
Leave-one-out cross-validation is simply n -fold cross-validation, where n is the number of instances in the dataset. Each instance in turn is left out, and the learning scheme is trained on all the remaining instances. It is judged by its correctness on the remaining instance—one or zero for success or failure, respectively. The results of all n judgments, one for each member of the dataset, are averaged, and that average represents the final error estimate.

This procedure is an attractive one for two reasons. First, the greatest possible amount of data is used for training in each case, which presumably increases the chance that the classifier is an accurate one. Second, the procedure is deterministic: No random sampling is involved. There is no point in repeating it 10 times, or repeating it at all: The same result will be obtained each time. Set against this is the high computational cost, because the entire learning procedure must be executed n times and this is usually infeasible for large datasets. Nevertheless, leave-one-out seems to offer a chance of squeezing the maximum out of a small dataset and getting as accurate an estimate as possible.

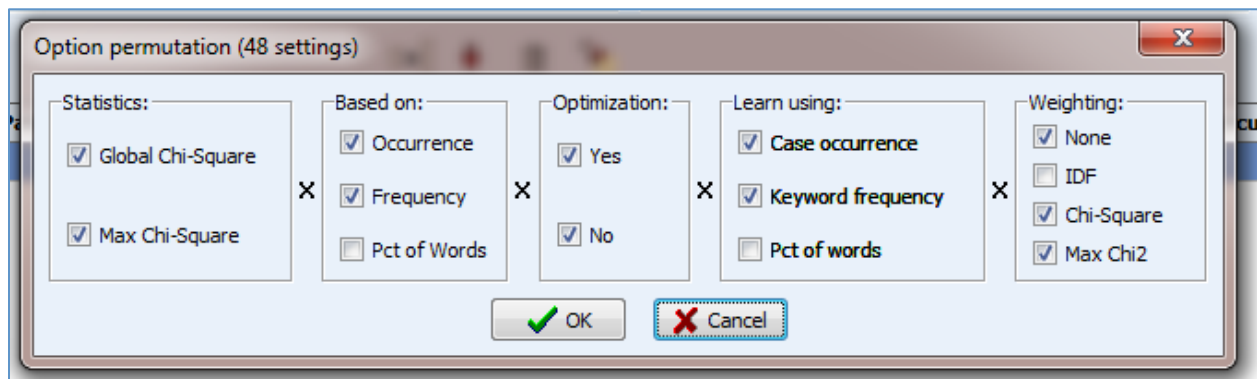
But there is a disadvantage to leave-one-out cross-validation, apart from the computational expense. By its very nature, it cannot be stratified—worse than that, it *guarantees* a nonstratified sample. Stratification involves getting the correct proportion of examples in each class into the test set, and this is impossible when the test set contains only a single example. A dramatic, although highly artificial, illustration of the problems this might cause is to imagine a completely random dataset that contains exactly the same number of instances of each of two classes. The best that an inducer can do with random data is to predict the majority class, giving a true error rate of 50%. But in each fold of leave-one-out, the opposite class to the test instance is in the majority—and therefore the predictions will always be incorrect, leading to an estimated error rate of 100%!

¹⁴ Witten, I. H., Frank, E., & Mark, A. (2011). Hall (2011). " Data Mining: Practical machine learning tools and techniques.

17. Next, we selected the 2 x 3 **Add analysis** icon. This opens the **Option permutation** pop-up box.



18. In the **Option permutation** box, you can select various options for **Statistics**, **Based on**, **Optimization**, **Learn using**, and **Weighting**.



Option permutation

We selected numerous different options in order to test out and find the most accurate algorithm for our data set. Click **OK** when you have selected your options.

19. Your tests will now appear in the white space of your **Experiment** box. Click the red flashlight **Run all analyses** to run every test. This might take some time depending on how many options you clicked in the **Option permutation** box and how large your data set is. Once your tests have finished running you can close your **Experiment** box.

Experiment

Feature selection

Select: 100 200 300 400 500 600 700 800 900 1000 1100 1200 1296

Statistic: Max chi-square Based on: Frequency Optimization

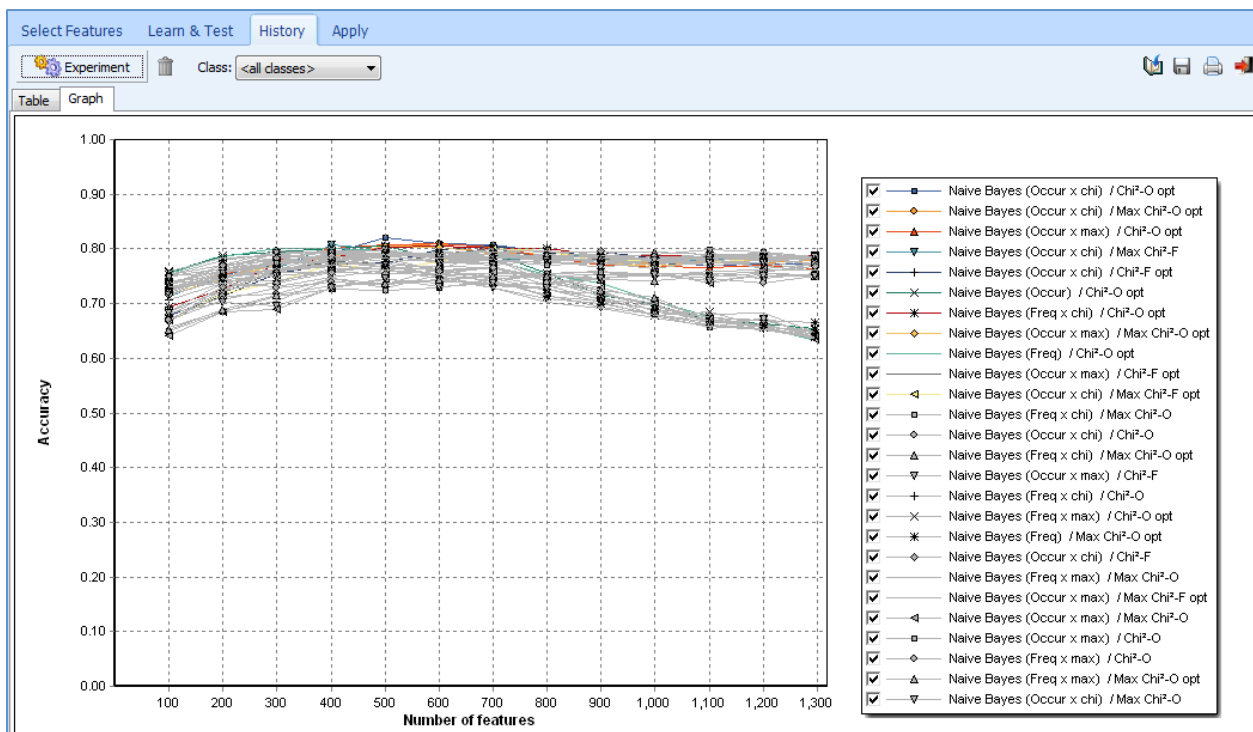
Learning: Method: Naive Bayes Use: Keyword frequency Feature weighing: Max-chi2

Testing: Method: 10 folds crossvalidation

Run all analyses

Method	Parameters	No. of Features	Selection method	Testing method	Executed
Naive Bayes	Case occurrence	100 200 300 400 500 600 700 800 900 1000 1100 1200 1296	Chi ² -O (opt)	10 folds crossvalidation	
Naive Bayes	Case occurrence x CHI	100 200 300 400 500 600 700 800 900 1000 1100 1200 1296	Chi ² -O (opt)	10 folds crossvalidation	
Naive Bayes	Case occurrence x MAX	100 200 300 400 500 600 700 800 900 1000 1100 1200 1296	Chi ² -O (opt)	10 folds crossvalidation	
Naive Bayes	Keyword frequency	100 200 300 400 500 600 700 800 900 1000 1100 1200 1296	Chi ² -O (opt)	10 folds crossvalidation	
Naive Bayes	Keyword frequency x CHI	100 200 300 400 500 600 700 800 900 1000 1100 1200 1296	Chi ² -O (opt)	10 folds crossvalidation	
Naive Bayes	Keyword frequency x MAX	100 200 300 400 500 600 700 800 900 1000 1100 1200 1296	Chi ² -O (opt)	10 folds crossvalidation	
Naive Bayes	Case occurrence	100 200 300 400 500 600 700 800 900 1000 1100 1200 1296	Chi ² -O	10 folds crossvalidation	
Naive Bayes	Case occurrence x CHI	100 200 300 400 500 600 700 800 900 1000 1100 1200 1296	Chi ² -O	10 folds crossvalidation	

20. You will see a **Graph** tab full of multiple lines representing the tests you just ran.



21. Click over to the **Table** tab. Double-click the **Accuracy** column in order to sort the tests from most accurate to least accurate.

Method	Parameters	No. of Features	Selection method	Validation	Accurac	Precision	Recall	
Naive Bayes	Occur x chi	500	Chi ² -O opt	10 folds crossvalidation	0.8208	0.8286	0.8186	0s
Naive Bayes	Occur x chi	600	Chi ² -O opt	10 folds crossvalidation	0.8092	0.8148	0.8073	0s
Naive Bayes	Occur x max	600	Chi ² -O opt	10 folds crossvalidation	0.8092	0.8145	0.8073	0s
Naive Bayes	Occur x chi	600	Max Chi ² -O opt	10 folds crossvalidation	0.8092	0.8126	0.8077	0s
Naive Bayes	Occur x chi	700	Chi ² -O opt	10 folds crossvalidation	0.8075	0.8136	0.8054	0s
Naive Bayes	Occur x max	500	Chi ² -O opt	10 folds crossvalidation	0.8066	0.8126	0.8046	0s
Naive Bayes	Occur x chi	400	Max Chi ² -F	10 folds crossvalidation	0.8066	0.8108	0.8049	0s
Naive Bayes	Occur x chi	700	Chi ² -F opt	10 folds crossvalidation	0.8057	0.8079	0.8044	0s
Naive Bayes	Occur	500	Chi ² -O opt	10 folds crossvalidation	0.8057	0.8069	0.8047	0s
Naive Bayes	Freq x chi	600	Chi ² -O opt	10 folds crossvalidation	0.8048	0.8211	0.8016	0s
Naive Bayes	Occur x max	500	Max Chi ² -O opt	10 folds crossvalidation	0.8048	0.8140	0.8023	0s
Naive Bayes	Freq x chi	500	Chi ² -O opt	10 folds crossvalidation	0.8039	0.8258	0.8003	0s
Naive Bayes	Occur x chi	500	Max Chi ² -O opt	10 folds crossvalidation	0.8039	0.8088	0.8021	0s
Naive Bayes	Occur x max	600	Max Chi ² -O opt	10 folds crossvalidation	0.8021	0.8057	0.8005	0s
Naive Bayes	Occur x max	700	Chi ² -O opt	10 folds crossvalidation	0.8021	0.8042	0.8009	0s
Naive Bayes	Occur x max	700	Chi ² -F opt	10 folds crossvalidation	0.8012	0.8091	0.7989	0s
Naive Bayes	Freq	300	Chi ² -O opt	10 folds crossvalidation	0.8012	0.8028	0.8001	0s

22. We decided to use this top test, the highest in accuracy, as our testing algorithm. Double-click the test you want to use. You are then immediately taken to the **Learn and Test** tab, **Confusion matrix**.

Select Features Learn & Test History Apply

Experiment Class: <all classes>

Table Graph

Learning:

Method: Naive Bayes Use: Case occurrence

Feature weighting: Chi-square

Testing:

Method: 10 folds crossvalidation

Run

Confusion matrix Confusion List Review Errors

Correct = 922 Average precision = 0.8260

Incorrect = 205 Average recall = 0.8159 Accuracy = 0.8181

Actual	Predicted		TOTAL	PRECISION RECALL
	0	1		
0	519 89.64 78.16 46.05	60 10.36 12.96 5.32	579 51.38	0.7816 0.8964
1	145 26.46 21.84 12.87	403 73.54 87.04 35.76	548 48.62	0.8704 0.7354
TOTAL	664 58.92	463 41.08	1127 100.00	0.8260 0.8159

23. Click the red flashlight **Run** button. This will run the algorithm and test its accuracy on the coded comments training set. Hitting **Run** multiple times can change the accuracy, but not a significant amount. You can also see the number of correct and incorrect codings created by the algorithm. Under the tab **Review Errors**, you can view all the incorrectly trained comments and see the percentage the computer coded them for each category.

The screenshot shows the 'Review Errors' tab of a software interface. At the top, there are tabs for 'Select Features', 'Learn & Test', 'History', and 'Apply'. Below these are settings for 'Learning' (Method: Naive Bayes, Use: Case occurrence, Feature weighing: Chi-square) and 'Testing' (Method: 10 folds crossvalidation). A 'Run' button is visible. The main area contains a table with the following data:

Case #	Actual	Predicted	0	1
8	1	0	0.5138	0.4862
15	1	0	0.5079	0.4921
20	1	0	0.5138	0.4862
29	1	0	0.5230	0.4770
32	1	0	0.5469	0.4531
33	1	0	0.5313	0.4687
38	0	1	0.4980	0.5020
39	1	0	0.5168	0.4832
42	1	0	0.5260	0.4740
48	0	1	0.4065	0.5935
49	0	1	0.4860	0.5140
58	1	0	0.5109	0.4891
62	0	1	0.1770	0.8230
70	1	0	0.5177	0.4823
75	0	1	0.4397	0.5603
89	0	1	0.3450	0.6550
90	1	0	0.5189	0.4811

Below the table, a text area contains the following text: "Reminds me of Einstein's definition of insanity: "doing the same thing over and over expecting a different result.""

Review Errors tab

24. Click on the **Apply** tab. Under the dropdown menu **Text to classify**, select **Current data file**. Then, hit the geometric shapes button **Classify**. This applies the computer trained algorithm to every comment in your set.

The screenshot shows the 'Apply' tab of the software interface. The 'Text to classify' dropdown menu is set to 'Current data file'. The 'Method' dropdown menu is set to 'Naive Bayes'. A 'Classify' button is visible. Red arrows point to the 'Text to classify' dropdown and the 'Classify' button.

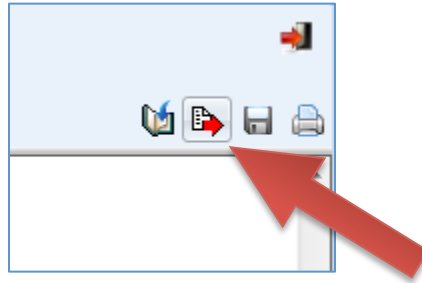
Case	Classification	0	1	INCIVILITY
1193	0	0.51	0.49	0
1194	0	0.52	0.48	0
1195	1	0.49	0.51	0
1196	0	0.60	0.40	0
1197	1	0.17	0.83	1
1198	0	0.52	0.48	0
1199	0	0.60	0.40	1
1200	0	0.51	0.49	1
1201	0	0.72	0.28	
1202	0	0.53	0.47	
1203	0	0.97	0.03	
1204	0	0.52	0.48	
1205	1	0.00	1.00	
1206	0	0.51	0.49	
1207	0	0.53	0.47	
1208	1	0.22	0.78	
1209	0	0.50	0.50	
1210	0	0.60	0.40	
1211	0	0.52	0.48	
1212	1	0.10	0.90	



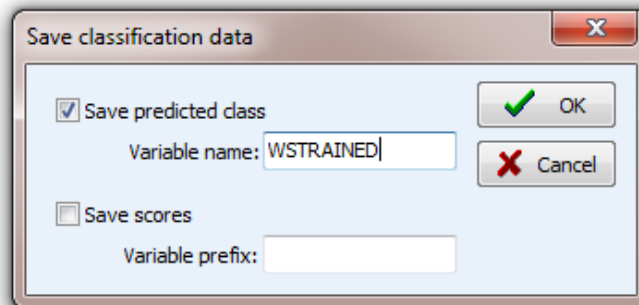
Algorithm Classification Results

As you can see marked by the red arrow above, Case #1200 is where our training data set ended. The column INCIVILITY was the Independent variable we had imported into WordStat in our Excel. The Classification column is what the WordStat algorithm coded for each comment. This window scrolls down to Case #2403, our full comment data set.

- The next step is exporting the WordStat Classification column back into our Excel file so that we can run validation checks. Click the icon of the paper with the red arrow **Store classification results in datafile** in the upper right-hand corner.



26. A pop-up **Save classification data** will open. Create a variable name for your WordStat trained column. We chose **WSTRAINED**. Click **OK**. Click **OK** to the name pop-up question “Do you want to create 1 new variable?”

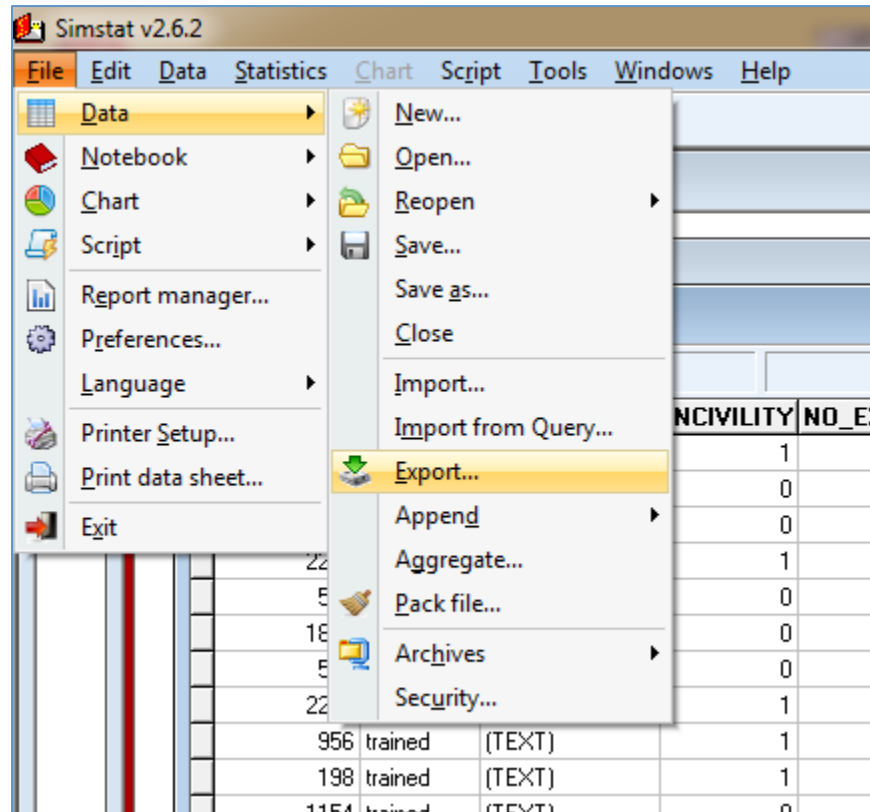


27. You may now close WordStat and return to SimStat. You will now see a new column, **WSTRAINED** in your SimStat data sheet.

 A screenshot of the Simstat v2.6.2 software interface. The main window shows a "Data - Training half.ppj" table. The table has the following columns: UNIQUE_ID, TRAINED, COMMENT_TE, INCIVILITY, NO_EXAGGER, RANDOM, and WSTRAINED. A red arrow points to the "WSTRAINED" column header. The data rows show various values for each column, with the first row (UNIQUE_ID 2000) highlighted in blue.

UNIQUE_ID	TRAINED	COMMENT_TE	INCIVILITY	NO_EXAGGER	RANDOM	WSTRAINED
2000	trained	(TEXT)	1	1	0.46	1
1255	trained	(TEXT)	0	0	0.04	0
2145	trained	(TEXT)	0	0	0.38	0
2216	trained	(TEXT)	1	1	0.92	1
555	trained	(TEXT)	0	0	0.70	0
1895	trained	(TEXT)	0	0	0.61	0
538	trained	(TEXT)	0	0	0.81	0
2254	trained	(TEXT)	1	1	0.55	0
956	trained	(TEXT)	1	0	0.01	1
198	trained	(TEXT)	1	0	0.50	1
1154	trained	(TEXT)	0	0	0.44	0
634	trained	(TEXT)	0	0	0.20	0
1195	trained	(TEXT)	0	0	0.84	0
1063	trained	(TEXT)	0	0	0.86	0
1245	trained	(TEXT)	1	0	0.38	1

28. The final step is exporting these results. Go to **File > Data > Export**. Save your file as a CSV in the location of your choosing.



29. Open your CSV file in Excel. Remove all the comments that were trained in WordStat to create the algorithm. If you organize your original Excel correctly, it should be easy to tell. Referring back to our 6 comment Excel example from the above section **Preparing your Data Set**, the comments highlighted in yellow would be the comments we delete from our set (the INCIVILITY column was our tell).

UNIQUE_ID	FOR CHECKING	INCIVILITY	Random	Comment_Text	WSTRAINED
5	0	0	0.089497	Yes	0
3	1	1	0.173885	Absolutely they should. Just because it's their first conviction does not mean that they have not participated previously.	0
2	0	0	0.203764	Great idea & require them to pay for it!!!!	0
1	0		0.205045	Definitely! And something for first time offenders who text and drive too!	0
6	0		0.587286	Not for first timers! Should be for 2nd or more DWI's!	0
4	1		0.698394	Just make it a required option on new cars and be done with it. Like seat-belts. Oh but wait...how would Texas pay the bills? And think of how many people would not be on probation and paying through the nose, and how many empty jail cells, and how much funding the state would loose would lose. DWI's unfortunately keep TX out of bankruptcy.	1

30. We then ran Krippendorff alpha tests on the 1,203 leftover comments in the **FOR CHECKING** column with the **WSTRAINED** column to achieve our final results.

HTML SOURCE CODE, MTURK TASK 1

```
<!-- Bootstrap v3.0.3 -->
<link href="https://s3.amazonaws.com/mturk-public/bs30/css/bootstrap.min.css"
rel="stylesheet" />
<section class="container" id="TranscriptionFromAnImage" style="margin-bottom:15px;
padding: 10px 10px; font-family: Verdana, Geneva, sans-serif; color:#333333; font-
size:0.9em;">
<div class="row col-xs-12 col-md-12"><!-- Instructions -->
<div class="panel panel-primary">
<div class="panel-heading"><strong>Instructions</strong></div>

<div class="panel-body">
<h6>By completing this HIT, you are giving consent to researchers at the University of
Texas at Austin to use your answers for academic purposes. All identifying worker IDs
will be removed from the final data set.</h6>

<p><span style="color:#FF0000;"><strong>PLEASE READ THE FOLLOWING INSTRUCTIONS
CAREFULLY BEFORE ANSWERING QUESTIONS</strong>. </span>We will run validation
checks.</p>

<center></center>

<center>&nbsp;</center>

<center><span style="color:#FF0000;"><strong>Your assignment for this task is
to:</strong></span></center>

<center>  </center>

<p>&nbsp;</p>

<p><span style="color:#FF0000;"><strong>Please mark &quot;Yes&quot; for incivility if
the comment contains ANY of the following:</strong></span></p>

<ul>
  <li><strong>Obscene, profane, vulgar, lewd, racist or sexually oriented
language.</strong>
    <ul style="list-style-type:circle;">
      <li>Include <u>abbreviations</u> such as &ldquo;stfu,&rdquo;
&ldquo;lmao&rdquo;</li>
      <li>Include <u>colloquialisms</u> such as &ldquo;damn,&rdquo;
&ldquo;ass,&rdquo; &ldquo;hell,&rdquo; &ldquo;heck,&rdquo; and
&ldquo;friggin&rdquo;</li>
    </ul>
  </li>
  <li><strong>Personal attacks, insults, name-calling, stereotyping, threatening
or offensive material.</strong>
    <ul style="list-style-type:circle;">
      <li>Include <u>political insults</u> negatively calling groups
&ldquo;liberals&rdquo; or &ldquo;conservatives&rdquo;</li>
      <li>Include other group labels with negative connotations, e.g.
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&ldquo;illegals&rdquo;</li>
</ul>
</li>
<li><strong>Very dramatic negative exaggeration that significantly
misrepresents or obscures the truth.</strong>
<ul style="list-style-type:circle;">
<li>Often contains an <u>argument with irrational or illogical
reasoning</u></li>
<li>Include <u>extreme language</u>, i.e. over-the-top keywords such as
&ldquo;murder,&rdquo; &ldquo;terrorists,&rdquo; or &ldquo;kill&rdquo;</li>
<li>Examples of exaggerated argument:
<ul>
<li>&ldquo;The ones who are most effected by his election are the
ones working and a lot of the ones who voted for him are on free stuff!&rdquo;</li>
<li>&ldquo;The &quot;conservative&quot; ideologue is dead. Well,
if it&#39;s not dead it&#39;s certainly gasping for its last few breaths.&rdquo;</li>
<li>&ldquo;We have way, way, way tooooo many state and federal
employees. Fire them.&rdquo;</li>
</ul>
</li>
</ul>
</li>
</ul>
</div>
</div>
<!-- End Instructions -->

<div><strong>1.</strong> ${UNIQUE_ID1}

<table border="1" style="font-size:12px;">
<tbody>
<tr>
<td>${COMMENT_TEXT1}</td>
</tr>
</tbody>
</table>
</div>
&nbsp;

<div class="inputfields">
<fieldset><label>1a. Incivility - Does this comment contain ANY rude, disrespectful,
or uncivil language or tone?</label>

<div class="radio"><label><input name="Incivility001" type="radio" value="1"
/>Yes</label></div>

<div class="radio"><label><input name="Incivility001" type="radio" value="0"
/>No</label></div>
</fieldset>

<fieldset><label>1b. How sure are you of your response?</label>

<div class="radio"><label><input name="Sureness001" type="radio" value="Sure"
/>Sure</label></div>

<div class="radio"><label><input name="Sureness001" type="radio" value="Unsure"
/>Unsure</label></div>
</fieldset>

<fieldset><label>1c.&nbsp;  </label>&ldquo;Desirable&rdquo; comment sections include
respectful conversation. While many news organizations monitor their online comments,
it is important not to remove posts that express unpopular ideas for the sake of being
&ldquo;politically correct.&rdquo; However, removing &ldquo;harmful&rdquo; comments

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that do not move conversation forward is important. If you were the deciding moderator, would you publish the above comment?

<div class="radio"><label><input name="MediaQ001" type="radio" value="Yes" />Yes</label></div>

<div class="radio"><label><input name="MediaQ001" type="radio" value="No" />No</label></div>
</fieldset>

<fieldset><label>1d. </label>Some news organizations highlight the very best comments written by users – ones of high quality writing, evidence, and argument. Would you nominate the above comment for the honor of “best” comment? (Please be critical and use sparingly.)

<div class="radio"><label><input name="Best001" type="radio" value="Yes" />Yes</label></div>

<div class="radio"><label><input name="Best001" type="radio" value="No" />No</label></div>
</fieldset>
</div>

<p>-----
-----</p>

<div>2. \${UNIQUE_ID2}

<table border="1" style="font-size:12px;">
 <tbody>
 <tr>
 <td>\${COMMENT_TEXT2}</td>
 </tr>
 </tbody>
</table>
</div>

<div class="inputfields">
<fieldset><label>2a. </label>Incivility - Does this comment contain ANY rude, disrespectful, or uncivil language or tone?

<div class="radio"><label><input name="Incivility002" type="radio" value="1" />Yes</label></div>

<div class="radio"><label><input name="Incivility002" type="radio" value="0" />No</label></div>
</fieldset>

<fieldset><label>2b. How sure are you of your response?</label>

<div class="radio"><label><input name="Sureness002" type="radio" value="Sure" />Sure</label></div>

<div class="radio"><label><input name="Sureness002" type="radio" value="Unsure" />Unsure</label></div>
</fieldset>

<fieldset><label>2c. </label>If you were the deciding moderator, would you publish the above comment?

<div class="radio"><label><input name="MediaQ002" type="radio" value="Yes"

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/>Yes</label></div>

<div class="radio"><label><input name="MediaQ002" type="radio" value="No"
/>No</label></div>
</fieldset>

<fieldset><label>2d.&nbsp;</label><strong>Would you nominate the above comment for the
honor of &ldquo;best&rdquo; comment?</strong> (Please be critical and use sparingly.)

<div class="radio"><label><input name="Best002" type="radio" value="Yes"
/>Yes</label></div>

<div class="radio"><label><input name="Best002" type="radio" value="No"
/>No</label></div>
</fieldset>
</div>

<p>-----</p>

<div><strong>3.</strong> ${UNIQUE_ID3}

<table border="1" style="font-size:12px;">
  <tbody>
    <tr>
      <td>${COMMENT_TEXT3}</td>
    </tr>
  </tbody>
</table>
</div>
&nbsp;

<div class="inputfields">
<fieldset><label>3a.&nbsp;</label><span style="font-family: Verdana, Geneva, sans-
serif; font-size: 12px; font-weight: bold;">Incivility - Does this comment contain ANY
rude, disrespectful, or uncivil language or tone</span><label>?</label>

<div class="radio"><label><input name="Incivility003" type="radio" value="1"
/>Yes</label></div>

<div class="radio"><label><input name="Incivility003" type="radio" value="0"
/>No</label></div>
</fieldset>

<fieldset><label>3b. How sure are you of your response?</label>

<div class="radio"><label><input name="Sureness003" type="radio" value="Sure"
/>Sure</label></div>

<div class="radio"><label><input name="Sureness003" type="radio" value="Unsure"
/>Unsure</label></div>
</fieldset>

<fieldset><label>3c.&nbsp;</label><strong style="font-family: Verdana, Geneva, sans-
serif; font-size: 12px;">If you were the deciding moderator, would you publish the
above comment?</strong>

<div class="radio"><label><input name="MediaQ003" type="radio" value="Yes"
/>Yes</label></div>

<div class="radio"><label><input name="MediaQ003" type="radio" value="No"
/>No</label></div>
</fieldset>

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<fieldset><label>3d.&nbsp;</label><strong>Would you nominate the above comment for the
honor of &ldquo;best&rdquo; comment?</strong> (Please be critical and use sparingly.)

<div class="radio"><label><input name="Best003" type="radio" value="Yes"
/>Yes</label></div>

<div class="radio"><label><input name="Best003" type="radio" value="No"
/>No</label></div>
</fieldset>
</div>

<p><span style="font-family: Verdana, Geneva, sans-serif; font-size: 12px;">-----
-----</span></p>

<div><strong>4.</strong> ${UNIQUE_ID4}

<table border="1" style="font-size:12px;">
  <tbody>
    <tr>
      <td>${COMMENT_TEXT4}</td>
    </tr>
  </tbody>
</table>
</div>
&nbsp;

<div class="inputfields">
<fieldset><label>4a.&nbsp;</label><span style="font-family: Verdana, Geneva, sans-
serif; font-size: 12px; font-weight: bold;">Incivility - Does this comment contain ANY
rude, disrespectful, or uncivil language or tone?</span>

<div class="radio"><label><input name="Incivility004" type="radio" value="1"
/>Yes</label></div>

<div class="radio"><label><input name="Incivility004" type="radio" value="0"
/>No</label></div>
</fieldset>

<fieldset><label>4b. How sure are you of your response?</label>

<div class="radio"><label><input name="Sureness004" type="radio" value="Sure"
/>Sure</label></div>

<div class="radio"><label><input name="Sureness004" type="radio" value="Unsure"
/>Unsure</label></div>
</fieldset>

<fieldset><label>4c.&nbsp;</label><strong style="font-family: Verdana, Geneva, sans-
serif; font-size: 12px;">If you were the deciding moderator, would you publish the
above comment?</strong>

<div class="radio"><label><input name="MediaQ004" type="radio" value="Yes"
/>Yes</label></div>

<div class="radio"><label><input name="MediaQ004" type="radio" value="No"
/>No</label></div>
</fieldset>

<fieldset><label>4d.&nbsp;</label><strong>Would you nominate the above comment for the
honor of &ldquo;best&rdquo; comment?</strong> (Please be critical and use sparingly.)

<div class="radio"><label><input name="Best004" type="radio" value="Yes"
/>Yes</label></div>

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<div class="radio"><label><input name="Best004" type="radio" value="No"
/>No</label></div>
</fieldset>
</div>

<p><span style="font-family: Verdana, Geneva, sans-serif; font-size: 12px;">-----
-----</span></p>

<div><strong>5.</strong> ${UNIQUE_ID5}

<table border="1" style="font-size:12px;">
  <tbody>
    <tr>
      <td>${COMMENT_TEXT5}</td>
    </tr>
  </tbody>
</table>
</div>
&nbsp;

<div class="inputfields">
<fieldset><label>5a.&nbsp;</label><span style="font-family: Verdana, Geneva, sans-
serif; font-size: 12px; font-weight: bold;">Incivility - Does this comment contain ANY
rude, disrespectful, or uncivil language or tone?</span>

<div class="radio"><label><input name="Incivility005" type="radio" value="1"
/>Yes</label></div>

<div class="radio"><label><input name="Incivility005" type="radio" value="0"
/>No</label></div>
</fieldset>

<fieldset><label>5b. How sure are you of your response?</label>

<div class="radio"><label><input name="Sureness005" type="radio" value="Sure"
/>Sure</label></div>

<div class="radio"><label><input name="Sureness005" type="radio" value="Unsure"
/>Unsure</label></div>
</fieldset>

<fieldset><label>5c.&nbsp;</label><strong style="font-family: Verdana, Geneva, sans-
serif; font-size: 12px;">If you were the deciding moderator, would you publish the
above comment?</strong>

<div class="radio"><label><input name="MediaQ005" type="radio" value="Yes"
/>Yes</label></div>

<div class="radio"><label><input name="MediaQ005" type="radio" value="No"
/>No</label></div>
</fieldset>

<fieldset><label>5d.&nbsp;</label><strong>Would you nominate the above comment for the
honor of &ldquo;best&rdquo; comment?</strong> (Please be critical and use sparingly.)

<div class="radio"><label><input name="Best005" type="radio" value="Yes"
/>Yes</label></div>

<div class="radio"><label><input name="Best005" type="radio" value="No"
/>No</label></div>
</fieldset>
</div>

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<p><span style="font-family: Verdana, Geneva, sans-serif; font-size: 12px;">-----
-----</span></p>

<div><strong>6.</strong> ${UNIQUE_ID6}

<table border="1" style="font-size:12px;">
  <tbody>
    <tr>
      <td>${COMMENT_TEXT6}</td>
    </tr>
  </tbody>
</table>
</div>
&nbsp;

<div class="inputfields">
<fieldset><label>6a.&nbsp;</label><span style="font-family: Verdana, Geneva, sans-
serif; font-size: 12px; font-weight: bold;">Incivility - Does this comment contain ANY
rude, disrespectful, or uncivil language or tone?</span>

<div class="radio"><label><input name="Incivility006" type="radio" value="1"
/>Yes</label></div>

<div class="radio"><label><input name="Incivility006" type="radio" value="0"
/>No</label></div>
</fieldset>

<fieldset><label>6b. How sure are you of your response?</label>

<div class="radio"><label><input name="Sureness006" type="radio" value="Sure"
/>Sure</label></div>

<div class="radio"><label><input name="Sureness006" type="radio" value="Unsure"
/>Unsure</label></div>
</fieldset>

<fieldset><label>6c.&nbsp;</label><strong style="font-family: Verdana, Geneva, sans-
serif; font-size: 12px;">If you were the deciding moderator, would you publish the
above comment?</strong>

<div class="radio"><label><input name="MediaQ006" type="radio" value="Yes"
/>Yes</label></div>

<div class="radio"><label><input name="MediaQ006" type="radio" value="No"
/>No</label></div>
</fieldset>

<fieldset><label>6d.&nbsp;</label><strong>Would you nominate the above comment for the
honor of &ldquo;best&rdquo; comment?</strong> (Please be critical and use sparingly.)

<div class="radio"><label><input name="Best006" type="radio" value="Yes"
/>Yes</label></div>

<div class="radio"><label><input name="Best006" type="radio" value="No"
/>No</label></div>
</fieldset>
</div>

<p><span style="font-family: Verdana, Geneva, sans-serif; font-size: 12px;">-----
-----</span></p>

<div><strong>7.</strong> ${UNIQUE_ID7}

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<table border="1" style="font-size:12px;">
  <tbody>
    <tr>
      <td>${COMMENT_TEXT7}</td>
    </tr>
  </tbody>
</table>
</div>
&nbsp;

<div class="inputfields">
<fieldset><label>7a.&nbsp;</label><span style="font-family: Verdana, Geneva, sans-
serif; font-size: 12px; font-weight: bold;">Incivility - Does this comment contain ANY
rude, disrespectful, or uncivil language or tone?</span>

<div class="radio"><label><input name="Incivility007" type="radio" value="1"
/>Yes</label></div>

<div class="radio"><label><input name="Incivility007" type="radio" value="0"
/>No</label></div>
</fieldset>

<fieldset><label>7b. How sure are you of your response?</label>

<div class="radio"><label><input name="Sureness007" type="radio" value="Sure"
/>Sure</label></div>

<div class="radio"><label><input name="Sureness007" type="radio" value="Unsure"
/>Unsure</label></div>
</fieldset>

<fieldset><label>7c.&nbsp;</label><strong style="font-family: Verdana, Geneva, sans-
serif; font-size: 12px;">If you were the deciding moderator, would you publish the
above comment?</strong>

<div class="radio"><label><input name="MediaQ007" type="radio" value="Yes"
/>Yes</label></div>

<div class="radio"><label><input name="MediaQ007" type="radio" value="No"
/>No</label></div>
</fieldset>

<fieldset><label>7d.&nbsp;</label><strong>Would you nominate the above comment for the
honor of &ldquo;best&rdquo; comment?</strong> (Please be critical and use sparingly.)

<div class="radio"><label><input name="Best007" type="radio" value="Yes"
/>Yes</label></div>

<div class="radio"><label><input name="Best007" type="radio" value="No"
/>No</label></div>
</fieldset>
</div>

<p><span style="font-family: Verdana, Geneva, sans-serif; font-size: 12px;">-----
-----</span></p>

<div><strong>8.</strong> ${UNIQUE_ID8}

<table border="1" style="font-size:12px;">
  <tbody>
    <tr>
      <td>${COMMENT_TEXT8}</td>
    </tr>
  </tbody>
</table>

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        </tr>
    </tbody>
</table>
</div>
&nbsp;

<div class="inputfields">
<fieldset><label>8a.&nbsp;</label><span style="font-family: Verdana, Geneva, sans-
serif; font-size: 12px; font-weight: bold;">Incivility - Does this comment contain ANY
rude, disrespectful, or uncivil language or tone?</span>

<div class="radio"><label><input name="Incivility008" type="radio" value="1"
/>Yes</label></div>

<div class="radio"><label><input name="Incivility008" type="radio" value="0"
/>No</label></div>
</fieldset>

<fieldset><label>8b. How sure are you of your response?</label>

<div class="radio"><label><input name="Sureness008" type="radio" value="Sure"
/>Sure</label></div>

<div class="radio"><label><input name="Sureness008" type="radio" value="Unsure"
/>Unsure</label></div>
</fieldset>

<fieldset><label>8c.&nbsp;</label><strong style="font-family: Verdana, Geneva, sans-
serif; font-size: 12px;">If you were the deciding moderator, would you publish the
above comment?</strong>

<div class="radio"><label><input name="MediaQ008" type="radio" value="Yes"
/>Yes</label></div>

<div class="radio"><label><input name="MediaQ008" type="radio" value="No"
/>No</label></div>
</fieldset>

<fieldset><label>8d.&nbsp;</label><strong>Would you nominate the above comment for the
honor of &ldquo;best&rdquo; comment?</strong> (Please be critical and use sparingly.)

<div class="radio"><label><input name="Best008" type="radio" value="Yes"
/>Yes</label></div>

<div class="radio"><label><input name="Best008" type="radio" value="No"
/>No</label></div>
</fieldset>
</div>

<p><span style="font-family: Verdana, Geneva, sans-serif; font-size: 12px;">-----
-----</span></p>

<div><strong>9.</strong> ${UNIQUE_ID9}

<table border="1" style="font-size:12px;">
    <tbody>
        <tr>
            <td>${COMMENT_TEXT9}</td>
        </tr>
    </tbody>
</table>
</div>
&nbsp;

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<div class="inputfields">
<fieldset><label>9a.&nbsp;&nbsp;&nbsp;</label><span style="font-family: Verdana, Geneva, sans-
serif; font-size: 12px; font-weight: bold;">Incivility - Does this comment contain ANY
rude, disrespectful, or uncivil language or tone?</span>

<div class="radio"><label><input name="Incivility009" type="radio" value="1"
/>Yes</label></div>

<div class="radio"><label><input name="Incivility009" type="radio" value="0"
/>No</label></div>
</fieldset>

<fieldset><label>9b. How sure are you of your response?</label>

<div class="radio"><label><input name="Sureness009" type="radio" value="Sure"
/>Sure</label></div>

<div class="radio"><label><input name="Sureness009" type="radio" value="Unsure"
/>Unsure</label></div>
</fieldset>

<fieldset><label>9c.&nbsp;&nbsp;&nbsp;</label><strong style="font-family: Verdana, Geneva, sans-
serif; font-size: 12px;">If you were the deciding moderator, would you publish the
above comment?</strong>

<div class="radio"><label><input name="MediaQ009" type="radio" value="Yes"
/>Yes</label></div>

<div class="radio"><label><input name="MediaQ009" type="radio" value="No"
/>No</label></div>
</fieldset>

<fieldset><label>9d.&nbsp;&nbsp;&nbsp;</label><strong>Would you nominate the above comment for the
honor of &ldquo;best&rdquo; comment?</strong> (Please be critical and use sparingly.)

<div class="radio"><label><input name="Best009" type="radio" value="Yes"
/>Yes</label></div>

<div class="radio"><label><input name="Best009" type="radio" value="No"
/>No</label></div>
</fieldset>
</div>

<p><span style="font-family: Verdana, Geneva, sans-serif; font-size: 12px;">-----
-----</span></p>

<div><strong>10.</strong> ${UNIQUE_ID10}

<table border="1" style="font-size:12px;">
  <tbody>
    <tr>
      <td>${COMMENT_TEXT10}</td>
    </tr>
  </tbody>
</table>
</div>
&nbsp;&nbsp;&nbsp;

<div class="inputfields">
<fieldset><label>10a.&nbsp;&nbsp;&nbsp;</label><span style="font-family: Verdana, Geneva, sans-
serif; font-size: 12px; font-weight: bold;">Incivility - Does this comment contain ANY
rude, disrespectful, or uncivil language or tone?</span>

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<div class="radio"><label><input name="Incivility010" type="radio" value="1"
/>Yes</label></div>

<div class="radio"><label><input name="Incivility010" type="radio" value="0"
/>No</label></div>
</fieldset>

<fieldset><label>10b. How sure are you of your response?</label>

<div class="radio"><label><input name="Sureness010" type="radio" value="Sure"
/>Sure</label></div>

<div class="radio"><label><input name="Sureness010" type="radio" value="Unsure"
/>Unsure</label></div>
</fieldset>

<fieldset><label>10c.    </label><strong style="font-family: Verdana, Geneva, sans-
serif; font-size: 12px;">If you were the deciding moderator, would you publish the
above comment?</strong>

<div class="radio"><label><input name="MediaQ010" type="radio" value="Yes"
/>Yes</label></div>

<div class="radio"><label><input name="MediaQ010" type="radio" value="No"
/>No</label></div>
</fieldset>

<fieldset><label>10d.    </label><strong>Would you nominate the above comment for
the honor of &ldquo;best&rdquo; comment?</strong> (Please be critical and use
sparingly.)

<div class="radio"><label><input name="Best010" type="radio" value="Yes"
/>Yes</label></div>

<div class="radio"><label><input name="Best010" type="radio" value="No"
/>No</label></div>
</fieldset>
</div>

<p><span style="font-family: Verdana, Geneva, sans-serif; font-size: 12px;">-----
-----</span></p>

<fieldset><label>11. If you have any comments, please enter them
below.</label><textarea class="form-control" cols="120" name="Q6MultiLineTextInput"
rows="3"></textarea></fieldset>
</div>
</section>

```

HTML SOURCE CODE, MTURK TASK 2

```

<p><strong></strong><!-- Bootstrap v3.0.3 --></p>
<link href="https://s3.amazonaws.com/mturk-public/bs30/css/bootstrap.min.css"
rel="stylesheet" />
<section class="container" id="TranscriptionFromAnImage" style="margin-bottom:15px;
padding: 10px 10px; font-family: Verdana, Geneva, sans-serif; color:#333333; font-
size:0.9em;">
<div class="row col-xs-12 col-md-12"><!-- Instructions -->
<div class="panel panel-primary">
<div class="panel-heading"><strong>Instructions</strong></div>

```

<div class="panel-body">
<h6>By completing this HIT, you are giving consent to researchers at the University of Texas at Austin to use your answers for academic purposes. All identifying worker IDs will be removed from the final data set.</h6>

<p>PLEASE READ THE FOLLOWING INSTRUCTIONS CAREFULLY BEFORE ANSWERING QUESTIONS.</p>

<center></center>

<center> </center>

<center>Your assignment for this task is to:</center>

<center> </center>

<p> </p>

<p>You will be asked to check each comment for the following incivility categories:</p>

Obscene Language / Vulgarities

<ul style="list-style-type:circle;">
Includes lewd, vulgar, profane, racist and sexually oriented language.
Includes <u>abbreviations</u> such as “stfu,” “lmao” and "wtf."
Includes <u>colloquialisms</u> &and words standing in for curse words &such as “crap,“ “damn,” “ass,” “hell,” “heck” and “friggin.”

Insulting Language / Name Calling

<ul style="list-style-type:circle;">
Insulting Language / Name Calling is characterized by words &that make the subject look foolish, inept, hypocritical, deceitful, or dangerous.
Includes words and synonyms for Liar(s), Lying, and Telling a Lie.

Shutting Down the Conversation

The commenter is trying to shut down the conversation or limit the discussion being had.
Examples of Shutting Down the Conversation:


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        <li>&ldquo;John, shut up,&rdquo; and &ldquo;Rick Perry needs to
shut his piehole!<span style="font-family: Verdana, Geneva, sans-serif; font-size:
12px;">&rdquo;</span></li>
        <li>&ldquo;Mind your own business!&rdquo;</li>
        <li>&ldquo;Shame on you for saying that,&rdquo; and &ldquo;Maybe
you should quit complaining about it.<span style="font-family: Verdana, Geneva, sans-
serif; font-size: 12px;">&rdquo;</span></li>
        <li><span style="font-family: Verdana, Geneva, sans-serif; font-
size: 12px;">&ldquo;</span>You have no idea what you&#39;re talking about.<span
style="font-family: Verdana, Geneva, sans-serif; font-size: 12px;">&rdquo;</span></li>
    </ul>
</li>
</ul>
</li>
<li><span style="color:#000099;"><b>Ideologically Extreme Language</b></span>
<ul>
    <li>The comment mentions in some way political partisanship (e.g.
Republicans / GOP / Democrats)&nbsp;&nbsp;&nbsp;or ideology (e.g. conservative / liberal /
socialism).</li>
    <li>It uses&nbsp;&nbsp;&nbsp;extremist language&nbsp;&nbsp;&nbsp;to critically describe a person,
group of people, branch of the government, political party, or other
organizations&#39; behaviors, planned behaviors, policies, or views.</li>
    <li>Includes&nbsp;&nbsp;&nbsp;<u>political insults</u>&nbsp;&nbsp;&nbsp;negatively calling groups
&ldquo;liberals&rdquo; or &ldquo;conservatives.&rdquo;</li>
    <li><em>Examples of Ideologically Extreme Language:</em>
    <ul>
        <li>Right-wing, left-wing, liberal or conservative (meant in
demeaning way).&nbsp;&nbsp;&nbsp;Labels like Socialist, Fascist, etc. count here.</li>
        <li>&ldquo;Conservative bible thumpers trying to shove their
beliefs down everyone&rsquo;s throat...&rdquo;</li>
        <li>&ldquo;Democrats / Republicans are almost always
wrong.&rdquo;</li>
    </ul>
    </li>
</ul>
</li>
<li><span style="color:#000099;"><b>Stereotyping</b></span>
<ul style="list-style-type:circle;">
    <li>Associates a person or group by using <u>labels with an intended
negative meaning</u>.</li>
    <li>Includes such things as <span style="font-family: Verdana, Geneva,
sans-serif; font-size: 12px;">&ldquo;</span>faggots,<span style="font-family: Verdana,
Geneva, sans-serif; font-size: 12px;">&rdquo;</span> <span style="font-family:
Verdana, Geneva, sans-serif; font-size: 12px;">&ldquo;</span>illegals,<span
style="font-family: Verdana, Geneva, sans-serif; font-size: 12px;">&rdquo;</span>
<span style="font-family: Verdana, Geneva, sans-serif; font-size:
12px;">&ldquo;</span>pot heads,<span style="font-family: Verdana, Geneva, sans-serif;
font-size: 12px;">&rdquo;</span>&nbsp;&nbsp;&nbsp;<span style="font-family: Verdana, Geneva, sans-
serif; font-size: 12px;">&ldquo;</span>bigots,<span style="font-family: Verdana,
Geneva, sans-serif; font-size: 12px;">&rdquo;</span> <span style="font-family:
Verdana, Geneva, sans-serif; font-size: 12px;">&ldquo;</span>drunks,<span style="font-
family: Verdana, Geneva, sans-serif; font-size: 12px;">&rdquo;</span> and <span
style="font-family: Verdana, Geneva, sans-serif; font-size: 12px;">&ldquo;</span>bible
thumpers.<span style="font-family: Verdana, Geneva, sans-serif; font-size:
12px;">&rdquo;</span></li>
    </ul>
    <li><span style="color:#000099;"><strong>Exaggerated Argument</strong></span>
    <ul>
        <li>This is a very&nbsp;&nbsp;&nbsp;<u>dramatic negative exaggeration that
significantly misrepresents or obscures the truth</u>.</li>
        <li>Often contains an&nbsp;&nbsp;&nbsp;argument with&nbsp;&nbsp;&nbsp;<u>irrational or illogical
reasoning.</u></li>
    </ul>
</li>

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        <li>Exaggerated statements often seem to shut down the other side by not
        giving them any legitimate space to present their views.&nbsp;</li>
        <li>Includes&nbsp;<u>slippery slope arguments</u>,&nbsp;<u>suggesting that
        some behavior, policy, or decision is a small step that will inevitably pave the way
        for much more extreme behaviors, policies, or decisions.</li>
        <li>Includes&nbsp;<u>extreme language</u>, i.e. over-the-
        top&nbsp;<u>keywords such as &ldquo;murder,&rdquo; &ldquo;terrorists,&rdquo; or
        &ldquo;kill.&rdquo;</li>
        <li><em>Examples of Exaggerated Argument:</em>
        <ul>
            <li>&ldquo;I watched him talk for about 20 minutes &ndash; watched
            his body language and I knew he was not good news for the USA!&rdquo;</li>
            <li>&ldquo;Can&#39;t he see that everyone wants him out of
            TX?&rdquo; <em>(The word &quot;everyone&quot; is an exaggerated keyword
            here.)</em></li>
            <li>&ldquo;None of them are for the ppl. They are for taking the
            ppls money. End of story!&rdquo;</li>
        </ul>
        </li>
    </ul>
</div>
</div>
</div>
<!-- End Instructions -->

<section>
<div>
<p><strong>1.</strong> ${UNIQUE_ID1}</p>

<table border="1" style="font-size:12px;">
    <tbody>
        <tr>
            <td>
                <td>${COMMENT_TEXT1}</td>
            </tr>
        </tbody>
    </table>

<p>&nbsp;</p>

<fieldset><span style="font-weight: bold; line-height: 1.6em;">1a. Please check the
types of incivility this comment contains to the best of your ability - you may check
more than one option. If there is no incivility present, please select &quot;This
contains no incivility.&quot;</span>

<div class="checkbox" style="font-family: Verdana, Geneva, sans-serif; font-size:
12px;"><label><input name="Q001Incivility" type="checkbox" value="obscenity"
/><strong>Obscene Language/Vulgarity </strong></label><em>This includes
profane/racist/sexually oriented language, abbreviations like &quot;wtf,&quot; and
colloquialisms such as &quot;damn&quot; and &quot;hell.&quot;</em></div>

<div class="checkbox" style="font-family: Verdana, Geneva, sans-serif; font-size:
12px;"><label><input name="Q001Incivility" type="checkbox" value="NameCalling"
/><strong>Insulting Language/Name Calling</strong> (</label><em>This includes words
meant to make a person or group look foolish, inept, hypocritical, deceitful or
dangerous. Also include references to being a liar.)</em></div>

<div class="checkbox" style="font-family: Verdana, Geneva, sans-serif; font-size:
12px;"><label><input name="Q001Incivility" type="checkbox" value="ShuttingDown"
/><strong>Shutting down the conversation</strong> </label><em>(This means to stop or
limit the discussion being had such as &quot;shut up,&quot; or &quot;quit
complaining.&quot;</em></div>

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<div class="checkbox" style="font-family: Verdana, Geneva, sans-serif; font-size: 12px;"><label><input name="Q001Incivility" type="checkbox" value="IdeoExtreme" /><strong>Ideologically Extreme Language&nbsp;</strong></label><em>(This includes words/labels explicitly referencing political parties or ideologies in a negative way or using extreme language to criticize said group, e.g. &quot;Democrats/Republicans are always wrong.&quot;)</em></div>
```

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<div class="checkbox" style="font-family: Verdana, Geneva, sans-serif; font-size: 12px;"><label><input name="Q001Incivility" type="checkbox" value="Stereotyping" /><strong>Stereotyping</strong> </label><em>(This includes generalizing a person or group with labels intending a negative meaning such as &quot;illegals,&quot; &quot;pot heads,&quot; and &quot;drunks.&quot;)</em></div>
```

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<div class="checkbox" style="font-family: Verdana, Geneva, sans-serif; font-size: 12px;"><label><input name="Q001Incivility" type="checkbox" value="Exaggerated" /><strong>Exaggerated Argument </strong></label><em>(This includes a dramatic negative exaggeration, irrational/illogical arguments, slippery slope arguments or over-the-top keywords like &quot;kill,&quot; &quot;terrorists,&quot; and &quot;murder.&quot;)</em></div>
```

```
<div class="checkbox" style="font-family: Verdana, Geneva, sans-serif; font-size: 12px;"><label><input name="Q001Incivility" type="checkbox" value="0" /><strong>This contains no incivility</strong></label></div></fieldset></div>
```

```
<fieldset><p>&nbsp;</p>
```

```
<p><label>1b.&nbsp;</label>&ldquo;Desirable&rdquo; comment sections include respectful conversation. While many news organizations monitor their online comments, it is important not to remove posts that express unpopular ideas for the sake of being &ldquo;politically correct.&rdquo; However, removing &ldquo;harmful&rdquo; comments that do not move conversation forward is important.</p>
```

```
<p><strong>If you were the deciding moderator, would you publish the above comment?</strong></p>
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<div class="radio"><label><input name="MediaQ001" type="radio" value="Yes" />Yes</label></div>
```

```
<div class="radio"><label><input name="MediaQ001" type="radio" value="No" />No</label></div></fieldset>
```

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<fieldset><p>&nbsp;</p>
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<p><label>1c.&nbsp;</label>Some news organizations highlight the very best comments written by users and display them at the top of comment sections or issue them a &quot;gold star.&quot; These contain&nbsp;high quality writing, evidence, and thoughtful&nbsp;argument - ones that even if you did not necessarily agree with the position, can still respect and appreciate the way in which it was presented.</p>
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```
<p><strong>Would you nominate the above comment for the honor of &ldquo;best&rdquo; comment?</strong> (Please be critical and use sparingly.)</p>
```

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<div class="radio"><label><input name="Best001" type="radio" value="Yes" />Yes</label></div>
```

```
<div class="radio"><label><input name="Best001" type="radio" value="No" />No</label><span style="font-size: 0.9em; line-height: 1.6em;"></span></div></fieldset>
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<p><strong>2.</strong> ${UNIQUE_ID2}</p>

<table border="1" style="font-size:12px;">
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    <tr>
      <td>${COMMENT_TEXT2}</td>
    </tr>
  </tbody>
</table>

<p>&nbsp;</p>

<fieldset><span style="font-weight: bold; line-height: 1.6em;">2a. Please check the
types of incivility this comment contains to the best of your ability - you may check
more than one option. If there is no incivility present, please select &quot;This
contains no incivility.&quot;</span>

<div class="checkbox" style="font-family: Verdana, Geneva, sans-serif; font-size:
12px;"><label><input name="Q002Incivility" type="checkbox" value="obscenity"
/><strong>Obscene Language/Vulgarity </strong></label><em>This includes
profane/racist/sexually oriented language, abbreviations like &quot;wtf,&quot; and
colloquialisms such as &quot;damn&quot; and &quot;hell.&quot;</em></div>

<div class="checkbox" style="font-family: Verdana, Geneva, sans-serif; font-size:
12px;"><label><input name="Q002Incivility" type="checkbox" value="NameCalling"
/><strong>Insulting Language/Name Calling</strong> </label><em>This includes words
meant to make a person or group look foolish, inept, hypocritical, deceitful or
dangerous. Also include references to being a liar.</em></div>

<div class="checkbox" style="font-family: Verdana, Geneva, sans-serif; font-size:
12px;"><label><input name="Q002Incivility" type="checkbox" value="ShuttingDown"
/><strong>Shutting down the conversation</strong> </label><em>(This means to stop or
limit the discussion being had such as &quot;shut up,&quot; or &quot;quit
complaining.&quot;</em></div>

<div class="checkbox" style="font-family: Verdana, Geneva, sans-serif; font-size:
12px;"><label><input name="Q002Incivility" type="checkbox" value="IdeoExtreme"
/><strong>Ideologically Extreme Language&nbsp;</strong></label><em>(This includes
words/labels explicitly referencing political parties or ideologies in a negative way
or using extreme language to criticize said group, e.g. &quot;Democrats/Republicans
are always wrong.&quot;</em></div>

<div class="checkbox" style="font-family: Verdana, Geneva, sans-serif; font-size:
12px;"><label><input name="Q002Incivility" type="checkbox" value="Stereotyping"
/><strong>Stereotyping</strong> </label><em>(This includes generalizing a person or
group with labels intending a negative meaning such as &quot;illegals,&quot; &quot;pot
heads,&quot; and &quot;drunks.&quot;</em></div>

<div class="checkbox" style="font-family: Verdana, Geneva, sans-serif; font-size:
12px;"><label><input name="Q002Incivility" type="checkbox" value="Exaggerated"
/><strong>Exaggerated Argument </strong></label><em>(This includes a dramatic negative
exaggeration, irrational/illogical arguments, slippery slope arguments or over-the-top
keywords like &quot;kill,&quot; &quot;terrorists,&quot; and
&quot;murder.&quot;</em></div>

<div class="checkbox" style="font-family: Verdana, Geneva, sans-serif; font-size:
12px;"><label><input name="Q002Incivility" type="checkbox" value="0" /><strong>This
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```
contains no incivility</strong></label></div>

<fieldset>
<p>&nbsp;</p>
</fieldset>

<fieldset>
<p><label>2b.&nbsp;</label>&ldquo;Desirable&rdquo; comment sections include
respectful conversation. While many news organizations monitor their online comments,
it is important not to remove posts that express unpopular ideas for the sake of being
&ldquo;politically correct.&rdquo; However, removing &ldquo;harmful&rdquo; comments
that do not move conversation forward is important.</p>

<p><strong>If you were the deciding moderator, would you publish the above
comment?</strong></p>

<div class="radio"><label><input name="MediaQ002" type="radio" value="Yes"
/>Yes</label></div>

<div class="radio"><label><input name="MediaQ002" type="radio" value="No"
/>No</label></div>
</fieldset>

<fieldset>
<p>&nbsp;</p>

<p><label>2c.&nbsp;</label>Some news organizations highlight the very best comments
written by users and display them at the top of comment sections or issue them a
&quot;gold star.&quot; These contain&nbsp;&nbsp;high quality writing, evidence, and
thoughtful&nbsp;&nbsp;argument - ones that even if you did not necessarily agree with the
position, can still respect and appreciate the way in which it was presented.</p>

<p><strong>Would you nominate the above comment for the honor of &ldquo;best&rdquo;
comment?</strong> (Please be critical and use sparingly.)</p>

<div class="radio"><label><input name="Best002" type="radio" value="Yes"
/>Yes</label></div>

<div class="radio"><label><input name="Best002" type="radio" value="No"
/>No</label><span style="font-size: 0.9em; line-height: 1.6em;"></span></div>
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</section>

<section>
<p>-----
-----</p>

<p><strong>3.</strong> ${UNIQUE_ID3}</p>

<table border="1" style="font-size:12px;">
  <tbody>
    <tr>
      <td>${COMMENT_TEXT3}</td>
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  </tbody>
</table>

<p>&nbsp;</p>

<fieldset><span style="font-weight: bold; line-height: 1.6em;">3a. Please check the
types of incivility this comment contains to the best of your ability - you may check
more than one option. If there is no incivility present, please select &quot;This
```

contains no incivility."

```
<div class="checkbox" style="font-family: Verdana, Geneva, sans-serif; font-size: 12px;"><label><input name="Q003Incivility" type="checkbox" value="obsenity" /><strong>Obscene Language/Vulgarity </strong></label><em>This includes profane/racist/sexually oriented language, abbreviations like &quot;wtf,&quot; and colloquialisms such as &quot;damn&quot; and &quot;hell.&quot;)</em></div>
```

```
<div class="checkbox" style="font-family: Verdana, Geneva, sans-serif; font-size: 12px;"><label><input name="Q003Incivility" type="checkbox" value="NameCalling" /><strong>Insulting Language/Name Calling</strong> (</label><em>This includes words meant to make a person or group look foolish, inept, hypocritical, deceitful or dangerous. Also include references to being a liar.)</em></div>
```

```
<div class="checkbox" style="font-family: Verdana, Geneva, sans-serif; font-size: 12px;"><label><input name="Q003Incivility" type="checkbox" value="ShuttingDown" /><strong>Shutting down the conversation</strong> </label><em>(This means to stop or limit the discussion being had such as &quot;shut up,&quot; or &quot;quit complaining.&quot;)</em></div>
```

```
<div class="checkbox" style="font-family: Verdana, Geneva, sans-serif; font-size: 12px;"><label><input name="Q003Incivility" type="checkbox" value="IdeoExtreme" /><strong>Ideologically Extreme Language&nbsp;</strong></label><em>(This includes words/labels explicitly referencing political parties or ideologies in a negative way or using extreme language to criticize said group, e.g. &quot;Democrats/Republicans are always wrong.&quot;)</em></div>
```

```
<div class="checkbox" style="font-family: Verdana, Geneva, sans-serif; font-size: 12px;"><label><input name="Q003Incivility" type="checkbox" value="Stereotyping" /><strong>Stereotyping</strong> </label><em>(This includes generalizing a person or group with labels intending a negative meaning such as &quot;illegals,&quot; &quot;pot heads,&quot; and &quot;dunks.&quot;)</em></div>
```

```
<div class="checkbox" style="font-family: Verdana, Geneva, sans-serif; font-size: 12px;"><label><input name="Q003Incivility" type="checkbox" value="Exaggerated" /><strong>Exaggerated Argument </strong></label><em>(This includes a dramatic negative exaggeration, irrational/illogical arguments, slippery slope arguments or over-the-top keywords like &quot;kill,&quot; &quot;terrorists,&quot; and &quot;murder.&quot;)</em></div>
```

```
<div class="checkbox" style="font-family: Verdana, Geneva, sans-serif; font-size: 12px;"><label><input name="Q003Incivility" type="checkbox" value="0" /><strong>This contains no incivility</strong></label></div>
```

```
<fieldset>  
<p>&nbsp;</p>
```

```
<p><label>3b.&nbsp;</label>&ldquo;Desirable&rdquo; comment sections include respectful conversation. While many news organizations monitor their online comments, it is important not to remove posts that express unpopular ideas for the sake of being &ldquo;politically correct.&rdquo; However, removing &ldquo;harmful&rdquo; comments that do not move conversation forward is important.</p>
```

```
<p><strong>If you were the deciding moderator, would you publish the above comment?</strong></p>
```

```
<div class="radio"><label><input name="MediaQ003" type="radio" value="Yes" />Yes</label></div>
```

```
<div class="radio"><label><input name="MediaQ003" type="radio" value="No" />No</label></div>
```

```
</fieldset>
```

```
<fieldset>
<p>&nbsp;</p>

<p><label>3c.</label>Some news organizations highlight the very best comments
written by users and display them at the top of comment sections or issue them a
&quot;gold star.&quot; These contain&nbsp;high quality writing, evidence, and
thoughtful&nbsp;argument - ones that even if you did not necessarily agree with the
position, can still respect and appreciate the way in which it was presented.</p>

<p><strong>Would you nominate the above comment for the honor of &ldquo;best&rdquo;
comment?</strong> (Please be critical and use sparingly.)</p>

<div class="radio"><label><input name="Best003" type="radio" value="Yes"
/>Yes</label></div>

<div class="radio"><label><input name="Best003" type="radio" value="No"
/>No</label><span style="font-size: 0.9em; line-height: 1.6em;"></span></div>
</fieldset>
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</section>

<section>
<div>
<p>-----
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<p><strong>4.</strong> ${UNIQUE_ID4}</p>

<table border="1" style="font-size:12px;">
  <tbody>
    <tr>
      <td>${COMMENT_TEXT4}</td>
    </tr>
  </tbody>
</table>

<p>&nbsp;</p>

<fieldset><span style="font-weight: bold; line-height: 1.6em;">4a. Please check the
types of incivility this comment contains to the best of your ability - you may check
more than one option. If there is no incivility present, please select &quot;This
contains no incivility.&quot;</span>

<div class="checkbox" style="font-family: Verdana, Geneva, sans-serif; font-size:
12px;"><label><input name="Q004Incivility" type="checkbox" value="obscenity"
/><strong>Obscene Language/Vulgarity </strong></label><em>This includes
profane/racist/sexually oriented language, abbreviations like &quot;wtf,&quot; and
colloquialisms such as &quot;damn&quot; and &quot;hell.&quot;</em></div>

<div class="checkbox" style="font-family: Verdana, Geneva, sans-serif; font-size:
12px;"><label><input name="Q004Incivility" type="checkbox" value="NameCalling"
/><strong>Insulting Language/Name Calling</strong> (</label><em>This includes words
meant to make a person or group look foolish, inept, hypocritical, deceitful or
dangerous. Also include references to being a liar.)</em></div>

<div class="checkbox" style="font-family: Verdana, Geneva, sans-serif; font-size:
12px;"><label><input name="Q004Incivility" type="checkbox" value="ShuttingDown"
/><strong>Shutting down the conversation</strong> </label><em>(This means to stop or
limit the discussion being had such as &quot;shut up,&quot; or &quot;quit
complaining.&quot;)</em></div>

<div class="checkbox" style="font-family: Verdana, Geneva, sans-serif; font-size:
12px;"><label><input name="Q004Incivility" type="checkbox" value="IdeoExtreme"
/></div>
```

```
/><strong>Ideologically Extreme Language&nbsp;</strong></label><em>(This includes words/labels explicitly referencing political parties or ideologies in a negative way or using extreme language to criticize said group, e.g. &quot;Democrats/Republicans are always wrong.&quot;)</em></div>
```

```
<div class="checkbox" style="font-family: Verdana, Geneva, sans-serif; font-size: 12px;"><label><input name="Q004Incivility" type="checkbox" value="Stereotyping" /><strong>Stereotyping</strong> </label><em>(This includes generalizing a person or group with labels intending a negative meaning such as &quot;illegals,&quot; &quot;pot heads,&quot; and &quot;drunks.&quot;)</em></div>
```

```
<div class="checkbox" style="font-family: Verdana, Geneva, sans-serif; font-size: 12px;"><label><input name="Q004Incivility" type="checkbox" value="Exaggerated" /><strong>Exaggerated Argument </strong></label><em>(This includes a dramatic negative exaggeration, irrational/illogical arguments, slippery slope arguments or over-the-top keywords like &quot;kill,&quot; &quot;terrorists,&quot; and &quot;murder.&quot;)</em></div>
```

```
<div class="checkbox" style="font-family: Verdana, Geneva, sans-serif; font-size: 12px;"><label><input name="Q004Incivility" type="checkbox" value="0" /><strong>This contains no incivility</strong></label></div>
```

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<fieldset>  
<p>&nbsp;</p>
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<p><label>4b.&nbsp;</label>&ldquo;Desirable&rdquo; comment sections include respectful conversation. While many news organizations monitor their online comments, it is important not to remove posts that express unpopular ideas for the sake of being &ldquo;politically correct.&rdquo; However, removing &ldquo;harmful&rdquo; comments that do not move conversation forward is important.</p>
```

```
<p><strong>If you were the deciding moderator, would you publish the above comment?</strong></p>
```

```
<div class="radio"><label><input name="MediaQ004" type="radio" value="Yes" />Yes</label></div>
```

```
<div class="radio"><label><input name="MediaQ004" type="radio" value="No" />No</label></div>  
</fieldset>
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<fieldset>  
<p>&nbsp;</p>
```

```
<p><label>4c.&nbsp;</label>Some news organizations highlight the very best comments written by users and display them at the top of comment sections or issue them a &quot;gold star.&quot; These contain&nbsp;high quality writing, evidence, and thoughtful&nbsp;argument - ones that even if you did not necessarily agree with the position, can still respect and appreciate the way in which it was presented.</p>
```

```
<p><strong>Would you nominate the above comment for the honor of &ldquo;best&rdquo; comment?</strong> (Please be critical and use sparingly.)</p>
```

```
<div class="radio"><label><input name="Best004" type="radio" value="Yes" />Yes</label></div>
```

```
<div class="radio"><label><input name="Best004" type="radio" value="No" />No</label><span style="font-size: 0.9em; line-height: 1.6em;"></span></div>
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</fieldset>  
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<p><strong>5.</strong> ${UNIQUE_ID5}</p>

<table border="1" style="font-size:12px;">
  <tbody>
    <tr>
      <td>${COMMENT_TEXT5}</td>
    </tr>
  </tbody>
</table>

<p>&nbsp;</p>

<fieldset><span style="font-weight: bold; line-height: 1.6em;">5a. Please check the
types of incivility this comment contains to the best of your ability - you may check
more than one option. If there is no incivility present, please select &quot;This
contains no incivility.&quot;</span>

<div class="checkbox" style="font-family: Verdana, Geneva, sans-serif; font-size:
12px;"><label><input name="Q005Incivility" type="checkbox" value="obsenity"
/><strong>Obscene Language/Vulgarity </strong></label><em>This includes
profane/racist/sexually oriented language, abbreviations like &quot;wtf,&quot; and
colloquialisms such as &quot;damn&quot; and &quot;hell.&quot;</em></div>

<div class="checkbox" style="font-family: Verdana, Geneva, sans-serif; font-size:
12px;"><label><input name="Q005Incivility" type="checkbox" value="NameCalling"
/><strong>Insulting Language/Name Calling</strong> </label><em>This includes words
meant to make a person or group look foolish, inept, hypocritical, deceitful or
dangerous. Also include references to being a liar.</em></div>

<div class="checkbox" style="font-family: Verdana, Geneva, sans-serif; font-size:
12px;"><label><input name="Q005Incivility" type="checkbox" value="ShuttingDown"
/><strong>Shutting down the conversation</strong> </label><em>(This means to stop or
limit the discussion being had such as &quot;shut up,&quot; or &quot;quit
complaining.&quot;</em></div>

<div class="checkbox" style="font-family: Verdana, Geneva, sans-serif; font-size:
12px;"><label><input name="Q005Incivility" type="checkbox" value="IdeoExtreme"
/><strong>Ideologically Extreme Language&nbsp;</strong></label><em>(This includes
words/labels explicitly referencing political parties or ideologies in a negative way
or using extreme language to criticize said group, e.g. &quot;Democrats/Republicans
are always wrong.&quot;</em></div>

<div class="checkbox" style="font-family: Verdana, Geneva, sans-serif; font-size:
12px;"><label><input name="Q005Incivility" type="checkbox" value="Stereotyping"
/><strong>Stereotyping</strong> </label><em>(This includes generalizing a person or
group with labels intending a negative meaning such as &quot;illegals,&quot; &quot;pot
heads,&quot; and &quot;dunks.&quot;</em></div>

<div class="checkbox" style="font-family: Verdana, Geneva, sans-serif; font-size:
12px;"><label><input name="Q005Incivility" type="checkbox" value="Exaggerated"
/><strong>Exaggerated Argument </strong></label><em>(This includes a dramatic negative
exaggeration, irrational/illogical arguments, slippery slope arguments or over-the-top
keywords like &quot;kill,&quot; &quot;terrorists,&quot; and
&quot;murder.&quot;</em></div>

<div class="checkbox" style="font-family: Verdana, Geneva, sans-serif; font-size:
12px;"><label><input name="Q005Incivility" type="checkbox" value="0" /><strong>This
contains no incivility</strong></label></div>
```

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<fieldset>
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<p><label>5b.&nbsp;</label>&ldquo;Desirable&rdquo; comment sections include
respectful conversation. While many news organizations monitor their online comments,
it is important not to remove posts that express unpopular ideas for the sake of being
&ldquo;politically correct.&rdquo; However, removing &ldquo;harmful&rdquo; comments
that do not move conversation forward is important.</p>

<p><strong>If you were the deciding moderator, would you publish the above
comment?</strong></p>

<div class="radio"><label><input name="MediaQ005" type="radio" value="Yes"
/>Yes</label></div>

<div class="radio"><label><input name="MediaQ005" type="radio" value="No"
/>No</label></div>
</fieldset>

<fieldset>
<p>&nbsp;</p>

<p><label>5c.&nbsp;</label>Some news organizations highlight the very best comments
written by users and display them at the top of comment sections or issue them a
&quot;gold star.&quot; These contain&nbsp;&nbsp;&nbsp;high quality writing, evidence, and
thoughtful&nbsp;&nbsp;&nbsp;argument - ones that even if you did not necessarily agree with the
position, can still respect and appreciate the way in which it was presented.</p>

<p><strong>Would you nominate the above comment for the honor of &ldquo;best&rdquo;
comment?</strong> (Please be critical and use sparingly.)</p>

<div class="radio"><label><input name="Best005" type="radio" value="Yes"
/>Yes</label></div>

<div class="radio"><label><input name="Best005" type="radio" value="No"
/>No</label><span style="font-size: 0.9em; line-height: 1.6em;"></span></div>
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<p><strong>6.</strong> ${UNIQUE_ID6}</p>

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<fieldset><span style="font-weight: bold; line-height: 1.6em;">6a. Please check the
types of incivility this comment contains to the best of your ability - you may check
more than one option. If there is no incivility present, please select &quot;This
contains no incivility.&quot;</span>
```

```
<div class="checkbox" style="font-family: Verdana, Geneva, sans-serif; font-size: 12px;"><label><input name="Q006Incivility" type="checkbox" value="obscenity" /><strong>Obscene Language/Vulgarity </strong></label><em>This includes profane/racist/sexually oriented language, abbreviations like &quot;wtf,&quot; and colloquialisms such as &quot;damn&quot; and &quot;hell.&quot;</em></div>
```

```
<div class="checkbox" style="font-family: Verdana, Geneva, sans-serif; font-size: 12px;"><label><input name="Q006Incivility" type="checkbox" value="NameCalling" /><strong>Insulting Language/Name Calling</strong> </label><em>This includes words meant to make a person or group look foolish, inept, hypocritical, deceitful or dangerous. Also include references to being a liar.</em></div>
```

```
<div class="checkbox" style="font-family: Verdana, Geneva, sans-serif; font-size: 12px;"><label><input name="Q006Incivility" type="checkbox" value="ShuttingDown" /><strong>Shutting down the conversation</strong> </label><em>(This means to stop or limit the discussion being had such as &quot;shut up,&quot; or &quot;quit complaining.&quot;</em></div>
```

```
<div class="checkbox" style="font-family: Verdana, Geneva, sans-serif; font-size: 12px;"><label><input name="Q006Incivility" type="checkbox" value="IdeoExtreme" /><strong>Ideologically Extreme Language&nbsp;</strong></label><em>(This includes words/labels explicitly referencing political parties or ideologies in a negative way or using extreme language to criticize said group, e.g. &quot;Democrats/Republicans are always wrong.&quot;</em></div>
```

```
<div class="checkbox" style="font-family: Verdana, Geneva, sans-serif; font-size: 12px;"><label><input name="Q006Incivility" type="checkbox" value="Stereotyping" /><strong>Stereotyping</strong> </label><em>(This includes generalizing a person or group with labels intending a negative meaning such as &quot;illegals,&quot; &quot;pot heads,&quot; and &quot;drunks.&quot;</em></div>
```

```
<div class="checkbox" style="font-family: Verdana, Geneva, sans-serif; font-size: 12px;"><label><input name="Q006Incivility" type="checkbox" value="Exaggerated" /><strong>Exaggerated Argument </strong></label><em>(This includes a dramatic negative exaggeration, irrational/illogical arguments, slippery slope arguments or over-the-top keywords like &quot;kill,&quot; &quot;terrorists,&quot; and &quot;murder.&quot;</em></div>
```

```
<div class="checkbox" style="font-family: Verdana, Geneva, sans-serif; font-size: 12px;"><label><input name="Q006Incivility" type="checkbox" value="0" /><strong>This contains no incivility</strong></label></div>
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```
<p><label>6b.&nbsp;</label>&ldquo;Desirable&rdquo; comment sections include respectful conversation. While many news organizations monitor their online comments, it is important not to remove posts that express unpopular ideas for the sake of being &ldquo;politically correct.&rdquo; However, removing &ldquo;harmful&rdquo; comments that do not move conversation forward is important.</p>
```

```
<p><strong>If you were the deciding moderator, would you publish the above comment?</strong></p>
```

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<div class="radio"><label><input name="MediaQ006" type="radio" value="Yes" />Yes</label></div>
```

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<div class="radio"><label><input name="MediaQ006" type="radio" value="No" />No</label></div>  
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<fieldset>
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<p> </p>

<p><label>6c. </label>Some news organizations highlight the very best comments written by users and display them at the top of comment sections or issue them a "gold star." These contain high quality writing, evidence, and thoughtful argument - ones that even if you did not necessarily agree with the position, can still respect and appreciate the way in which it was presented.</p>

<p>Would you nominate the above comment for the honor of “best” comment? (Please be critical and use sparingly.)</p>

<div class="radio"><label><input name="Best006" type="radio" value="Yes" />Yes</label></div>

<div class="radio"><label><input name="Best006" type="radio" value="No" />No</label></div>
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<p>7. \${UNIQUE_ID7}</p>

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<fieldset>7a. Please check the types of incivility this comment contains to the best of your ability - you may check more than one option. If there is no incivility present, please select "This contains no incivility."

<div class="checkbox" style="font-family: Verdana, Geneva, sans-serif; font-size: 12px;"><label><input name="Q007Incivility" type="checkbox" value="obscenity" />Obscene Language/Vulgarity </label>This includes profane/racist/sexually oriented language, abbreviations like "wtf," and colloquialisms such as "damn" and "hell."</div>

<div class="checkbox" style="font-family: Verdana, Geneva, sans-serif; font-size: 12px;"><label><input name="Q007Incivility" type="checkbox" value="NameCalling" />Insulting Language/Name Calling (</label>This includes words meant to make a person or group look foolish, inept, hypocritical, deceitful or dangerous. Also include references to being a liar.)</div>

<div class="checkbox" style="font-family: Verdana, Geneva, sans-serif; font-size: 12px;"><label><input name="Q007Incivility" type="checkbox" value="ShuttingDown" />Shutting down the conversation </label>(This means to stop or limit the discussion being had such as "shut up," or "quit complaining.")</div>

<div class="checkbox" style="font-family: Verdana, Geneva, sans-serif; font-size: 12px;"><label><input name="Q007Incivility" type="checkbox" value="IdeoExtreme"


```
/><strong>Ideologically Extreme Language&nbsp;</strong></label><em>(This includes words/labels explicitly referencing political parties or ideologies in a negative way or using extreme language to criticize said group, e.g. &quot;Democrats/Republicans are always wrong.&quot;)</em></div>
```

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<div class="checkbox" style="font-family: Verdana, Geneva, sans-serif; font-size: 12px;"><label><input name="Q007Incivility" type="checkbox" value="Stereotyping" /><strong>Stereotyping</strong> </label><em>(This includes generalizing a person or group with labels intending a negative meaning such as &quot;illegals,&quot; &quot;pot heads,&quot; and &quot;drunks.&quot;)</em></div>
```

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<div class="checkbox" style="font-family: Verdana, Geneva, sans-serif; font-size: 12px;"><label><input name="Q007Incivility" type="checkbox" value="Exaggerated" /><strong>Exaggerated Argument </strong></label><em>(This includes a dramatic negative exaggeration, irrational/illogical arguments, slippery slope arguments or over-the-top keywords like &quot;kill,&quot; &quot;terrorists,&quot; and &quot;murder.&quot;)</em></div>
```

```
<div class="checkbox" style="font-family: Verdana, Geneva, sans-serif; font-size: 12px;"><label><input name="Q007Incivility" type="checkbox" value="0" /><strong>This contains no incivility</strong></label></div>
```

```
<fieldset>  
<p>&nbsp;</p>
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```
<p><label>7b.&nbsp;</label>&ldquo;Desirable&rdquo; comment sections include respectful conversation. While many news organizations monitor their online comments, it is important not to remove posts that express unpopular ideas for the sake of being &ldquo;politically correct.&rdquo; However, removing &ldquo;harmful&rdquo; comments that do not move conversation forward is important.</p>
```

```
<p><strong>If you were the deciding moderator, would you publish the above comment?</strong></p>
```

```
<div class="radio"><label><input name="MediaQ007" type="radio" value="Yes" />Yes</label></div>
```

```
<div class="radio"><label><input name="MediaQ007" type="radio" value="No" />No</label></div>  
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<fieldset>  
<p>&nbsp;</p>
```

```
<p><label>7c.&nbsp;</label>Some news organizations highlight the very best comments written by users and display them at the top of comment sections or issue them a &quot;gold star.&quot; These contain&nbsp;high quality writing, evidence, and thoughtful&nbsp;argument - ones that even if you did not necessarily agree with the position, can still respect and appreciate the way in which it was presented.</p>
```

```
<p><strong>Would you nominate the above comment for the honor of &ldquo;best&rdquo; comment?</strong> (Please be critical and use sparingly.)</p>
```

```
<div class="radio"><label><input name="Best007" type="radio" value="Yes" />Yes</label></div>
```

```
<div class="radio"><label><input name="Best007" type="radio" value="No" />No</label><span style="font-size: 0.9em; line-height: 1.6em;"></span></div>
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<p><strong>8.</strong> ${UNIQUE_ID8}</p>

<table border="1" style="font-size:12px;">
  <tbody>
    <tr>
      <td>${COMMENT_TEXT8}</td>
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<p>&nbsp;</p>

<fieldset><span style="font-weight: bold; line-height: 1.6em;">8a. Please check the
types of incivility this comment contains to the best of your ability - you may check
more than one option. If there is no incivility present, please select &quot;This
contains no incivility.&quot;</span>

<div class="checkbox" style="font-family: Verdana, Geneva, sans-serif; font-size:
12px;"><label><input name="Q008Incivility" type="checkbox" value="obsenity"
/><strong>Obscene Language/Vulgarity </strong></label><em>This includes
profane/racist/sexually oriented language, abbreviations like &quot;wtf,&quot; and
colloquialisms such as &quot;damn&quot; and &quot;hell.&quot;</em></div>

<div class="checkbox" style="font-family: Verdana, Geneva, sans-serif; font-size:
12px;"><label><input name="Q008Incivility" type="checkbox" value="NameCalling"
/><strong>Insulting Language/Name Calling</strong> </label><em>This includes words
meant to make a person or group look foolish, inept, hypocritical, deceitful or
dangerous. Also include references to being a liar.</em></div>

<div class="checkbox" style="font-family: Verdana, Geneva, sans-serif; font-size:
12px;"><label><input name="Q008Incivility" type="checkbox" value="ShuttingDown"
/><strong>Shutting down the conversation</strong> </label><em>(This means to stop or
limit the discussion being had such as &quot;shut up,&quot; or &quot;quit
complaining.&quot;</em></div>

<div class="checkbox" style="font-family: Verdana, Geneva, sans-serif; font-size:
12px;"><label><input name="Q008Incivility" type="checkbox" value="IdeoExtreme"
/><strong>Ideologically Extreme Language&nbsp;</strong></label><em>(This includes
words/labels explicitly referencing political parties or ideologies in a negative way
or using extreme language to criticize said group, e.g. &quot;Democrats/Republicans
are always wrong.&quot;</em></div>

<div class="checkbox" style="font-family: Verdana, Geneva, sans-serif; font-size:
12px;"><label><input name="Q008Incivility" type="checkbox" value="Stereotyping"
/><strong>Stereotyping</strong> </label><em>(This includes generalizing a person or
group with labels intending a negative meaning such as &quot;illegals,&quot; &quot;pot
heads,&quot; and &quot;dunks.&quot;</em></div>

<div class="checkbox" style="font-family: Verdana, Geneva, sans-serif; font-size:
12px;"><label><input name="Q008Incivility" type="checkbox" value="Exaggerated"
/><strong>Exaggerated Argument </strong></label><em>(This includes a dramatic negative
exaggeration, irrational/illogical arguments, slippery slope arguments or over-the-top
keywords like &quot;kill,&quot; &quot;terrorists,&quot; and
&quot;murder.&quot;</em></div>

<div class="checkbox" style="font-family: Verdana, Geneva, sans-serif; font-size:
12px;"><label><input name="Q008Incivility" type="checkbox" value="0" /><strong>This
contains no incivility</strong></label></div>
```

```
<fieldset>
<p>&nbsp;</p>

<p><label>8b.&nbsp;</label>&ldquo;Desirable&rdquo; comment sections include
respectful conversation. While many news organizations monitor their online comments,
it is important not to remove posts that express unpopular ideas for the sake of being
&ldquo;politically correct.&rdquo; However, removing &ldquo;harmful&rdquo; comments
that do not move conversation forward is important.</p>

<p><strong>If you were the deciding moderator, would you publish the above
comment?</strong></p>

<div class="radio"><label><input name="MediaQ008" type="radio" value="Yes"
/>Yes</label></div>

<div class="radio"><label><input name="MediaQ008" type="radio" value="No"
/>No</label></div>
</fieldset>

<fieldset>
<p>&nbsp;</p>

<p><label>8c.&nbsp;</label>Some news organizations highlight the very best comments
written by users and display them at the top of comment sections or issue them a
&quot;gold star.&quot; These contain&nbsp;&nbsp;&nbsp;high quality writing, evidence, and
thoughtful&nbsp;&nbsp;&nbsp;argument - ones that even if you did not necessarily agree with the
position, can still respect and appreciate the way in which it was presented.</p>

<p><strong>Would you nominate the above comment for the honor of &ldquo;best&rdquo;
comment?</strong> (Please be critical and use sparingly.)</p>

<div class="radio"><label><input name="Best008" type="radio" value="Yes"
/>Yes</label></div>

<div class="radio"><label><input name="Best008" type="radio" value="No"
/>No</label><span style="font-size: 0.9em; line-height: 1.6em;"></span></div>
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<p><strong>9.</strong> ${UNIQUE_ID9}</p>

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<p>&nbsp;</p>

<fieldset><span style="font-weight: bold; line-height: 1.6em;">9a. Please check the
types of incivility this comment contains to the best of your ability - you may check
more than one option. If there is no incivility present, please select &quot;This
contains no incivility.&quot;</span>
```

```
<div class="checkbox" style="font-family: Verdana, Geneva, sans-serif; font-size: 12px;"><label><input name="Q009Incivility" type="checkbox" value="obscenity" /><strong>Obscene Language/Vulgarity </strong></label><em>This includes profane/racist/sexually oriented language, abbreviations like &quot;wtf,&quot; and colloquialisms such as &quot;damn&quot; and &quot;hell.&quot;</em></div>
```

```
<div class="checkbox" style="font-family: Verdana, Geneva, sans-serif; font-size: 12px;"><label><input name="Q009Incivility" type="checkbox" value="NameCalling" /><strong>Insulting Language/Name Calling</strong> </label><em>This includes words meant to make a person or group look foolish, inept, hypocritical, deceitful or dangerous. Also include references to being a liar.</em></div>
```

```
<div class="checkbox" style="font-family: Verdana, Geneva, sans-serif; font-size: 12px;"><label><input name="Q009Incivility" type="checkbox" value="ShuttingDown" /><strong>Shutting down the conversation</strong> </label><em>(This means to stop or limit the discussion being had such as &quot;shut up,&quot; or &quot;quit complaining.&quot;</em></div>
```

```
<div class="checkbox" style="font-family: Verdana, Geneva, sans-serif; font-size: 12px;"><label><input name="Q009Incivility" type="checkbox" value="IdeoExtreme" /><strong>Ideologically Extreme Language&nbsp;</strong></label><em>(This includes words/labels explicitly referencing political parties or ideologies in a negative way or using extreme language to criticize said group, e.g. &quot;Democrats/Republicans are always wrong.&quot;</em></div>
```

```
<div class="checkbox" style="font-family: Verdana, Geneva, sans-serif; font-size: 12px;"><label><input name="Q009Incivility" type="checkbox" value="Stereotyping" /><strong>Stereotyping</strong> </label><em>(This includes generalizing a person or group with labels intending a negative meaning such as &quot;illegals,&quot; &quot;pot heads,&quot; and &quot;drunks.&quot;</em></div>
```

```
<div class="checkbox" style="font-family: Verdana, Geneva, sans-serif; font-size: 12px;"><label><input name="Q009Incivility" type="checkbox" value="Exaggerated" /><strong>Exaggerated Argument </strong></label><em>(This includes a dramatic negative exaggeration, irrational/illogical arguments, slippery slope arguments or over-the-top keywords like &quot;kill,&quot; &quot;terrorists,&quot; and &quot;murder.&quot;</em></div>
```

```
<div class="checkbox" style="font-family: Verdana, Geneva, sans-serif; font-size: 12px;"><label><input name="Q009Incivility" type="checkbox" value="0" /><strong>This contains no incivility</strong></label></div>
```

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<fieldset>
<p>&nbsp;</p>
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```
<p><label>9b.&nbsp;</label>&ldquo;Desirable&rdquo; comment sections include respectful conversation. While many news organizations monitor their online comments, it is important not to remove posts that express unpopular ideas for the sake of being &ldquo;politically correct.&rdquo; However, removing &ldquo;harmful&rdquo; comments that do not move conversation forward is important.</p>
```

```
<p><strong>If you were the deciding moderator, would you publish the above comment?</strong></p>
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<div class="radio"><label><input name="MediaQ009" type="radio" value="Yes" />Yes</label></div>
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<div class="radio"><label><input name="MediaQ009" type="radio" value="No" />No</label></div>
</fieldset>
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<fieldset>
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<p> </p>

<p><label>9c. </label>Some news organizations highlight the very best comments written by users and display them at the top of comment sections or issue them a "gold star." These contain high quality writing, evidence, and thoughtful argument - ones that even if you did not necessarily agree with the position, can still respect and appreciate the way in which it was presented.</p>

<p>Would you nominate the above comment for the honor of “best” comment? (Please be critical and use sparingly.)</p>

<div class="radio"><label><input name="Best009" type="radio" value="Yes" />Yes</label></div>

<div class="radio"><label><input name="Best009" type="radio" value="No" />No</label></div>
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<p>10. \${UNIQUE_ID10}</p>

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<fieldset>10a. Please check the types of incivility this comment contains to the best of your ability - you may check more than one option. If there is no incivility present, please select "This contains no incivility."

<div class="checkbox" style="font-family: Verdana, Geneva, sans-serif; font-size: 12px;"><label><input name="Q010Incivility" type="checkbox" value="obscenity" />Obscene Language/Vulgarity </label>This includes profane/racist/sexually oriented language, abbreviations like "wtf," and colloquialisms such as "damn" and "hell."</div>

<div class="checkbox" style="font-family: Verdana, Geneva, sans-serif; font-size: 12px;"><label><input name="Q010Incivility" type="checkbox" value="NameCalling" />Insulting Language/Name Calling (</label>This includes words meant to make a person or group look foolish, inept, hypocritical, deceitful or dangerous. Also include references to being a liar.)</div>

<div class="checkbox" style="font-family: Verdana, Geneva, sans-serif; font-size: 12px;"><label><input name="Q010Incivility" type="checkbox" value="ShuttingDown" />Shutting down the conversation </label>(This means to stop or limit the discussion being had such as "shut up," or "quit complaining.")</div>

<div class="checkbox" style="font-family: Verdana, Geneva, sans-serif; font-size: 12px;"><label><input name="Q010Incivility" type="checkbox" value="IdeoExtreme"

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/><strong>Ideologically Extreme Language&nbsp;</strong></label><em>(This includes
words/labels explicitly referencing political parties or ideologies in a negative way
or using extreme language to criticize said group, e.g. &quot;Democrats/Republicans
are always wrong.&quot;)</em></div>

<div class="checkbox" style="font-family: Verdana, Geneva, sans-serif; font-size:
12px;"><label><input name="Q010Incivility" type="checkbox" value="Stereotyping"
/><strong>Stereotyping</strong> </label><em>(This includes generalizing a person or
group with labels intending a negative meaning such as &quot;illegals,&quot; &quot;pot
heads,&quot; and &quot;drunks.&quot;)</em></div>

<div class="checkbox" style="font-family: Verdana, Geneva, sans-serif; font-size:
12px;"><label><input name="Q010Incivility" type="checkbox" value="Exaggerated"
/><strong>Exaggerated Argument </strong></label><em>(This includes a dramatic negative
exaggeration, irrational/illogical arguments, slippery slope arguments or over-the-top
keywords like &quot;kill,&quot; &quot;terrorists,&quot; and
&quot;murder.&quot;)</em></div>

<div class="checkbox" style="font-family: Verdana, Geneva, sans-serif; font-size:
12px;"><label><input name="Q010Incivility" type="checkbox" value="0" /><strong>This
contains no incivility</strong></label></div>

<fieldset>
<p>&nbsp;</p>

<p><label>10b.&nbsp;</label>&ldquo;Desirable&rdquo; comment sections include
respectful conversation. While many news organizations monitor their online comments,
it is important not to remove posts that express unpopular ideas for the sake of being
&ldquo;politically correct.&rdquo; However, removing &ldquo;harmful&rdquo; comments
that do not move conversation forward is important.</p>

<p><strong>If you were the deciding moderator, would you publish the above
comment?</strong></p>

<div class="radio"><label><input name="MediaQ010" type="radio" value="Yes"
/>Yes</label></div>

<div class="radio"><label><input name="MediaQ010" type="radio" value="No"
/>No</label></div>
</fieldset>

<fieldset>
<p>&nbsp;</p>

<p><label>10c.&nbsp;</label>Some news organizations highlight the very best comments
written by users and display them at the top of comment sections or issue them a
&quot;gold star.&quot; These contain&nbsp;high quality writing, evidence, and
thoughtful&nbsp;argument - ones that even if you did not necessarily agree with the
position, can still respect and appreciate the way in which it was presented.</p>

<p><strong>Would you nominate the above comment for the honor of &ldquo;best&rdquo;
comment?</strong> (Please be critical and use sparingly.)</p>

<div class="radio"><label><input name="Best010" type="radio" value="Yes"
/>Yes</label></div>

<div class="radio"><label><input name="Best010" type="radio" value="No"
/>No</label><span style="font-size: 0.9em; line-height: 1.6em;"></span></div>
</fieldset>
</fieldset>
</div>
</section>

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<p>-----
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<fieldset><label>11. If you have any comments, please enter them
below.</label><textarea class="form-control" cols="120" name="Q011MultiLineTextInput"
rows="3"></textarea></fieldset>
</div>
</section>

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HTML SOURCE CODE, MTURK TASK 3

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<p><!-- Bootstrap v3.0.3 --></p>
<link href="https://s3.amazonaws.com/mturk-public/bs30/css/bootstrap.min.css"
rel="stylesheet" />
<section class="container" id="DataCollection" style="margin-bottom: 15px; padding:
10px; font-family: Verdana, Geneva, sans-serif; font-size: 0.9em;">
<div class="row col-xs-12 col-md-12"><!-- Instructions -->
<div class="panel panel-primary">
<div class="panel-heading" style="color: rgb(51, 51,
51);"><strong>Instructions</strong></div>

<div class="panel-body">
<h6 style="color: rgb(51, 51, 51);">By completing this HIT, you are giving consent to
researchers at the University of Texas at Austin to use your answers for academic
purposes. All identifying worker IDs will be removed from the final data set.</h6>

<p style="color: rgb(51, 51, 51);"><span style="color:#FF0000;"><strong>PLEASE READ
THE FOLLOWING INSTRUCTIONS CAREFULLY BEFORE ANSWERING QUESTIONS</strong></span></p>

<center style="color: rgb(51, 51, 51);"></center>

<center style="color: rgb(51, 51, 51);">&nbsp;</center>

<center style="color: rgb(51, 51, 51); text-align: left;"><strong style="color:
rgb(255, 0, 0); font-family: Verdana, Geneva, sans-serif; font-size:
12px;">&nbsp;<strong>Incivility can take many different forms:</strong></center>

<center style="color: rgb(51, 51, 51); text-align: left;">
<ul style="font-family: Verdana, Geneva, sans-serif; font-size: 12px;">
  <li><span style="color: rgb(0, 0, 153);"><strong>Obscene Language /
Vulgarity</strong></span>

    <ul>
      <li><span style="color: rgb(0, 0, 153);"><strong>Includes lewd, vulgar, profane, racist and sexually oriented
language.</strong></span>
      <li><span style="color: rgb(0, 0, 153);"><strong>Includes&nbsp;<u>abbreviations</u>&nbsp;<u>such as &ldquo;stfu,&rdquo;
&ldquo;lmao&rdquo; and &quot;wtf.&quot;</strong></span>
      <li><span style="color: rgb(0, 0, 153);"><strong>Includes&nbsp;<u>colloquialisms</u>&nbsp;<u>and words standing in for
curse words&nbsp;<u>such as&nbsp;&ldquo;crap,&rdquo;&nbsp;&ldquo;damn,&rdquo;
&ldquo;ass,&rdquo; &ldquo;hell,&rdquo; &ldquo;heck&rdquo; and
&ldquo;friggin.&rdquo;</strong></span>
    </ul>
  </li>
  <li><span style="color: rgb(0, 0, 153);"><strong>Insulting Language / Name
Calling</strong></span>
    <ul>
      <li><span style="color: rgb(0, 0, 153);"><strong>Insulting language / Name calling is characterized by words&nbsp;<u>that
make the subject look foolish, inept, hypocritical, deceitful, or dangerous.</u></strong></span>
    </li>
    </ul>
  </li>
</ul>

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</ul>
</li>
<li><span style="color: rgb(0, 0, 153);"><strong>Shutting Down the
Conversation</strong></span>
<ul>
<li>The commenter is trying to shut down the conversation or limit the
discussion being had.</li>
<li><em>Examples of Shutting Down the Conversation:</em>
<ul>
<li>&ldquo;John, shut up,&rdquo; and &ldquo;Rick Perry needs to
shut his piehole!&quot;</li>
<li>&ldquo;Shame on you for saying that,&rdquo; and &ldquo;Maybe
you should quit complaining about it.&rdquo;</li>
</ul>
</li>
</ul>
</li>
<li><span style="color: rgb(0, 0, 153);"><b>Ideologically Extreme
Language</b></span>
<ul>
<li>It uses&nbsp;&nbsp;&nbsp;extremist language&nbsp;&nbsp;&nbsp;to critically describe a person,
group of people, branch of the government, political party, or other
organizations&#39; behaviors, planned behaviors, policies, or views.</li>
<li>Includes&nbsp;&nbsp;&nbsp;<u>political insults</u>&nbsp;&nbsp;&nbsp;negatively calling groups
&ldquo;liberals&rdquo; or &ldquo;conservatives.&rdquo;</li>
<li><em>Examples of Ideologically Extreme Language:</em>
<ul>
<li>Right-wing, left-wing, liberal or conservative (meant in
demeaning way).&nbsp;&nbsp;&nbsp;Labels like Socialist, Fascist, etc. count here.</li>
</ul>
</li>
</ul>
</li>
<li><span style="color: rgb(0, 0, 153);"><b>Stereotyping</b></span>
<ul>
<li>Associates a person or group by using&nbsp;&nbsp;&nbsp;<u>labels with an intended
negative meaning</u>.</li>
<li>Includes such things
as&nbsp;&nbsp;&nbsp;&ldquo;faggots,&rdquo;&nbsp;&nbsp;&nbsp;&ldquo;illegals,&rdquo;&nbsp;&nbsp;&nbsp;&ldquo;pot
heads,&rdquo;&nbsp;&nbsp;&nbsp;&ldquo;bigots,&rdquo;&nbsp;&nbsp;&nbsp;&ldquo;drunks,&rdquo;&nbsp;&nbsp;&nbsp;and&nbsp;&nbsp;&nbsp;&ldq
uo;bible thumpers.&rdquo;</li>
</ul>
</li>
<li><span style="color: rgb(0, 0, 153);"><strong>Exaggerated
Argument</strong></span>
<ul>
<li>This is a very&nbsp;&nbsp;&nbsp;<u>dramatic negative exaggeration that
significantly misrepresents or obscures the truth</u>.</li>
<li>Includes&nbsp;&nbsp;&nbsp;<u>slippery slope arguments</u>,&nbsp;&nbsp;&nbsp;suggesting that
some behavior, policy, or decision is a small step that will inevitably pave the way
for much more extreme behaviors, policies, or decisions.</li>
<li>Includes&nbsp;&nbsp;&nbsp;<u>extreme language</u>, i.e. over-the-
top&nbsp;&nbsp;&nbsp;keywords such as &ldquo;murder,&rdquo; &ldquo;terrorists,&rdquo; or
&ldquo;kill.&rdquo;</li>
<li><em>Examples of Exaggerated Argument:</em>
<ul>
<li>&ldquo;I watched him talk for about 20 minutes &ndash; watched
his body language and I knew he was not good news for the USA!&rdquo;</li>
<li>&ldquo;Can&#39;t he see that everyone wants him out of
TX?&rdquo; <em>(The word &quot;everyone&quot; is an exaggerated keyword
here.)</em></li>
</ul>
</li>
</ul>
</li>

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        </ul>
        </li>
</ul>
<strong style="font-family: Verdana, Geneva, sans-serif; font-size: 12px; color:
rgb(255, 0, 0);">HOWEVER some kinds incivility can feel <em>more</em> uncivil
than others.</strong></center>

<center style="text-align: left;">
<ul style="color: rgb(51, 51, 51); margin-bottom: 0px; font-family: Verdana, Geneva,
sans-serif; font-size: 12px;">
    <li>Sometimes a really long and well thought out comment has a small slippery
slope example. Other times, a comment might be very short and contain only an insult
directed towards another commenter. The shorter comment with the direct insult could
be considered more uncivil than the longer comment with the slippery slope
argument.</li>
    <li>For example, the phrase <em>&quot;poor women should keep their legs
closed&quot;</em> comes off much worse than a comment containing<em> &quot;oh
hell.&quot;</em></li>
    <li>In conclusion, some instances of incivility can feel more
&quot;extreme&quot; than others. The language of the incivility present, the length of
the total comment text in relation to the uncivil language, and the context of the
argument all contribute to how uncivil a comment &quot;feels.&quot; This distinction
is what we are interested in.</li>
</ul>

<center style="font-family: Verdana, Geneva, sans-serif; font-size: 12px; text-align:
left;">&nbsp;</center>

<center style="font-family: Verdana, Geneva, sans-serif; font-size: 12px; text-align:
left;"><font color="#ff0000"><b>THEREFORE your task is the
following:</b></font></center>

<center style="color: rgb(51, 51, 51); font-family: Verdana, Geneva, sans-serif; font-
size: 12px; text-align: left;">
<ol style="margin-bottom: 0px;">
    <li>Read a comment, then choose where the comment ranks on incivility using a
4-point scale ranging from &quot;Not at all uncivil&quot; to &quot;Very
uncivil.&quot;</li>
    <li>Many online organizations moderate their comment section and remove uncivil
comments while posting others. Your second job is to decide whether you find the
comment particularly &quot;harmful,&quot; and determine if you would allow it to be
posted online or not.</li>
</ol>
</center>
</center>
</div>
</div>

<p style="color: rgb(51, 51, 51);">&quot;${COMMENT_TEXT1}&quot;</p>

<p style="color: rgb(51, 51, 51);"><strong>1a. In reference to the comment above,
please rate the level of incivility on a scale ranging from &quot;Not at all
uncivil&quot; to &quot;Very uncivil.&quot; </strong><span
style="color:#FFFFFF;">{UNIQUE_ID1}</span></p>

<ul class="likert" style="color: rgb(51, 51, 51);">
    <li><input name="Incivility001" type="radio" value="1" /> Not at all
uncivil</li>
    <li><input name="Incivility001" type="radio" value="2" /> Not too uncivil</li>
    <li><input name="Incivility001" type="radio" value="3" /> Somewhat uncivil</li>
    <li><input name="Incivility001" type="radio" value="4" /> Very uncivil</li>
</ul>

```

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<p style="color: rgb(51, 51, 51);">&nbsp;</p>

<p style="color: rgb(51, 51, 51);"><label>1b.&nbsp;</label>&ldquo;Desirable&rdquo;
comment sections include respectful conversation. While many news organizations
monitor their online comments, it is important not to remove posts that express
unpopular ideas for the sake of being &ldquo;politically correct.&rdquo; However,
removing &ldquo;harmful&rdquo; comments that do not move conversation forward is
important.</p>

<p style="color: rgb(51, 51, 51);"><strong>Having now rated the level of incivility in
this comment, would you allow it to be published on your organization&#39;s
website?</strong></p>

<div class="radio" style="color: rgb(51, 51, 51);"><label><input name="MediaQ001"
type="radio" value="Yes" />Yes</label></div>

<div class="radio" style="color: rgb(51, 51, 51);"><label><input name="MediaQ001"
type="radio" value="No" />No</label></div>

<p style="color: rgb(51, 51, 51);">-----
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<p style="color: rgb(51, 51, 51);">&quot;${COMMENT_TEXT2}&quot;</p>

<p><strong>2a. In reference to the comment above, please rate the level of incivility
on a scale ranging from &quot;Not at all uncivil&quot; to &quot;Very uncivil.&quot;
</strong><span style="color:#FFFFFF;">${UNIQUE_ID2}</span></p>

<ul class="likert" style="color: rgb(51, 51, 51);">
  <li><input name="Incivility002" type="radio" value="1" /> Not at all
uncivil</li>
  <li><input name="Incivility002" type="radio" value="2" /> Not too uncivil</li>
  <li><input name="Incivility002" type="radio" value="3" /> Somewhat uncivil</li>
  <li><input name="Incivility002" type="radio" value="4" /> Very uncivil</li>
</ul>

<p style="color: rgb(51, 51, 51);">&nbsp;</p>

<p style="color: rgb(51, 51, 51);"><label>2b.&nbsp;</label>&ldquo;Desirable&rdquo;
comment sections include respectful conversation. While many news organizations
monitor their online comments, it is important not to remove posts that express
unpopular ideas for the sake of being &ldquo;politically correct.&rdquo; However,
removing &ldquo;harmful&rdquo; comments that do not move conversation forward is
important.</p>

<p style="color: rgb(51, 51, 51);"><strong>Having now rated the level of incivility in
this comment, would you allow it to be published on your organization&#39;s
website?</strong></p>

<div class="radio" style="color: rgb(51, 51, 51);"><label><input name="MediaQ002"
type="radio" value="Yes" />Yes</label></div>

<div class="radio" style="color: rgb(51, 51, 51);"><label><input name="MediaQ002"
type="radio" value="No" />No</label></div>

<p style="color: rgb(51, 51, 51);">-----
-----</p>

<p style="color: rgb(51, 51, 51);">&quot;${COMMENT_TEXT3}&quot;</p>

<p style="color: rgb(51, 51, 51);"><strong>3a. In reference to the comment above,
please rate the level of incivility on a scale ranging from &quot;Not at all
uncivil&quot; to &quot;Very uncivil.&quot;</strong><span
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style="color:#FFFFFF;">${UNIQUE_ID3}</span></p>

<ul class="likert" style="color: rgb(51, 51, 51);">
  <li><input name="Incivility003" type="radio" value="1" /> Not at all
uncivil</li>
  <li><input name="Incivility003" type="radio" value="2" /> Not too uncivil</li>
  <li><input name="Incivility003" type="radio" value="3" /> Somewhat uncivil</li>
  <li><input name="Incivility003" type="radio" value="4" /> Very uncivil</li>
</ul>

<p style="color: rgb(51, 51, 51);">&nbsp;</p>

<p style="color: rgb(51, 51, 51);"><label>3b.&nbsp;</label>&ldquo;Desirable&rdquo;
comment sections include respectful conversation. While many news organizations
monitor their online comments, it is important not to remove posts that express
unpopular ideas for the sake of being &ldquo;politically correct.&rdquo; However,
removing &ldquo;harmful&rdquo; comments that do not move conversation forward is
important.</p>

<p style="color: rgb(51, 51, 51);"><strong>Having now rated the level of incivility in
this comment, would you allow it to be published on your organization&#39;s
website?</strong></p>

<div class="radio" style="color: rgb(51, 51, 51);"><label><input name="MediaQ003"
type="radio" value="Yes" />Yes</label></div>

<div class="radio" style="color: rgb(51, 51, 51);"><label><input name="MediaQ003"
type="radio" value="No" />No</label></div>

<p style="color: rgb(51, 51, 51);">-----
-----</p>

<p style="color: rgb(51, 51, 51);">&quot;${COMMENT_TEXT4}&quot;</p>

<p style="color: rgb(51, 51, 51);"><strong>4a. In reference to the comment above,
please rate the level of incivility on a scale ranging from &quot;Not at all
uncivil&quot; to &quot;Very uncivil.&quot; </strong><span
style="color:#FFFFFF;">${UNIQUE_ID4}</span></p>

<ul class="likert" style="color: rgb(51, 51, 51);">
  <li><input name="Incivility004" type="radio" value="1" /> Not at all
uncivil</li>
  <li><input name="Incivility004" type="radio" value="2" /> Not too uncivil</li>
  <li><input name="Incivility004" type="radio" value="3" /> Somewhat uncivil</li>
  <li><input name="Incivility004" type="radio" value="4" /> Very uncivil</li>
</ul>

<p style="color: rgb(51, 51, 51);">&nbsp;</p>

<p style="color: rgb(51, 51, 51);"><label>4b.&nbsp;</label>&ldquo;Desirable&rdquo;
comment sections include respectful conversation. While many news organizations
monitor their online comments, it is important not to remove posts that express
unpopular ideas for the sake of being &ldquo;politically correct.&rdquo; However,
removing &ldquo;harmful&rdquo; comments that do not move conversation forward is
important.</p>

<p style="color: rgb(51, 51, 51);"><strong>Having now rated the level of incivility in
this comment, would you allow it to be published on your organization&#39;s
website?</strong></p>

<div class="radio" style="color: rgb(51, 51, 51);"><label><input name="MediaQ004"
type="radio" value="Yes" />Yes</label></div>
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<div class="radio" style="color: rgb(51, 51, 51);"><label><input name="MediaQ004"
type="radio" value="No" />No</label></div>

<p style="color: rgb(51, 51, 51);">-----
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<p style="color: rgb(51, 51, 51);">&quot;${COMMENT_TEXT5}&quot;</p>

<p style="color: rgb(51, 51, 51);"><strong>5a. In reference to the comment above,
please rate the level of incivility on a scale ranging from &quot;Not at all
uncivil&quot; to &quot;Very uncivil.&quot; </strong><span
style="color:#FFFFFF;">${UNIQUE_ID5}</span></p>

<ul class="likert" style="color: rgb(51, 51, 51);">
  <li><input name="Incivility005" type="radio" value="1" /> Not at all
uncivil</li>
  <li><input name="Incivility005" type="radio" value="2" /> Not too uncivil</li>
  <li><input name="Incivility005" type="radio" value="3" /> Somewhat uncivil</li>
  <li><input name="Incivility005" type="radio" value="4" /> Very uncivil</li>
</ul>

<p style="color: rgb(51, 51, 51);">&nbsp;</p>

<p style="color: rgb(51, 51, 51);"><label>5b.&nbsp;</label>&ldquo;Desirable&rdquo;
comment sections include respectful conversation. While many news organizations
monitor their online comments, it is important not to remove posts that express
unpopular ideas for the sake of being &ldquo;politically correct.&rdquo; However,
removing &ldquo;harmful&rdquo; comments that do not move conversation forward is
important.</p>

<p style="color: rgb(51, 51, 51);"><strong>Having now rated the level of incivility in
this comment, would you allow it to be published on your organization&#39;s
website?</strong></p>

<div class="radio" style="color: rgb(51, 51, 51);"><label><input name="MediaQ005"
type="radio" value="Yes" />Yes</label></div>

<div class="radio" style="color: rgb(51, 51, 51);"><label><input name="MediaQ005"
type="radio" value="No" />No</label></div>

<p style="color: rgb(51, 51, 51);">-----
-----</p>

<p style="color: rgb(51, 51, 51);">&quot;${COMMENT_TEXT6}&quot;</p>

<p style="color: rgb(51, 51, 51);"><strong>6a. In reference to the comment above,
please rate the level of incivility on a scale ranging from &quot;Not at all
uncivil&quot; to &quot;Very uncivil.&quot; </strong><span
style="color:#FFFFFF;">${UNIQUE_ID6}</span></p>

<ul class="likert" style="color: rgb(51, 51, 51);">
  <li><input name="Incivility006" type="radio" value="1" /> Not at all
uncivil</li>
  <li><input name="Incivility006" type="radio" value="2" /> Not too uncivil</li>
  <li><input name="Incivility006" type="radio" value="3" /> Somewhat uncivil</li>
  <li><input name="Incivility006" type="radio" value="4" /> Very uncivil</li>
</ul>

<p style="color: rgb(51, 51, 51);">&nbsp;</p>

<p style="color: rgb(51, 51, 51);"><label>6b.&nbsp;</label>&ldquo;Desirable&rdquo;
comment sections include respectful conversation. While many news organizations
monitor their online comments, it is important not to remove posts that express
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unpopular ideas for the sake of being “politically correct.” However, removing “harmful” comments that do not move conversation forward is important.</p>

<p style="color: rgb(51, 51, 51);">Having now rated the level of incivility in this comment, would you allow it to be published on your organization's website?</p>

<div class="radio" style="color: rgb(51, 51, 51);"><label><input name="MediaQ006" type="radio" value="Yes" />Yes</label></div>

<div class="radio" style="color: rgb(51, 51, 51);"><label><input name="MediaQ006" type="radio" value="No" />No</label></div>

<p style="color: rgb(51, 51, 51);">-----</p>

<p style="color: rgb(51, 51, 51);">"\${COMMENT_TEXT7}"</p>

<p style="color: rgb(51, 51, 51);">7a. In reference to the comment above, please rate the level of incivility on a scale ranging from "Not at all uncivil" to "Very uncivil." \${UNIQUE_ID7}</p>

<p style="color: rgb(51, 51, 51);"> </p>

<p style="color: rgb(51, 51, 51);"><label>7b. </label>“Desirable” comment sections include respectful conversation. While many news organizations monitor their online comments, it is important not to remove posts that express unpopular ideas for the sake of being “politically correct.” However, removing “harmful” comments that do not move conversation forward is important.</p>

<p style="color: rgb(51, 51, 51);">Having now rated the level of incivility in this comment, would you allow it to be published on your organization's website?</p>

<div class="radio" style="color: rgb(51, 51, 51);"><label><input name="MediaQ007" type="radio" value="Yes" />Yes</label></div>

<div class="radio" style="color: rgb(51, 51, 51);"><label><input name="MediaQ007" type="radio" value="No" />No</label></div>

<p style="color: rgb(51, 51, 51);">-----</p>

<p style="color: rgb(51, 51, 51);">"\${COMMENT_TEXT8}"</p>

<p style="color: rgb(51, 51, 51);">8a. In reference to the comment above, please rate the level of incivility on a scale ranging from "Not at all uncivil" to "Very uncivil." \${UNIQUE_ID8}</p>

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uncivil</li>
  <li><input name="Incivility008" type="radio" value="2" /> Not too uncivil</li>
  <li><input name="Incivility008" type="radio" value="3" /> Somewhat uncivil</li>
  <li><input name="Incivility008" type="radio" value="4" /> Very uncivil</li>
</ul>

<p style="color: rgb(51, 51, 51);">&nbsp;&nbsp;&nbsp;</p>

<p style="color: rgb(51, 51, 51);"><label>8b.&nbsp;&nbsp;&nbsp;</label>&ldquo;Desirable&rdquo;
comment sections include respectful conversation. While many news organizations
monitor their online comments, it is important not to remove posts that express
unpopular ideas for the sake of being &ldquo;politically correct.&rdquo; However,
removing &ldquo;harmful&rdquo; comments that do not move conversation forward is
important.</p>

<p style="color: rgb(51, 51, 51);"><strong>Having now rated the level of incivility in
this comment, would you allow it to be published on your organization&#39;s
website?</strong></p>

<div class="radio" style="color: rgb(51, 51, 51);"><label><input name="MediaQ008"
type="radio" value="Yes" />Yes</label></div>

<div class="radio" style="color: rgb(51, 51, 51);"><label><input name="MediaQ008"
type="radio" value="No" />No</label></div>

<p style="color: rgb(51, 51, 51);">-----
-----</p>

<p style="color: rgb(51, 51, 51);">&quot;${COMMENT_TEXT9}&quot;</p>

<p style="color: rgb(51, 51, 51);"><strong>9a. In reference to the comment above,
please rate the level of incivility on a scale ranging from &quot;Not at all
uncivil&quot; to &quot;Very uncivil.&quot; </strong><span
style="color: #FFFFFF;">${UNIQUE_ID9}</span></p>

<ul class="likert" style="color: rgb(51, 51, 51);">
  <li><input name="Incivility009" type="radio" value="1" /> Not at all
uncivil</li>
  <li><input name="Incivility009" type="radio" value="2" /> Not too uncivil</li>
  <li><input name="Incivility009" type="radio" value="3" /> Somewhat uncivil</li>
  <li><input name="Incivility009" type="radio" value="4" /> Very uncivil</li>
</ul>

<p style="color: rgb(51, 51, 51);">&nbsp;&nbsp;&nbsp;</p>

<p style="color: rgb(51, 51, 51);"><label>9b.&nbsp;&nbsp;&nbsp;</label>&ldquo;Desirable&rdquo;
comment sections include respectful conversation. While many news organizations
monitor their online comments, it is important not to remove posts that express
unpopular ideas for the sake of being &ldquo;politically correct.&rdquo; However,
removing &ldquo;harmful&rdquo; comments that do not move conversation forward is
important.</p>

<p style="color: rgb(51, 51, 51);"><strong>Having now rated the level of incivility in
this comment, would you allow it to be published on your organization&#39;s
website?</strong></p>

<div class="radio" style="color: rgb(51, 51, 51);"><label><input name="MediaQ009"
type="radio" value="Yes" />Yes</label></div>

<div class="radio" style="color: rgb(51, 51, 51);"><label><input name="MediaQ009"
type="radio" value="No" />No</label></div>

<p style="color: rgb(51, 51, 51);">-----
```

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<p style="color: rgb(51, 51, 51);">&quot;${COMMENT_TEXT10}&quot;</p>

<p style="color: rgb(51, 51, 51);"><strong>10a. In reference to the comment above,
please rate the level of incivility on a scale ranging from &quot;Not at all
uncivil&quot; to &quot;Very uncivil.&quot; </strong><span
style="color:#FFFFFF;">${UNIQUE_ID10}</span></p>

<ul class="likert" style="color: rgb(51, 51, 51);">
  <li><input name="Incivility010" type="radio" value="1" /> Not at all
uncivil</li>
  <li><input name="Incivility010" type="radio" value="2" /> Not too uncivil</li>
  <li><input name="Incivility010" type="radio" value="3" /> Somewhat uncivil</li>
  <li><input name="Incivility010" type="radio" value="4" /> Very uncivil</li>
</ul>

<p style="color: rgb(51, 51, 51);">&nbsp;</p>

<p style="color: rgb(51, 51, 51);"><label>10b.&nbsp;</label>&ldquo;Desirable&rdquo;
comment sections include respectful conversation. While many news organizations
monitor their online comments, it is important not to remove posts that express
unpopular ideas for the sake of being &ldquo;politically correct.&rdquo; However,
removing &ldquo;harmful&rdquo; comments that do not move conversation forward is
important.</p>

<p style="color: rgb(51, 51, 51);"><strong>Having now rated the level of incivility in
this comment, would you allow it to be published on your organization&#39;s
website?</strong></p>

<div class="radio" style="color: rgb(51, 51, 51);"><label><input name="MediaQ010"
type="radio" value="Yes" />Yes</label></div>

<div class="radio" style="color: rgb(51, 51, 51);"><label><input name="MediaQ010"
type="radio" value="No" />No</label></div>

<p style="color: rgb(51, 51, 51);">-----
-----</p>

<label style="color: rgb(51, 51, 51);">11. If you have any comments, please enter them
below.</label><textarea class="form-control" cols="120" name="Q011MultiLineTextInput"
rows="3" style="color: rgb(51, 51, 51);"></textarea></div>
</section>
<!-- close container -->
<style type="text/css">td { font-size:1.0em; padding: 5px 5px; }
</style>
```