

# Clue #1: Why Traditional Methods Fail

## Sarcasm

"Great, another boring\nsuperhero movie"

**Actual: NEGATIVE**

BOW Predicts:

**POSITIVE**

### Why BOW Fails:

BOW sees "Great"\nignores context

## Negation

"This is not a\nbad film"

**Actual: POSITIVE**

BOW Predicts:

**NEGATIVE**

### Why BOW Fails:

BOW sees "bad"\nignores "not"

## Intensity

"Absolutely incredible"\nvs\n"Somewhat good"

**Actual: STRONG vs WEAK**

BOW Predicts:

**BOTH POSITIVE**

### Why BOW Fails:

BOW can't measure\nstrength