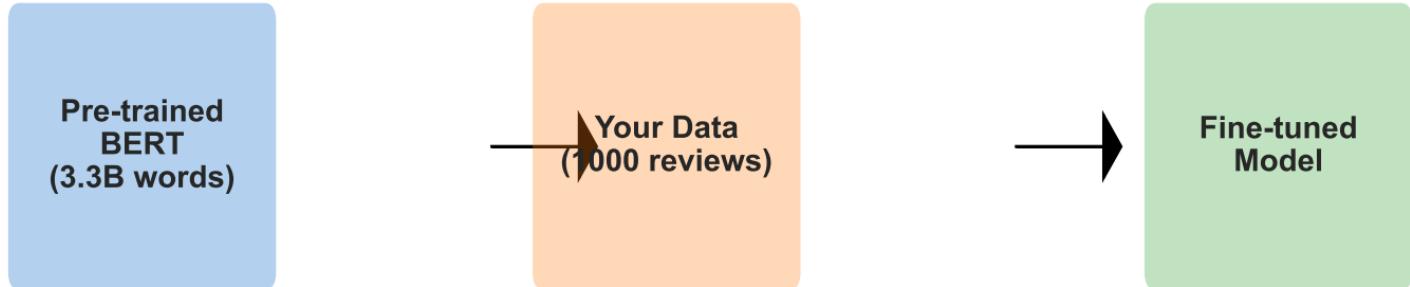


Fine-tuning: Teaching BERT Your Specific Task



- General language
- World knowledge
- No domain specific

- Your products
- Your users
- Your language

- Both general AND specific knowledge