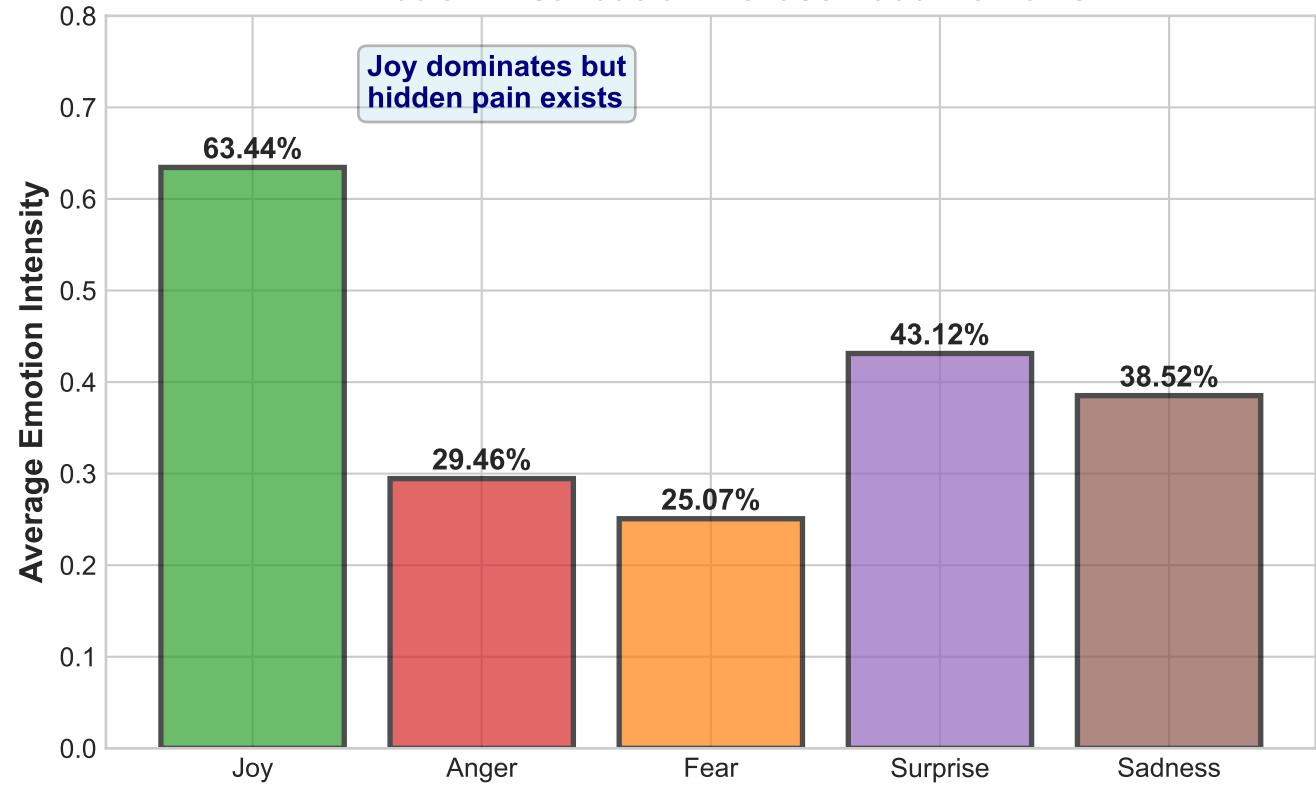
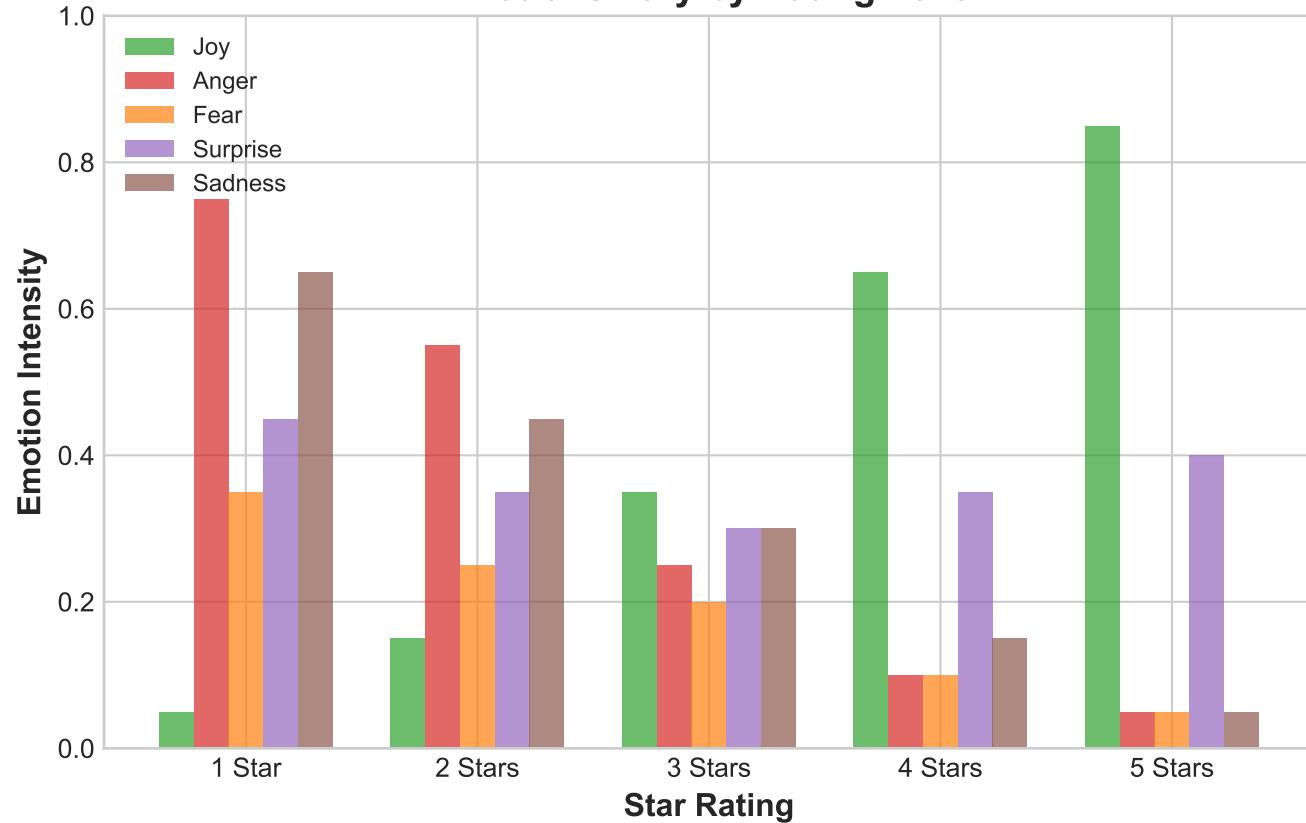


# Beyond Positive/Negative: The Emotional Spectrum in Reviews

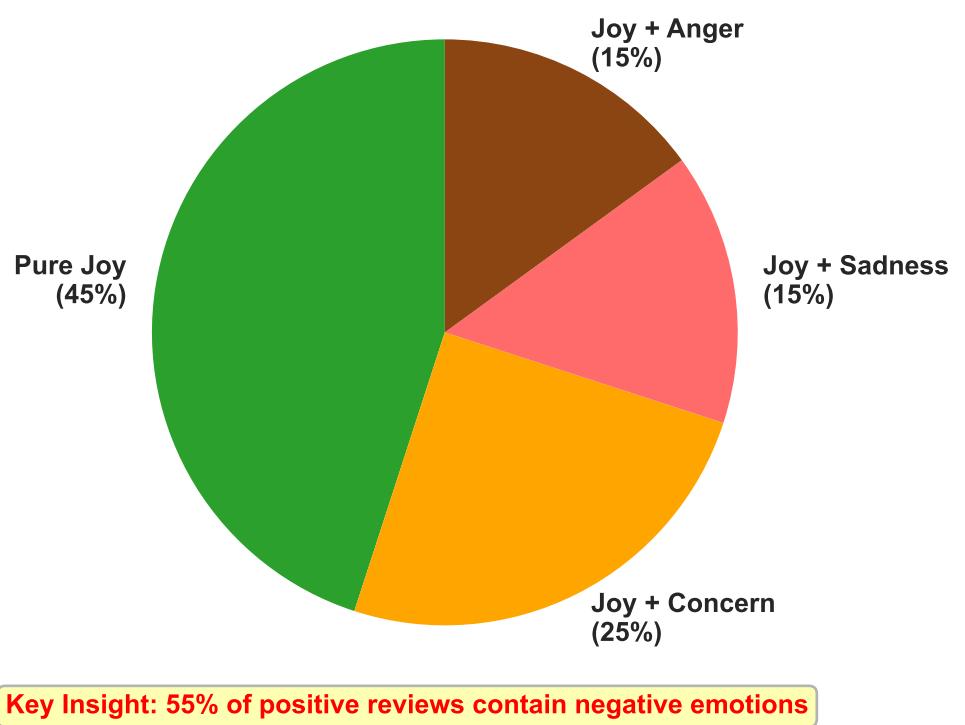
Emotion Distribution Across 1000 Reviews



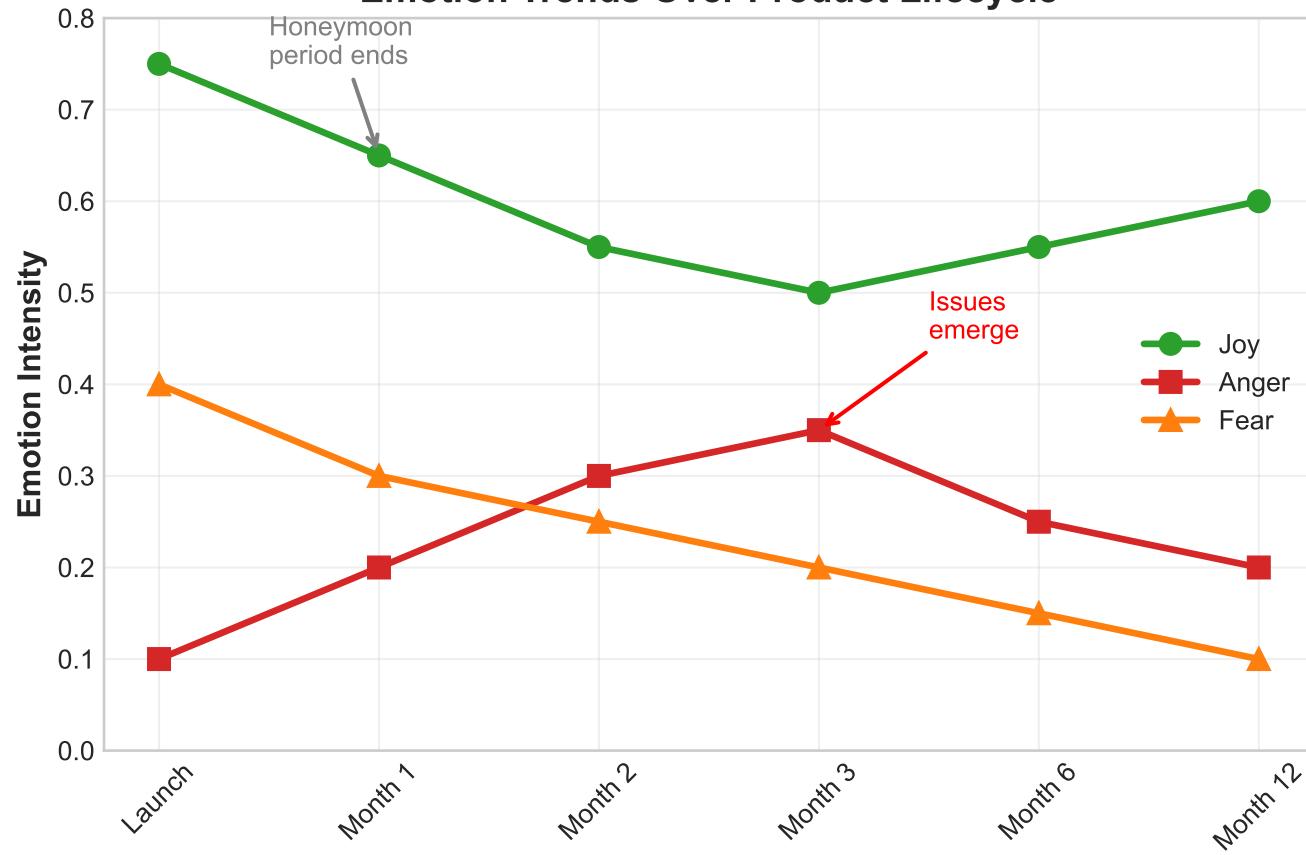
Emotions Vary by Rating Level



Hidden Emotions in "Positive" Reviews



Emotion Trends Over Product Lifecycle



Analysis of 1000 Product Reviews:  
 • 5 core emotions detected  
 • 55% of 'positive' reviews have concerns  
 • Anger peaks at month 3 (35%)  
 • Fear decreases over time (10% → 10%)  
 • Joy recovery after initial drop