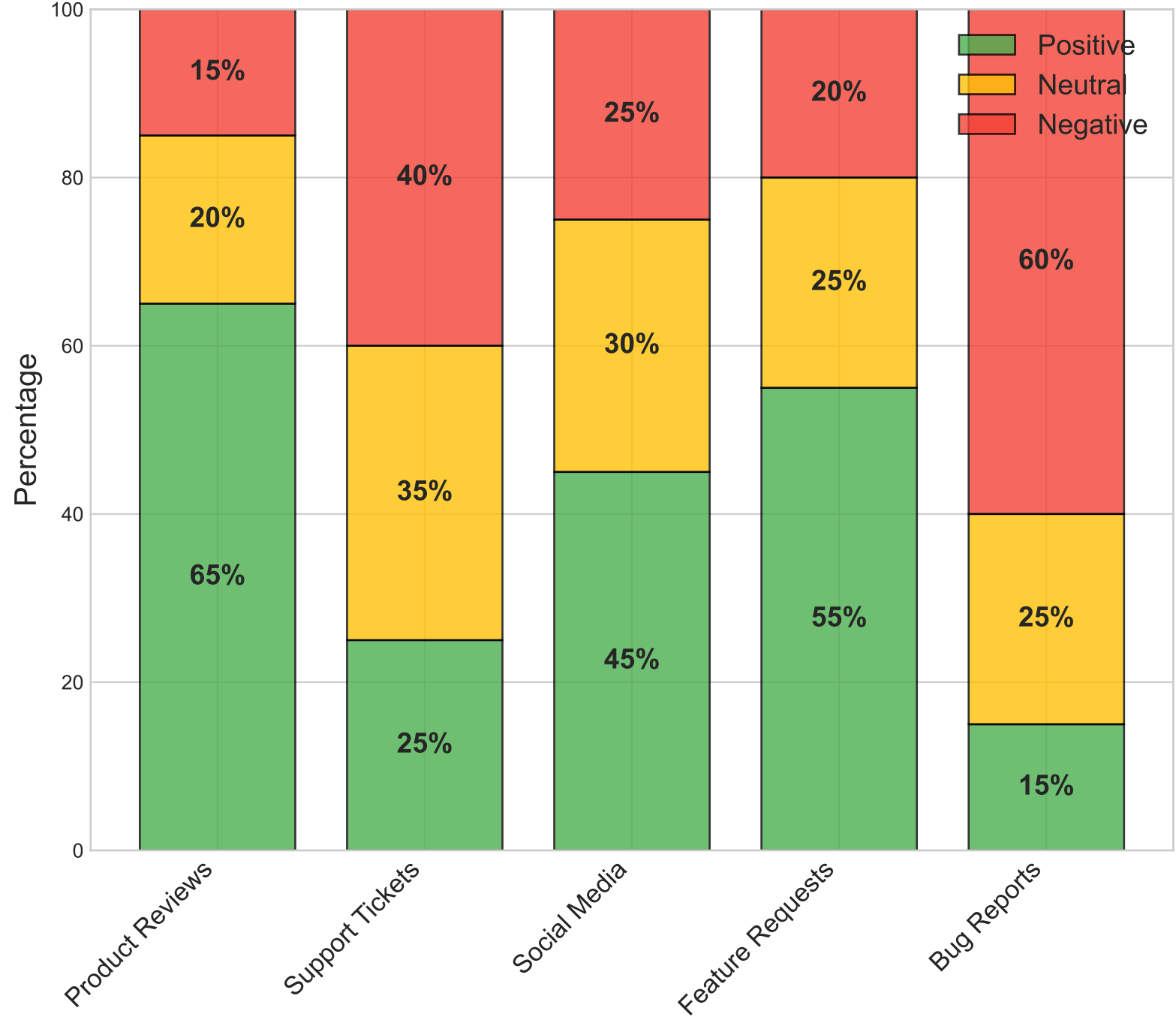


Sentiment Polarity: Simple but Context-Aware

Sentiment Distribution Across Channels



How Context Changes Sentiment

Text	Without Context	With Context	Sentiment Shift
"Not bad"	?	After trying 10 times	
"Finally works"	?	After 6 month wait	
"Interesting choice"	?	In design review	
"It's fine"	?	From power user	
"Could be better"		From first-timer	

Key Insight:
70% of misclassified sentiments
are due to missing context.
BERT understands context!