

Transformer (BERT)

**Sentiment Analysis Approaches****Rule-Based****Positive Words**

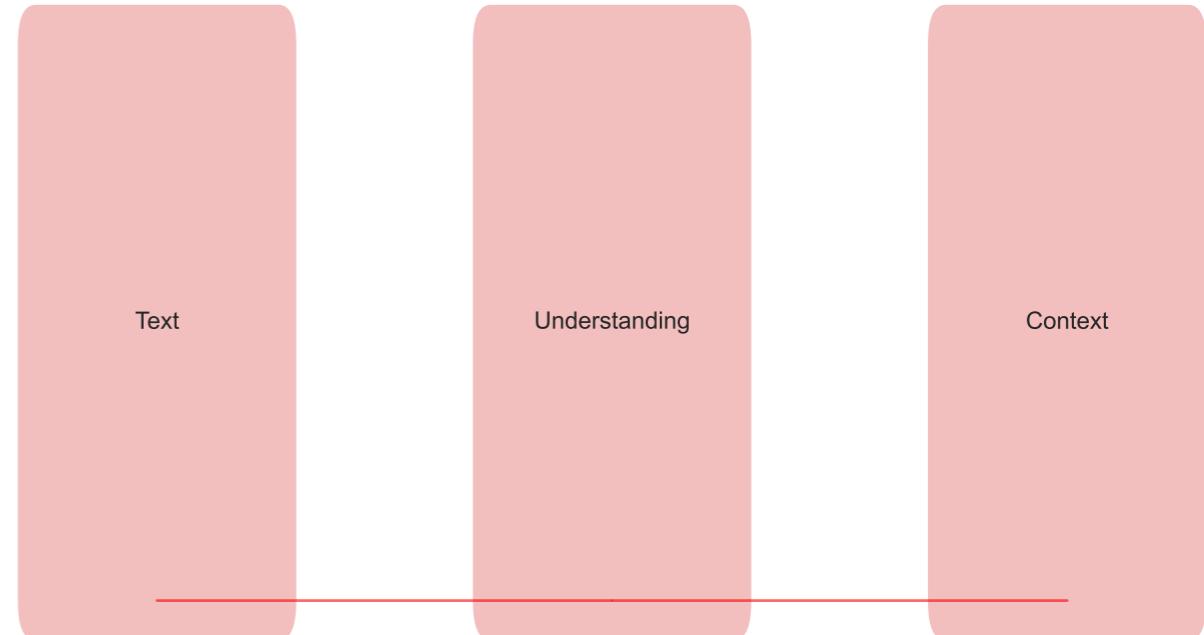
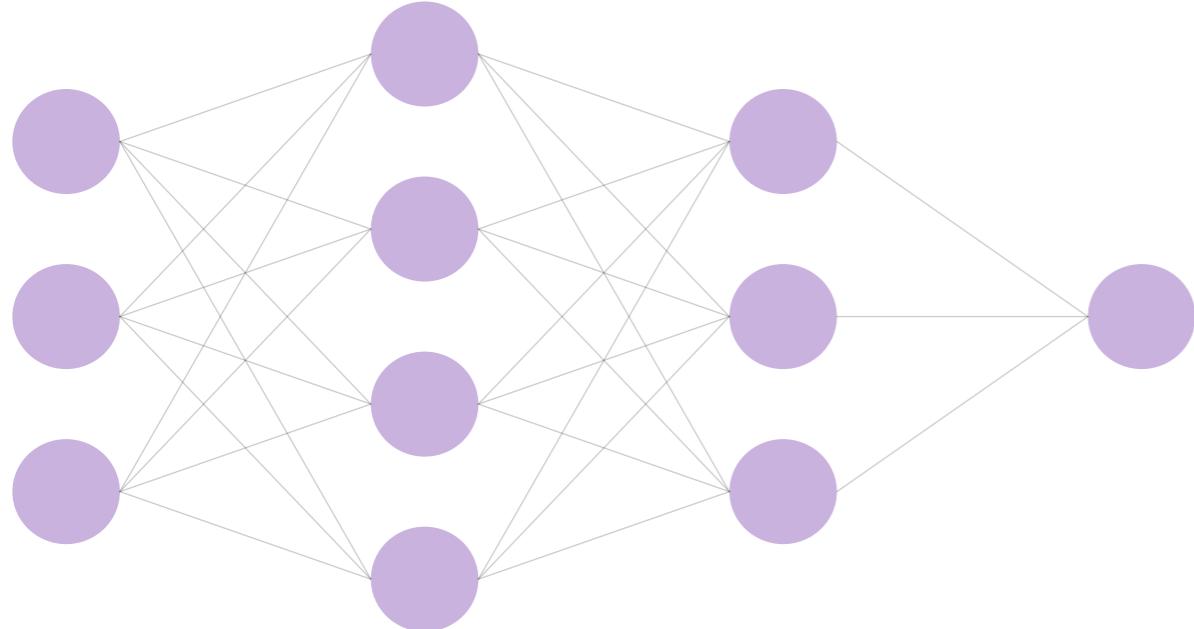
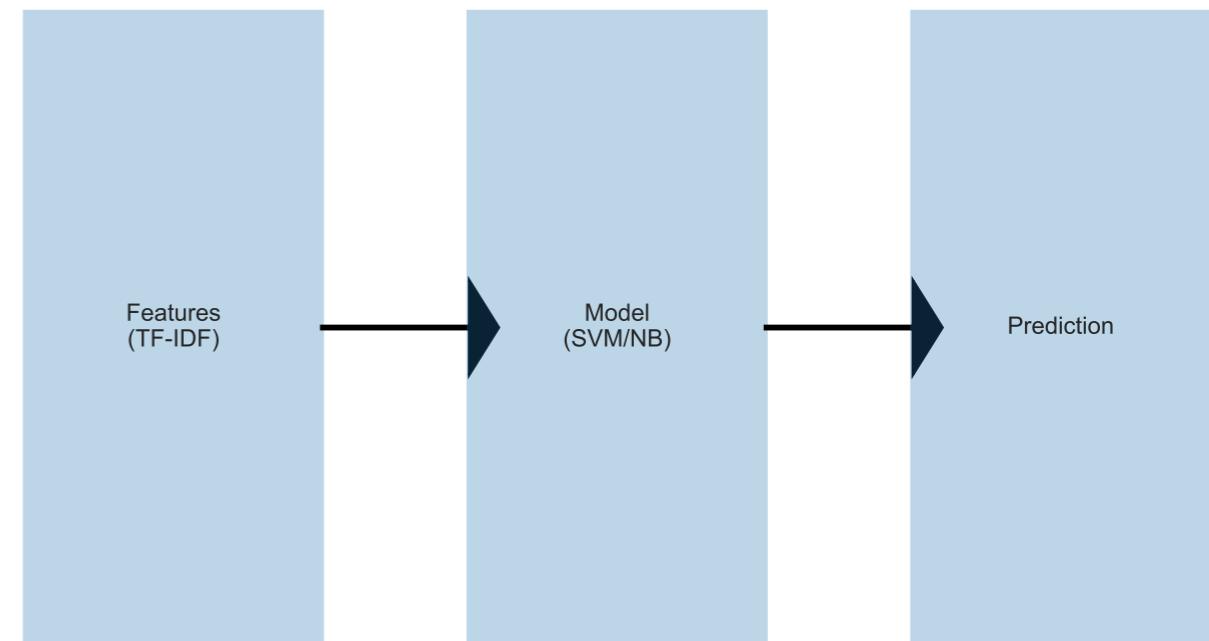
- + good
- + great
- + excellent

**Negative Words**

- bad
- terrible
- awful

**Deep Learning**

Count words → Calculate score



Bidirectional Attention