Text Analytics uses a machine learning classification algorithm to generate a sentiment score between 0 and 1. Scores closer to 1 indicate positive sentiment, while scores closer to 0 indicate negative sentiment. The model is pretrained with an extensive body of text with sentiment associations. Currently, it is not possible to provide your own training data. The model uses a combination of techniques during text analysis, including text processing, part-of-speech analysis, word placement, and word associations. For more information about the algorithm, see [Introducing Text Analytics](https://blogs.technet.microsoft.com/machinelearning/2015/04/08/introducing-text-analytics-in-the-azure-ml-marketplace/).

Sentiment analysis is performed on the entire document, as opposed to extracting sentiment for a particular entity in the text. In practice, there is a tendency for scoring accuracy to improve when documents contain one or two sentences rather than a large block of text. During an objectivity assessment phase, the model determines whether a document as a whole is objective or contains sentiment. A document that is mostly objective does not progress to the sentiment detection phrase, resulting in a .50 score, with no further processing. For documents continuing in the pipeline, the next phase generates a score above or below .50, depending on the degree of sentiment detected in the document.