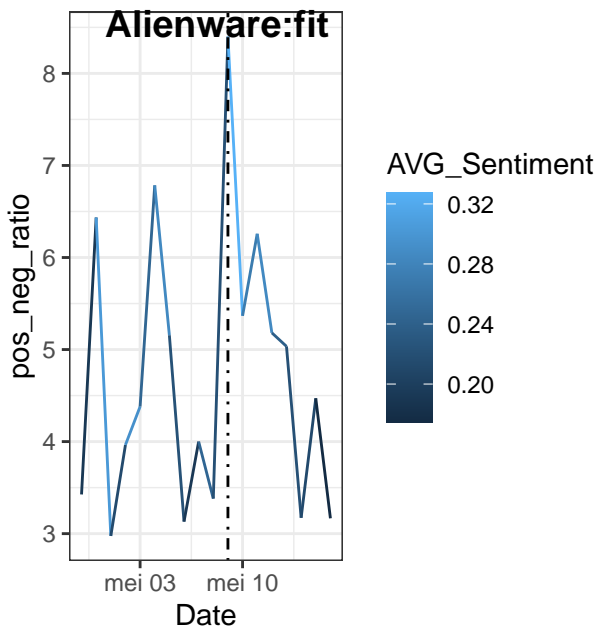
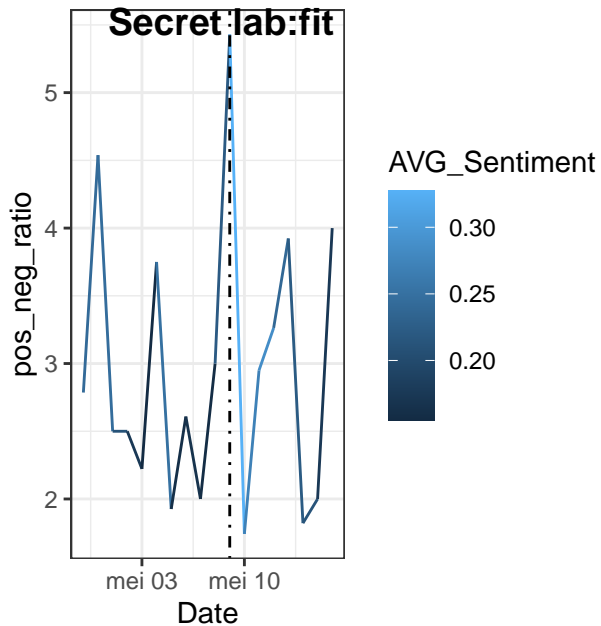
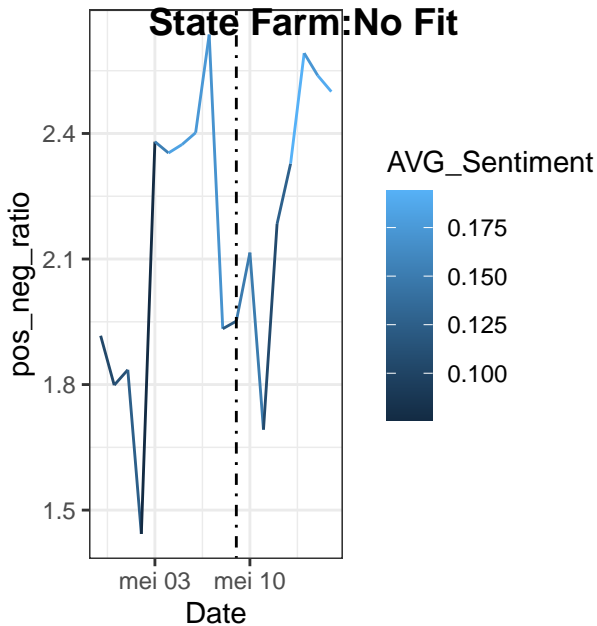


Visualizing the difference in effect of product fit on sentiment



Dotted line is the start of MSI

Table 1, Right to left: Graph 1A/1B/1C