

A Product Review (Explicit Holder and Target)

- Basic Opinion Representation

- Opinion **holder**: Whose opinion is this?

Reviewer X

- Opinion **target**: What is this opinion about?

Product: iPhone 6

- Opinion **content**: What exactly is the opinion?

Review Text

- Enriched Opinion Representation

- Opinion **context**: Under what situation (e.g., time, location) was the opinion expressed?

Year = 2015

- Opinion **sentiment**: What does the opinion tell us about the opinion holder's feeling (e.g., positive vs. negative)?

Positive

Relatively Easy to Mine and Analyze