Use Cases

- Establish sentiment to a specific topic such as mental health, a sports team, an industry or a niche within news articles. From here it can be found out what issues news companies have with this topic and this may be particularly useful information for businesses. Consumers can monitor sentiment towards particular medium sized businesses. For example cloud hosting platforms and the overall sentiment to various companies such as workday. instantly across multiple news articles and the rating could influence their decision. Following this path, using user created content such as twitter posts may be more credible for voicing the opinions of individuals, rather than news articles, but I believe there is still room for using news articles.
- Browser extension that can filter out all bad or good information from the article based on the settings.
- Trending topics to obtain demand for commercial products. A list of topics can be built using LDA and then narrowed down to fit certain criteria that are useful. The most discussed topics in the media can then be returned in a form of ranking with their overall sentiment next to them.
- Generate topics such as (Brexit, political parties, political leaders) and then graph overtime how sentiment changes to these topics. For example how the sentiment of brexit, popular sports teams and political leaders changes over the span of months or years. Also a useful measurement is how sentiment towards these topics changes based on the news articles. As an example, it may be possible to determine what political parties certain news article support by adding up all these sentiments, or businesses, etc.

After researching these topics the most interesting use case where there would be a lot of useful information to be obtained is the final one. Being able to determine the interests, disinterests and biases of the news companies themselves provides a lot of useful information for the consumer, as well as how this sentiment lines up with other companies and has been altered over time. This can also be used for more general topics rather than political ones. For example, an understanding of how new technologies are perceived by the media is also another use case if say the topic is VAR.