

# Quick Reference: Most Common Sentiment Indicators

## POSITIVE Indicators

### Business Success

- Profitable, growth, success, breakthrough, record-breaking
- Expansion, acquisition, merger, IPO, funding round
- Market leader, industry leader, competitive advantage
- Strong performance, exceeds expectations, beats estimates
- Revenue growth, profit increase, stock surge, valuation up

### Leadership & Recognition

- Visionary, innovative, strategic, influential, respected
- Award-winning, honored, recognized, celebrated, acclaimed
- Industry pioneer, thought leader, expert, authority
- Promoted, appointed, elected, selected, chosen

### Personal & Philanthropic

- Charitable, donated, philanthropy, giving back, foundation
- Inspiring, role model, success story, achievement
- Family milestones, educational achievements, personal awards

### Media & Public

- Praised, commended, endorsed, recommended, supported
  - Positive reviews, favorable coverage, glowing reports
  - Investor confidence, analyst upgrade, buy rating
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## NEGATIVE Indicators

### Business Problems

- Losses, decline, failure, disappointing, underperforming
- Bankruptcy, debt, financial distress, cash flow problems
- Layoffs, downsizing, restructuring, cost-cutting
- Missed targets, below expectations, poor results
- Stock decline, valuation drop, market crash

## **Legal & Regulatory**

- Investigation, lawsuit, sued, charges, indictment
- Violation, penalty, fine, sanctions, compliance issues
- SEC action, regulatory scrutiny, court case, settlement
- Criminal charges, arrest, conviction, guilty
- Political sanctions, government sanctions, political institutions targeting

## **Reputation & Scandal**

- Scandal, controversy, misconduct, inappropriate
- Corruption, fraud, embezzlement, bribery
- Ethical concerns, conflict of interest, insider trading
- Resignation, fired, terminated, stepped down

## **Criticism & Controversy**

- Criticized, condemned, attacked, blamed
- Questionable, poor judgment, mismanagement, incompetent
- Backlash, protest, boycott, public outrage

## **Personal Issues**

- Divorce, custody battle, family dispute, health problems
- Addiction, rehab, personal struggles, breakdown
- Controversial statements, social media backlash

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# **NEUTRAL Indicators**

## **Factual Reporting**

- Announced, stated, reported, confirmed, disclosed
- According to, sources say, company reports, filing shows
- Meeting scheduled, appointment made, event planned
- Quarterly results, annual report, financial filing

## **Routine Business**

- Routine operations, standard procedure, regular meeting
- Board meeting, shareholder meeting, conference call
- Product launch, service introduction, expansion plans
- Hiring, staffing changes, organizational updates

## **Neutral Descriptive**

- **Based in, founded in, established, operates**
- **Owns, manages, oversees, responsible for**
- **Previously, currently, recently, upcoming**
- **Estimated, approximately, around, about**

## **Market Data**

- **Market cap, revenue figures, employee count, locations**
- **Industry analysis, market trends, sector performance**
- **Comparison data, benchmarking, statistical information**
- **Rankings** (without positive/negative context), **listings, directories**

## **Balanced Coverage**

- **Mixed results, some gains, some losses, varied performance**
- **Both positive and negative aspects, pros and cons**
- **Uncertain outlook, wait and see, time will tell**
- **No comment, declined to comment, unavailable for comment**