

An abstract graphic on the left side of the book cover, consisting of a network of thin, light-blue lines and small circles, resembling a circuit board or a neural network, extending vertically from the top to the bottom.

# OPINION LEADER DETECTION

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# PROBLEM STATEMENT AND METHODOLOGY

Today's technology landscape is evolving at rapid pace, therefore it is essential to identify and understand the influence of key figures in the AI field. It is crucial not only for involved key figures, but also for general audience to stay up to date with accessible information.



The purpose of this project is to identify key figures, based on them being mentioned in relevant articles and obtaining positive sentiment in these mentions. Achieving positive sentiment indicates influence and potentially trustworthiness.



The methodology applied in this project to determine the opinion leaders was using LLM to extract and categorize information from articles as entities, article titles and assign sentiment to the each entity mentioned in the article.

# KEY FINDINGS

Entities, either companies or personal figures, with the highest combined centrality are likely leaders or key opinion shapers within the AI field, influencing the adoption of new trends and technologies. In this case these are Pramod Sharma, Jerome Scholler, Napkin, Accel, CRV and so on.

In the graph we can clearly see different clusters, based on articles titles and entity mentions. It is clear to identify key entities and related sentiment from the articles mentioning them. We can observe both positive and negative sentiments.

# VISUALS

All entities by combined centrality:

Pramod Sharma: 0.2511

Jerome Scholler: 0.2511

Napkin: 0.2511

Accel: 0.2511

CRV: 0.2511

0smo: 0.2511

Ubisoft: 0.2511

LucasArts: 0.2511

Rich Wong: 0.2511

Google: 0.1174

OpenAI: 0.1102

Tesla: 0.0322

Apple: 0.0312

Article mention distribution for all entities:

Google:

New AI Feature Summarizes Google Meet Conversations: 20.00%

AI Gadgets: Setting Expectations: 20.00%

## Former Google CEO Explains Company's Loss of Edge to OpenAI: 20.00%

## Google's Pixel 9 Series Unveiled with Enhanced AI Features: 20.00%

## Google Adds Support for Over 100 New Languages in Translate: 20.00%

### Rabbit R1:

AI Gadgets: Setting Expectations: 100.00%

Humane AI Pin:

AI Gadgets: Setting Expectations: 100.00%

TikTok:

TikTok Lite Removes Reward Feature in EU: 100.00%

