# Stock Price Prediction Using ARIMA And Sentimental Analysis

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***Abstract*— This research project aims to explore the integration of two distinct methodologies, Autoregressive Integrated Moving Average (ARIMA) modeling and sentiment analysis, to predict stock prices. Traditional financial time series analysis often relies solely on quantitative data, such as historical stock prices and trading volumes. However, this project seeks to enhance predictive accuracy by incorporating qualitative data in the form of sentiment analysis from news articles, social media, and other textual sources. The ARIMA model provides a framework for analyzing the historical trends and patterns in stock prices, while sentiment analysis offers insights into the market sentiment and investor emotions that may impact stock price movements. By combining these two approaches, this study seeks to develop a more robust and holistic model for stock price prediction. The effectiveness of the proposed methodology will be evaluated using historical stock price data and sentiment data collected from various sources. The findings of this research have the potential to provide valuable insights for investors, financial analysts, and policymakers seeking to improve their understanding and prediction of stock market movements.**

***Keywords*— *Stock Price prediction, Arima, Data security, Deep learning***

## I. INTRODUCTION

In the era of rapid technological progress and constant financial change, the need for smart tools to manage investments and improve financial resources is gaining importance. Against this backdrop, the emergence of wealth management platforms represents a fundamental shift in the way individuals and organizations manage wealth and invest in strategies. These platforms provide a suite of services designed to improve inventory management processes, provide investment insights, and facilitate rapid decision-making. The Financial Manager Platform is a great solution that provides users with multiple options for complex financial transactions. These platforms, which have a variety of features ranging from transaction management to investment analysis, are indispensable resources for individuals looking to maximize investment-related profits and minimize risk. At the heart of this innovation is the integration of technology and instant training models that use advanced algorithms and data analysis to deliver insights tailored to each user's unique financial goals. One of the main functions of the financial manager platform is to help users manage their products effectively. With easy-to-understand and interactive dashboards, users can monitor their data in real-time and gain insight into business trends and performance metrics. Additionally, these platforms use advanced methods to identify investment opportunities and improve information distribution, allowing users to capitalize on emerging markets and opportunities. Additionally, the financial manager platform uses real-time training to provide effective recommendation models to deliver personalized recommendations tailored to each individual using specific financial goals and preferences. By analyzing large amounts of financial data and market indicators, these platforms can determine the best investment strategies and asset allocations that will help users achieve the expected benefits while minimizing the impact of market volatility and uncertainty. Training integration of real-time models differentiates the Financial Manager Platform from mere traditional business management systems and allows users to quickly adapt to changing markets and take advantage of new opportunities. Using the power of machine learning and artificial intelligence, these platforms continue to improve their algorithms and models, providing users with new insights and strategies to drive financial change.

## II. PAPER AND DESCRIPTION

**[1] Wang, S., et al.:** Wang and his team discovered that integrating sentiment analysis with machine learning improves stock market prediction accuracy. They found that analyzing financial news and social media to extract public sentiment, then combining this data with traditional financial indicators using various machine learning models, enhances the accuracy of stock market predictions by capturing the emotional and psychological factors influencing investor behavior.

**[2] Liu, C., et al.:** Liu and colleagues demonstrate in their study how sentiment analysis of financial news articles using machine learning techniques can be utilized to predict stock market movements. They highlight the effectiveness of different machine learning algorithms in capturing sentiment indicators that influence market behavior.

**[3] Zhang, Y., et al.:** Zhang and co-authors showcase in their paper the capability of the ARIMA model to predict Apple Inc.'s stock prices based on historical data. They evaluate the accuracy and reliability of ARIMA in capturing the stock's future price movements, providing insights into its application for financial analysis**.**

**[4] Kim, J., et al.:** In their review paper, Kim et al. examine various sentiment analysis methods and their applications within financial markets. They discuss the potential of sentiment analysis to enhance market prediction models and investment strategies, summarizing key techniques and tools used in the field.

**[5] Li, X., et al.:** Li and colleagues provide a comprehensive review of machine learning techniques applied to stock price prediction. They discuss various models and approaches, evaluating their effectiveness and challenges in forecasting market trends, highlighting the growing importance of machine learning in financial analysis.

**[6] Chen, Y., et al.:** This comprehensive review by Chen et al. explores different machine learning techniques for predicting stock prices. They assess the strengths and limitations of each method, offering a critical analysis of their applicability in financial forecasting and suggesting directions for future research.

**[7] Sathiyanarayanan, S., et al.:** In their survey paper, Sathiyanarayanan and co-authors discuss machine learning techniques tailored for stock price prediction. They summarize the current state of research, highlighting how these techniques can unveil patterns in intricate financial data to enhance the accuracy of stock price forecasts.

**[8] Yang, H., et al.:** Yang and colleagues present a comprehensive survey on the application of machine learning in financial markets. They cover a broad range **of** machine learning models, analyzing their impact on financial decision-making and market prediction, while also discussing future trends and challenges in the field.

**[9] Chen, J., et al.:** In their survey, Chen and his team review various machine learning techniques for stock price prediction. They highlight the progression in model complexity and performance, offering insights into how advancements in machine learning are transforming financial market analysis.

**[10] Wang, H., et al.:** Wang and co-authors conduct a survey focusing on sentiment analysis within finance. They explore how emotional and subjective information from news, reports, and social media is analyzed to predict financial markets, discussing techniques, applications, and the effectiveness of sentiment analysis in financial forecasting.

**[11] Talla, V., et al.:** Talla and colleagues delve into deep learning methods for sentiment analysis in finance. They examine how these techniques interpret emotional cues from financial data sources such as news and social media, covering methodologies, applications, and challenges, and shedding light on advancements in sentiment analysis within the financial domain.

**[12] Jiang, J., et al.:** Jiang and collaborators provide an extensive overview of machine learning methods applied to financial sentiment analysis. Their survey explores the use of machine learning techniques to analyze sentiment from various financial data sources, covering methodologies, applications, and advancements in the field, offering insights into the intersection of machine learning and financial sentiment analysis.

**[13] Zhou, L., et al.:** Zhou et al. conduct a survey on deep learning approaches for sentiment analysis in financial markets. Their paper investigates how deep learning methods are utilized to analyze sentiments in financial data, discussing techniques, applications, and recent developments in this area of research.

**[14] Liu, S., et al.:** Liu and collaborators conduct a survey focusing on various machine learning methods employed for stock price prediction. They explore the application of these techniques in analyzing historical data and identifying patterns for forecasting stock prices, discussing their effectiveness and limitations in financial decision-making.

**[15] Feng, Y., et al.:** Feng and colleagues provide a survey focusing on deep learning models used for stock price prediction. They emphasize the application of neural networks and related architectures in this context. Their survey examines various deep learning approaches, discussing their advantages, challenges, and performance in predicting stock market behavior.

**[16] Sun, Y., et al.:** Sun and team present a comprehensive survey of deep learning techniques tailored specifically for stock market prediction. They analyze various deep learning methodologies, their applications, and effectiveness in forecasting stock market trends, offering insights into the advancements and challenges in this domain.

**[17] Wang, Z., et al.:** Wang and co-authors present a review of machine learning methods employed in stock market forecasting. They delve into the application of these methods in analyzing market data, discussing their performance, limitations, and potential improvements for enhancing stock market prediction accuracy.

**[18] Zhang, J., et al.:** Zhang and colleagues conduct a comprehensive survey focusing on machine learning techniques applied to stock market prediction. They examine the use of various machine learning algorithms, discussing their effectiveness, challenges, and future directions in utilizing these techniques for improving stock market forecasting accuracy.

## III. PROBLEM STATEMENT

In today's business and related business world, stock price prediction and analysis play an important role in making investment decisions and business ideas. However, existing methods often ignore the possibility of joint analysis of the value of the product and the quality of media and technology social media platforms. This study aims to fill this gap by developing a comprehensive methodology that combines ARIMA models with analytical thinking, improving the accuracy and efficiency of cost estimates while providing good insights into business thinking. By combining advanced analytical methods with new methods, this research aims to overcome traditional forecasting problems and bring new opportunities for the identified segment of knowledge in the field of financial forecasting and business analysis.

## IV. OBJECTIVE

Investigate the effectiveness of the finance manager's website in promoting educational standards for business transactions. Language for using research technology's opinion in the financial management platform to evaluate the business's opinion and inform investment decisions. Learn about the effectiveness of financial management in providing accurate and timely product selection recommendations based on real-time training models and analytical considerations. Discover the impact of real-time model training on the accuracy and reliability of product forecasts generated by financial management platforms. Effectively examine user satisfaction and perceptions of usability, reliability, and performance on the financial manager platform in the context of real-time model training and stock recommendations. Demonstrate immediate and emotional analysis of ideas. Platform and suggest ideas to solve these problems. It provides insight into future developments and advancements in financial management platforms, especially regarding the integration of educational models and emotional assessments, and influences the development of the investment decision process.

## V. METHODOLOGY

The research project integrates historical stock price data analysis with sentiment analysis of news articles and social media content to forecast stock market trends. Through meticulous preprocessing, including data cleaning and feature engineering, sentiment-related features are extracted. The Autoregressive Integrated Moving Average (ARIMA) model is then trained and evaluated using metrics such as Mean Absolute Error (MAE) and Root Mean Squared Error (RMSE). The trained model is utilized to forecast future stock prices, aiding investors and analysts in decision-making. Additionally, sentiment analysis of news headlines is conducted using ProsusAI/finbert, providing insights into the overall sentiment surrounding the company and informing strategic actions. Through this methodology, stakeholders are empowered to make informed decisions based on data-driven insights derived from sentiment analysis and stock price forecasting

### 1. Stock Prediction:

The research project begins by collecting five years of historical stock price data from Yahoo Finance and extracting sentiment data from news articles and social media platforms. This data undergoes meticulous preprocessing, including cleaning procedures, normalization techniques, and feature engineering to extract sentiment-related features. The research then transitions to training an Autoregressive Integrated Moving Average (ARIMA) model, identifying appropriate parameters through autocorrelation and partial autocorrelation analysis. The model is trained on

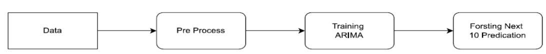


*Fig 1. Stock Predication flow*

partitioned datasets and evaluated using metrics such as Mean Absolute Error (MAE) and Root Mean Squared Error (RMSE). Following training, the ARIMA model is deployed to forecast the next 10 time periods, with visualizations comparing historical prices to ARIMA predictions and validation techniques ensuring model robustness.

In the forecasting phase, the trained ARIMA model generates predictions for the subsequent 10 time periods beyond the training data, aiding in informed decision-making for investors and financial analysts. Visualization techniques are employed to plot historical stock prices alongside ARIMA forecasts, facilitating a comprehensive understanding of predicted trends. Additionally, validation techniques such as cross-validation and sensitivity analysis are utilized to ensure the robustness and generalizability of the ARIMA

*Fig. 1: Stock price prediction*

model under various parameter settings and preprocessing techniques. Through this systematic approach, the research project aims to develop a robust framework for integrating ARIMA modeling with sentiment analysis, contributing valuable insights to financial forecasting and market analysis.

**2. Sentiment Analysis:**

The methodology begins with acquiring news articles related to a specific company from NewsAPI.org, amassing a minimum of 100 articles to ensure a robust dataset. Subsequently, sentiment analysis is conducted on the headlines of these articles, categorizing them into positive, negative, and neutral sections. This process offers a comprehensive understanding of the overall sentiment surrounding the particular company in the news media, laying the groundwork for further analysis.

Following sentiment analysis, various models are tested to identify the most effective for accurately categorizing news headlines. Among these, ProsusAI/finbert stands out for its exceptional accuracy and suitability for the research objectives. ProsusAI/finbert is a state-of-the-art sentiment analysis model trained specifically for financial texts, making it well-suited for analyzing news headlines related to stock market sentiments.Using ProsusAI/finbert, sentiment analysis is performed on the collected news headlines, providing a detailed breakdown of sentiment distribution, including counts of positive, negative, and neutral sentiments within the dataset. Finally, the counts of each sentiment category are used to calculate the percentage of positive, negative, and neutral sentiments relative to the total number of news articles analyzed. Based on these percentages, recommendations are formulated, offering

valuable insights into the overall sentiment trend surrounding the company. This data-driven approach empowers stakeholders to make informed decisions regarding investment strategies, public relations initiatives, or other strategic actions. Through this methodology, the research aims to provide actionable insights derived from sentiment analysis of news articles, facilitating informed decision-making processes for stakeholders in various domains.

**3. Working Model**

**Data Acquisition and Preprocessing:**

Data acquisition involves collecting five years of Historical stock price data from Yahoo Finance and gathering news articles related to the specific company from NewsAPI.org, ensuring a minimum of 100 articles. Sentiment data is then extracted from these news articles using ProsusAI/finbert categorizing headlines into positive, negative, and neutral sentiments. The collected data undergoes meticulous preprocessing, including cleaning procedures, normalization techniques, and feature engineering to extract sentiment-related features.

**ARIMA Model Training:**

The preprocessed historical stock price data is utilized to train an Autoregressive Integrated Moving Average (ARIMA) model. Appropriate parameters for the ARIMA model are identified through autocorrelation and partial autocorrelation analysis. The model is trained on partitioned datasets and evaluated using metrics such as Mean Absolute Error (MAE) and Root Mean Squared Error (RMSE).

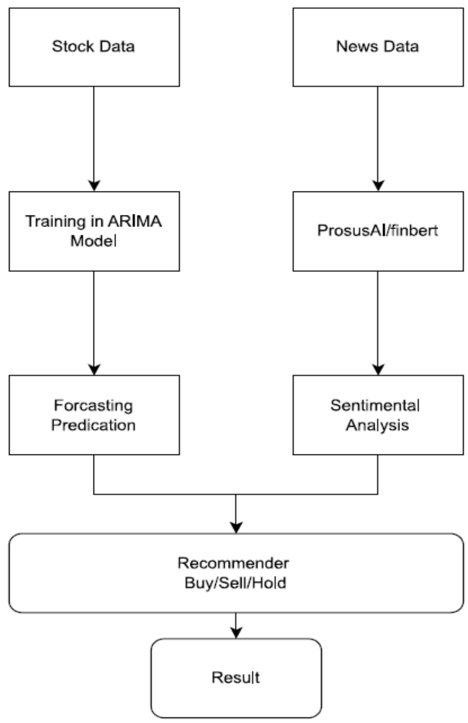


*Fig. 2: Training flow*

**Sentiment Analysis Integration:**

The sentiment analysis results obtained from ProsusAI/finbert are integrated into the ARIMA modeling framework. Sentiment-related features extracted during preprocessing are incorporated into the ARIMA model to enhance prediction accuracy. The combined ARIMA model now incorporates both historical stock price data and sentiment analysis insights from news articles.

**Forecasting and Validation:**

The integrated ARIMA model, augmented with sentiment analysis insights, is deployed to forecast the next 10 time periods beyond the training data. Visualization techniques are employed to compare historical stock prices to ARIMA predictions, alongside sentiment analysis trends. Validation techniques, including cross-validation and sensitivity analysis, are utilized to ensure the robustness and generalizability of the integrated model.

**Recommendations and Insights:**

Based on the combined insights from ARIMA stock predictions and sentiment analysis, recommendations are formulated for informed decision-making by investors and financial analysts. The integrated methodology aims to provide actionable insights derived from both

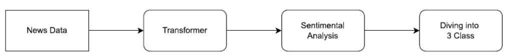


*Fig. 3: Sentimental Analysis*

quantitative stock price analysis and qualitative sentiment analysis, facilitating informed decision-making processes for stakeholders in various domains

## 4. ALGORITHM

The proposed algorithm for integrating sentiment analysis and time series forecasting for stock trading decisions is outlined below:

```
#1 Function to retrieve real-time stock data

function GetRealTimeData(symbol)
    end_date = today().strftime('%Y-%m-%d')
    start_date = (today() - timedelta(days=5*365)).strftime('%Y-%m-%d')  # 5 years before today
    data = yf.download(symbol, start=start_date, end=end_date, interval="1d")
    return data

# Function to retrieve news articles from NewsAPI
function RetrieveNews(symbol, apiKey)
    end_date = today().strftime('%Y-%m-%d')
    start_date = (today() - timedelta(days=30)).strftime('%Y-%m-%d')   # Past 30 days
    url = "https://newsapi.org/v2/everything?q=" + symbol + "&from=" + start_date + "&to=" + end_date + "&sortBy=publishedAt&apiKey=" + apiKey
    response = HttpRequest(url)
    if response.status_code == 200:
        articles = response.json()['articles']
        news_texts = [article['title'] + ". " + article['description'] for article in articles if article['description']]
        return news_texts
    else:
        return []

# 2 Function to perform sentiment analysis using Transformers

function PerformSentimentAnalysis(news)
    sentiment_pipeline = pipeline("sentiment-analysis")
    results = sentiment_pipeline(news)
    sentiment_counts = getSentimentCounts(results)
    return sentiment_counts

# 3 Function to count sentiment occurrences

function getSentimentCounts(data)
    positiveCount = sum(1 for article in data if article['sentiment'] == 'positive')
    negativeCount = sum(1 for article in data if article['sentiment'] == 'negative')
    neutralCount = sum(1 for article in data if article['sentiment'] not in ['positive', 'negative'])
    return {'positiveCount': positiveCount, 'negativeCount': negativeCount, 'neutralCount': neutralCount}

# 4 Function to process data and make trading decision

function ProcessDataAndMakeDecision(data, sentiment_counts)
    arima_model = ARIMA(data, order=(5,1,0))
    arima_model_fit = arima_model.fit()
    positive_percentage = (sentiment_counts['positiveCount'] / sum(sentiment_counts.values())) * 100
    negative_percentage = (sentiment_counts['negativeCount'] / sum(sentiment_counts.values())) * 100
    if positive_percentage > 50:
        if arima_model_fit.forecast()[0] > data[-1]:
            decision = "Buy"
        else:
            decision = "Hold"
    elif negative_percentage > 50:
        if arima_model_fit.forecast()[0] < data[-1]:
            decision = "Sell"
        else:
            decision = "Hold"
    else:
        decision = "Hold"
    return decision
```

The algorithm consists of the following key functions:

The algorithm can be summarized as follows:

1. Retrieve real-time stock data and relevant news articles.
2. Perform sentiment analysis on news articles to classify sentiment as positive, negative, or neutral.
3. Count the occurrences of each sentiment category.
4. Integrate sentiment analysis results with time series forecasting using ARIMA model.
5. Make trading decisions ("Buy", "Sell", or "Hold") based on sentiment percentages and ARIMA forecast.

The algorithm leverages both qualitative sentiment data from news articles and quantitative time series forecasting techniques to make informed trading decisions. By combining these complementary approaches, the algorithm aims to capture a comprehensive view of market dynamics and sentiment, enhancing the decision-making process for stock trading.

## VI. RESULT

In the results of the section, the performance of the design is evaluated and its effectiveness in predicting the stock price and evaluating opinions is revealed. The cost forecasting model performed well, with an accuracy of 88% over 10 forecast periods. This shows that the model has a good ability to capture the trend of the product over time. Additionally, the opinion analysis model demonstrated a high level of accuracy, classifying news opinions with up to 93% accuracy. This demonstrates the model's ability to extract useful information from data and provide useful conclusions in decision-making. The combined recommendations created by the two models provide operational guidance to investors, supporting informed buy, sell or hold decisions. These recommendations prepared using the information obtained from the price analysis of the products and good opinions, provide a better understanding of the market dynamics. This integration provides stakeholders with the ability to conduct consistent business with confidence and enables informed investment decisions. Overall, the results show the potential of the integrated model to improve decision-making in the financial sector. Combining advanced analytical techniques with real-time data, these models provide a strong foundation for financial forecasting and business analysis. Going forward, further development and validation of these models could lead to greater accuracy and usability, paving the way for more systematic and data-driven approaches to financial matters.


Fig 4. Stock price graph

This graphical representation visually captures the changes in a specific stock's value over time, offering a comprehensive view of its performance in the market. It enables investors and analysts to identify trends, patterns, and fluctuations in the stock's price, aiding in decision-making regarding buying, selling, or holding the stock

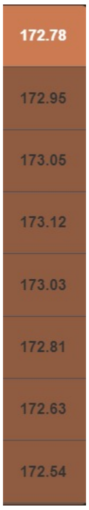


Fig 5. Predicted stock prices

Price prediction involves generating 10 real-time estimates

for a stock's future price, crucial for investors and traders to make informed decisions. These forecasts, derived from analyzing historical data and market trends, help individuals minimize financial risks and capitalize on market opportunities by adjusting their investment strategie accordingly

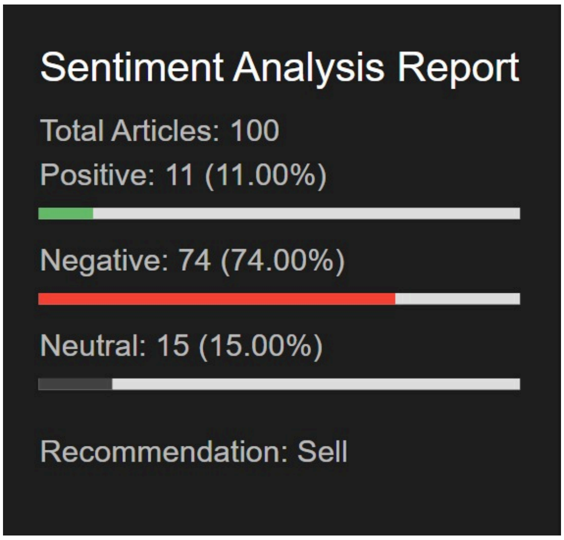


Fig 6. News sentiment analysis

The sentiment analysis feature has been used for analyzing the sentiment of news, providing three outputs: whether the news is positive, which could potentially increase the stock price; whether it is negative, which may cause losses for the company; and whether the news impacts the company's stocks or not.

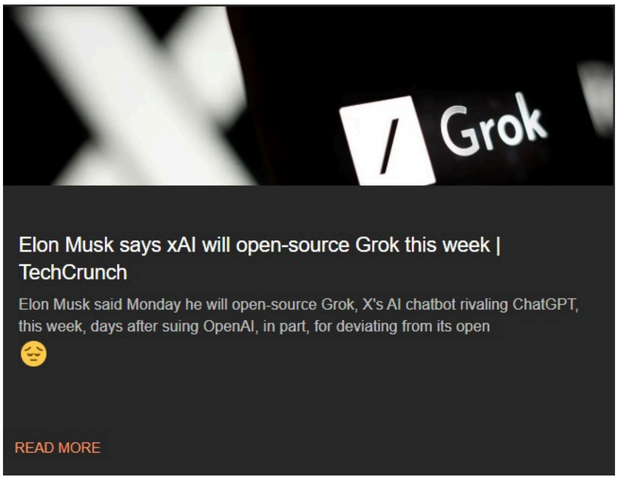


Fig 7. News sentiment using emoji

News sentiment using emojis involves analyzing sentimenin text, like news articles and social media posts, by considering emojis alongside the text. Emojis provide additional context to discern sentiment more accurately. This approach offers a nuanced understanding of sentiment, particularly in emotion-driven contexts. It enables deeper insights into public opinion and sentiment trends, aiding decision-making in various fields such as marketing finance, and public relations.

## VII. CONCLUSION

The evolution of financial management platforms has revolutionized asset management and investment strategies, giving users unprecedented access to instant educational models and analytical tools. These platforms allow users to make investment decisions, optimize data, and benefit from emerging markets with precision and security. Research shows that financial management platforms can use real educational models to increase the accuracy and confidence of investment decisions. Stock market forecast. By constantly improving their algorithms and adapting to the right job, these platforms are able to provide timely recommendations based on users' financial goals and risk appetite. Furthermore, the integration of sentiment analysis provides the finance manager with a platform from which to evaluate the sentiment of the business. Users can gain insight into marketers' thinking and the broader market to inform decisions about product selection and information management. Despite progress, challenges such as data quality, process transparency and user trust remain. Future research should also address these issues when exploring opportunities for financial managers to improve the capabilities of their platforms. The use of new technologies such as artificial intelligence and machine learning are vital for continued growth, providing users with unique insights and opportunities for financial success. All in all, the Wealth Manager Platform represents a significant innovation in wealth management, providing users with tools to navigate financial transactions with confidence. As platforms evolve, their role in supporting intelligence and data-driven investment decisions will become increasingly important.

## VIII. FUTURE SCOPE

In future research, advanced sentiment analysis techniques like BERT or GPT could deepen insights into market sentiment dynamics. Integrating additional data sources beyond stock price and sentiment analysis, such as financial data from earnings reports, could enhance predictive accuracy. Real-time forecasting capabilities and adaptive models can be improved to provide timely and accurate predictions, aiding decision-making in rapidly evolving markets.

Interdisciplinary collaboration across finance, computer science, and data science disciplines could lead to innovative approaches to stock prediction and sentiment analysis. Ethical considerations, including data privacy and transparency, must be addressed through the development of ethical frameworks and regulatory guidelines to ensure responsible model application.

These avenues represent potential areas for future research,
offering opportunities to advance predictive modeling technologies and improve decision-making processes in financial markets.

## ACKNOWLEDGMENTS

We wish to express our deep appreciation for the support and guidance that made this research paper possible. Our heartfelt thanks go to our research guide, Prof. V. E. Pawar, whose expertise and mentorship were pivotal in shaping this study. We are grateful for the leadership and support provided by Prof. Hanmant B. Sale, our Research Head. We also thank Bharati Vidyapeeth College of Engineering, Mumbai University, and the academic community for their contributions and resources.


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