

Corporate Social Responsibility

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Motivation

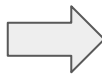
- **Constant controversial news from corporations**
(i.e Facebook, Uber, Blizzard, NBA)
- **Corporate Social Responsibility Reports released per year**
- **Talks about ethics and what the company hopes to achieve**
(i.e HPE wishes to put more women in higher positions)
- **First Motivation:** Modeling company values
- **Second Motivation:** Finding out how the public views these companies to assess if they are truly ethical



Proposed Method

Data

CSR reports

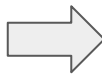


LDA

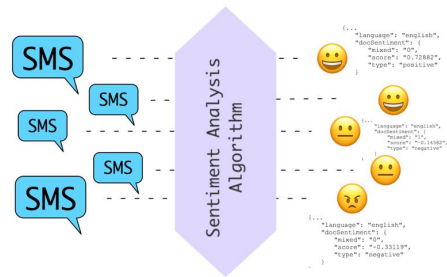
Methodologies



Twitter tweets



Sentiment Analysis



Expected Results

- We have a number of categories of companies, such as Retail, Chain Restaurant, Energy, Technology, Automobiles, etc.

External Comparison

We compare the public reaction towards those companies by using sentiment analysis and see which one has the most positive reaction in their domain

Internal Comparison

We study one company and compare how the sentiment towards this company shift over the years and see if they are improving

Expected Results

- External and internal comparison
- We have a number of categories of companies, such as Retail, Chain Restaurant, Energy, Technology, Automobiles, etc.
- First, We compare the public reaction towards those companies by using sentiment analysis and see which one has the most positive reaction in their domain (external)
- Second, we study one company and compare how the sentiment towards this company shift over the years and see if they are improving (internal)