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Opinion mining (sometimes known as sentiment analysis or emotion AI) refers to the use of natural language processing, text analysis, computational linguistics, and biometrics to systematically identify, extract, quantify, and study affective states and subjective information. Sentiment analysis is widely applied to voice of the customer materials such as reviews and survey responses, online ...

Sentiment analysis - Wikipedia

Market sentiment (also investor attention) is the general prevailing attitude of investors as to anticipated price development in a market. This attitude is the accumulation of a variety of fundamental and technical factors, including price history, economic reports, seasonal factors, and national and world events.. If investors expect upward price movement in the stock market, the sentiment ...

Market sentiment - Wikipedia

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University of Michigan - Surveys of Consumers

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NFIB Small Business Survey: "Small Business Optimism

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Bandura, A. (1977). Self-efficacy: Toward a unifying theory of behavioral change. Psychological Review, 84, 191-215. [This is Bandura's seminal article in which he introduced the construct of self-efficacy.]

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