

Measuring the Impact of Online Media on Consumers, Businesses and Society Kejo Starosta
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this empirical thesis analyses the impact of sentiments in online media on consumers businesses and society as a whole and how knowledge of these correlations can be used in a variety of applications the results show that the sentiment data can be employed in a variety of ways functioning as an interesting new explanatory variable to complement and approximate survey data in areas such as tourism demand consumer confidence and many more in particular the cross country sentiment analysis reveals compelling information on media biases the reporting on alternative truths and countries as a filter bubble in addition to quantitative comparisons the descriptive statistics reveal important information on the sentiment developments across countries while this research is able to provide interesting findings for real world applications for consumers businesses and society the awareness of a media landscape that is heavily and increasingly dominated by negative news is particularly striking thus in addition to the actual applications above all the thesis shows the media landscape in which everyone must act in the future

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