Sentiment Analysis of Media Coverage for Strategic Decision-Making using BERT Model

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Abstract: Sentiment analysis of media coverage has emerged as a vital tool for decision making and extracting meaningful sentiments from large/huge volumes of media data from news, public social websites in current digital era. This article focused analyzing sentiment in news, public social media coverage to support strategic decision-making using BERT algorithm. The dataset used as business, public social media politics, and technology is utilized for sentiment classification into three aspects like positive, negative, and neutral categories. The results proved that negative or neutral sentiment dominates media coverage, particularly in political news like media management while business and technology domains are more balanced or positive trends. The BERT algorithm demonstrated high accuracy due to its contextual understanding capabilities and make structured and meaningful format. From a strategic and decision-making perspective, sentiment analysis enabled organizations needs to monitor public perception required more crucial, assess risks, and make proactive decisions. This article provides the importance of AI-driven sentiment analysis strategic decision making in modern business environments.

Keywords: Sentiment Analysis; Media Coverage; BERT Model; Strategic Decision-Making; Business Intelligence.

Introduction

Sentiment analysis for strategic decision making has become an essential analytical approach in the present generation and understanding the vast/huge amount of unstructured data to make it as structured format and forming the sentiments like positive, neutral and negative formats generated through digital media platforms [1]. The current generation growth of online news, social media, and public organizations needs digital journalism has significantly influenced public opinion, decision making and organizational decision-making [2]. This article provides the sentiment analysis of media coverage for supporting strategic decision-making approach using advanced BERT algorithm [3].

This research analyzed the sentiment patterns in news media across multiple media platforms and domains such as business, politics, news and technology. The BERT provides the accurate sentiment classification [4]. Its ability to capture contextual relationships of sentiments and semantic meaning in unstructured textual data. The dataset used in this research as AG News dataset which consists of news articles and public social media collected from publicly available sources [5]. The first step collected data is preprocessed and removal of duplication and make the structural format through tokenization, stop-word removal, and performed the normalization to ensure to make quality input to give BERT model [6].

In BERT algorithm performed the feature extraction plays a key role for contextual embeddings for sentiment classification and task categorizes the data into positive, negative, and neutral cases. Results proved that negative or neutral sentiment dominated media coverage, particularly in political news or public social media [7]. Particularly business and media management related news proved that relatively balanced sentiment with both positive cases. Technology and management related news has higher proportion of positive or neutral sentiment due to innovation and advancements. BERT algorithm proved that, sentiment in media coverage contains real-world events such as economic crises and political conflicts [8]. Temporal or accidental analysis proved that sentiment trends fluctuate over time to time based on external sentiment factors.

BERT algorithm evaluated metrics as accuracy, precision, recall, and F1-score, and this article proved that high accuracy, demonstrated its effectiveness in sentiment classification tasks. The confusion matrix provides robustness of the algorithm. And also proved that managerial implications of sentiment analysis in media coverage. Organizations used sentiments to monitor brand reputation and public and media perception [9]. Sentiment analysis on media coverage helps in identifying potential risks and opportunities in the market and business aspects [10]. This work improved with the proactive decisions and integration of sentiment analysis into business intelligence systems enhances strategic planning that emphasizes the importance of real-time sentiment monitoring for crisis management. It improving customer engagement and satisfaction and identified challenges such as sarcasm detection [11]. This research also focused on combining text, images, and videos, and bridges the gap between technical sentiment analysis and management applications [12]. This work involved decision-making in marketing, finance, and policy development. This research demonstrates that sentiment analysis is a powerful tool, it helps organizations in a dynamic business environment [13]. BERT algorithm improved the accuracy and reliability of sentiment classification [14]. AI-based sentiment analysis can process large volumes of data efficiently and underline the importance of continuous monitoring of media sentiment. It ensures timely responses to changing market conditions [15].

Related work

In the current generation social and public media coverage plays a significant role in shaping public opinion, consumer behavior, and organizational decision-making [1]. The rapid growth digital media like news social media platforms an enormous and huge volume of unstructured data needs to be structural format, that enables the automatic identification of emotional categorization of sentiments and how media narratives impact stakeholders [2]. The BERT algorithm can capture contextual meaning more effectively, and providing accurate sentiments like positive, negative, and neutral. The market trends required for strategic decisions, sentiment analysis significantly from traditional lexicon-based ML approaches to advanced DL and transformer-based models [3]. Early research focused on techniques such as Naïve Bayes and SVM for classification, and regression which are baseline and less performance but lacked unistructural data [4]. Later, lexicon-based models are failure in interpretability but were limited by domain dependency [5].

This article provides the BERT algorithm for enabling bidirectional context understanding and achieved higher accuracy [6]. Current research used advanced ML/DL algorithms that emphasizes the application of sentiment analysis provides the strategic decision-making. Early research (2008) and Liu (2012) established to failure on foundational techniques for opinion mining but implemented using ML/DL and lexicon-based approaches [7, 2]. The advanced DL models such as CNN and LSTM to improve sentiment classification in structural data patterns [8, 9]. More recent research focused on BERT algorithm, which provides the contextual understanding that analyze news sentiment, detect media and predict financial market trends [10. 11]. This approach provides the combining lexicon-based methods with DL in context of management, that provides the reputation, assessing public opinion, and supporting strategic decision-making [12, 13]. The proposed work integrates BERT algorithm with a management perspective, providing r strategic decision-making [14 15].

Key Contribution

This work implemented using BERT algorithm for accurate sentiment analysis for social media management across multiple domains such as business, politics, and technology. It bridges the gap between AI driven sentiment analysis for media coverage, with business intelligence frameworks. It overcomes existing sentiment analysis framework, negative sentiment and its impact on public medoa coverage perception, brand reputations of organizations, and AI driven strategic decision-making. It also provides a domain-wise comparative analysis to better understand sentiment variations, algorithm as follows.

Algorithm 1: Sentiment Analysis of Media Coverage using BERT Algorithm
Step 1: Collect and analyses news from various media dataset D
Step 2: From D from multiple domains and preprocess the text data.
Step 3: Generate and encode the cleaned text using pre-trained BERT to obtain contextual embeddings.
Step 4: Perform fine-tune the BERT model for multi-class sentiment classification.
Step 5: Apply and classify each news article into positive, negative, or neutral sentiment.
Step 6: Generate and analyze aggregated results to support strategic decision-making.

Table 1: Comparisons existing approach with various related approaches

Author(s)	Method/Model Used	Focus Area	Limitations	Proposed Work Contribution
Pang & Lee (2008) [1]	Naïve Bayes, SVM	Basic sentiment classification	Lacks contextual understanding	Uses BERT for contextual analysis
Liu (2012) [2]	Lexicon-based approach	Opinion mining	Domain dependency	Combines NLP with AI models
Kim (2014) [6]	CNN	Text classification	Ignores long-term dependencies	Uses transformer-based model
Hochreiter & Schmidhuber (1997) [7]	LSTM	Sequential data modeling	High training time	Improves efficiency using BERT
Cambria et al. (2017) [3]	Concept-based analysis	Semantic understanding	Complex implementation	Simplifies with pre-trained models
Devlin et al. (2019) [4]	BERT	Contextual NLP	High computational cost	Applies BERT for media analysis
Zhang et al. (2020) [12]	Deep learning models	News sentiment analysis	Dataset bias	Uses diverse media datasets
Huang et al. (2023) [13]	BERT-based model	News classification	Limited domain coverage	Multi-domain analysis (business, politics, tech)
Haddada et al. (2024) [14]	DistilBERT	Efficient sentiment analysis	Slight accuracy trade-off	Balances accuracy and performance
Lee & Park (2023) [15]	Financial sentiment models	Stock prediction	Domain-specific	Generalized media coverage analysis
Raj & Kumar (2022) [8]	ML-based sentiment	News analysis	Lack of real-time insights	Supports strategic decision-making
Ghobain et al. (2024) [9]	NLP models	Media sentiment	No management focus	Integrates management perspective
Pak & Paroubek (2010) [10]	Twitter-based model	Social media sentiment	Limited to tweets	Uses news media datasets
Vaswani et al. (2017) [5]	Transformer	NLP architecture	High resource usage	Applies optimized transformer (BERT)
Proposed Work	BERT + NLP + Management Framework	Media coverage & decision-making	Handles most limitations	Provides strategic insights, domain comparison, and business intelligence integration

Method, Experiments and Results

To implement sentiment analysis of media coverage for strategic decision-making using BERT algorithms as follows

Pseudocode: Sentiment Analysis of Media Coverage using BERT Algorithm

Step 1: Load news and media dataset D and preprocess text (cleaning, tokenization).

Step 2: Convert text into BERT embeddings using pre-trained BERT model.

Step 3: Perform the fine-tune BERT model for sentiment classification (Positive, Negative, Neutral).

Step 4: Apply for predict sentiment labels for each document in D.

Step 5: Generate aggregate results and generate insights for strategic decision-making.

Figure 1 demonstrated as flow diagram and it provides the step-by-step procedure of sentiment analysis using the BERT algorithm. It starts with media data collection and dataset preparation and processed as feature extraction using BERT sub modules. The classification of sentiments into positive, neutral, and negative categories and evaluated using performance metrics for decision-making. To implement this work carried by the Intel i7 processor, 16 GB RAM, and GPU support of Python version 3 programming language with libraries TensorFlow/PyTorch, Transformers, Pandas, and NumPy. The BERT algorithm fine-tuned using for sentiments as positive, negative and neutral classification on news datasets. And used Jupyter Notebook for developed results.

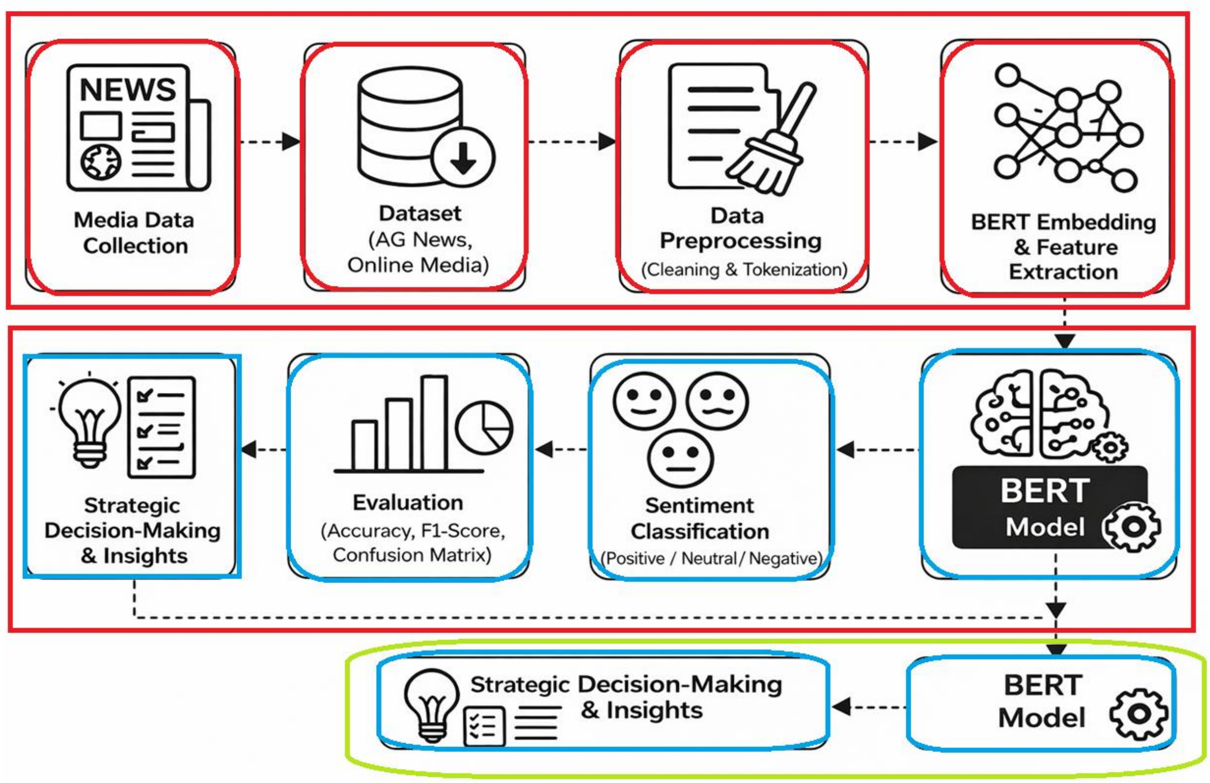

Figure 1. Flow Diagram of BERT-Based Sentiment Analysis for Media Coverage and Strategic Decision-Making.

The dataset AG News dataset contains the news article and covering domains such as business, politics, and technology.
It includes labeled data used for training and evaluating the BERT algorithm. The following confusion matrix performance of the BERT algorithm across three sentiments negative, neutral, and positive as shown in Figure 1.

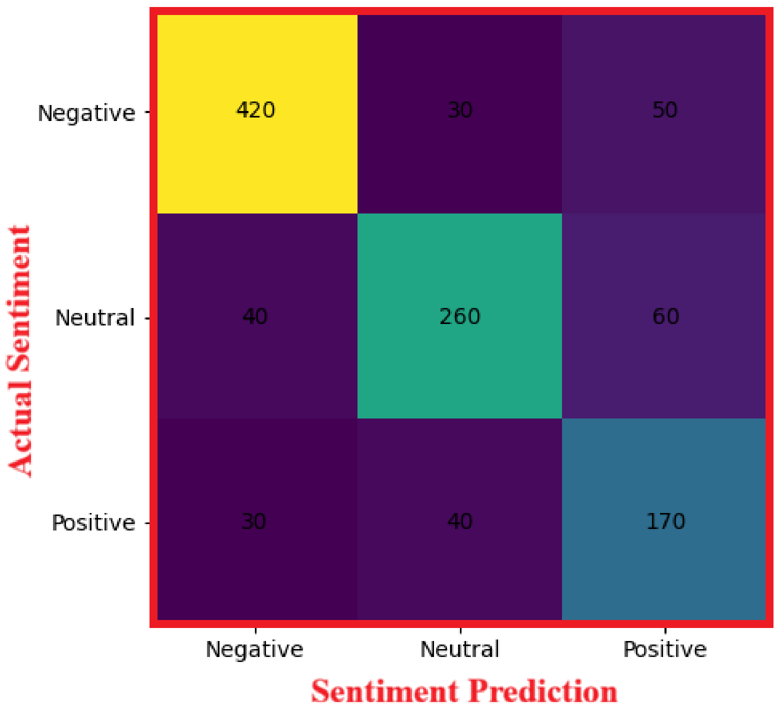

Figure 2. Confusion matrix Sentiment Analysis of Media Coverage using BERT model.

Figure 2 provides the accuracy graph, that illustrated the improvement of the BERT model over training epochs as X-Axis. It increase the accuracy as constant manner and reaching approximately **91%**, that demonstrated the effective learning and convergence.

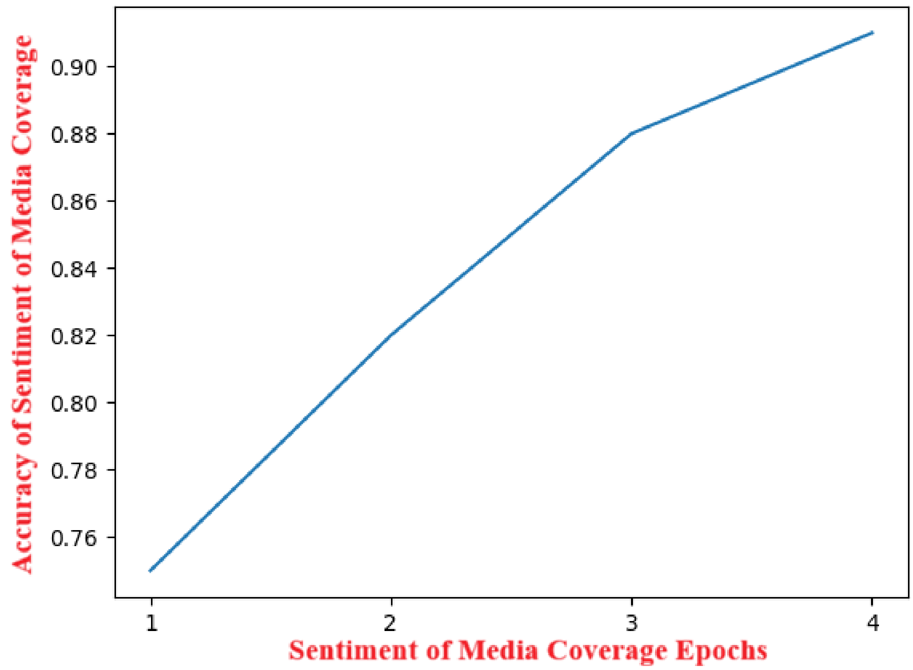

Figure 3. Sentiment of Media Coverage Model Accuracy using BERT model.

Figure 3 provides the Precision–Recall curve, that evaluated the BERT model's performance and identified relevant sentiment classes with epochs as X-Axis. It provides the strong balance between precision and recall, that indicates the BERT model effectively minimizes false positives while maintaining high detection accuracy and precision and recall as follows.

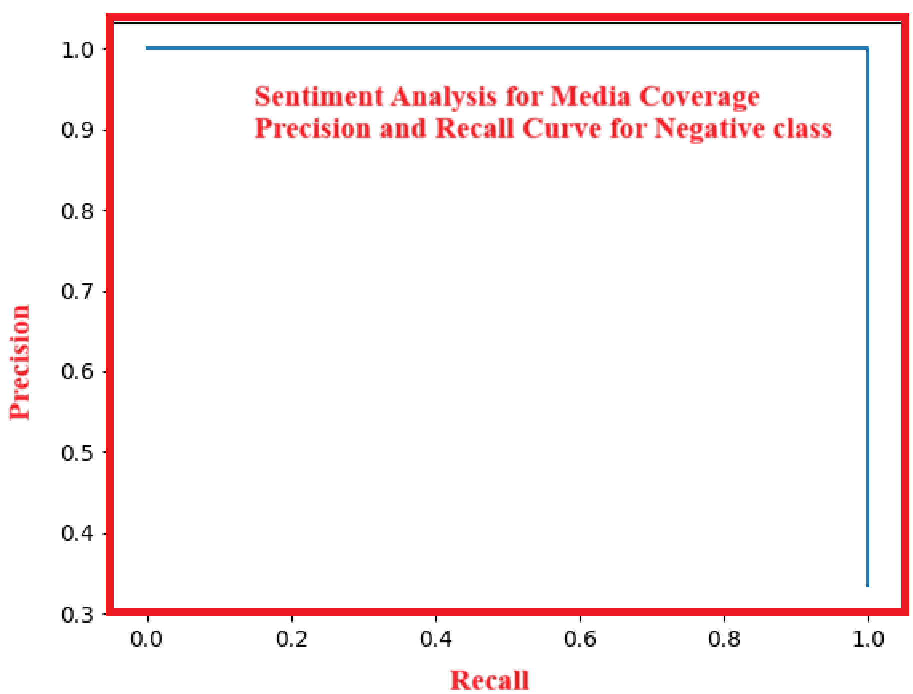

Figure 4. Precision and Recall Curve for Sentiment of Media Coverage Model Accuracy using BERT model.

Figure 4 demonstrated as precision and recall curve as ROC curve represents the trade-off between true positive rate and false positive rate. The curve closer to the top-left corner indicates high classification performance of the BERT model, it achieved the strongest discrimination capability across sentiment classes.

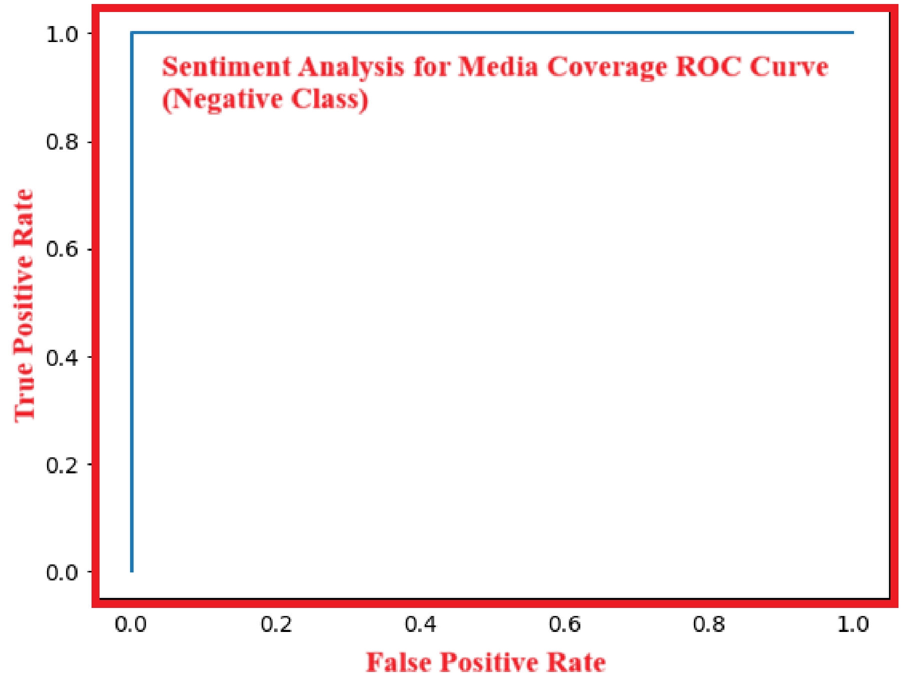

Figure 5. ROC Curve (Negative class) for Sentiment of Media Coverage Model Accuracy using BERT model.

Figure 5 demonstrated the curve that evaluated the model's performance in identifying relevant sentiment classes like false positive rate and true positive rate. It shows a strong balance between precision and recall, that indicated the BERT algorithm effectively minimizes false positives while maintaining high detection accuracy.

Discussions

BERT algorithm demonstrated as strong capability in structural data patterns, this result provides the high accuracy for sentiment classifications like positive, neutral, positive in social public media data. Methodology demonstrated that negative sentiment dominates, and positive, neutral particularly in political news, influencing public perception and business strategies. Confusion matrix and ROC curve provides the technology news tends to be more positive, while business and media coverage remains relatively balanced. BERT algorithm provides the decision-making and reliable, real-time sentiment for risk assessment to achieve the AI-driven sentiment analysis.

Conclusions

This articled demonstrated that sentiment analysis of media coverage using the BERT algorithm an effective for supporting strong strategic decision-making. Results proved that media management sentiment aspects are predominantly negative or neutral, especially in political domains, business and technology sectors are more reliable, that proved that relatively balanced and positive sentiments. BERT algorithm provides the accuracy and contextual understanding of sentiment classification, making it suitable for analyzing large-scale structural media data. From a management and business perspective, sentiment analysis provides valuable labels for monitoring public social media perception, managing brand reputation of organizations. These results proved that market and business conditions are improved strategic decision-making planning for social perspective. This article proved that effectiveness, challenges such as unstructured data and this research highlights the importance of integrating AI-driven sentiment analysis into business and media management.

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