



Evolving World of Media Monitoring: From Press Clippings to Analytics-Reimagining Public Relations practices

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Abstract

It feels like the world is moving a million miles an hour these days. Between shifting consumer habits and technology that changes overnight, media monitoring isn't just about reading the news anymore. It changed from a simple task into a complex system full of real-time data and high-level analytics. This is not just a new update. It reflects how society communicates now. A flood of information comes from social media and online news. Organizations struggle to manage this content. Understanding this shift is necessary for anyone in PR or marketing.

This dissertation examines how media monitoring moved from traditional press clippings to advanced analytical techniques. The paper focuses on how these evolving methods impact the accuracy and effectiveness of information gathering. The study uses a quantitative, cross-sectional survey of 60 PR professionals with different experience levels. The research analyzes tool adoption, metric prioritization, and the perceived organizational influence of advanced analytics through a 10-point diagnostic instrument. The findings show a "Hybrid State" of monitoring. Seventy-five percent of practitioners report that advanced analytics increased their strategic influence in the organization. But major challenges remain. These include a reliance on old metrics and skepticism toward AI-driven sentiment analysis. Over 60% of respondents require human intervention to verify contextual

accuracy. Success in this new environment requires a "Human-in-the-Loop" approach to AI, increased data literacy among practitioners, and a proactive shift toward predictive monitoring to identify organizational risks before they manifest. On a broader level, adopting these sophisticated techniques can play a major role in shaping campaigns, improving engagement with stakeholders, and fostering a more informed public conversation. Ultimately, this study highlights the need for organizations to embrace innovative monitoring solutions to navigate today's complex media landscape effectively.

Key words: *Media Monitoring, Media Analytics, Stakeholder Engagement, Public Relations, Strategic Communication*



1.0 INTRODUCTION

The evolution of media monitoring reflects a major shift in how we communicate today, driven by technology and the changing ways people behave. While Public Relations practitioners used to rely on traditional press clippings, they are now leaning on sophisticated analytics to navigate a much more complex media environment. This change is fueled by the sheer volume of digital content and social media, which have revolutionized how information is shared and consumed (Su S, 2025). Consequently, organizations have to adapt. They need to capture not just the traditional headlines but also the diverse, dynamic conversations happening online. Even though timely insights are critical for decision making here, many organizations are still stuck with outdated practices that miss the full picture (Paturi M, 2025). To close this gap, the main objectives of this research involve assessing where media monitoring stands today and evaluating how effective these analytics tools are. This paper will examine how these analytics can reveal public sentiment and media narratives, helping organizations improve their communication strategies. This isn't just about theory; it has real practical implications. By showing the transition from basic press clippings to advanced methods, this study aims to give organizations actionable knowledge that proves the necessity of modern monitoring solutions (Stan N-M et al., 2025). Integrating advanced media monitoring isn't just a technical upgrade; it is a strategic requirement for staying relevant in a multifaceted landscape (Shalini V Sathe, 2025). Through this inquiry, the dissertation will contribute to academic literature while offering a practical framework for practitioners navigating the complexities of modern media (Fiyaz M et al., 2025).

1.1 Definition of Media Monitoring

Media monitoring is a critical tool for organizations today for effective Reputation Management. It helps them manage and interpret public stories. Media monitoring involves the systematic collection and analysis of various media content. This includes print, broadcast, and digital platforms to assess public sentiment and trends. This practice tracks more than just mentions and coverage. It evaluates the context, tone, and impact of media reports on an organization's reputation and strategy. Organizations use advanced technology and analysis methods. The process provides clear meaning rather than simple data points. This allows organizations to respond early to public opinion. Media monitoring improves the understanding of audience views. It informs communication plans. It builds responsive and adaptive interaction with stakeholders (Maravilhas et al.).

1.2 Importance of Media Monitoring in the Digital Age

Organizations use Media Monitoring to manage reputations and build informed stories. Platforms produce massive content. This volume requires a method that goes beyond simple tracking. It involves finding useful data. Advanced analytics and real-time monitoring are required to understand audience feelings, new trends, and the competition. This helps organisations make smart decisions and plan communication. This process also lets them engage proactively with the parties concerned. It promotes the openness and speed necessary in a connected society (Emili F). Effective media monitoring is more than a defense. It drives growth. Organizations use it to handle the digital world with speed and purpose.

1.3 The Analog Age (The "Clip")

Looking back at the 20th century, media monitoring feels like a completely different world compared to the instant information we are used to now. It was an era defined by scarcity and significant delays. Back then, services relied on large teams of people who would physically flip through stacks of print publications, hunting for brand mentions or specific issues one by one (Alder, 2006).



1.4 Phase 2: The Digital Disruption

When news migrated online in the late 90s and early 2000s, we effectively swapped out our scissors for search engines, launching the era of keyword crawling. This shift allowed for rapid monitoring, letting analysts track mentions in real-time or close enough to it. But all that speed introduced a massive new problem: volume. The explosion of blogs and forums created such a wave of data that it became impossible for human analysts to process it all efficiently. The job shifted from finding a needle in a haystack to the overwhelming reality of trying to drink from a firehose (Padmavathi S, 2022). This information overload also exposed a wider issue regarding how we adapt to technology, as different sectors struggled to keep up with the digital transformation, making it clear that we need collaborative tech efforts to tackle these challenges (Thiele R, 2021).

1.5 The Era of Intelligent Analytics

These days, simply finding brand mentions on social media is the easy part. The real challenge, and the real value, is figuring out what those mentions actually mean (Choudhury et al., 2020). Modern platforms use Machine Learning (ML) and Natural Language Processing (NLP) to turn that chaotic noise into clarity (Kumar & Singh, 2021).

Key parts of this shift include heavy investment in sentiment analysis, share of voice, and visual listening (Davenport et al., 2020). It is not enough to just know that people are talking about a topic; you have to understand the emotions driving the conversation. Today's algorithms can scan millions of posts to classify the tone as positive, negative, or neutral. They can even flag sarcasm and subtle nuances that the old keyword-based methods used to miss completely (Pang & Lee, 2008).

Analytics now give brands a way to see exactly where they stand compared to the competition. For example, are you owning the conversation around sustainability, or is your competitor controlling the narrative on price? And with the explosion of visual platforms like Instagram and TikTok, relying only on text monitoring just doesn't work anymore (Smith, 2022). Innovative tech now uses image recognition to spot a brand's logo in photos or videos, catching those moments even when nobody bothers to mention the brand name in the caption (Yuan et al., 2021). Digital communications change fast. Understanding Media Monitoring 2.0 is key. This approach goes beyond tracking media mentions. It is a system that pulls useful facts from large amounts of data. Organizations use analytics and machine learning. They identify trends, feelings, and the main story about their brand or mission. These abilities are important. We must consider how people collect and use information. Reports about the Department of Homeland Security show these risks. Their handling of social media data raised concerns about privacy and civil liberties (Patel F et al.). Effective media monitoring uses structured methods.

1.6 Predictive Capabilities

The real frontier in predictive analytics is all about using past data to figure out what is coming next. AI has advanced enough that it doesn't just alert companies after a disaster strikes. It can actually flag a rise in negative sentiment and warn them that a crisis might be brewing before it even happens. This capability shows just how vital AI is for sharpening decision making and lowering risks across various sectors, especially given recent tech improvements (Padmavathi S, 2022). By bringing AI into the mix, companies can stop just reacting to problems and start getting ahead of them. That proactive approach is essential for handling the complexity of today's markets, where things shift incredibly fast (Prof. Eng. Ph.D GREU V).



2.0 LITERATURE REVIEW

The journey of media monitoring shows a huge shift from the old days of press clippings to modern analytics. It changed everything about how people gather and understand information. In the beginning, it was all about manual clipping services. One needed them to track sentiment and coverage. But that approach had limits. It was slow and couldn't catch everything. As tech got better, automated systems like google search engines started to take over, making it faster to get data and easier to analyze (Paturi M, 2025). Then the social media and AI blew everything wide open. Suddenly, there was just so much content to analyze. That led to algorithms and tools built specifically to sift through that mountain of data (Stan N-M et al., 2025). That was the spark that pushed us toward analytics-driven monitoring.

PR practitioners used to rely on physical press clippings to track reputation. Now, that history has paved the way for tools that don't just count articles but actually figure out the quality and intent behind them (Paturi M, 2025). Scholars like Qhal EMA, 2025 have noted how we are moving toward data-driven decisions to measure real impact. However, in spite of all these advancements, there are still some blank spots on the map.

Researchers noted that platforms like Twitter and Facebook didn't just give more sources; they changed how audiences engage with us (Shalini V Sathe, 2025). Big data analytics brought in sophisticated visuals and predictive tools, which meant organizations could finally stop just reacting and start being proactive (Fiyaz M et al., 2025). All these studies show the same thing. The media monitoring process is on a trajectory from simple, manual methods to a complex world where real-time data drives everything (Ji. Wang, 2024).

The real heart of this evolution is data analytics. It completely changed how stakeholders understand media impact. Plenty of studies show that these tools give deeper insights, letting people measure engagement and sentiment with accuracy they never had before. Moving toward this quantitative analysis mirrors what's happening in communication strategy everywhere. Data is driving the decisions in PR and marketing more than ever ((Fiyaz M et al., 2025).

Social media has also become a massive theme here. Scholars point out that it basically runs public perception now. Media monitoring today includes social listening, which lets brands see how people are reacting in real time. One can't really do reputation management or planning without it (Cunha G de Filho O et al., 2024)), and it keeps going.

Artificial intelligence and machine learning are boosting what people can do, giving them the predictive models that shape future strategies. It helps in engaging before things happen rather than scrambling. Putting it all together, one can see this dynamic relationship between technology and communication. It proves that organizations have to keep adapting because the media landscape isn't going to stop changing. The switch from traditional monitoring to sophisticated analytics represents a major shift in how things are done. Digital technology has driven practitioners toward quantitative analytics, like sentiment analysis and measuring impact. But qualitative approaches are still in the mix. The quantitative stuff lets the practitioners crunch numbers and spot patterns (Su S, 2025), while qualitative methods help them understand the nuance behind the stories (Paturi M, 2025). The practitioners really need both to understand the dynamics at play.

There is also a growing conversation about how technology reshapes these practices. Experts argue that automated tools make data collection way more efficient, moving us from manual curation to insights based on hard data (Qhal EMA, 2025). But that shift brings up some serious talks about whether people can trust algorithms and what they might be missing. Frameworks that use both hard data and human insight provide the best view, though practitioners still have to worry about data integrity and bias (Shalini V Sathe, 2025).



The literature also points out how social media forced researchers to update their methods to catch real-time feedback (Fiyaz M et al., 2025). Understanding how new tech plays with established methods is essential for navigating modern media monitoring. It shows that there are many different ways to look at this evolving landscape (Ji. Wang, 2024), (Cunha G de Filho O et al., 2024). Collectively, these studies keep the debate going about what works, what doesn't, and where media analytics is heading.

Stan N-M et al., 2025 worry that the practitioners are turning media monitoring into a product. They suggest that focusing too much on the numbers might oversimplify complex stories and the cultural and social context may get missed that actually matters. The practitioners need a balanced conversation that respects how complex this is. As organizations adapt, staying committed to both rigorous analysis and ethical reflection is the only way to ensure media monitoring serves a real purpose.

3.0 RESEARCH OBJECTIVE AND SCOPE

The objective of this research paper is to explore and analyze the strategic transformation of media monitoring by the Public Relations professionals from manual methods to media monitoring analytics.

The objectives of the study are:

- i) Understanding the Evolution of Media Monitoring
- ii) Find out the current popular methods and metrics of Media Monitoring
- iii) The barriers and challenges being faced by the professionals while adopting the transition
- iv) Analyse if there is a shift in focus from the volume driven information to the content of information
- v) Exploring the future trends and expected impact of Artificial Intelligence

3.1 METHODOLOGY

The methodology adopted intends to capture the nuances of media monitoring while making a fair comparison between the old ways and the new. To do this, a mixed-methods framework has been used that combines quantitative analytics with qualitative insights that reflect the actual experiences of practitioners in the field. This deep dive into both quantitative metrics and qualitative narratives fosters a better understanding of how these shifts affect industry standards.

Keeping in mind that the PR professionals are time-poor, the primary mode of data collection has been chosen as a structured 9-point multiple-choice questionnaire with one open ended question at the end. The questionnaire has been designed in a comparative longitudinal frame work, that not only asks 'What do you do' but also questions 'the What and How about the change'. Multiple-choice questions were used to reduce survey fatigue and also its easy conversion to graphs and charts. The open ended question at the end is intended at understanding the real life challenges being faced by the practitioners.

Prepared to obtain answers from PR professionals working in various sectors like Agencies, In-house departments, Government and Freelancers, study utilizes purposive sampling to cover both fresher as well as veteran PR professionals. The respondents from different demographics of India were contacted through professional networks and the questionnaire was mailed to them with a request to reply within 10 days. The questionnaire was sent to 75 PR professionals from various segments, sectors and age groups, out of whom 60 persons responded.



3.2 Data Analysis

Question 1: Experience Level

Result:45% of respondents have 11–20 years of experience, while 10% have more than 20 years of experience.

Analysis: This indicates a "Senior-Heavy" sample, providing high credibility to the retrospective questions regarding the shift from physical clippings to digital data.

Question 2:PR Background

Result:40% from in-house Public RelationsDepts of different organisations, 30% from PR agencies, 20% from Government (Central/State) and rest 10% are freelancers

Analysis: The PR professionals working in the PR/Communication Depts of different organisations and Government offices are the people who are directly impacted by the process and subsequent actions of media monitoring. Hence their majority in the sample will help in getting more practical insight to the subject.

Question 3:Media Priority

Result:The selection of priorities by the 60 persons reveals a transitional landscape where digital news sources dominate, but the traditional media i.e print media still retains a significant presence.

38.3% (23 respondents) prioritized Online News & Digital Publications as their highest priority. This reflects the shifting focus to the speed and reach of digital information.

Interestingly, 31.7% (19 respondents) still prioritize Traditional Print Media. This suggests that in the context of this specific sample, the ‘prestige’ or ‘permanence’ of print still holds significant weight for clients or stakeholders.

Social Media, Broadcast, and Podcasts were prioritized by only 16.7% (10 respondents). This indicates that while these channels are viewed by this group as secondary source of media monitoring.

Only 13.3% (8 respondents) prioritized Social Listening AI tools. This showcases that the AI monitoring has not yet won the confidence of most of the practitioners from this sample. The professionals are using these tools but not taking them very seriously possibly because of a trust gap.

The following graph illustrates the number of respondents who ranked each category as their highest priority (based on the 4-point scale where 4 is the highest).

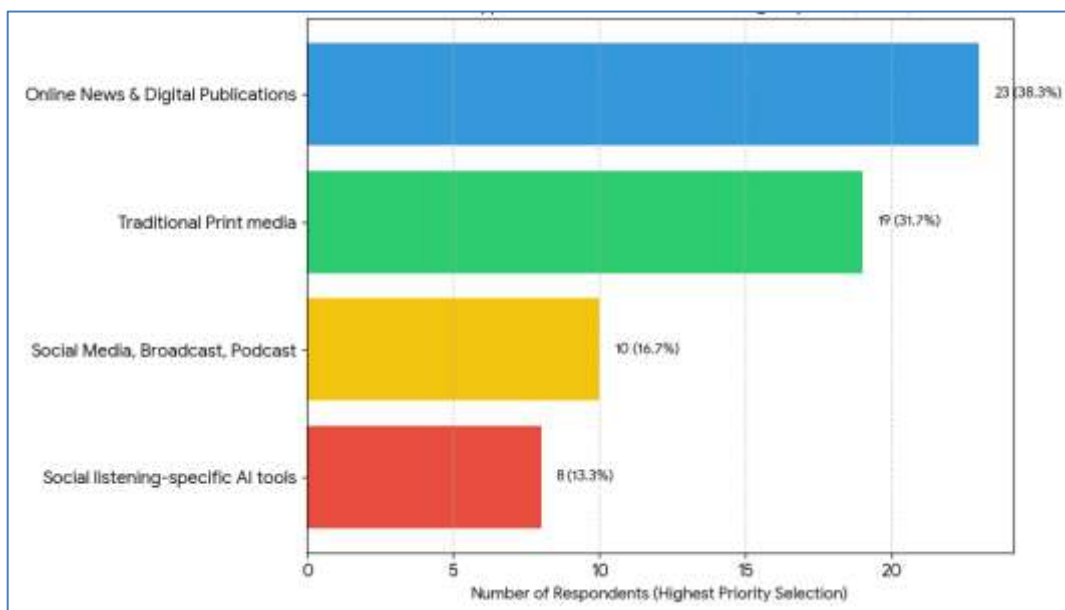


Chart-1: Media Type Prioritization in Monitoring reports (n=60)



This data provides a Hybrid situation, in which the world of media monitoring is in a middle-phase: while there is a strong inclination towards 'Digital and Analytics', the PR professionals have not yet fully abandoned the 'Physical Clippings' of Print Media. This creates a conflicting situation between the legacy of the past (Print) and the fast and futuristic present (Digital & AI).

Question 4: Significant Workflow Shift

Result: 36 professionals, i.e. 60% of respondents chose "Real-time Alerts."

Analysis: This proves that, the 'News Cycle' has been replaced by "News Stream". The job of reporting of any news by the PR professionals is no longer confined to the morning session with morning papers. They are alert 24x7 to monitor the media in different platforms.

Question 5: Use of advanced analytics and increase in influence.

Result: 33.3% respondents have said that use of advanced analytics has increased their influence over organizational strategy significantly, while 41.7% have said that mentioned that it has been enhanced to a good extent.

Analysis: The responses indicate a strong connection between the adoption of media monitoring analytics and the professional importance of PR practitioners within their respective organizations. A combined 75% of positive impact suggests that the availability of analytic insights have made the PR professionals gain an important place in the team of strategy makers of the organization. The responses of the remaining 25% professionals, may be attributed to their lack of skill to use the analytics or their organisations might be having the traditional culture in which decision making is more intuition based rather than data driven.

The chart is a visual presentation of these responses, that shows the clear trend towards increased organizational influence through data.

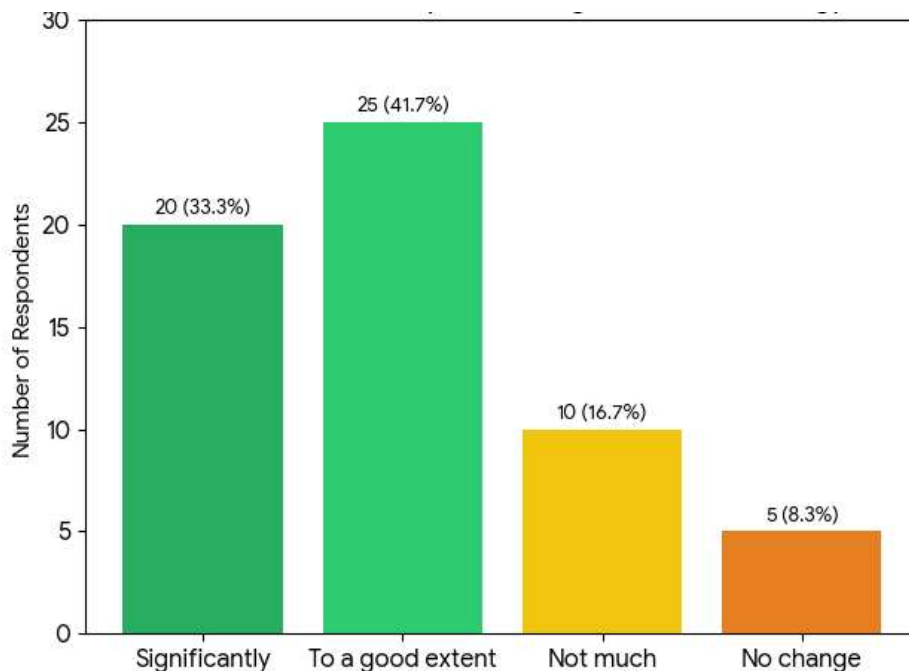


Chart-2: Influence of Advanced Analytics on Organisational Strategy (n=60)

This data suggests that Media Monitoring analytics can become the 'language of the boardroom' and make the PR professionals an integral part of the Planning and strategy team of the organization.



Question 6: Impact on Crisis Management

Result: 80% chose "Shortened our response time"

Analysis: The real time monitoring of digital media, social media and the media analytics has transformed the PR Professionals into the rapid action team of fire fighters, who can doze the crisis to a great extent by acting swiftly and sometimes they can avoid crisis by acting proactively. The response window has shrunk from 24 hours to less than an hour now.

Question 7: Trust in AI Analytics

Result: Replying to the question 'To what extent do you trust AI without human oversight,' 60% chose 'Skeptical(Requires human editing)', while only 2% replied "Fully Trust (No human audit needed).

Analysis: This very clearly shows that despite the AI boom, human intervention particularly when it comes to media monitoring remains the "Gold Standard." PR professionals do not yet trust algorithms to understand the underlying sentiments, sarcasm, or complex industry jargons.

Question 8: Future of Media Monitoring

Result: While answering to the question 'how the media monitoring scene would be by 2030', 60% chose "Predictive Analytics." 21% selected Automated Content Generation, 11% went for Hyper-niche tracking, while only 8% opted for Integrated Business Intelligence.

Analysis: This shows the expectation that the industry is moving from "What happened?" to "What may happen next?" In future, the PR practitioners would metamorph from 'post-event-reporters' to "Data-driven-Forecasters." However, the option of integrating the PR data with Sales/Marketing CRM seems to be a bit long-term.

Question 9: Analytics replacing human brain

Result: Answering to the query that 'Do you believe automated analytics will eventually replace the need for human media analysts', a surprising 55% of practitioners chose the hybrid mode of AI handling the data, while humans handling the strategy. 36.7% believe that human context is irreplaceable, while a meagre 8.3% think that human intervention is replaceable.

Analysis:

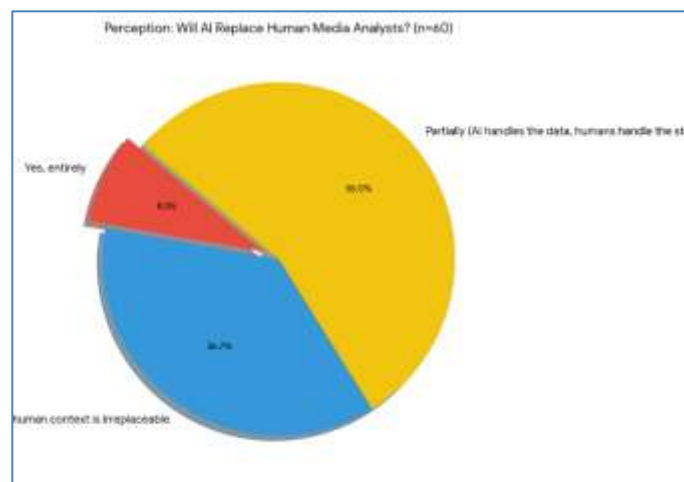


Chart-3: Analytics replacing human brain (n=60)



The pie chart above, illustrates a divided industry sentiment, and points at a "Augmentation" model over "Replacement." A majority of PR practitioners believing in a collaborative future suggests that they see AI as a potent tool for high-volume data processing and pattern recognition, but the nuanced job of "Strategizing" and "Critical Decision Making" is left for human beings. The 36.7% respondents vouching for the irreplaceability of human context likely distrust the ability of AI to read the between the line texts, sarcasm, cultural biases of complex media narratives.

This data strongly suggests that even if the practitioners use AI to eliminate the drudgery of collection of data, the core job of the PR practitioners stay unchanged i.e. sense-making.

Question-10: This was an open-ended question that asked the respondents to pen the practical problems they confront while graduating from "Manual Clippings" to "Digital Analytics".

Result: The answers were varied and some important ones are given here:

- i) The digital world is full of junk and it's difficult to separate the real information from the bot-produced ones. The challenge is no longer only to find the information from the data-deluge but also to check its authenticity.
- ii) Earlier, there was a specific morning slot for making of the media digest and communicating the same to the top management through a neatly stapled file. Now it has become round-the-clock-reporting as the digital world never sleeps and hence one has to respond-in-seconds. This is a massive psychological-gear shift.
- iii) There is a trust-gap in the AI analytics as it has not yet developed the ability to catch the sarcastic undertone or the contextual inside information.
- iv) The earlier metric of Advertising Value Equivalency (AVE) has lost its importance, as the size of the coverage can no more be calculated in physical terms like column centimeter or screen time.
- v) The AI analytic tools are expensive and justifying its benefits to the top management or the finance department is tough.
- vi) Earlier, PR profession used to focus on the writing/creative skills. Now with everything becoming data driven, the PR professionals have to acquire the skills to decipher and use them.
- vii) The charm of seeing your hard work in tangible terms like printed papers and hard bound files is gone. The links and pdfs on the screen are not that exciting.

4.0 Conclusion

A major shift has occurred in media monitoring, moving us away from traditional press clippings and toward advanced analytic methods. It is clear that integrating technologies like artificial intelligence and big data has drastically improved the precision of this work. This shift isn't just about better software; it's about a new way of thinking. Evidence gathered through a mix of quantitative data and qualitative responses gives us a clear picture of the transition taking shape in the organizations. The implications here are significant. Media monitoring is evolving from simple tracking to comprehensive insights. In India it is still in a "hybrid" state—battling old-school expectations like AVEs while cautious about automated AI—but the path forward is clear: the shift is from volume to value.

4.1 Path Forward

- i) It's time for the PR professionals to lead the conversation in the boardroom, by being predictive and proactive instead of simply being reactive or reporting.
- ii) Although AI is a fabulous engine, but it shouldn't be the driver. AI can be used to lessen the rigor, but human beings have to do the final check on sentiment and context.
- iii) PR professionals need to be as comfortable with a data analysis and visualization chart as they are with writing a press release.
- iv) The AI tools need to be used to find the "smoke" on social media before it becomes a full-blown fire.



v) Future research needs to look at the long-term impact of these technologies since they evolve so fast. It would also be valuable to investigate how these analytics adapt to specific industries, to understand tailored applications and challenges.

vi) Future studies should critically look at how organizations handle bias and transparency to foster trust. Plus, if academia and industry collaborate, they could develop standardized metrics that work across different sectors.

4.2 Final Thought:

The future of PR field is incredibly bright, provided the practitioners embrace the tools at their disposal. By mastering the intersection of Paid, Owned, and Earned Media (POEM), they can build brands that don't just get noticed, but truly resonate with people. As organizations continue to adopt these innovations, the changing world of media monitoring will require a nuanced understanding of both the technology and its consequences. This transition isn't about the death of traditional PR; it's about the birth of a profession that is a more precise, accountable, and strategic discipline.

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