



TAC ECONOMICS Mood Index
Applied to the US election 2020

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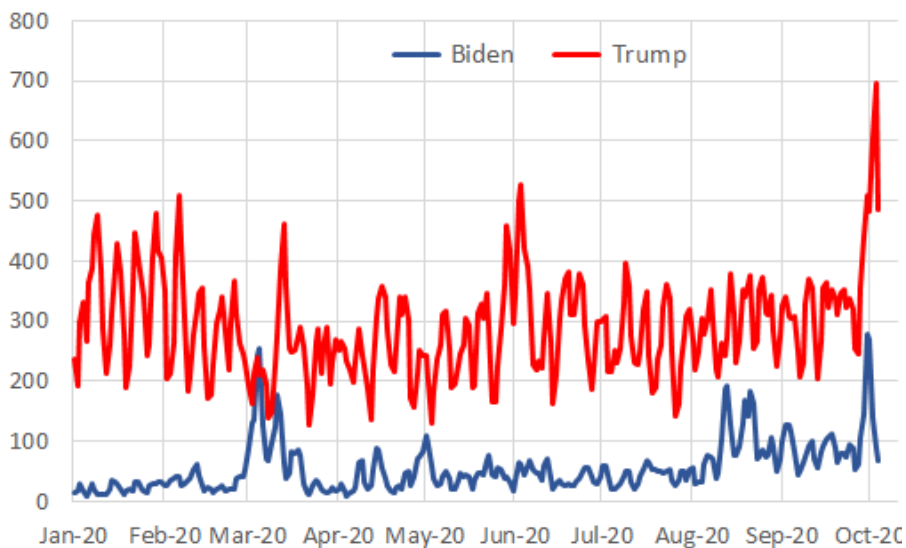
- The Mood Index is a way of looking at how Big Data can be used to monitor sentiment towards countries, sectors, companies or key people through complex text mining and machine learning algorithms.
- TAC ECONOMICS' research team has automated the reading of more than 900 carefully selected news sources and the tool looks at them every 3 hours.
- Our tool then computes
 - A Buzz Index, *intensity* of presence in sources of information
 - A Sentiment Index, results of sophisticated semantic analytical algorithms indicating if the news are *positive* or *negative*.
- **Next slide are those applications to the upcoming US Election: Biden vs Trump**

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- While national polls suggest a Biden victory, global political winds and Donald Trump's strategy may deliver the unexpected.
- To help navigate the uncertainties and keep a permanent and updated view on the potential outcome, we provide here the results of our Sentiment Index applied to both Joe Biden and Donald Trump.

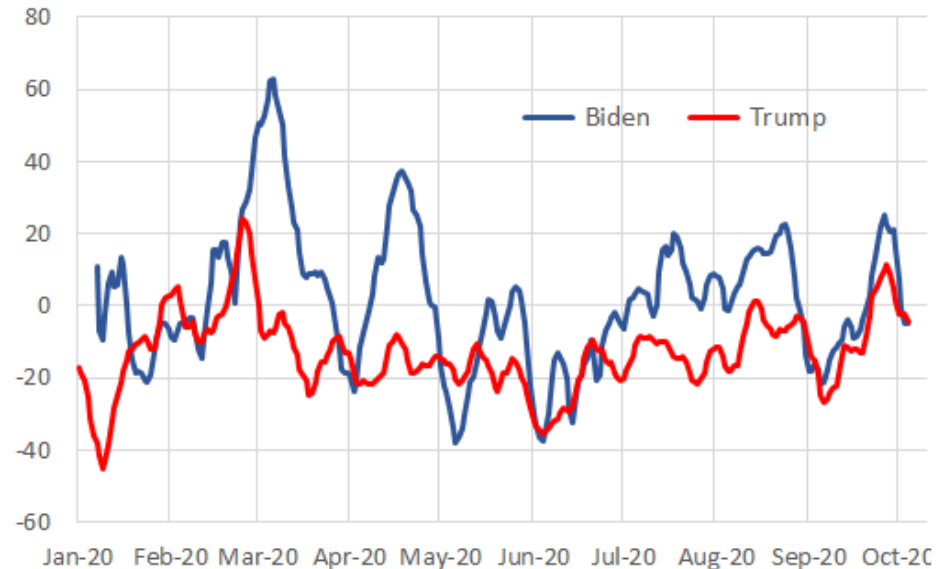
TAC ECONOMICS US Election Tracker

Buzz Index - Biden vs Trump



TAC ECONOMICS US Election Tracker

Sentiment Index - Biden vs Trump



MORE INFORMATION

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How can we help your business?

Please contact Morgane Lohéziec, Head of development & communication

morgane.lohezic@taceconomics.com

Or call TAC ECONOMICS : + 33 2 99 39 31 40