Mining Economic Sentiment using Argumentation Structures

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Abstract. The recent turmoil in the financial markets has demonstrated the growing need for automated information monitoring tools that can help to identify the issues and patterns that matter and that can track and predict emerging events in business and economic processes. One of the techniques that can address this need is sentiment mining. Existing approaches enable the analysis of a large number of text documents, mainly based on their statistical properties and possibly combined with numeric data. Most approaches are limited to simple word counts and largely ignore semantic and structural aspects of content. Yet, argumentation plays an important role in expressing and promoting an opinion. Therefore, we propose a framework that allows the incorporation of information on argumentation structure in the models for economic sentiment discovery in text.

1 Introduction

Today's economic systems are complex with interactions amongst ever more actors and with increasing dynamics. Tracking and monitoring is important in any dynamic system in order to be able to exercise control over it, and is essential in complex systems like economic systems. As our ability to collect and process information increases, actors in economic systems (e.g., businesses) feel a growing need for automated information monitoring tools that can help to identify issues and patterns that matter and that track and predict emerging events.

A key element for decision makers to track is stakeholders' sentiment. The relevance of insight in sentiment has been studied in various contexts. For instance, recent research demonstrates that the detection of occupational fraud – a 652 billion dollar problem – can be supported by the automated detection of employee disgruntlement in a vast amount of archived e-mails [14]. In the context of organizational change processes, Hartelius and Browning [12] argue that managers' most important actions are persuasive actions. Furthermore, recent research demonstrates the influence of investor sentiment on financial markets through the impact of news messages [2].

The recent turmoil in the financial markets has illustrated the need for advanced monitoring and tracking tools that enable timely intervention. The key conceptualization of economic sentiment considered here is consumer confidence, which is the degree of optimism that consumers have about the future of the economy and their own financial situation. Consumer spending tends to vary with the consumer confidence [18]. Since consumer spending is an important element of economic growth, consumer confidence can be considered to be an important indicator for economic expansion. As such, the formation of expectations regarding future developments in the economy significantly influences future states of the economy, such as a recession [15] or economic recovery [32]. Hence, economic analysts and policy makers must keep track of economic sentiment in order to anticipate the future state of the economy.

Back in 1975, Katona [17] argued that economic sentiment may represent a subjective state of mind of actors within an economic system. Economic sentiment has commonly been characterized as a latent variable, correlated with traditional macro-economic indicators, e.g., employment conditions [1]. More recent studies however consider additional macro-economic indicators to capture economic sentiment, e.g., the University of Michigan Consumer Sentiment Index (CSI) or the Consumer Confidence Index (CCI) [18]. Traditional indicators have been operationalized using publicly available macro-economic data, whereas the CSI and CCI have been based on regular, allegedly representative surveys. Conversely, Bovi [3] points out that people's expectation formation is thwarted by structural psychologically driven distortions. The structural difference between surveyed ex ante expectations and subsequent realizations may be caused by respondents considering questions to be vague or hard to assess, which may trigger them to provide heuristic, biased answers [30]. Moreover, Oest and Franses [23] stress that over time, the small survey panels encompass different respondent samples. This complicates generalizability of survey findings, as observed sentiment shifts may be largely driven by differences in respondent samples.

In a recent analysis, Vuchelen [32] argues that the broader view on economic sentiment pioneered by Katona may complement the more restrictive view based on macro-economic indicators. In this light, we envisage a more deliberate conceptualization of economic sentiment when common macro-economic indicators are complemented with a general mood, which is typically represented using an indicator of polarity (possibly assessed on multiple features). In their communication, people reveal their mood to a certain extent. With the advent of the Internet, traces of human activity and communication have become ubiquitous, partly in the form of written text. An overwhelming amount of textual publications (e.g., scientific publications, blogs, and news messages) is available at any given moment. Analyzing free-text information can enable us to extract the information tailored to the needs of decision makers. The amount of data available to decision makers is overwhelming, whereas decision makers need a complete overview of their environment in order to enable sufficient tracking and monitoring of business and economic processes, which in turn can facilitate effective, well-informed decision making.

The abundance of digitally stored text opens possibilities for large-scale (semi-)automatic text analysis, focused on uncovering interesting patterns: text mining. Text mining may lead to valuable insights, but raw textual data does not necessarily explicitly reveal the writer's sentiment. Existing sentiment mining approaches enable quantitative analysis of texts, mainly based on their statistical properties, possibly combined with numeric data. Most approaches are limited to word counts and largely ignore semantic and structural aspects of content. We hypothesize that argumentation structure analysis can support economic sentiment mining, as argumentation structures play an important role in expressing and promoting opinions. Moreover, not all parts of a text may contribute equally to expressing or revealing the underlying sentiment. The relative contribution of a certain linguistic element to the overall sentiment may depend on its position within the overall structure of the text and argumentation. For instance, a conclusion may contribute more than a refuted argument.

In this paper, we propose a framework combining knowledge from the areas of text mining – and more specifically sentiment mining – and argumentation discovery. This framework is inspired by a review of the state-of-the-art in these areas. Not only will this research contribute to the existing body of knowledge on sentiment mining by bridging the theoretical gap between qualitative text analyses and quantitative statistical approaches for sentiment mining, but the envisaged link between argumentation structures and associated sentiment may also enable decision makers and researchers to obtain insight in *why* things are happening in their markets, rather than just *what* is happening.

The remainder of this paper is organized as follows. First, the interrelated concepts of text mining and sentiment mining are presented in Sect. 2. Then, Sect. 3 shifts focus to discovery of argumentation structures. Subsequently, we propose a framework in which the knowledge from the disparate fields of sentiment mining and argumentation discovery is combined. We conclude in Sect. 5.

2 Text Mining

Much linguistic information is available in textual format. Text is a direct carrier of linguistic information, which renders it a convenient mode for representing or processing linguistic data. Text is typically considered to be unstructured data. Yet, text has a kind of structure that arbitrary collections of words or sentences generally lack. From a linguistic perspective, text documents typically have some implicit notion of structure, constituted by semantic or syntactical structure, as well as typographical elements, lay-out, and word sequence [11].

2.1 Extracting Knowledge from Textual Data

In the last couple of decades, a substantial amount of research has been focusing on automated ways of gaining understanding from text by means of text mining. Text mining is a broad term that encapsulates many definitions and operationalizations, which appear to be distributed in a continuum between two extremes.

On one hand, text mining refers to retrieving information that already is in the text (typically using predefined patterns). On the other hand, text mining could refer to a more inductive approach, where patterns are to be discovered in textual data. Theory (i.e., the model) follows the data.

Many definitions of text mining exist, yet the common denominator is that text mining seeks to extract high-quality information from unstructured data which is textual in nature, where quality is often conceptualized as a measure of interestingness or relevance. The dispersion of conceptualizations of text mining is reflected in the terminology used to refer to text mining, e.g., text analytics, intelligent text analysis, knowledge discovery in texts, and text data mining. The latter term indicates a connection between data mining and text mining. Data mining is used to find patterns and subtle relationships in structured data, and rules that allow prediction of future results, whereas text mining focuses on finding patterns and relations in unstructured, textual data. Feldman and Sanger [10] however argue that from a linguistic perspective, text is typically not completely unstructured. A text document can already be referred to as weakly structured when it has some indicators to denote linguistic structure (e.g., key terms related to argumentation, headers, or templates adhered to in scientific research papers and news stories). Furthermore, Feldman and Sanger distinguish semi-structured documents which contain extensive and consistent format elements, such as HTML documents.

With respect to text mining in its broadest sense, literature exhibits a rough distinction between three stages: preprocessing, processing, and presentation. Feldman and Sanger [10] provide an extensive overview of preprocessing routines, pattern-discovery algorithms, and presentation-layer elements. Most text mining tools utilize their own framework for processing texts with the purpose of extracting information. However, GATE [6], a freely available text processing framework, has become increasingly popular due to its flexibility and extensibility. Amongst supported linguistic analyses are tokenization, Part-Of-Speech (POS) tagging, and semantic analysis. Tools like GATE could prove useful in a setting in which economic discourse is to be analyzed for interesting patterns. Yet nowadays, patterns in raw text are not enough anymore; insight in (patterns of) associated sentiment is crucial for decision makers.

2.2 Sentiment Mining

The field of sentiment mining is relatively young. The discovery of sentiment is usually focused on reviews of products, movies, etcetera. The focus of work on analyzing online discussions and blogs [16] is more on distinguishing opinions from facts than on extracting and summarizing opinions. Existing toolkits are limited to simple word counts and relevant linguistic resources are absent or do not always fit into the applied framework. Today's text analytical tools are ill-equipped to deal with highly dynamic domains, because they have been developed without adaptation in mind [29] and until recently largely ignore structural aspects of content [7, 25].

Early attempts to incorporate structural aspects of texts have been made by Pang et al. [24], who stress that, e.g., a review with a predominant number of negative sentences may actually have a positive conclusion and thus have an overall positive sentiment. Therefore, Pang et al. include location information of tokens for sentiment in their analysis. Devitt and Ahmad [8] use theories of lexical cohesion for sentiment polarity classification of financial news. Mao and Lebanon [19] model sentiment as a flow of local sentiments, which are simply related to position in the text. Yet so far, no attempts have been made for utilizing information encompassed in argumentation structures, whereas argumentation structures are closely related to the sentiment of the message they convey.

3 Discovering Argumentation Structures

By using argumentation structure and elements such as specific metaphors, analogies, vocabularies, or supportive non-textual data, a specific mood or opinion can be expressed and promoted. For example, the use of analogies or vocabularies invoking negative associations in means of communication concerning change processes may lead people to have negative expectations. Our framework starts from the hypothesis that sentiment mining in economic texts can thus be improved if the information in the structural elements of a text can be harvested.

3.1 Argumentation

Argumentation is central in any discourse. Humans discuss and argue by exchanging information in natural language. In all societies, there is a tendency for idle, free-flowing exchange of ideas and thoughts, which is called *conversation* [26]. In economics literature, conversation is often seen as *cheap talk* in which the act of conducting a conversation does not influence the payoffs in a game-theoretic setting [9]. Here, conversation is considered only to convey direct information, either in the form of imperatives (e.g., issuing orders) or in the form of information that is actionable (e.g., by revealing private information). Although classical economic theory posits that all information is incorporated in a market-based pricing system, the importance of private information and asymmetric distribution of information has been subject to many economic studies. Conversation provides a mechanism to diffuse asymmetric information.

In addition to the direct information content, argumentation and persuasion are important aspects of linguistic communication. People exchange ideas with a goal. Argumentation is incorporated to convince the listener of the validity of the reasoning. Anyone engaged in argumentation selects and presents information in a particular way that enhances the acceptance of the argument. Hence, rhetoric, argumentation structures, and presentation styles are very important since they facilitate persuasion, as acknowledged by various economists. McCloskey and Klamer [21] estimate that a significant part of national income can be attributed to persuasion. Cosgel [5] models consumption from a rhetorical perspective and shows how subjective information such as tastes can be understood from a different perspective than the more common choice framework.

3.2 Argumentation Mining

The above studies demonstrate that an analysis of discourse in which structural and semantic elements are incorporated can provide information that is otherwise not available. Qualitative text analyses, possibly guided by the Textual Entailment (TE) framework [13] or the Rhetorical Structure Theory (RST) presented by Taboada and Mann [27], can enable the discovery of such information. In recent years, computational models of linguistic processing, text mining and argumentation discovery have been developed, especially in the fields of computer science and computational linguistics.

A pioneer in this area has been Teufel, relying on statistical classifiers to identify and classify sections on scientific documents as so-called argumentative zones [28]. Early research, e.g., the work of Marcu [20], typically exploited keywords taken to be signaling a discursive relation, yet more recently, researchers like Webber et al. [33] argue that the true structure of discourse in a text is not necessarily formed by the actual textual units and their connecting keywords; they appear to employ a more high-level conceptualization of argumentation structures, which can however be linked to the relational meaning invoked by the keywords. Another perspective on argumentation discovery is advocated by Vargas-Vera, focusing on discovering argumentation structures in texts by representing these texts as networks of cross-referring claims [31], similarly to Buckingham Shum et al. [4]. More recently, Mochales Palau and Moens have focused on the automatic detection of argumentation structures in legal texts [22]. Such efforts as described here are promising first steps towards principal ways of automatically detecting argumentation structures.

4 Argumentation-Based Economic Sentiment Mining

In order to be able to extract economic sentiment from text sources, we need an information system capable of inferring specific information on economic sentiment from natural language texts. The purpose of such a system is to analyze a given text collection and to determine the sentiment in the texts. However, in economics, sentiment typically associated with arbitrary words does not necessarily reflect the intended sentiment. Statements that appear to have a positive sentiment can in fact be used to express a negative opinion and vice versa. Also, someone could express a positive attitude towards certain negative developments, or dissatisfaction with respect to seemingly positive events. For example, rising prices may be good news for sellers, yet bad news for buyers. However, the reasoning scheme behind a specific piece of text may contain important information that would remain undetected if simply evaluating sentiment word by word. It is the argumentation structure that provides us with essential clues as to which parts of the text contribute in what way to the overall sentiment conveyed by the text as a whole. Hence, only by taking into account argumentation structures, one could determine the sentiment of a message more accurately. Our envisaged system for economic sentiment mining is hence to take into account argumentation structures, which can be detected automatically (see Sect. 3.2).

In our envisaged approach, we aim to identify distinct elements of argumentation structures in order to be able to, e.g., differentiate between conclusions and their supporting arguments. In this respect, we hypothesize that, e.g., conclusions are good summarizations of the main message as well as key indicators of the sentiment throughout the text. Furthermore, sentiment stored within non-factual (hence inherently subjective) arguments that support conclusions is also valuable, in contrast to sentiment imputed to factual support, which should rather be discarded. Hence, our application aims to take such considerations into account, by classifying textual elements and using elemental sentiment and argumentation structures for determining the overall sentiment.

An example of a typical problem within the economic domain is the explanation of positive events by means of negative terms, causing texts to be erroneously classified as having a negative sentiment, e.g., in a text on plunging mortgage rates and house prices that yield improved home loan affordability (see `http://www.getfrank.co.nz/homes-more-affordable/`). Due to its specific structure and choice of words, it is difficult to interpret this text correctly with existing, mostly statistics-based sentiment mining techniques. Even though the conclusion that housing is becoming more affordable has a rather positive sentiment associated with it, the support for this conclusion is mostly constructed of words that are associated with negative sentiment. Processing such texts without taking into consideration argumentation structures would most likely lead to false classifications. We therefore propose an Information Extraction pipeline which extracts economic sentiment while taking into account argumentation structures. This pipeline divides specific roles and tasks amongst different components that are interconnected by their inputs and outputs. Such a pipeline facilitates stepwise abstraction from raw text to useable, formalized chunks of linguistic data and enables effective text processing, as each component can be optimized for a specific task.

In our framework, depicted in Fig. 1, we propose to employ the general purpose GATE framework, which allows for easy usage, extension, and creation of individual components. For initial lexico-syntactic analysis of input text (i.e., operations not specific to our envisaged sentiment mining approach), we propose to use several existing components from GATE's default pipeline, A Nearly New Information Extraction System (ANNIE). First of all, we clear documents from unwanted artifacts such as tags, by means of a *Document Reset* component. Subsequently, we employ an *English Tokenizer*, which splits text into separate tokens (e.g., words). Then, a *Sentence Splitter* is used, which splits the input text into sentences, after which a *POS Tagger* component is utilized in order to determine the part-of-speech of words within a text collection.

After these basic syntactic operations, semantic analysis is to be performed by several novel components. Firstly, we employ an *Argumentation Gazetteer* for identifying argumentation markers, i.e., key terms related to argumentation. For this, we propose to employ a populated argumentation ontology that contains definitions of these argumentation markers and their relations to argumentative text elements (e.g., arguments, supports, conclusions), which are also

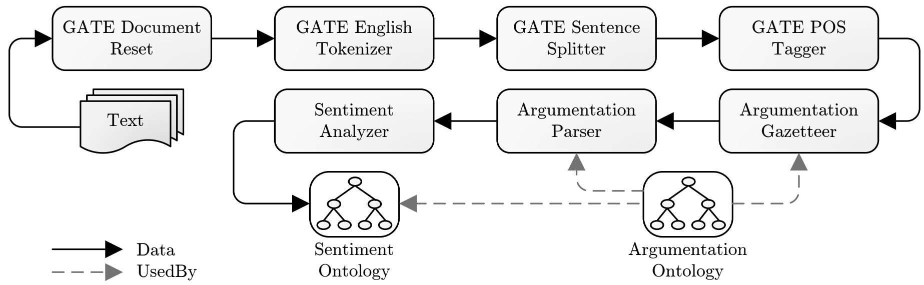

Fig. 1. Conceptual outline of the envisaged information processing pipeline.

defined in this ontology. The centrepiece of our approach here is modeling the textual means by which argumentation in economic discourse is structured. Our proposed models of argumentative structure will take RST and TE as starting point. RST focuses on the role of relation markers in cohesive texts and offers an explanation of this coherence by describing texts using various notions of structure. RST can thus provide important guidelines for the annotation of a domain-specific training corpus. TE focuses on determining semantic inference between text segments, which is useful for detecting text segments that are essential parts of the argumentation structure, in that they contribute to the overall argumentative path followed in a document. A combination of insights from RST and TE could hence generate a more elaborate insight in argumentation structure.

Guided by the annotated argumentation key terms found by the *Argumentation Gazetteer*, the *Argumentation Parser* subsequently identifies text segments and determines their role in a document's argumentation structure, hereby utilizing the argumentation ontology. Finally, the *Sentiment Analyzer* identifies the sentiment in the identified individual text segments and connects the sentiment of these segments to the associated argumentation structure. Based on their role in the argumentation structure, text segments are assigned different weights in their contribution to the overall sentiment. For this process, we will develop our models from textual data by using machine learning techniques. The learning techniques used will incorporate computational intelligence methods such as neural networks, self-organizing maps, evolutionary computation, and cluster analysis in addition to advanced statistical approaches such as Bayesian networks [7].

The output of this process is an ontology that is populated on the fly and represents knowledge on the current economic sentiment in the text collection. This sentiment ontology in turn utilizes the argumentation ontology in order to enable a connection between argumentation and sentiment, hereby facilitating insight in opinion genesis. New knowledge on economic sentiment is stored in the ontology, thus enabling reasoning and inference of knowledge in order to support decision making processes.

5 Conclusions and Future Work

The disparate fields of text mining and sentiment mining on the one hand, and argumentation discovery on the other hand, offer a wide range of possibilities in order to advance economic discourse analysis. Firstly, text mining techniques, and more specifically sentiment mining techniques, can help researchers and decision makers to track important trends in their markets. Secondly, argumentation discovery techniques can facilitate insight in the reasoning utilized in economic discourse. Hence, we have proposed an information extraction framework that combines insights from these disparate fields by linking argumentation structures in economic discourse to the associated sentiment, which could offer researchers and decision makers a new perspective on the origins of economic sentiment.

As future work, we plan to further elaborate on this framework and to investigate principal ways of combining argumentation structures with sentiment analysis and subsequently representing economic sentiment in insightful ways. Special attention will be paid to the level of analysis; different types of text may require different levels of granularity due to their distinct characteristics with respect to, e.g., structure or content. Furthermore, we plan to implement the proposed pipeline and to perform analyses to assess the quality of its outputs on corpora of, e.g., news articles, scientific papers, or blogs, the sentiment of which is to be annotated by human experts in order to obtain a golden standard.

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