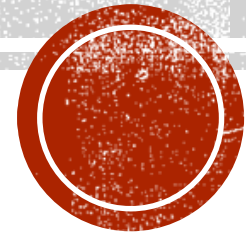
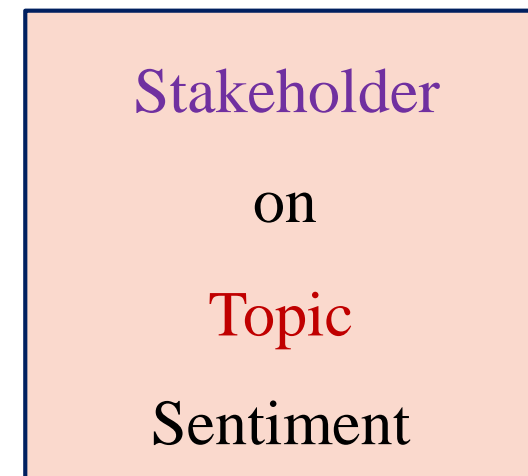


BI –DIMENSIONAL SENTIMENT INDICATORS BASED ON NEW GENERATIVE AI CAPABILITIES – A PILOT STUDY IN THE HOUSING MARKET

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SENTIMENT FROM NEWS ARTICLES



- ✓ 18 articles
- ✓ ~36,000 articles
- ~100,000 articles

- ✓ GPT 3.5
- GPT 4o
- Prompt?

- ✓ Human evaluation
- ✓ Economic indicators
- Soft indicators



ASPECT SENTIMENT ANALYSIS

Stakeholders

1. Construction companies
2. Investors
3. Mortgage borrowers
4. First time homebuyer
5. Home upgrader
6. Home renters

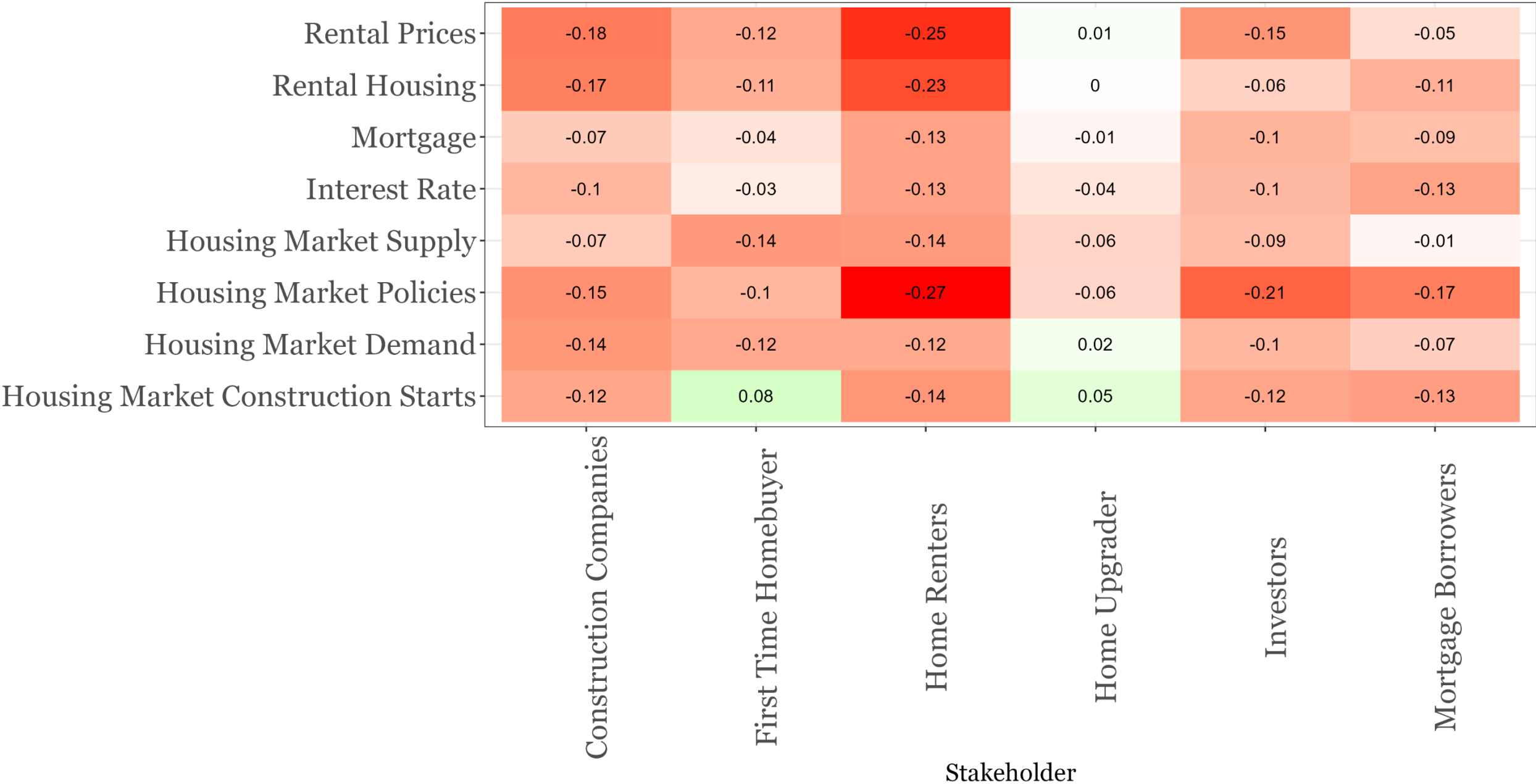
Topics

1. Housing market demand
2. Housing market supply
3. Housing market policies
4. Housing market construction starts
5. Rental prices
6. Rental housing
7. Mortgage
8. Interest rate



Sentiment heatmap

Topic



PROMPT — SYSTEM PART(INSTRUCTION)



You are a real estate expert. Your goal is to assess the sentiment of an important stakeholder in the Israeli real estate industry regarding a certain topic in a supervised fashion (from news articles). I'll provide you with the category of the stakeholder and the topic of interest. You need to evaluate the sentiment of the stakeholder with respect to the topic as either positive, negative, or neutral.

Please return the result in one-word format with no additional text or explanation.

If the stakeholder with respect to the topic is not mentioned in the article return irrelevant.



PROMPT — FEW SHOT APPROACH

Response requirements:

Incorrect Example: 'Here is the evaluated sentiment: positive.'

Correct Example: 'positive'.

Incorrect Example: 'negative. The article discusses the current state ...'

Correct Example: 'negative'.

The response should be in English only (not Hebrew!!).

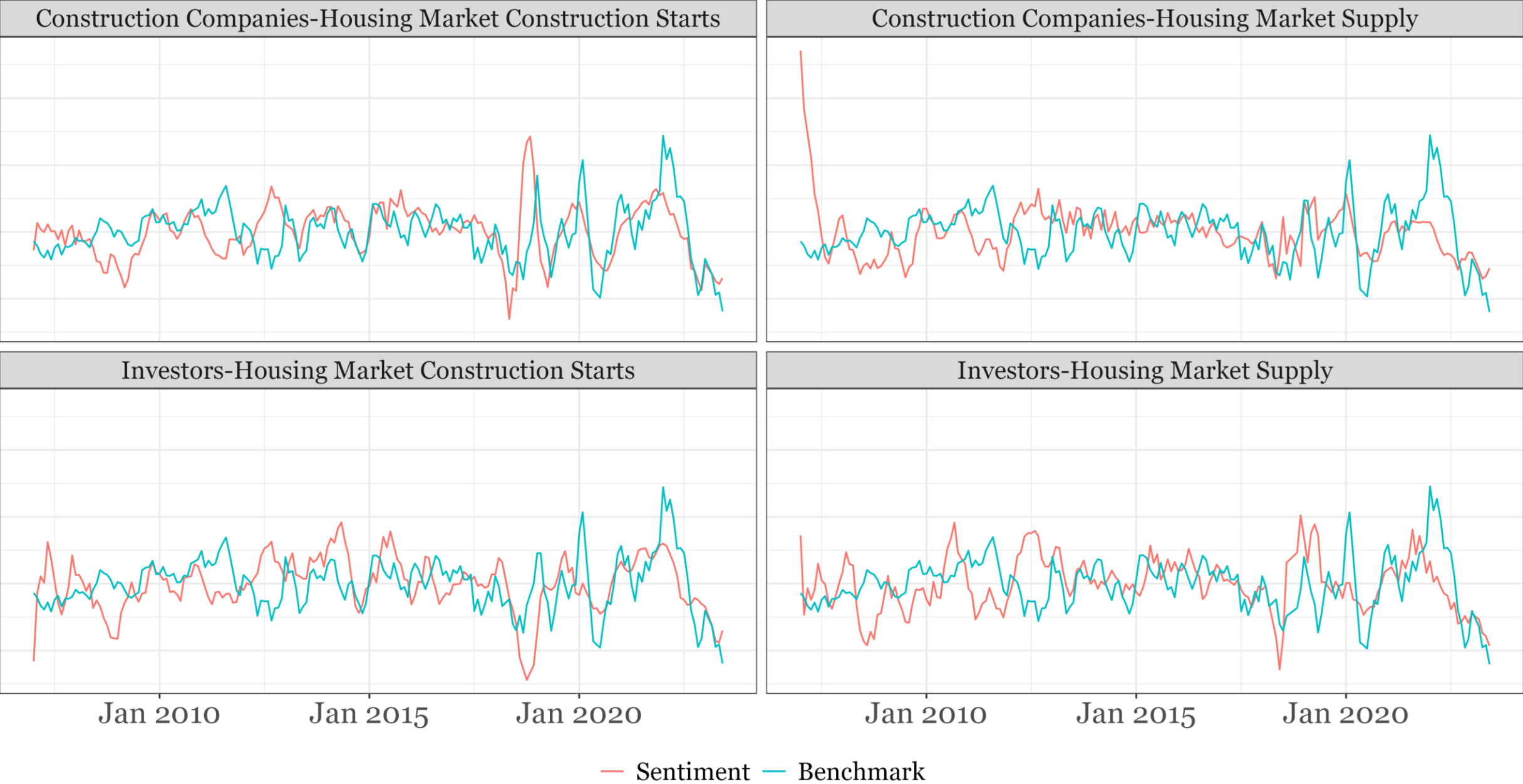
Incorrect Example: "נייטרלי"

Correct Example: 'neutral'.

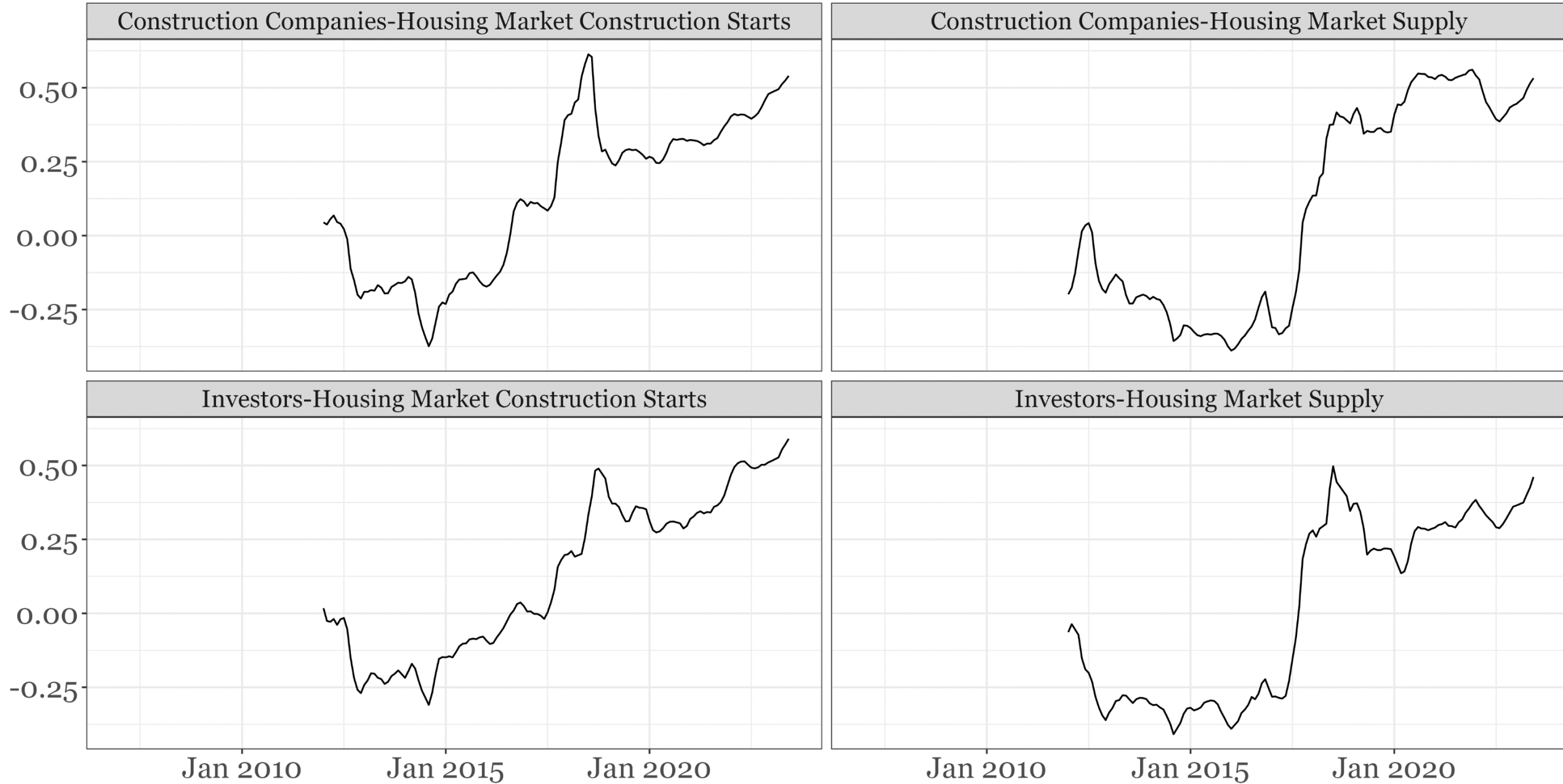
Correct Example: 'irrelevant'.

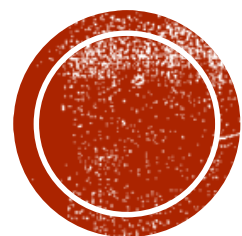


Comparison against Construction Starts benchmark



Construction starts sentiment rolling correlation (5 years)





**THANK YOU FOR YOUR
ATTENTION**

