

**MBA02**

## **Tracing the Evolution of Artificial Intelligence in Media: Sentiment, Themes, and Trends**

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### **Abstract**

Artificial Intelligence (AI) has transitioned from an emerging technology to a central theme across industries and in public discussions. This research analyzes AI news from 2010 to 2024 through topic modeling, sentiment analysis, and temporal trend analysis. This study presents a comprehensive view of how AI's media narrative has evolved by identifying key themes, examining sentiment shifts, and tracking frequency and distribution trends over time. The findings offer insights for policymakers, businesses, and researchers seeking to understand AI's societal impact, media representation, and strategic implications.

### **Conference Track**

MIS and Business Analytics