

Abstract

This study investigates public perceptions of Bitcoin (BTC) trading using sentiment lexicon analysis. The rapid growth of cryptocurrency trading has attracted significant public interest and investment, making it crucial to understand the sentiments and opinions surrounding BTC transactions. This research employs various sentiment analysis methods, including AFINN, Bing, and National Research Council (NRC), to analyze tweets and social media posts to determine public sentiment. Additionally, data imputation methods such as linear interpolation, polynomial interpolation, and moving average are used to address missing data. The final results are analyzed using a correlation heatmap to identify trends and patterns in public opinion and their impact on BTC trading behavior. Preliminary results indicate a correlation between positive sentiment and increased trading activity, while negative sentiment correlates with market declines. This research contributes to a better understanding of the role of public sentiment in the volatile cryptocurrency market.

Keywords: *Bitcoin, BTC Trading, Sentiment Analysis, Sentiment Lexicon, Public Perception, Cryptocurrency Market, Bitcoin Prediction*
