

Focus on what
truly matters!

Impact Analysis of
Finance
Relevant Topics
in Social Media



LingRep

Text Analytics



■ What are relevant Topics?

- Underlyings: Stocks, Indices, Funds, Commodities
- Financial Events: Ratings, Earnings Announcements
- People: Opinion Leaders, Management
- Regions: US, Europe, European Union, Italy
- Regulations & Legislation: States, EU Parliament, FED, ECB
- Marco Indicators: Unemployment rate, interest rate
- Politics: Brexit, US Election



Peter Hargreaves @PkhPeter · 19 Std.
Germany struggling VW to cut 30,000 jobs; desperate for trade deal
BMW call UK Treasure Island. We need to do the Brexit deal now.

Mark Zuckerberg Explains How Facebook Plans to Fight Fake
Mark Zuckerberg outlined several steps Facebook is testing to fight
misinformation, an acknowledgment that the social network could b
wsj.com

Gold shifts lower to log lowest finish since June

Gold futures shift lower late in Thursday's session to finish at their lowest level since June as Federal Reserve Chairwoman Janet Yellen backed up...
marketwatch.com

USA TODAY Money @USATODAYmoney · 17. Nov.

Jobless claims fell 19,000 to 235,000; claims have been below 300K for 89 straight weeks, longest streak since 1970 usat.ly/2g1GG3i

2016 – the year the PEOPLE took back control: Farage hails Brexit ...

ANGELA MERKEL and Barack Obama are in denial over the people's repeated rejection of the establishment, Nigel Farage has blasted.
express.co.uk



- How is the Classification done and how is it used?

- Classes: Tax, Fraud, Buy/Sell, Trading, GlobalEconomy
- Goal: Filtering, Selection & Routing, Weighing



- How are (textual) statements Evaluated?

- Dimensions: Sentiment, Relevance, Confidence, Influence



- How to measure Impact?

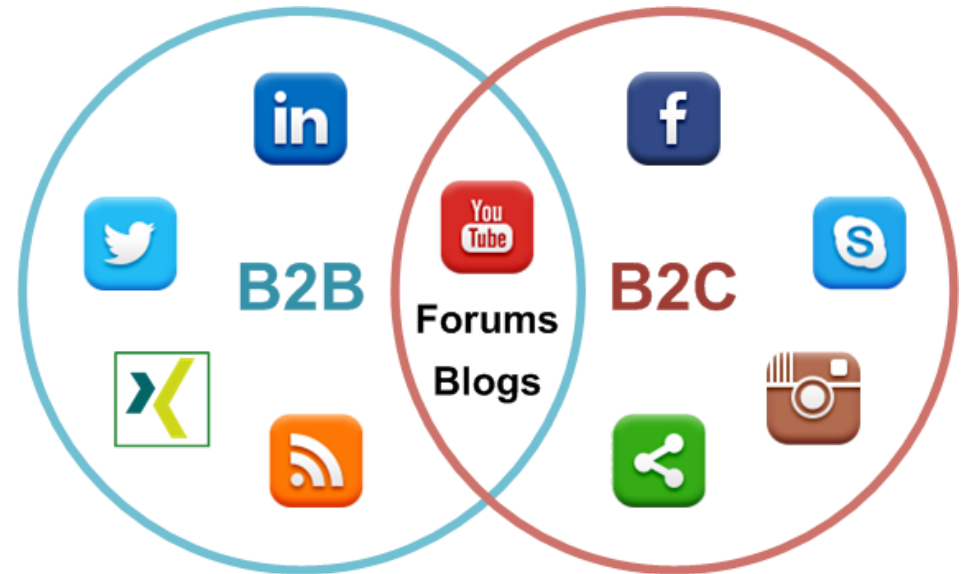
- Complex combination → 3 Tier Process
- Time slots are generally small
- No Absolute Truth: Explanations, Indications, and Tendencies





■ Social Media Sources

- Quantity
- Language
- Length
- Quality
- Veracity



■ Selection should always be Solution Driven

- Awareness & Overview, Reporting
- Hot Topic Detection, Alerting
- Countersteer Management, Communications
- Trend Analysis, Forecasting
- Action Taking, Interfacing



- TWIction – Twitter in Action

- Two Modes

- Real time analytics
 - Research functionality on historic data

- Tracking of

- Finance: Single Stocks, Rating Events, and Indicators (interest rate)
 - Global: Elections, People, Topics (crisis , terrorism)

- Qualitative analytics with drilldown

- Content, HashTags, Locations, Users, Languages

➔ Goal: Reduction of big data to managable amounts

Financial Monitoring in Twitter (2)



Browser tabs: TWiction Monitor103 | twiction.lingrep.com/monitor/103

Navigation: Home, Messages, Mail, TWiction finance logo

Monitors > Monitor 103

Widgets: Charts, Clouds, Tweets

LIVE - Politics 2016/11/19 19:12:18

| Mood | Classification | Viewers | Filter | Activity | Actions |
|-------------------------------------|------------------------------------|--------------------------------|--|----------------|--|
| Basic Sentiment | Basic Subjectivity | 3 | 0 Rejected Inclusion, 278 Rejected Exclusion | 38190 2.13/min | Icons for charts and settings |
| 2016/11/07 08:34:20 (12d 10h 37:41) | 2016/11/18 03:38:16 (1d 15h 33:45) | 2016/11/19 16:02:47 (3h 09:14) | 2016/11/19 18:55:18 (16:43) | 9325 0.52/min | 2016/11/18 03:38:16 - 2016/11/19 19:12:01 (1d 15h 33:45) |
| 2016/11/07 08:34:19 (12d 10h 38:47) | 2016/11/19 10:17:11 (8h 55:55) | 2016/11/19 18:05:51 (1h 07:15) | 2016/11/19 19:08:47 (04:19) | 21916 1.22/min | 2016/11/19 10:17:11 - 2016/11/19 19:13:06 (8h 55:55) |

Tweets

| Tweets | Concepts | Mood | Classification |
|--|--|-------|----------------|
| @StefanHechl Schwer zu sagen. Es ist schon eigenartig genug, dass Hofer das Symbol des verrottenden Vielvölkerstaats so gut sieht. https://rafaelbuchegger.wordpress.com/ , original tweet | Hofer (0.50) | 0.50 | |
| RT @tanjaplayner: "Diese Rede von Donald Trump wurde von den Medien zensiert!" Hofer #zib2 Martin Thür #hnumoros Van der Bellen http... | Van der Bellen (-0.50) Hofer (-0.50) Trump (-0.50) | -0.50 | |
| @maxschrems ist die VDB Werbung neben dem "keine Werbung bitte" Sticker nicht irgendwie ironisch | Van der Bellen (0.75) | 0.75 | |
| fuck hofer | Hofer (-0.75) | -0.75 | |
| 0.10000000 #BTC on 'Yes' - Norber Hofer to win 2016 Austrian presidential election. - https://t.co/oyy1eJtY9 | Austria (0.50) Hofer (0.50) | 0.50 | |
| 0.10000000 #BTC on 'No' - Norber Hofer to win 2016 Austrian presidential election. - https://t.co/0NzqgJCTOj | Austria (0.50) Hofer (0.50) | 0.50 | |

Financial Monitoring in Twitter (3)



Monitors > Monitor 101 > Tweets

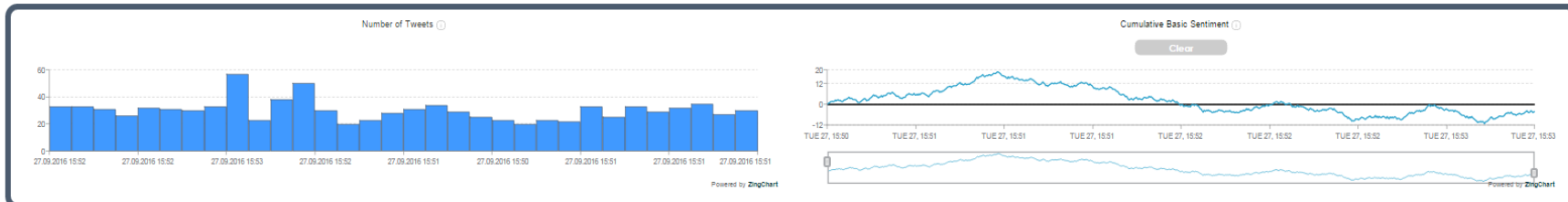
Graphs Charts Clouds Tweets

LIVE - Politics RUNNING

Mood: Basic Sentiment | Classification: Basic Subjectivity | Language: USA | Activity: 17229 (335.52/min) | 2016/09/27 15:53:31

Actions: [Share] [Download]

| Mood | Classification | Language | Activity | Actions |
|-----------------------------|-----------------------------|-----------------------------|--|--------------------------------|
| Neutral (Sad) | Neutral (Sad) | USA | 17229 335.52/min 2016/09/27 15:53:31 | [Share] [Download] |
| 2016/09/27 15:52:11 (81:20) | 2016/09/27 15:50:52 (52:38) | 2016/09/27 15:53:21 (50:12) | 2016/09/27 15:53:29 (50:02) | Last 1000 Last 100 Last 10 |























“Advice maybe wrong, but examples
prove themselves.”

Henry Wheeler Shaw

Sample – Single Stock (1)



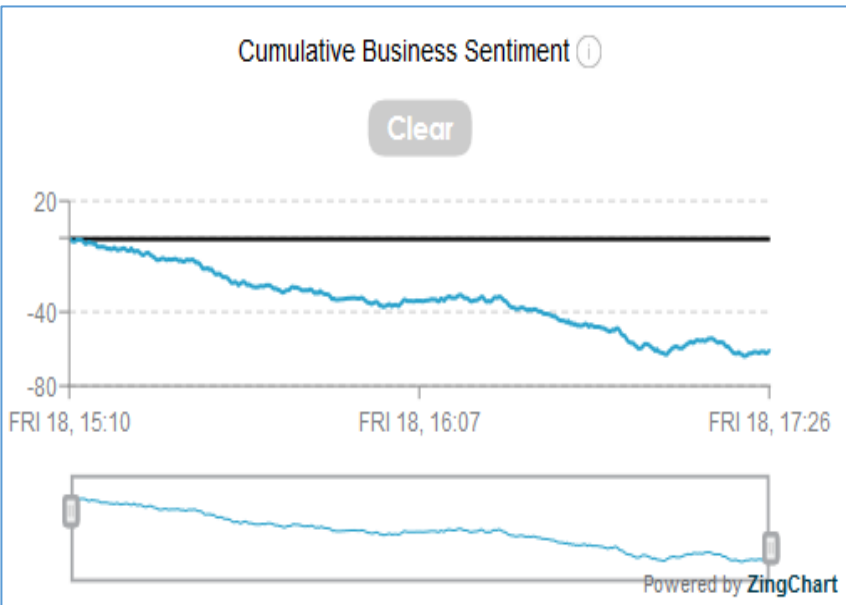
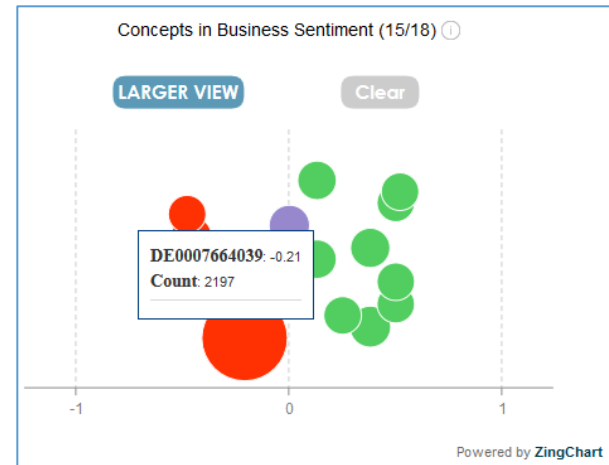
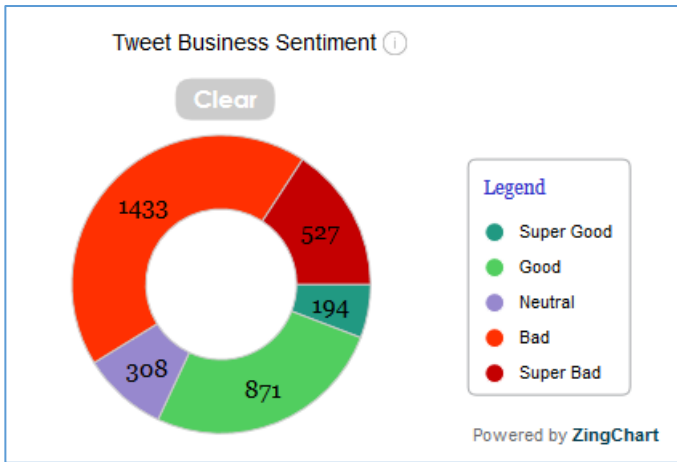
■ Volkswagen (VOW3, DE0007664039)

| Tweet | Topic | Class | Eval |
|--|----------------------|---|---|
|  <p>VW Emissions scandal: 30,000 jobs to go at Volkswagen https://t.co/heNUUo5qbF 2016/11/19 18:40:07 (385ms), Car Parse</p> | VOW3 |  Fraud |  -0.75 |
|  <p>RT @business: BREAKING: Volkswagen confirms it's cutting 30,000 jobs worldwide https://t.co/JpL4EiKDA Latest video: https://t.co/7roZ6dfq... 2016/11/18 15:10:24 (470ms), josephine</p> | VOW3 |  |  -0.84 |
|  <p>RT @kprescott: VW forseees 25% improvement in productivity at its German plants 2016/11/18 15:24:44 (445ms), RLS Business Studies, Buckingham, England</p> | VOW3 Productivity |  Global Economy |  0.38 |
|  <p>RT @WSJ: VW to slash up to 30,000 jobs over five years, as part of efforts to boost profits in wake of emissions scandal https://t.co/GVtlc... 2016/11/18 15:19:02 (530ms), hayasinaoko</p> | VOW3 |  Buy / Sell |  0.42 |
|  <p>Germany's VW to focus on electric vehicles, aims to return to profitable growth https://t.co/MIH4gXFYht 2016/11/18 15:46:24 (350ms), Graeme Paterson, London</p> | VOW3 |  Trading |  0.75 |
|  <p>VW Amarok Naked Ute a commercial success #VolkswagenAmarok https://t.co/PJSJBpxH7I #VolkswagenAmarok 2016/11/18 15:10:52 (374ms), Peggy, Florida</p> | VOW3 |  Trading |  0.50 |

Sample – Single Stock (2)



■ Volkswagen (VOW3, DE0007664039)



VOLKSWAGEN VZ

ISIN DE0007664039 | WKN 766403

117,45 € -0,09%

















18.11.2016 17:17 -0,10 €

| | |
|--------------------|------------|
| Aktueller Kurs: | 117,45 € |
| Tageshoch: | 120,00 € |
| Tagestief: | 117,05 € |
| Eröffnung: | 120,00 € |
| Vortag: (17.11.16) | 117,55 € |
| 52-Wochenhoch: | 139,40 € |
| 52-Wochentief: | 92,70 € |
| Börsenplatz: | Xetra |
| Gattung: | Aktie |
| Branche: | Automobile |
| Indizes: | DAX® |



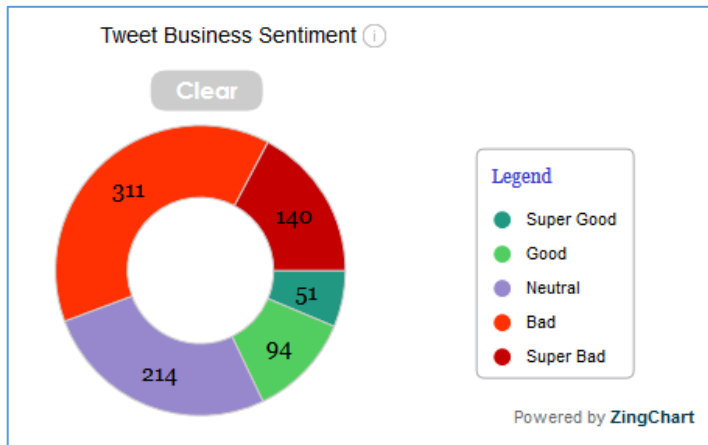


Indicators for Germany

| Tweet | Topic | Class | Eval |
|--|--------------|---|--|
|  <p>@Cheeky_Blobfish a drop of just 25% in sales would cost the German auto industry about 5 billion pounds that ginna hurt any economy</p> <p>2016/11/19 16:38:31 (165ms), mick</p> | Sales |  Buy / Sell |  -0.27 |
|  <p>German economy creates more jobs, but employment growth slows.. Related Articles: https://t.co/0ekUh2ZVJw https://t.co/YrXakcxA6Z</p> <p>2016/11/18 17:24:34 (386ms), Business News</p> | Labor Market |  Global Economy |  -0.50 |
|  <p>RT @shelleypetersen: German economic growth to be slower for rest of 2016: ministry https://t.co/7FbszRazeU healthinnovations #pharma #ban...</p> <p>2016/11/18 17:02:11 (460ms), meeeh</p> | Growth |  Global Economy |  -0.18 |
|  <p>German exports to UK, U.S. fall sharply in third quarter https://t.co/WOwt59hFJ2 https://t.co/SiXhzEmOW1</p> <p>2016/11/18 16:06:02 (208ms), Vanilla Bizcotti, Menasha, WI</p> | Exports |  Global Economy |  -0.75 |
|  <p>Performance still good despite Brexit – German economy ministry https://t.co/rJZwHOGGPA</p> <p>2016/11/18 07:37:26 (562ms), Orix Capital Trading, Japan</p> | Performance |  Trading |  0.66 |
|  <p>RT @OlafGersemann: This just in: Inflation in #Germany was .8% yoy in October, hitting a two-year high, @destatis reports. Germany OlafGersemann, destatis...</p> <p>2016/11/11 09:01:54 (424ms), Isabel Schnabel, Bonn, Germany</p> | Inflation |  Global Economy |  -0.25 |

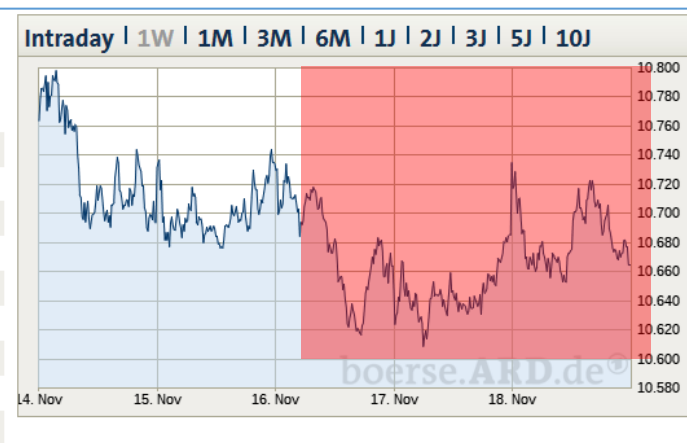
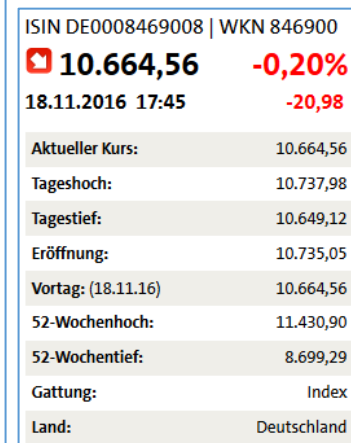
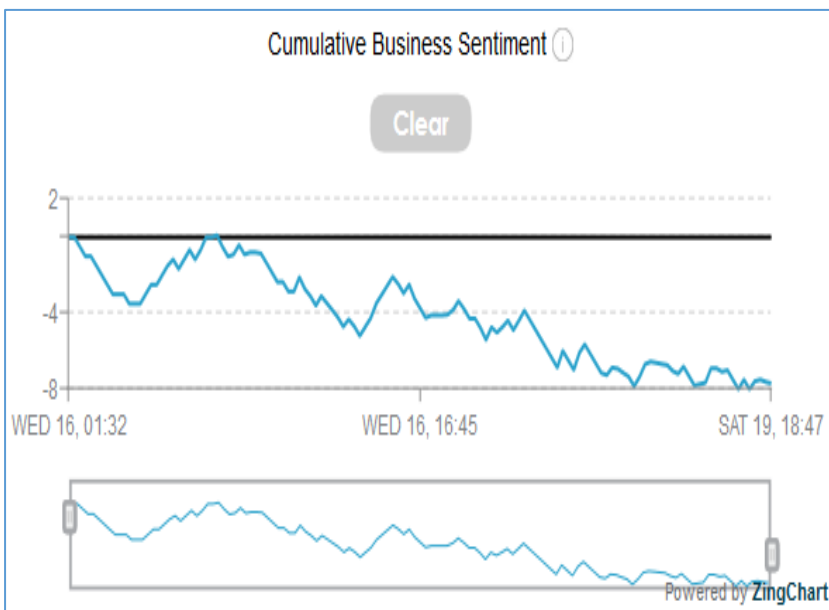


Indicators for Germany



DAXSector Basic Resources Perf.

German DAX



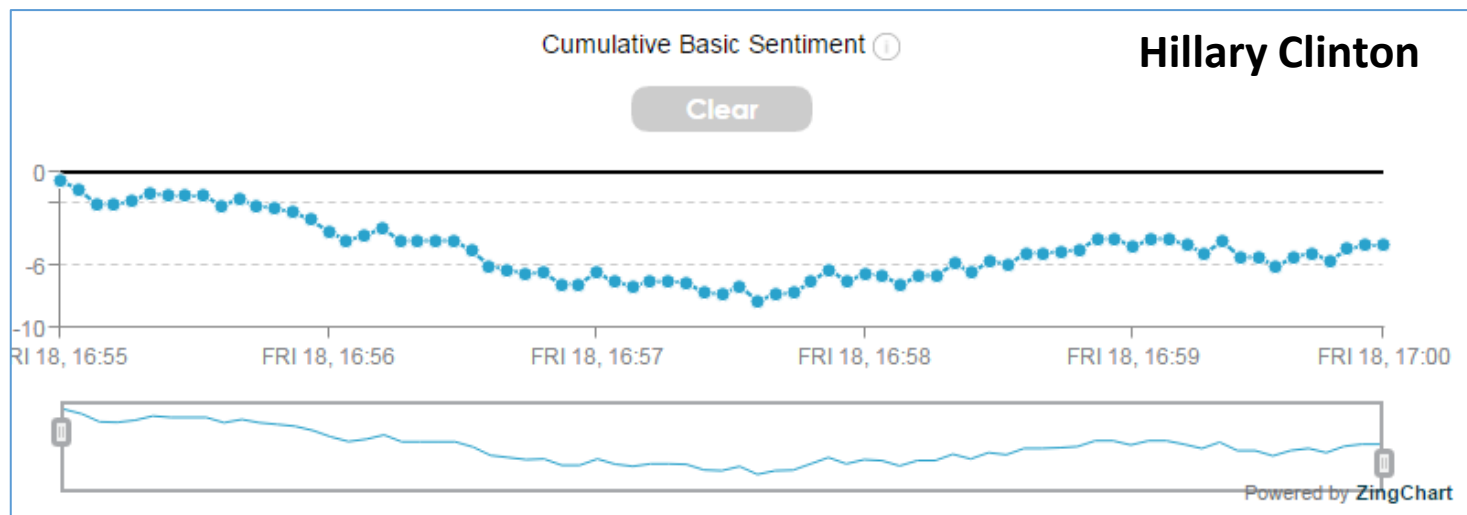
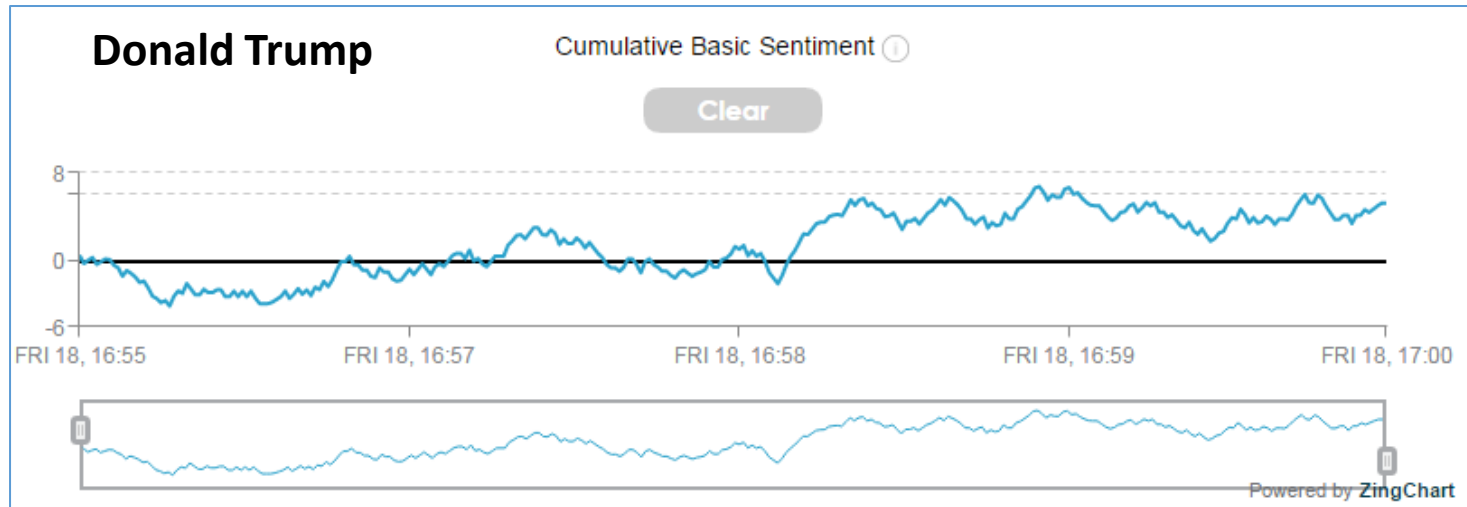


■ Trump vs Clinton

| Tweet | Topic | Class | Eval |
|---|---------|---|--|
|  Michael Hudson: Donald Trump Wants to Make the 1% Even Richer https://t.co/0jvdPRYKCV 2016/11/18 16:59:18 (84ms), jackie , Harrisburg, Pa | Trump |  Intention |  0.50 |
|  How Donald Trump will double growth and jobs - #Millennials watch and learn about pro growth @TPUSA https://t.co/luVaUo2sj6 2016/11/18 16:56:06 (87ms), Andrew Brandt , Southeastern Michigan | Trump |  Psychological |  0.88 |
|  If Donald Trump gets his way, his administration will be disastrous. https://t.co/11SJUG0WuN 2016/11/18 16:55:36 (86ms), SharonAvraham , Hertsmere CLP | Trump |  Outlook |  -0.75 |
|  I Wish I'd Said It: I Love Hillary Clinton https://t.co/58RCBLaueH via @ElleMagazine 2016/11/18 16:58:53 (81ms), Dr Lost , Alappuzha | Clinton |  Psychological |  0.75 |
|  From 'Bush doesn't care about why people' to this. I must say tho, that Hillary was no saint either, so man's got a... https://t.co/Lx6EKmscKs 2016/11/18 16:57:08 (80ms), Soumiya Benaali , España | Clinton |  Review |  -0.25 |



■ Trump vs Clinton



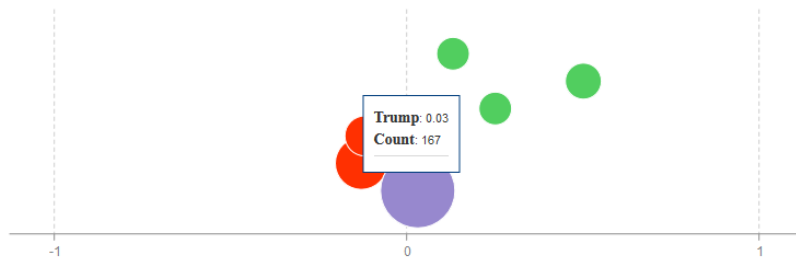


■ Trump

Concepts in Basic Sentiment (6/9)

LARGER VIEW

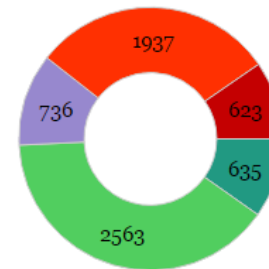
Clear



Powered by ZingChart

Tweet Basic Sentiment

Clear

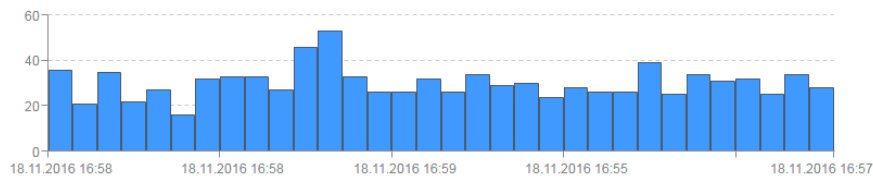


Legend

- Super Good
- Good
- Neutral
- Bad
- Super Bad

Powered by ZingChart

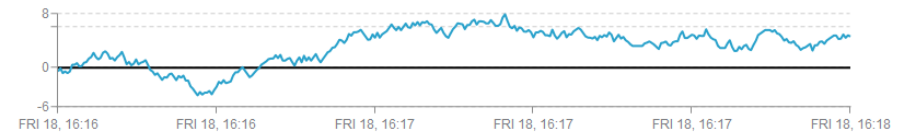
Number of Tweets



Powered by ZingChart

Cumulative Basic Sentiment

Clear



Powered by ZingChart



■ Trump – Wallstreet Impacts



Bank of America



BNPParibas

JPMorgan



Wells Fargo





- Impact Analysis of Finance Relevant Topics
 - Financial Expertise Required
 - Topics + Classification + Evaluation (3 Tier Process)
 - Data Source Selection
 - Clear Goals
 - Use Case, Application, and Viewpoint dependent
 - Time Frame Considerations
 - No Absolute Truth, but Good Indications about the Impacts

- LingRep – TextAnalytics
 - Customizable, fault tolerant, fast, simple API
 - Proven technology in
 - Finance, Insurance, eHealth, Communications, Marketing
 - <http://lingrep.com>, <http://processing.lingrep.com>

Thank you!



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- Free API: <http://processing.lingrep.com>

LingRep Sentiment Barometer

The free text analytics is provided as REST web services via **processing.lingrep.com:8080**. It comprises a bunch of ultra fast, high quality and flexible methods of natural language processing. Simply try the **Sentiment Barometer** to gain insights into the attitudes expressed in your texts. Experience the power of professional large scale content interpretation!

Sentiment Barometer

Try It

English

German [Example 1](#) [Example 2](#) [Example 3](#)

English [Example 1](#) [Example 2](#) [Example 3](#)

Deutsche Bank and Commerzbank fallen 2-3 % within few hours, after being in green for many days.

| | | | |
|-----------------------|----------------------------------|--|-------|
| Basic Sentiment | <input type="button" value="i"/> | <input type="button" value="thumbs down"/> | -0.37 |
| Business & Finance | <input type="button" value="i"/> | <input type="button" value="thumbs down"/> | -0.37 |
| Customer Satisfaction | <input type="button" value="i"/> | <input type="button" value="thumbs down"/> | -0.37 |

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Try It

English

German [Example 1](#) [Example 2](#) [Example 3](#)

English [Example 1](#) [Example 2](#) [Example 3](#)

jobless Claims Low but market reflexivity persists

| | | | |
|-----------------------|----------------------------------|--|-------|
| Basic Sentiment | <input type="button" value="i"/> | <input type="button" value="thumbs down"/> | -0.75 |
| Business & Finance | <input type="button" value="i"/> | <input type="button" value="thumbs up"/> | 0.50 |
| Customer Satisfaction | <input type="button" value="i"/> | <input type="button" value="thumbs up"/> | 0.25 |

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Sentiment Barometer

Try It

English

German [Example 1](#) [Example 2](#) [Example 3](#)

English [Example 1](#) [Example 2](#) [Example 3](#)

Goldman Sachs' Brexit expectations bad for City banking jobs

| | | | |
|-----------------------|----------------------------------|--|-------|
| Basic Sentiment | <input type="button" value="i"/> | <input type="button" value="thumbs down"/> | -0.50 |
| Business & Finance | <input type="button" value="i"/> | <input type="button" value="thumbs down"/> | -0.22 |
| Customer Satisfaction | <input type="button" value="i"/> | <input type="button" value="thumbs down"/> | -0.50 |

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