Twitter Correlation Study

Connecting NewsHedge Alerts to Twitter Context

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1. INTRODUCTION

On April 20, 2016, a typical trading day, NewsHedge generated a total of 38 alerts. This study examines each NewsHedge alert and the correlated context found on Twitter.

We measured the quality of Twitter context using a scale of High, Medium, or Low. Low meaning we found correlated information, but the context was questionable or not very clear.

2. RESULTS OVERVIEW

NewsHedge Alerts: April 20, 2016	
Alerts with Little or no Twitter Context	**6**
Alerts with Twitter Context High 14 Medium 10 Low 8	**32**
Total NewsHedge Alerts	**38**

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Twitter Activity: Yes **Quality:** Low **Catalyst:** Carryover from yesterday's after-hours earnings

Time	Title (Click for story)
4/20/16	Sector Update: Financial Stocks Rise With Broader Markets; Activist Investors Target Capital City Bank, Urge Branch Sales
4/20/16	Hancock Holding's CEO John Hairston on Q1 2016 Results -- Earnings Call Transcript >HBHC
4/20/16	Sector Update: Moderate Gains for Financial Stocks; Discover Financial Rises on Q1 EPS, Revenue Beat
4/19/16	Hancock Holding Company Meets Consensus View on Q1 EPS at $0.05
4/19/16	*Hancock Holdings Reports Inline Q1 EPS $0.05

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Twitter Activity: Yes **Quality:** High **Catalyst:** Moving on pre-market earnings

robostock @Robostocks123 · Apr 20
$viab reading analysts analysis of $dish situation they truly all are at best movie patrons. 0 intelligence

The Detroit Trader @detroittraders · Apr 20
Early movers: $KO, $DISH, $TUP, $NLSN, $GOOGL, $INTC, $GPN, $VMW, $YUM & more #stocks

Seeking Alpha @SEEKINGALPHA_FS · Apr 20
Dish Network gains 4% after Q1 profits rise nearly 11%
seekingalpha.com/news/3174217-d... #premarket $DISH

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Twitter Activity: Yes **Quality:** High **Catalyst:** Manhattan signs a co-development contract

The Fly @theflynews · Apr 20
On The Fly: Pre-market Movers $VMW $MANH $EMC $ISRG $DISH $ONCS $LXK $CARA $STEM $CAMP $ANGI $DV: Full Story bit.ly/1VBPq1d

1

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Jea Yu - Day Trading @JeaYu21 · Apr 20
$NFLX $AAPL $MANH chart tradingview.com/x/SvUfKFf5/

3

Open Outcrier @OpenOutcrier · Apr 20
$MANH (+5.4% pre) Manhattan Associates Supplies Another Big Win for Investors

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Twitter Activity: Yes **Quality:** High **Catalyst:** Carryover from yesterday's earnings / Positive opening

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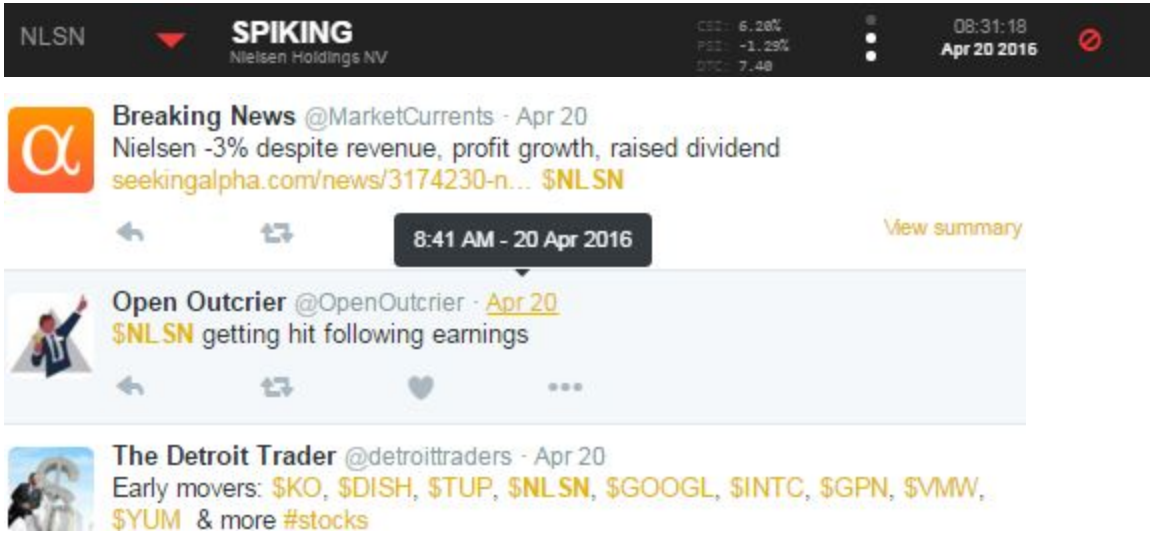
Twitter Activity: Yes **Quality:** High **Catalyst:** Moving on pre-market earnings



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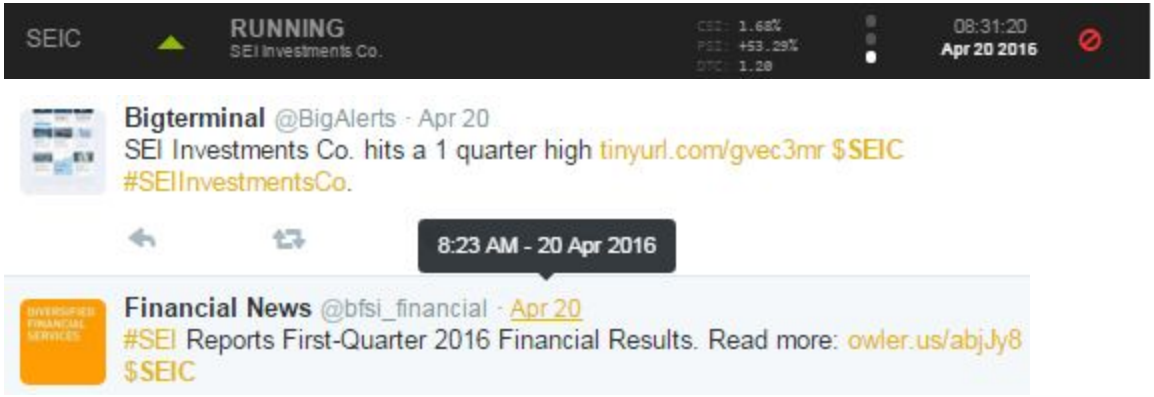
Twitter Activity: Yes **Quality:** High **Catalyst:** Moving on pre-market earnings



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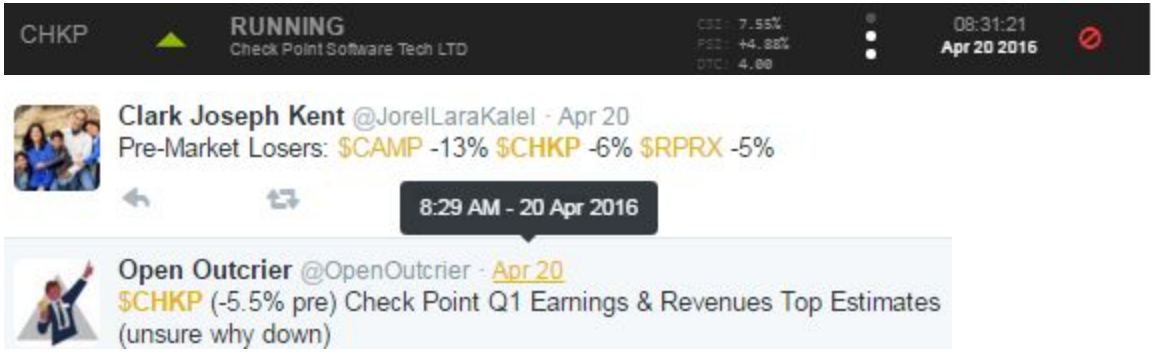
Twitter Activity: Yes **Quality:** Medium **Catalyst:** Moving on pre-market earnings



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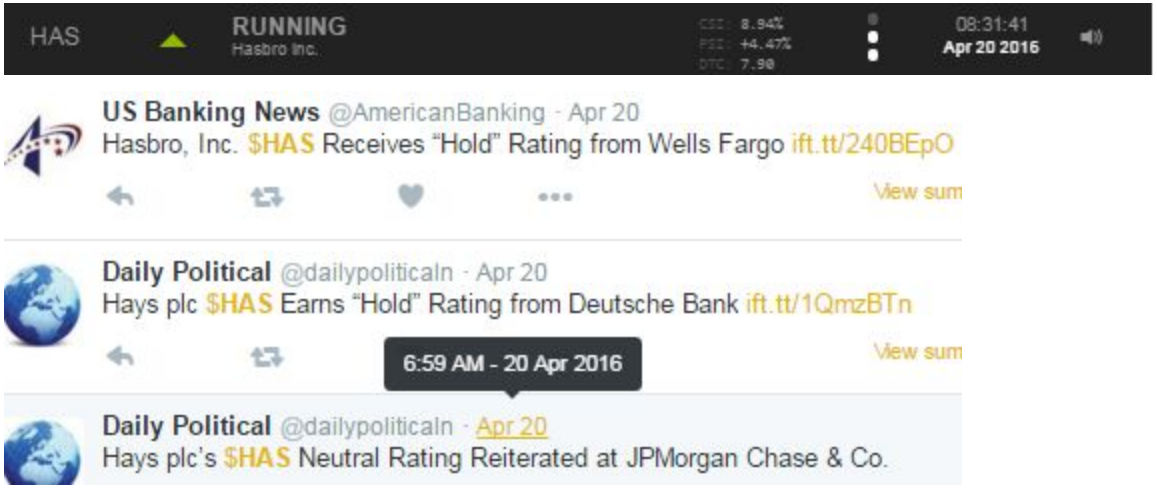
Twitter Activity: Yes **Quality:** Medium **Catalyst:** Multiple pre-market analyst rating changes



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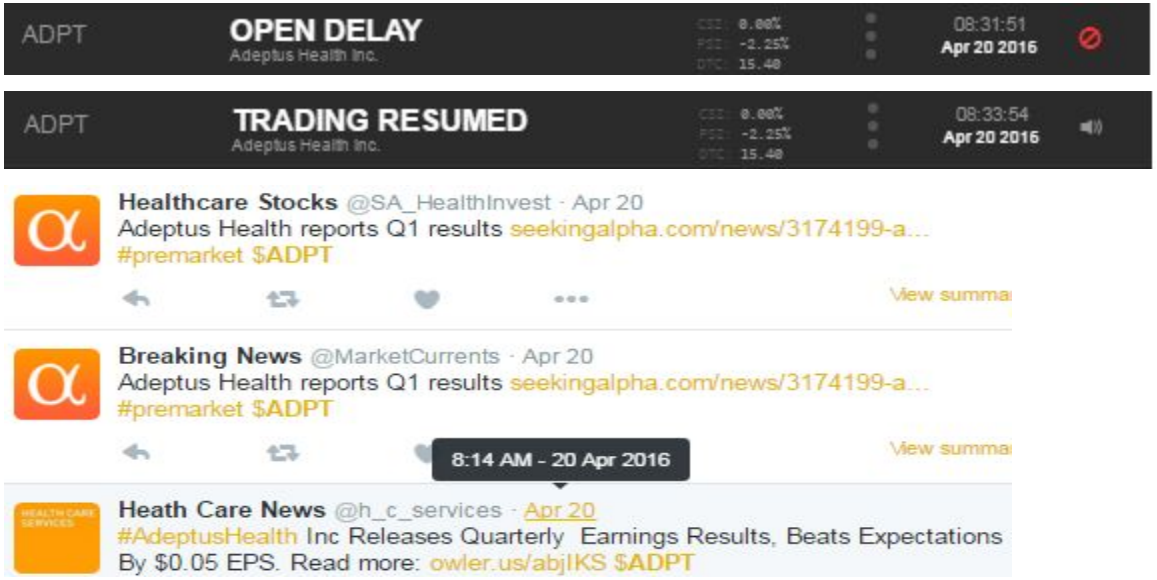
Twitter Activity: Yes **Quality:** High **Catalyst:** Open Delay / Trading Resumed / Moving on pre-market earnings



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Twitter Activity: Yes **Quality:** Medium **Catalyst:** Moving on pre-market earnings

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