



Does entertainment affect the stock market?

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Project hypothesis

In this project, we will look at whether or not the world of entertainment, specifically the genres of comedy and horror has enough of a psychological impact on society to affect the stock market.

Our initial hypothesis is that the stock market will tend to be positive in the year that comedy is more popular and the stock market will be in a downtrend in the year that horror is more popular.

We will prove whether or not this by answering 4 questions:

- What is the current economic trend of the stock market?
- How do the Sp500, Nasdaq, and Dow Jones compare to each other?
- What is the trend in popularity regarding horror and comedy?
- Does the genres of horror and comedy cast enough of a psychological effect on society as a whole to have a positive or negative effect on the stock market?



Project Conclusion

Given the information that has been received from the code produced it is clear that the hypothesis “ The stock market will tend to be positive in the year that comedy is more popular and the stock market will be in a downtrend in the year that horror is more popular.” was incorrect.

The information shows that while there are signs of correlation between the market being in an uptrend while comedy is more popular than horror, there is no evidence that the market when into a down trend at the same time the horror genre became more popular than comedy.

Final chart comparison

