

# My Research Interests

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# Unifying Themes

My research interests:

- Substantive areas: [Financial accounting](#)
- Research method: [Archival data analysis](#)
- Source disciplines: [Economy & Finance](#)

Three main topics:

1. Disclosure
2. Investor reaction and usage to accounting information content
3. Social media and traditional media

# Disclosure

1. What informational content public firms choose to disclose or strategically withhold.
  - Common risk factor: Campbell et al., [2014](#)
  - ESG information: Giglio et al., [2023](#)
2. Why public firms voluntarily disclose (or strategically withhold) information in their financial reporting or product quality
  - Career concerns: Baginski et al., [2018](#)
  - Common ownership: Park et al., [2019](#)

# Investor Reaction and Usage to Accounting Information

1. Whether investors care about what public firms said ? How much they care about?
2. How they view and use the accounting information
  - Order of the information? Cheng, Roulstone, and Van Buskirk, [2021](#)
  - Is information read by machines? Allee, DeAngelis, and Moon Jr, [2018](#)
  - Language? Bushee, Gow, and Taylor, [2018](#) ; Li, [2008](#)

# Traditional media & Social media

Through which channel investors get the accounting information?

- Reports from SEC or official websites
- Traditional Media: CNN,Fox,BBC
- Social media: Twitter,Wechat,...

Examples

- Bias from traditional media: Rees and Twedt, [2022](#)
- Some new social media: Lee and Zhong, [2022](#)

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