**Natural Language Processing for Determining the Sentiment of Stock Tickers**

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I. Introduction

Unsupervised social media platforms have allowed users to express themselves free of accountability and repercussions. A tremendous amount of false information has begun to flood various platforms like Facebook, Instagram, Twitter, etc. The advent of bot accounts has only exacerbated the situation into skewing the mind of an average user regarding a particular topic. It is no secret that the general public takes an interest in the stock market – predicting trends, advising users to buy/hold/sell, etc. However, none of these opinions have much credibility and accountability behind them. We see tremendous potential in leveraging the qualified opinions of financial investors, journalists, and analysts into developing a model that is able to determine an accurate sentiment of a particular company’s stock, based on the sentiment of a selective group of sources that are deemed to be knowledgeable on the topic.