

The social signal

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1. What are the research questions?

- This paper examines social media attention and sentiment from three major platforms: Twitter, StockTwits, and Seeking Alpha.

2. Why are the research questions interesting?

- Due to the distinct characteristics of each platform, it is important to compare their differences and economic implications within a unified analytical framework.

3. What is the paper's contribution?

- Existing:
 - They have almost exclusively examined data from a single platform in their analyses of investor social media.
- Expansion:
 - This paper quantifies the information content, similarities and differences across the three most-established investor social media platforms over the last decade.

4. What hypotheses are tested in the paper?

- Social media platforms may not be interchangeable because the characteristics of a communication medium affect both the content and impact of messages.

5. Comment on the appropriateness of the sample selection procedures

- The sample selection procedure is appropriate because it balances broad platform coverage, firm-level data richness, and robustness to filtering, while maintaining high data quality and consistency across time and sources.

6. Comment on the appropriateness of variable definition and measurement

- The sentiment variable is constructed as a simple firm-day average, which ignores the potential nonlinear impact of extreme sentiments such as a few strongly bullish or bearish views on stock prices.

7. Comment on the appropriateness of the model specification

- This paper does not model interactions between attention and sentiment directly, which could limit insights into how combined signals work together.

8. What difficulties arise in drawing inferences from the empirical work?

- The positive correlation between net retail buying and sentiment provides limited direct evidence that sentiment contains greater return-relevant information.

9. Describe at least one and feasible extension of this research?

- Investigate the interaction between investor sentiment and attention on social media, such as the economic consequences of attention under conditions of extreme sentiment.
- Measure firm-level and macro-level investor disagreement using social media data.

10. What links exist among these papers?

- These three papers examine investor behavioral biases from distinct perspectives, including social media signals, attention spillover, and regret aversion, to explain cross-sectional and time-series variations in stock returns.