**Team Member Info**:

* Ron Raisch:  
  ron.raisch@mail.huji.ac.il | ID: 322657529 | CSE: ronraisch
* Cfir Amar:  
  cfir.amar@mail.huji.ac.il | 207282484 | cfiramar
* Yishay Polatov:  
  polyishay@gmail.com | 316302140 | yishayp

**Problem Description**:

We set out to examine whether financial trends in politically, ethically, or ideologically aligned equities and ETFs reflect shifts in public sentiment, online attention, or major global events. Our goal is to uncover consistent or surprising patterns between Google search interest and asset prices - for both emotionally charged assets and mainstream stocks and indices.

**Data**:

We gathered historical price and volume data (daily frequency, 5+ years) from Yahoo Finance for a wide range of assets: individual stocks (e.g., Google, Apple, Tesla), broad indices (e.g. S&P500), thematic ETFs (e.g., AQWA, ICLN), and symbolically aligned instruments (e.g. pro-Israel, pro-Palestine, pro-Ukraine, green/ESG funds, water equity, gender equity). We also pulled Google Trends data for related keyword searches: geopolitical terms ("pro-Israel", "visit Israel", "support Ukraine"), financial sentiment ("bull market", "beginner finance course"), social themes ("LGBTQ", "LGBTQ law", "women rights"), and corporate events ("new iPhone", "WWDC", "earnings report"). The dataset includes ~13K time-series rows and auxiliary metadata.

**Visualization 1 - Reality Check 1: Israel ETFs**

We expected that pro-Israel ETFs would show increased volume following a spike in relevance (e.g. war, political movement), but found the opposite: from October 7, 2023, there's an **exponential rise** in open/high/low/close values, while volume has **decreased linearly**. This suggests strong core investors buying and holding — a trend driven by ideological rather than speculative motives.

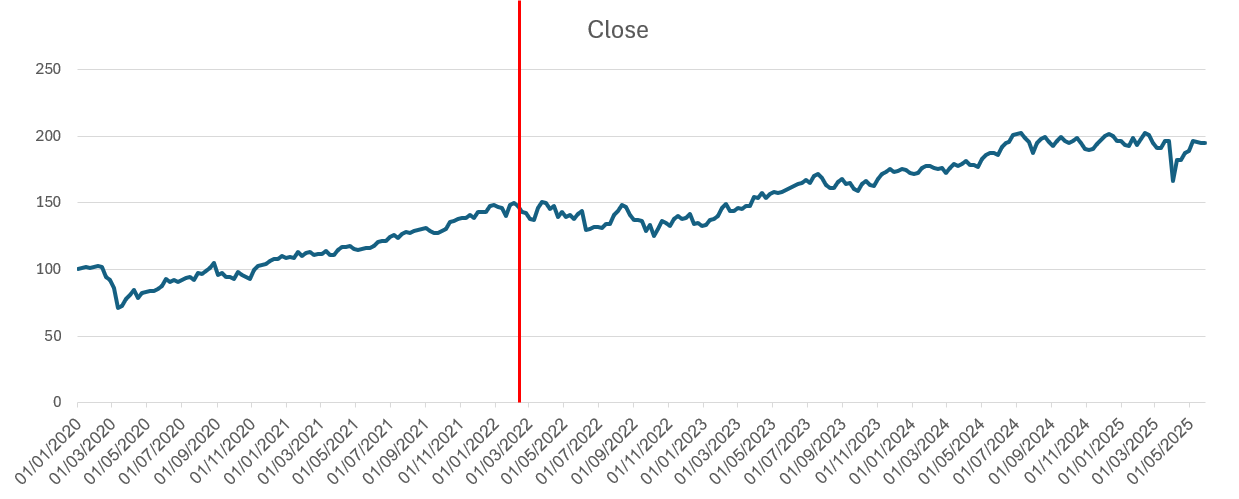
תמונה שמכילה קו, עלילה, תרשים

תוכן שנוצר על-ידי בינה מלאכותית עשוי להיות שגוי.  
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**Visualization 2 - Reality Check 2: Ukraine ETFs**

Surprisingly, ETFs aligned with Ukraine showed no visible pattern matching spikes in search interest (e.g., "Ukraine war", "support Ukraine") or significant war events. This disconnect suggests either saturation in market narrative or low impact of sentiment on the specific financial instruments tracked.



**Visualization 3 - Observation: Seasonal LGBTQ+ Trendline**

While LGBTQ-themed ETFs showed no clear correlation to relevant search terms or legal events, one quirky seasonal pattern emerged: Google searches for "lgbtq" spike **every June**. This yearly spike can be explained as June is known as the Pride Month. But there one exception: **June 2024**. On this month the spike was noticeably muted. We speculate this anomaly relates to cancellations of major Pride events or declining corporate participation — a soft signal of shifting cultural climate.

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**Visualization 3 - Observation: Apple and the Mid-April Dip**

Analyzing Apple (AAPL) data, we identified that **week 16 (mid-April)** showed consistent declines **in every year** reviewed. Additionally, weeks in late March also tended to underperform. Conversely, week 25 (late June) often showed gains, loosely aligning with Apple's annual WWDC. While we can explain the June pattern via anticipation and buzz from developer events, the consistent mid-April dip remains a mystery - possibly tied to Q1 portfolio rebalancing or macro trends not captured by keyword activity.

תמונה שמכילה קו, עלילה, תרשים

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