3.

Contemporaneous Mention Indicator

```
lm(formula = RET ~ indicator, data = sub_returns)

Residuals:
    Min      1Q  Median      3Q     Max
-0.7953 -0.0103 -0.0005  0.0093  9.5926

Coefficients:
              Estimate Std. Error t value Pr(>|t|)
(Intercept) 6.393e-04  3.866e-05  16.537   <2e-16 ***
indicator   2.719e-04  4.099e-04   0.663    0.507
---
Signif. codes:  0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1

Residual standard error: 0.03916 on 1035100 degrees of freedom
  (1264 observations deleted due to missingness)
Multiple R-squared:  4.249e-07, Adjusted R-squared:  -5.412e-07
F-statistic: 0.4398 on 1 and 1035100 DF,  p-value: 0.5072
```

Lagged Mention Indicator

```
lm(formula = RET ~ lag.indicator, data = sub_returns)

Residuals:
    Min      1Q  Median      3Q     Max
-0.7953 -0.0103 -0.0004  0.0094  9.5926

Coefficients:
               Estimate Std. Error t value Pr(>|t|)
(Intercept)   0.0006316  0.0000386  16.366   <2e-16 ***
lag.indicator 0.0008407  0.0004086   2.058   0.0396 *
---
Signif. codes:  0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1

Residual standard error: 0.03893 on 1026628 degrees of freedom
  (9736 observations deleted due to missingness)
Multiple R-squared:  4.124e-06, Adjusted R-squared:  3.15e-06
F-statistic: 4.234 on 1 and 1026628 DF,  p-value: 0.03963
```

4.

Contemporaneous Mention Count
```
lm(formula = RET ~ mentions, data = sub_returns[sub_returns$TICKER %in%
    relevant_tickers])

Residuals:
    Min       1Q   Median       3Q      Max
-0.79525 -0.01469 -0.00036  0.01353  3.04841

Coefficients:
              Estimate Std. Error t value Pr(>|t|)
(Intercept) 5.428e-04  1.012e-04   5.362 8.25e-08 ***
mentions    1.039e-04  2.393e-05   4.340 1.42e-05 ***
---
Signif. codes:  0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1

Residual standard error: 0.04054 on 160707 degrees of freedom
  (95 observations deleted due to missingness)
Multiple R-squared:  0.0001172, Adjusted R-squared:  0.000111
F-statistic: 18.84 on 1 and 160707 DF,  p-value: 1.424e-05
```

Lagged Mention Count

```
lm(formula = RET ~ lag.mentions, data = sub_returns[sub_returns$TICKER %in%
    relevant_tickers])

Residuals:
     Min       1Q   Median       3Q      Max
-0.79531 -0.01470 -0.00034  0.01355  3.04835

Coefficients:
              Estimate Std. Error t value Pr(>|t|)
(Intercept)  6.035e-04  1.016e-04   5.942 2.82e-09 ***
lag.mentions -3.516e-05  2.391e-05  -1.470    0.141
---
Signif. codes:  0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1

Residual standard error: 0.04051 on 159386 degrees of freedom
  (1416 observations deleted due to missingness)
Multiple R-squared:  1.356e-05,  Adjusted R-squared:  7.288e-06
F-statistic: 2.162 on 1 and 159386 DF,  p-value: 0.1415
```