

## Strategy Studio: SMAAdapter (Sentiment Data)

The SMA adapter is Strategy Studio's market data adapter for Social Market Analytics. The adapter polls SMA servers for new sentiment updates from social media sites. For more information regarding the service visit

<https://www.socialmarketanalytics.com>

The following variables may be added to the config.txt file to configure the SMA adapter:

- › **SMA\_KEY=api\_key**
  - (Required) API key provided by Social Market Analytics. No default value.
- › **SMA\_HOST=url**
  - (Optional) URL for the SMA API. Default is *api.socialmarketanalytics.com*.
- › **SMA\_PORT=port**
  - (Optional) Port number used to access to API (must be SSL). Default port is 443.

The adapter will return a *SentimentEventMessage* on every poll of the server. Currently, Strategy Studio polls the SMA server every minute, which is the highest frequency SMA allows at the moment. Registering for sentiment data can be done with the *eventRegister->RegisterForSentiment()* function.

Each *SentimentEventMessage* contains a number of statistics generated by Social Market Analytics:

- › **Raw S** - unweighted sentiment estimated provided by SMA
- › **Raw S Mean** - 20 day moving average of Raw S
- › **Raw S Score** - normalized value of Raw S
- › **Raw S Volatility** - variance of the sentiment level over the period
- › **S** - exponentially weighted sentiment (Raw S)
- › **S Buzz** - measurement of unusual volume activity. 0 indicates almost no activity while 1 indicates normal activity. A value of 3 indicates extremely high levels of activity relative to the universe.
- › **S Delta** - change of the S Score over the period
- › **S Dispersion** - measurement of the tweet source concentration contributing to the S Score
- › **S Mean** - 20 day moving average of S
- › **S Score** - normalized value of the exponentially weighted sentiment estimate
- › **S VMean** - 20 day moving average volume
- › **S Volatility** - 20 day moving standard deviation of the exponentially weighted sentiment estimate
- › **S Volume** - indicated tweet volume used to compute the sentiment estimate
- › **S VScore** - normalized value of volume
- › **S VVolatility** - 20 day moving standard deviation of volume