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THE ROLE OF SOCIAL MEDIA IN SHORT
SELLING DECISIONS.
EMPIRICAL EVIDENCE FROM US LISTED
COMPANIES

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ABSTRACT

This thesis investigates the impact of discussions about financial stocks among users on social media on short selling. In recent years, online communities have created a powerful information exchange network that has influenced investors' decisions and created strong distortions in the markets. By analyzing a dataset containing the number of tickers mentions for each individual stock, in a sample of US companies listed on the NASDAQ Composite Index, this research demonstrates how user comments on social media, particularly when associated with company performance, can influence the level of short sales.

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