

There are many programs in existence today that do all types of analysis on stocks. It is not hard to find one that will look at factors such as day volume, the amount of shares traded in a day, and predict based on past days what today will bring. One of the main drivers of a stock is media and in particular social media. Media has a huge impact on the movement of a stock whether it moves it up or down. For example: Apple publishes a press release stating that it has created the first driver-less car. One can assume that this stock will jump in share price, ultimately making a stockholder large amounts of money. On the other hand, Twitter publishes a press release stating that they are being investigated for securities fraud. It can be logically assumed that this stock will drop in price drastically on the day of release. So what if there was a way to read these press releases, and analyze them to help predict movement of a company's stock. This application will be able to categorize words in groups such as positive, negative, and false-positive words and then predict the movement of future press releases using these categories. This will be an advance in viewing how the media affects the market. One of the biggest challenges algorithmically will be how to analyze these words and give them actual meaning, determining how they may have affected the movement in order to predict future movement. All people that put their hard-earned money into the stock market have one common goal – to make money. It is obviously nearly impossible to predict what the market will do but looking at it from a different perspective, a media perspective, may help increase the chances of your money growing by making better decisions.