

UNIVERSITY OF ST.GALLEN  
SCHOOL OF MANAGEMENT, ECONOMICS, LAW, SOCIAL SCIENCES AND  
INTERNATIONAL AFFAIRS

# The effect of Twitter activity on Bitcoin price fluctuation

SOFTWARE ENGINEERING FOR ECONOMISTS  
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## Abstract

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# 1 Research Question

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## 2 Brief Background and Data Collection

Bitcoin

Twitter

Data Collection

### **3 Econometric Modelling and Results**

Stationarity

Lag Specification

VAR Regression Model

Granger Causality

Impulse Response Analysis

## 4 Conclusion

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