

CSC 395 Spring 2017
Project Proposal
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Purpose Introduction paragraph:

Our visualization will be a display of stock data for a company overlaid with data relating to how often that company is mentioned in social media, or search for on the internet. We plan to let users look over various time frames, and highlight when either the stock price or mentions increase quickly. Possibly look at if it differs in location.

What questions will users be able to answer?

Hopefully users will be able to understand better the effects stocks have on social media, and social media on stocks. Potentially be able to understand which precedes the others, and in what types of situations will one come before the other? When social media comes first, what effect does it have? Looking at location data, we predict that where it is trending won't matter in terms of how it will effect the stock price.

Also, does publicity tend to be good or bad?

What could those answers be? Best guess?

We predict that around the same time stock plummet that social media mentions will increase.

What makes these questions complex enough to require a visualization?

Lot of data, somewhat hard to look at all of it, and pair together. Unless you look at them overlapped, its difficult to find the relation.

Design Explain how visualization will work:

Include visualization attached

Techniques We will be using Google trends data, and Yahoo's API to look at past stock data. We also will investigate using reddit, facebook twitter and new york times data, but we currently have access to the Google trends, and Yahoo data.