Annotated Bibliograpy

Vaughn Hajra

Ajjoub, Carl, et al. “Social Media Posts and Stock Returns: The Trump Factor.” *International Journal of Managerial Finance*, vol. ahead-of-print, no. ahead-of-print, 3 June 2020, <https://doi.org/10.1108/ijmf-02-2020-0068>.

*This is one of the most in-depth and well thought studies. I mention the specific tests that were run in more detail in the article summary, but the sample size is quite large and there seem to be both good controls and a broad variety of tests. They also split the sample into media and non-media companies and found opposite results for each which I thought was quite interesting. I could potentially run separate analyses by industry!*

Brans, Heleen, and Bert Scholtens. “Under His Thumb the Effect of President Donald Trump’s Twitter Messages on the US Stock Market.” *Plos One*, vol. 15, no. 3, 11 Mar. 2020, p. e0229931, <https://doi.org/10.1371/journal.pone.0229931>.

*I really like the model specification in the this article. They did a great job of laying out how they ran the events study, and I also really like the simple approach they take. That being said, the simple approach is also a shortcoming in my eyes, as they didn’t clearly discuss how they measured sentiment and didn’t discuss controls.*

He, Ziyu. “Macroeconomic Research with Innovative Methods.” *Escholarship.org*, 2021, escholarship.org/uc/item/89x826bj. Accessed 2023.

*This is a dissertation that has many chapters, and I am specifically interested in chapter 3. It is another events study using sentiment analysis to assess the impact of President Trump’s tweets, but I was surprised that the researcher found different results compared to a couple of the other studies conducted on the same topic. This will lead to some interesting analysis of what they did differently, and the way they laid out the theoretical framework is similar to how I want to describe my own framework in my project.*

Juma’h, Ahmad H., and Yazan Alnsour. “Using Social Media Analytics: The Effect of President Trump’s Tweets on Companies’ Performance.” *Journal of Accounting and Management Information Systems*, vol. 17, no. 1, 1 Mar. 2018, pp. 100–121, <https://doi.org/10.24818/jamis.2018.01005>.

*This is another study looking into the effect of President Trump’s tweets, but the key takeaway here is that they found* ***no*** *significant effect. It is interesting me that they had yet another different result, and I am interested in the specific analysis they ran (specifically the sentiment score) that led them to this conclusion.*

Yen, Meng-Feng, et al. “A Two-Dimensional Sentiment Analysis of Online Public Opinion and Future Financial Performance of Publicly Listed Companies.” *Computational Economics*, vol. 59, no. 4, 20 June 2021, pp. 1677–1698, https://doi.org/10.1007/s10614-021-10111-y. Accessed 4 Oct. 2023.

*Although this paper is not related to twitter specifically, it is the most in-depth sentiment analysis in which the methods seem the most like what I hope to do. They use a lexicon similar to my database (except theirs is in Chinese) which will provide useful guidance if I am struggling with my own sentiment word banks.*

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