Media Post Impact Analysis

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Problem

The performance of a company (stock price, profits) seems to be determined by a variety of factors. In particular, media posts and public opinion could largely impact investors’ actions and trigger a huge impact on the company. We aim to analyze and predict the impact of public opinion, and in particular, media posts on business performance.
Data Source

News Outlet Tweet Ids

By George Washington University

Ids of 4,500 news outlets

Source: https://dataverse.harvard.edu/dataset.xhtml?persistentId=doi:10.7910/DVN/2F1FLH
Model

Sentiment analysis:
1. Multi-class logistic regression
2. word2vec + LSTM

Business performance prediction:
Multivariate linear regression
Possible Challenge

1. Twitter text limit
2. Media posts emotionally neutral
3. Uneven distribution of tweets over time