Extracting media-based sentiment

Keywords: [Textual Analysis, Data Science]

Introduction

Media-based sentiment is becoming an important measure in finance with several implications in asset pricing. This project is focused on estimating alternative measures of media-based sentiment using sources such as Twitter, Google Trends and newspapers.

Project description

This project has five steps:

- Collecting data from 10-50 most important newspapers.
- Estimating a monthly index of sentiment based on media coverage of articles related to the topic.
- Collecting data from Google trends of a glossary related to the project.
- Estimating a daily proxy for search-based sentiment.
- Estimating the correlation between alternative sentiment proxies and stock returns.

This IDP is directly related to scientific research in behavioral finance at the Chair of Financial Management and Capital Markets. As part of this project you will be able to apply your skills in web scraping and data analytics to transform unstructured data filed with regulatory bodies into valuable structured data.

What we are looking for

- Experience with merging databases, cropping data, and textual analysis
- Knowledge in R or Python and Natural Language Processing.
- Strong analytical skills and capacity to work independently.
- Determination and passion for your areas of expertise
- Interest to learn something about behavioral finance

What we offer

- Kick-off session including introduction to relevant finance and/or business topics
- Large Experience with IDPs
- Open dialogue and support
- Access to prime capital markets databases (Bloomberg, Datastream, Thomson Reuters, etc)
- Both single and group projects are possible

Interested?

Please send an e-mail with CV, academic transcript and your preference for this project to lisa.knauer@tum.de.

Questions?

In case of any (e.g. topic related) questions, please contact Lisa Knauer (lisa.knauer@tum or call +49 89 289 25485).