

economy ±

2009 Fall

MFA DESIGN&TECHNOLOGY, PARSONS THE NEW SCHOOL FOR DESIGN

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ECONOMY

We chose economy as a topic because it's a sensitive issue at the moment.

We see the change of economy with News media which delivers many economy related articles everyday.

Past 2-3 years, roller coaster market have been making major news headlines.

Life After Lehman Brothers

By BEN WHITE and MICHAEL M. GRYNBAUM
Published: September 15, 2008

Even in the final hour, Dick Fuld could not let go.

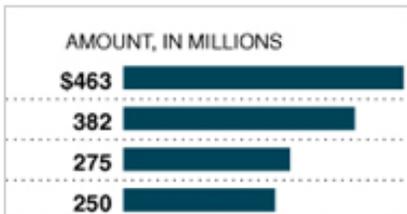
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Ben Stansall/Agence France-Presse — Getty Images

Lehman employees who had showed up for work on Monday packed up their things.

Multimedia



As midnight approached and the world anticipated a bankruptcy filing from [Lehman Brothers](#), Mr. Fuld, the pugnacious chief executive, to work the phones, a buyer for a venerated had saved from near

After [Bank of America](#) walked away on Sunday do a deal without government support, Mr. Fuld called including [Morgan Stanley](#) last-second transaction said.

No savior could be found

Bank of America Chief Saw Merrill Purchase as a Opportunity

By ERIC DASH
Published: September 15, 2008

Last Friday, [Kenneth D. Lewis](#), chief executive of the [Bank of America Corporation](#), was in his headquarters in Charlotte, N.C., pondering a possible acquisition of [Lehman Brothers](#), the foundering investment bank.

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Keith Bedford for The New York Times
John A. Thain, chief of Merrill Lynch, left, and Kenneth D. Lewis, chief of Bank of America, at a news conference on Monday.

By the next morning, Mr. Lewis already had a new target in his sights: [Merrill Lynch](#). [John A. Thain](#), Merrill's chief executive, phoned Mr. Lewis about a deal and by Saturday afternoon the two men were encamped in a Bank of America apartment in the [Time Warner Center](#) overlooking Central Park.

Mr. Lewis, who walked away from a Lehman acquisition because the government would not safeguard him from possible losses, said in an interview that he and Mr. Thain had decided in just an hour to move forward with a billion-dollar deal.

Related

[Times Topics: Merrill Lynch & Company Inc.](#)

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QUESTIONS

INTERACTION BETWEEN STOCK MARKET PRICE AND NEWS ARTICLE

Is there correlation between stock market price and news articles?

How both influence each other?

When media mentions certain companies or industries, does it cause any changes on stock market?

Stock market change becomes news > People buy/sell more or less > Market price changes

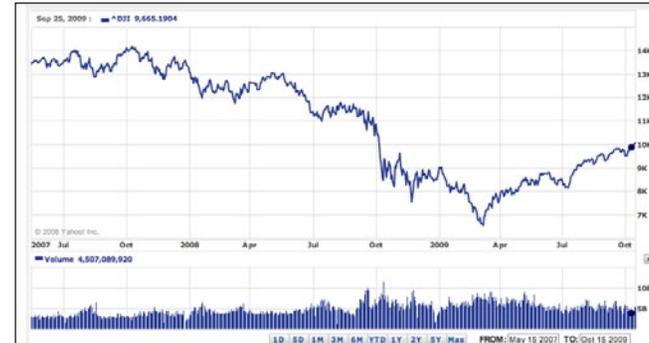
GETTING DATA

Yahoo Finance data

Dow Jones index

from 01/01/07 to 10/15/09

This time period includes max and min value of index, huge fluctuation of economy



CNN / FORTUNE 100

Top 5 companies by industries

14 Industries categorized based on the website.



NYT

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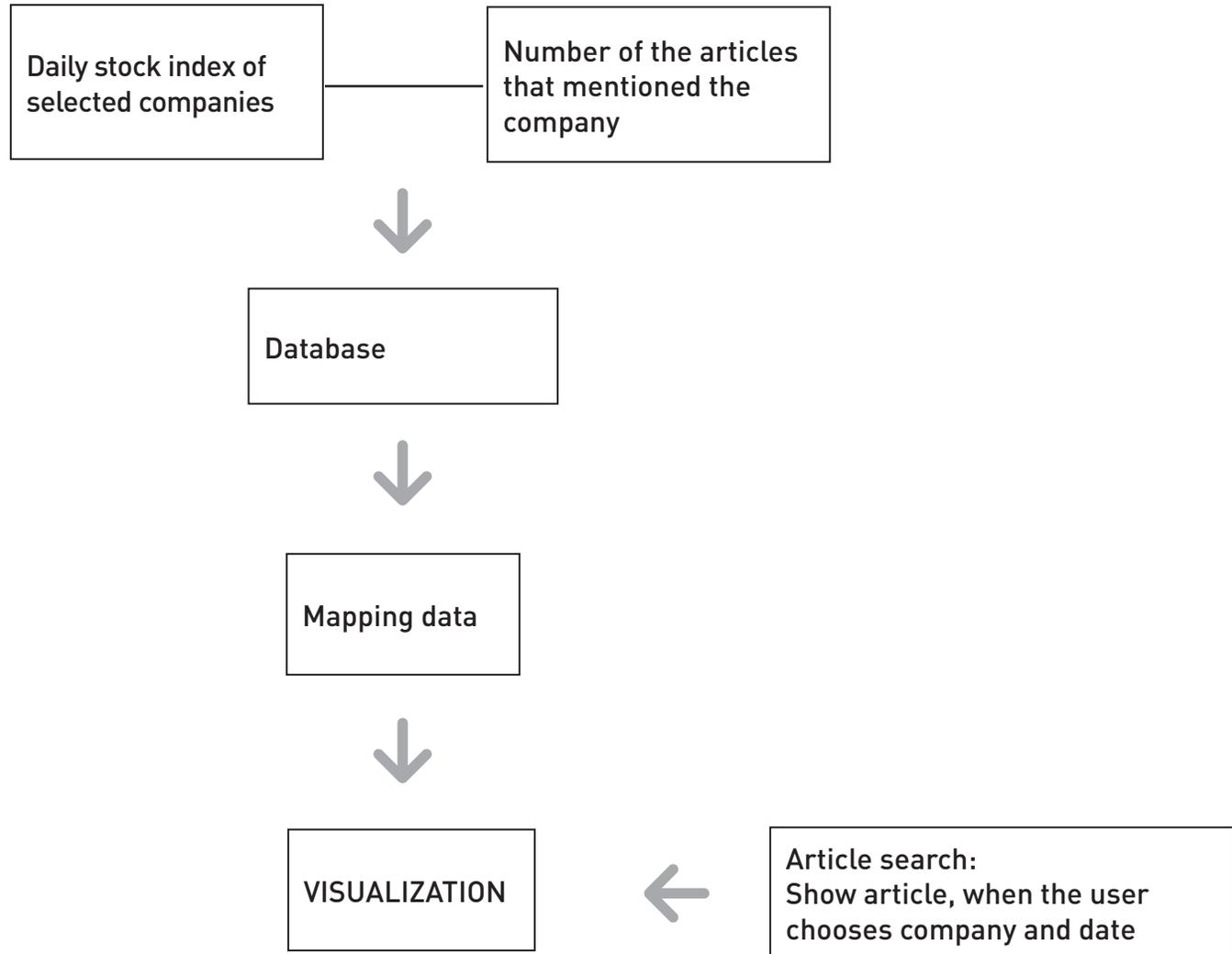
Overview

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MINING DATA





First idea:

Compare stock market change(+/-) and tone of voice(positive+, negative-) in news article in order to find economic change affects people's tone of voice on the news.

The New York Times

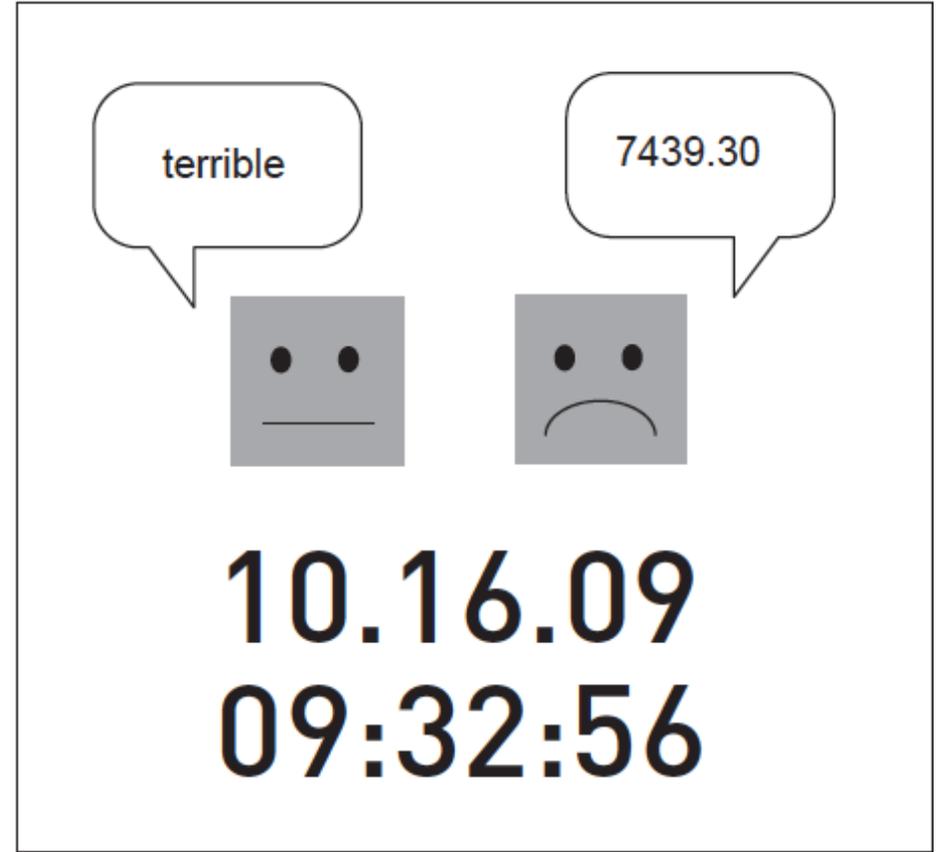
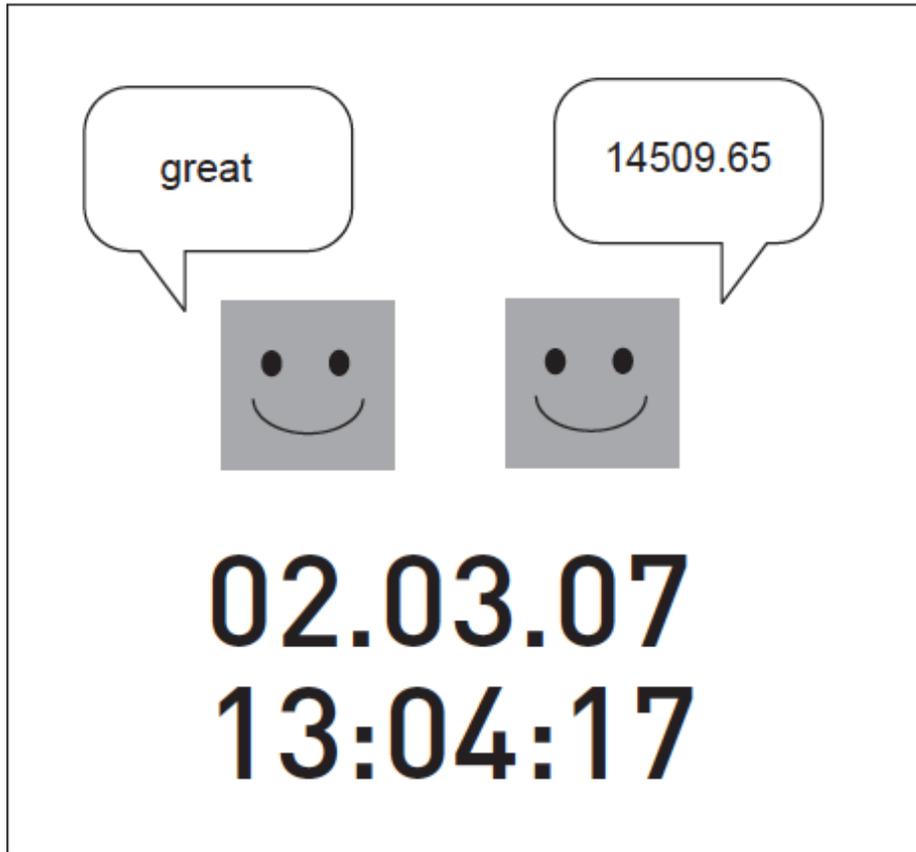
Physicists Hope U.S. Budget Will Mean an End to Research Cuts

Giants Hope a Moral Victory Can Lead to a Real One

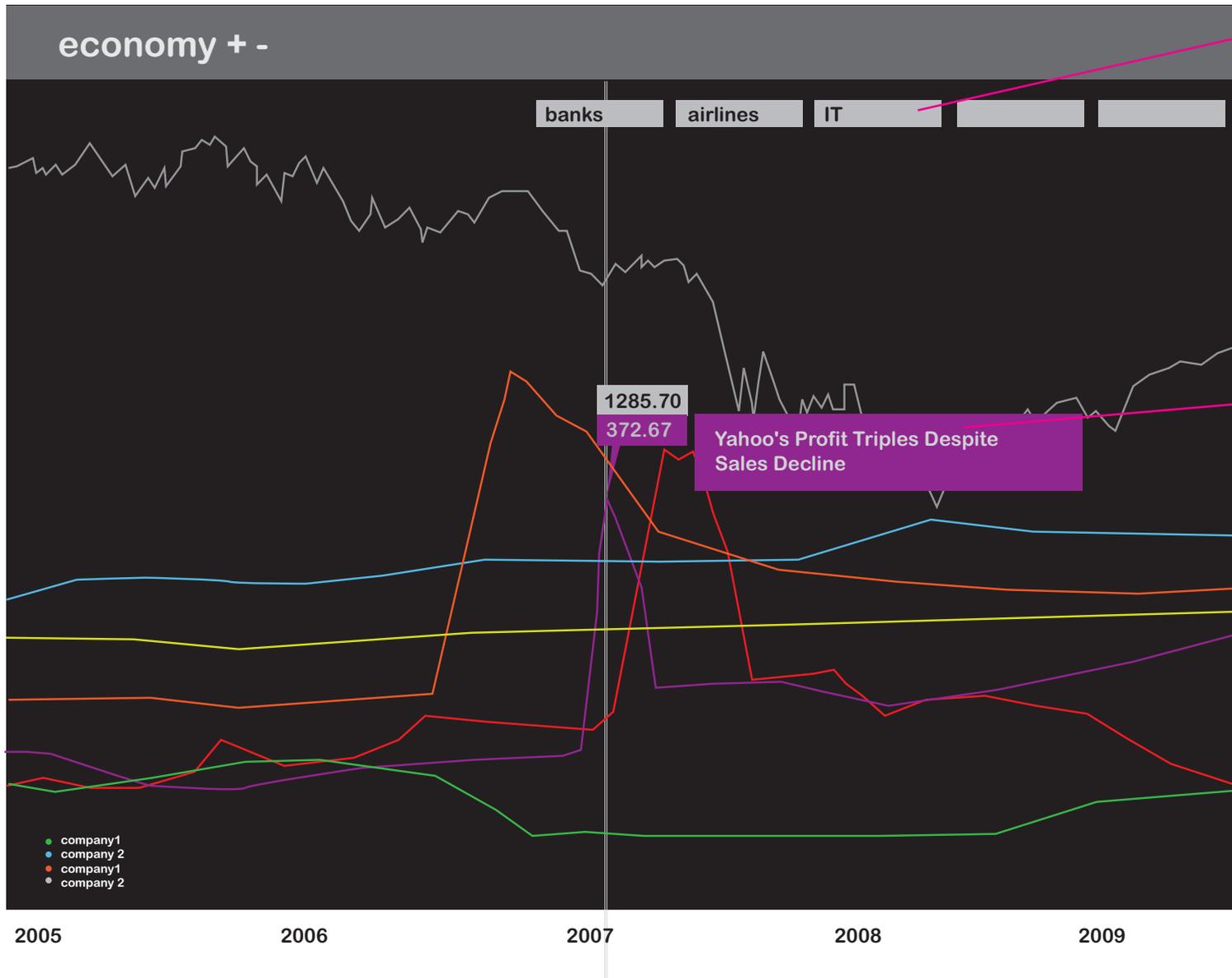


Nov 17, 2008





or use headline?
related to finance & + - words



Drop down menus for industries

Related news article

economy ±

Interaction between stock market price and news article

American Airlines ▼

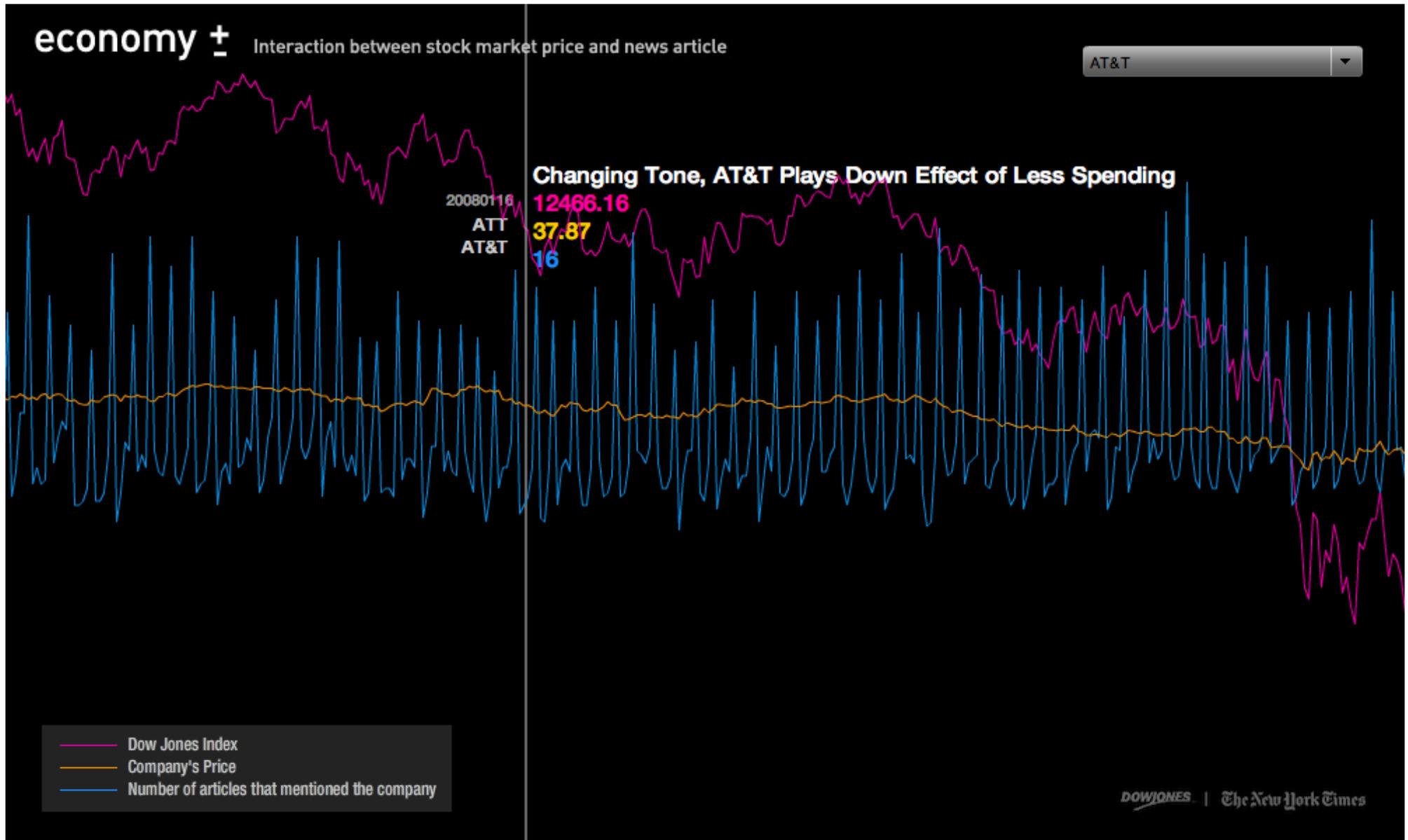


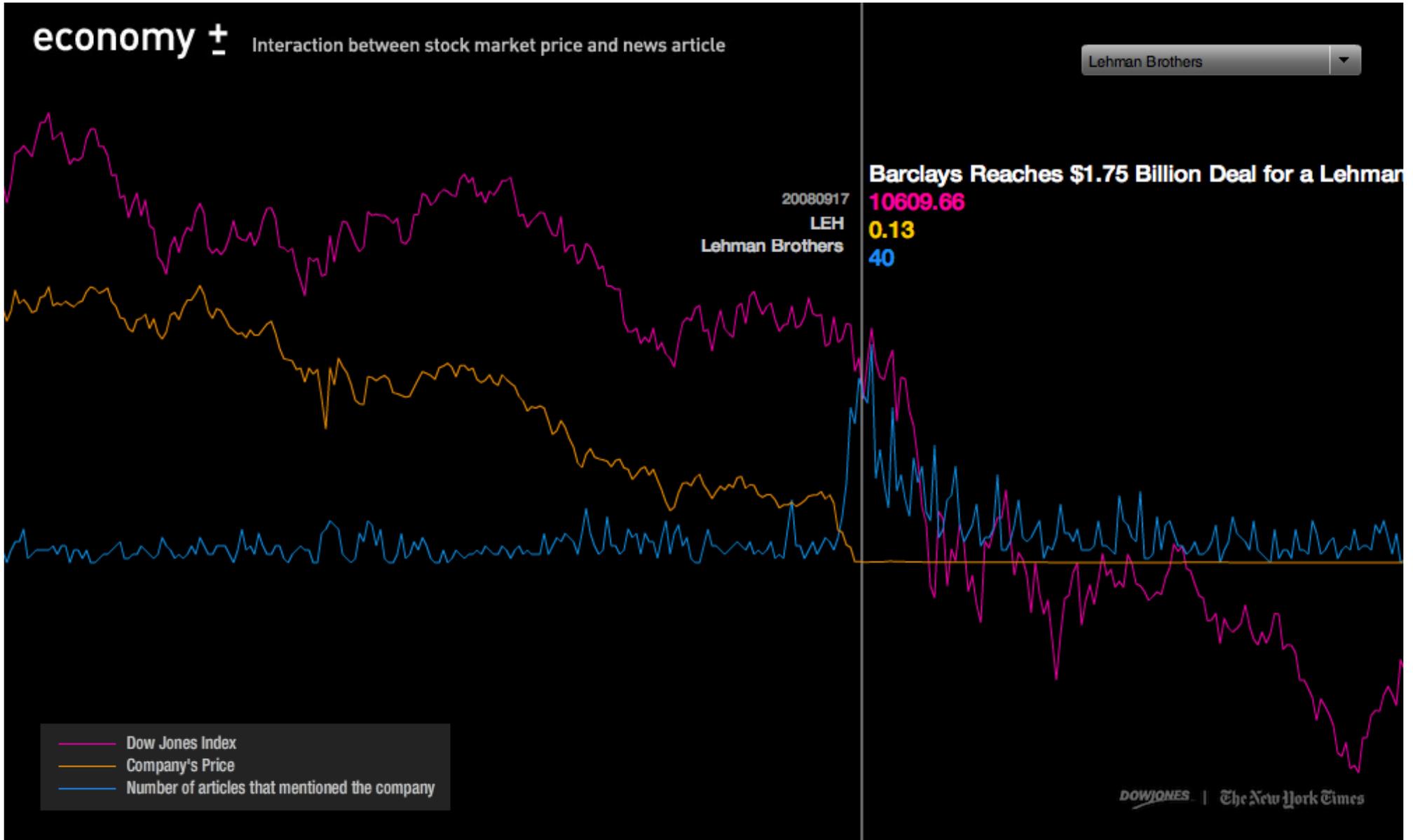
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AMR
American Airlines

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- Dow Jones Index
- Company's Price
- Number of articles that mentioned the company





Navigation for all headlines

Sentimental analysis for each article

Link to actual article to explore more detail

Scaling options

Compare with other companies / industries

Featured time period / company

Categorize by Industry and Article Section