

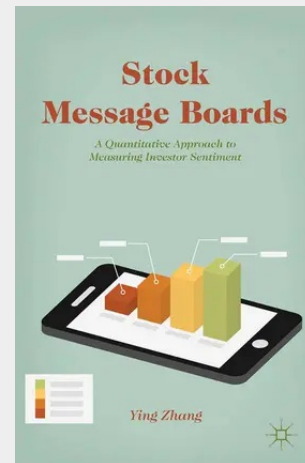
Zhang

Stock Message Boards

A Quantitative Approach to Measuring Investor Sentiment

Stock Message Boards provides empirical data to reveal how online communication not only impacts stock returns, but also volatility, trading volume, and liquidity, as well as an investing firm's value and reputation.

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