Web Media and Stock Markets A Survey and Future Directions from a Big Data Perspective

**ABSTRACT**

Stock market volatility is influenced by information release, dissemination, and public acceptance. With the increasing volume and speed of social media, the effects of Web information on stock markets are becoming increasingly salient. However,

studies of the effects of Web media on stock markets lack both depth and breadth due to the challenges in automatically acquiring and analyzing massive amounts of relevant information. In this study, we systematically reviewed 229 research articles on quantifying the interplay between Web media and stock markets from the fields of Finance, Management Information Systems, and Computer Science. In particular, we first categorized the representative works in terms of media type and then summarized the core techniques for converting textual information into machine-friendly forms. Finally, we compared the analysis models used to capture the hidden

relationships between Web media and stock movements. Our goal is to clarify current cutting-edge research and its possible future directions to fully understand the mechanisms of Web information percolation and its impact on stock markets from the perspectives of investors cognitive behaviors, corporate governance, and stock market regulation.

**EXISTING SYSTEM**

* pdf Stock movements are essentially driven by various types of information that cover a wide range of topics, including macroeconomics, fundamentals, politics and societies. Studies of information-driven stock movement can be traced back to work on bridging the relationships between annual reports and stock markets.
* Since the number of financial reports is manageable compared with the huge volume of daily news, the influence of financial reports is generally analyzed via empirical study. By observing the fluctuations of stock markets with news articles, some researchers have begun to investigate the power of the verbal information contained in the news on stock markets. Due to limitations of the techniques available at the time, the influence of the news was simplified using the number of articles as a proxy [14].
* With the explosion of information available in the era of social media, some researches have resorted to NLP techniques to convert textual information into a machine-friendly form to precisely and automatically process the influence of Web media.

**Disadvantages**

* + There is no blogs and news, story boards are analyzing in the existing system
	+ There is no technique to media-based movement analysis.

**PROPOSED SYSTEM**

* In the proposed system, the system first categorizes the representative works according to media type and then summarizes the core techniques to convert textual information into a machine friendly form.
* Finally, the system present the cutting-edge analysis models utilized to capture the hidden relationships between Web media and stock movements, along with evaluation metrics.
* The system also shows the details of the technique framework to investigate the influence of Web media on stock markets.

**Advantages**

* With the popularity of Web 2.0, new media sources, such as blogs, tweets/micro blogs, discussion boards, and social news, have emerged and played important roles in affecting stock markets.
* Text mining is used to categorize the sentiment polarity of news articles.

**SYSTEM REQUIREMENTS**

➢ **H/W System Configuration:-**

➢ Processor - Pentium –IV

➢ RAM - 4 GB (min)

➢ Hard Disk - 20 GB

➢ Key Board - Standard Windows Keyboard

➢ Mouse - Two or Three Button Mouse

➢ Monitor - SVGA

**Software Requirements:**

* Operating System - Windows XP
* Coding Language - Java/J2EE(JSP,Servlet)
* Front End - J2EE
* Back End - MySQL