

# 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.

# 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.

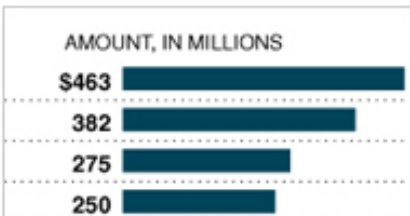
 Enlarge This Image



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 veneral 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

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

## 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.

 Enlarge This Image



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.](#)

- SIGN RECC
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- ARTICLE TOO SPONSORED
- 

# 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.

The screenshot shows the CNN Money Fortune 500 website for the year 2008. The page features a navigation menu, a search bar, and a table of the top 3 companies. A map titled 'Top 50 Headquarters' is also visible.

Rank	Company	Revenue (\$ millions)	Profit (\$ millions)
1	Wal-Mart Stores	378,799.0	12,731.0
2	Exxon Mobil	372,824.0	40,610.0
3	Chevron	210,783.0	16,688.0

### NYT

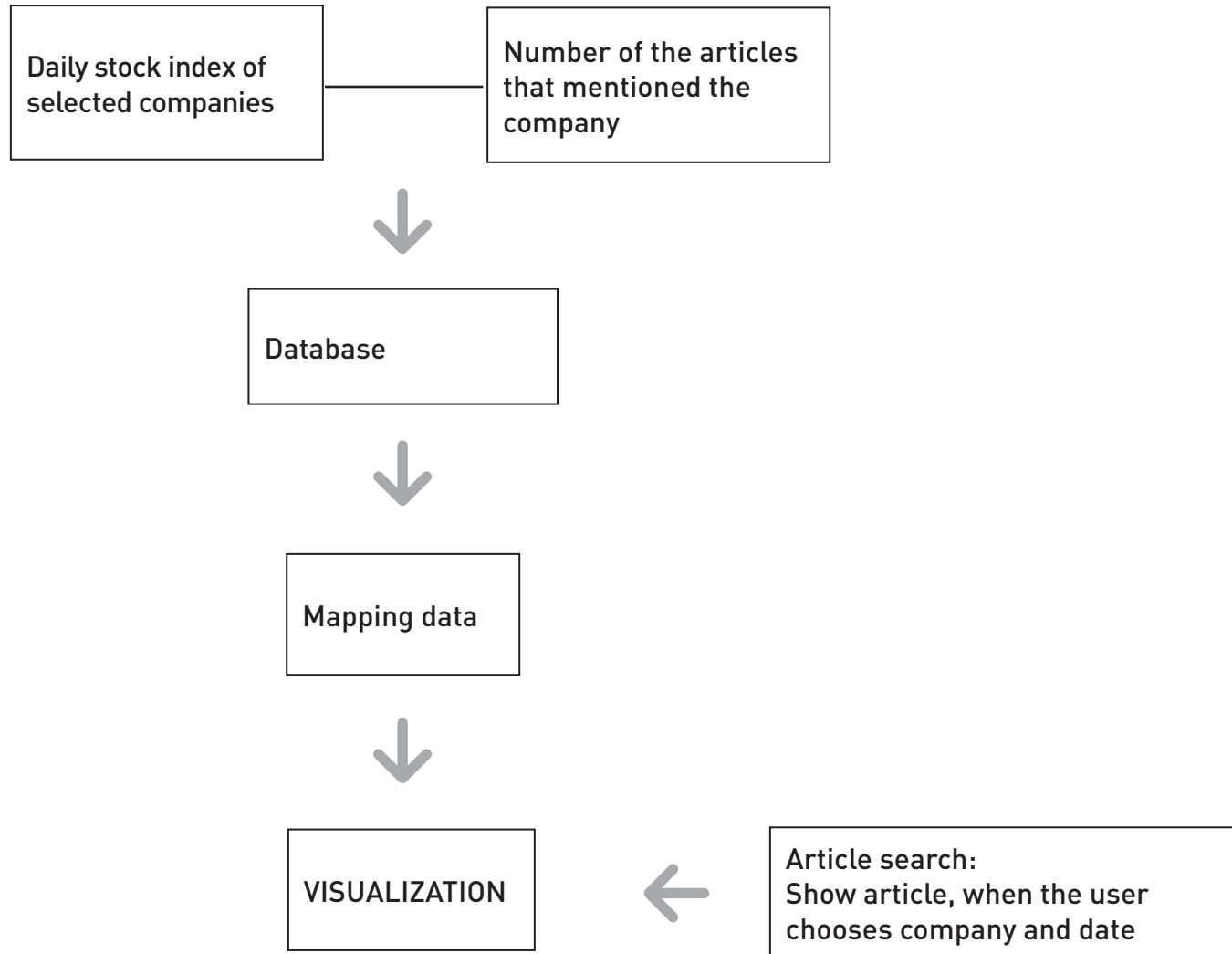
Article search API

Daily number of article mentioned,

The screenshot shows the The New York Times Developer Network website. The page features a navigation menu, a search bar, and a table of API documentation and tools. The table includes links for Overview, APIs, and Terms of Use.

API Documentation and Tools
Overview
APIs
Terms of Use

# MINING DATA





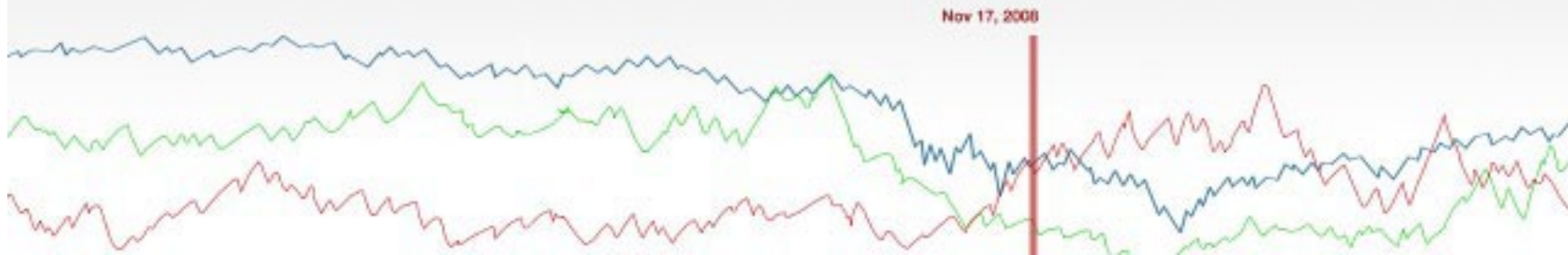
First idea:

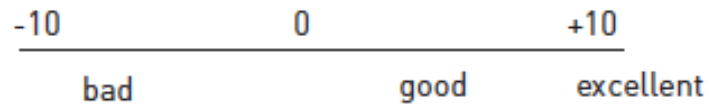
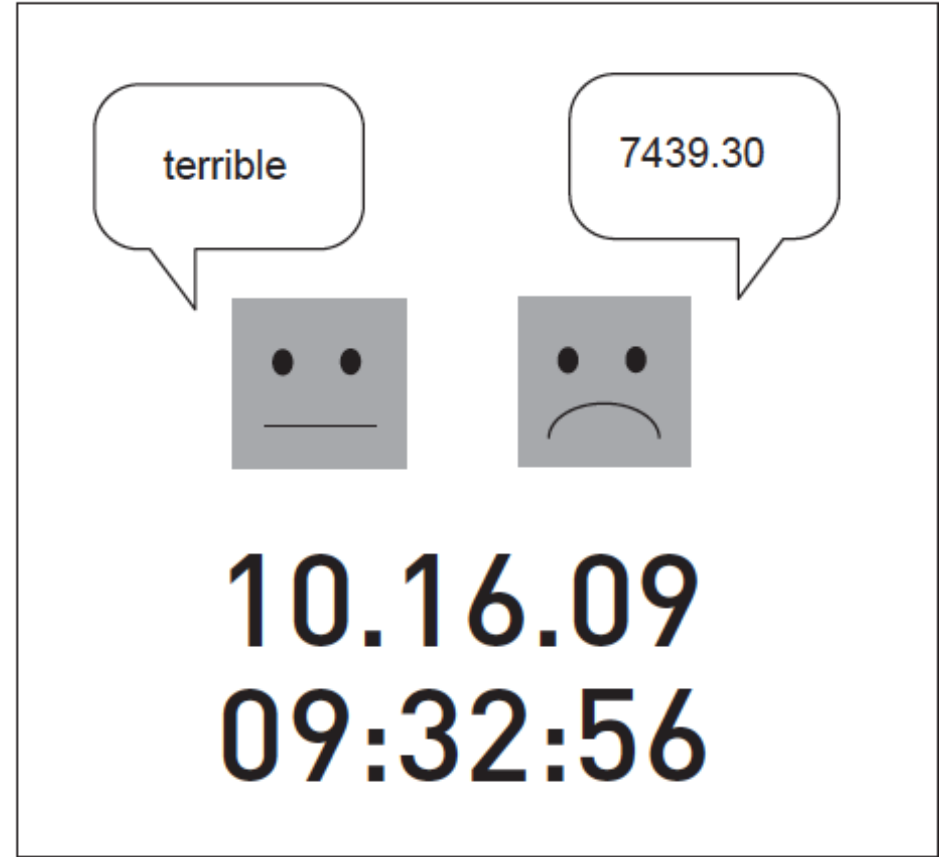
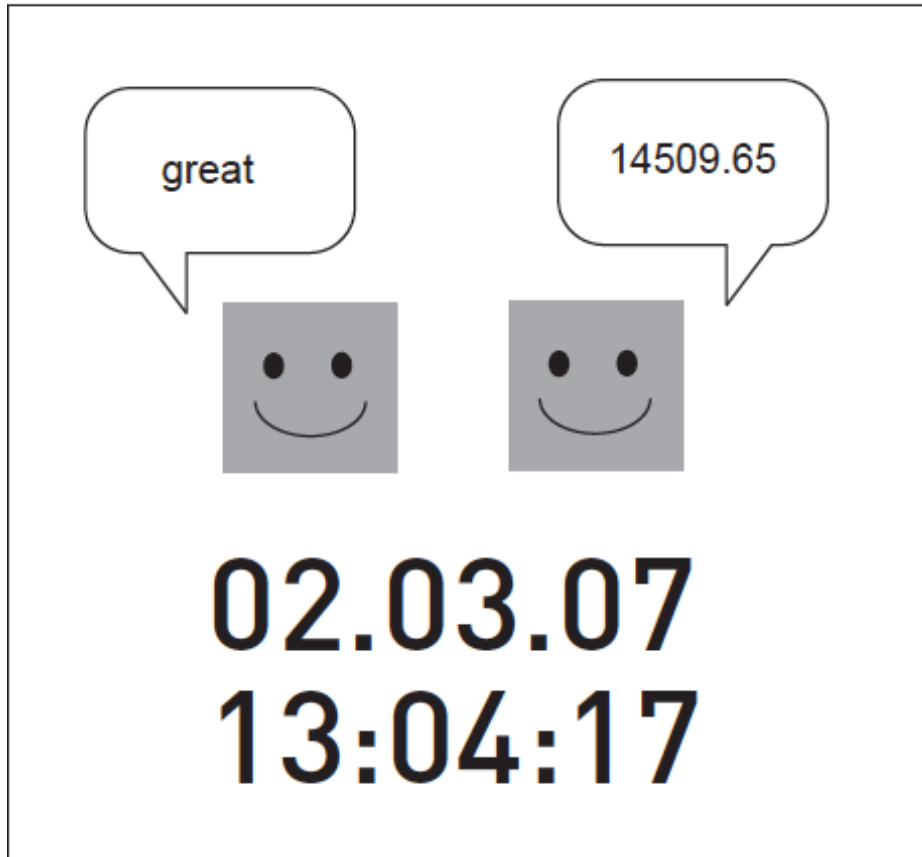
Compare stock market change(+/-) and tone of voice( positive+, negative-) in news article in order to find economic change affects people's tone of voice on the news.

The New York Times

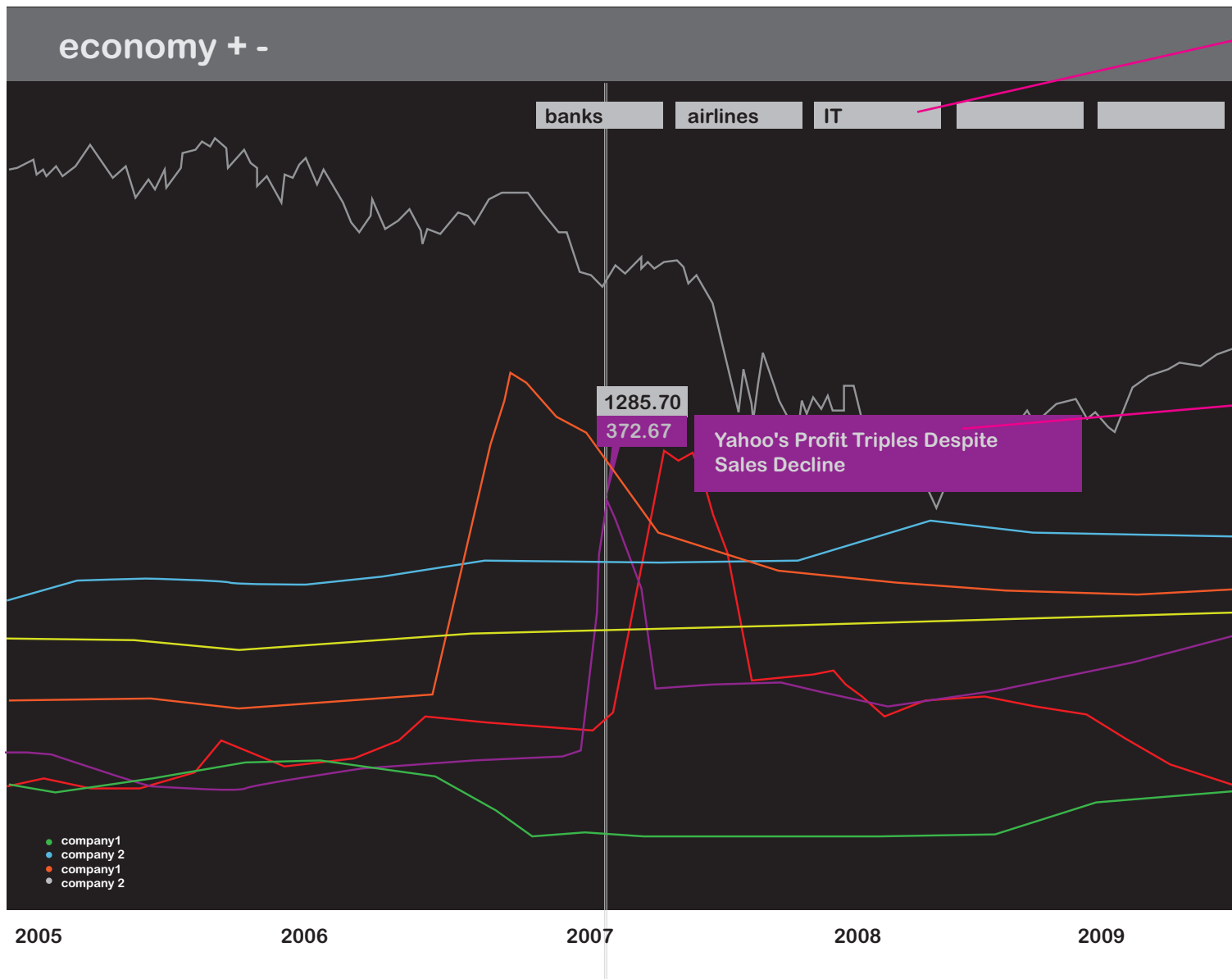
Physicists Hope U.S. Budget Will Mean an End to Research Cuts

Giants Hope a Moral Victory Can Lead to a Real One





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 ▼

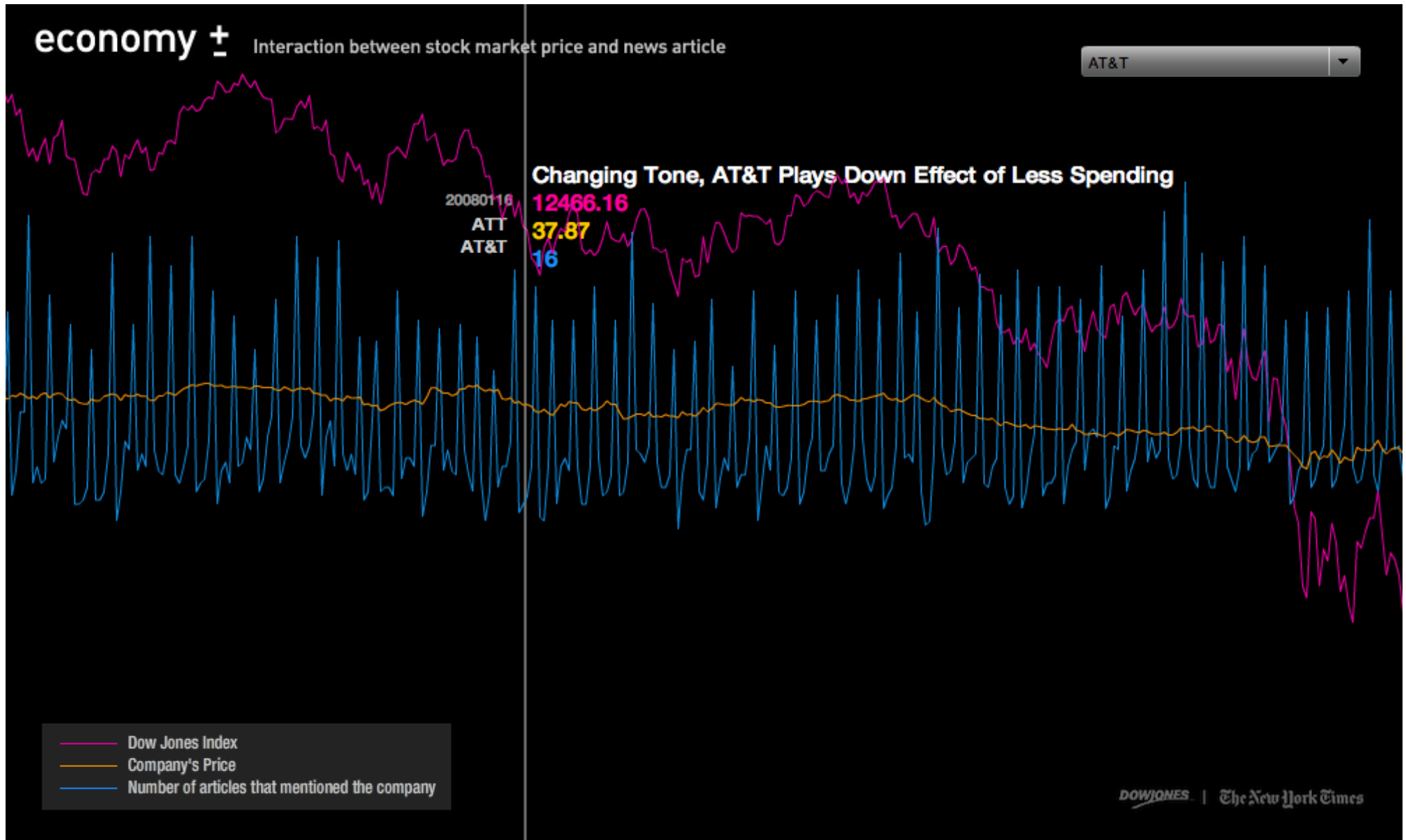


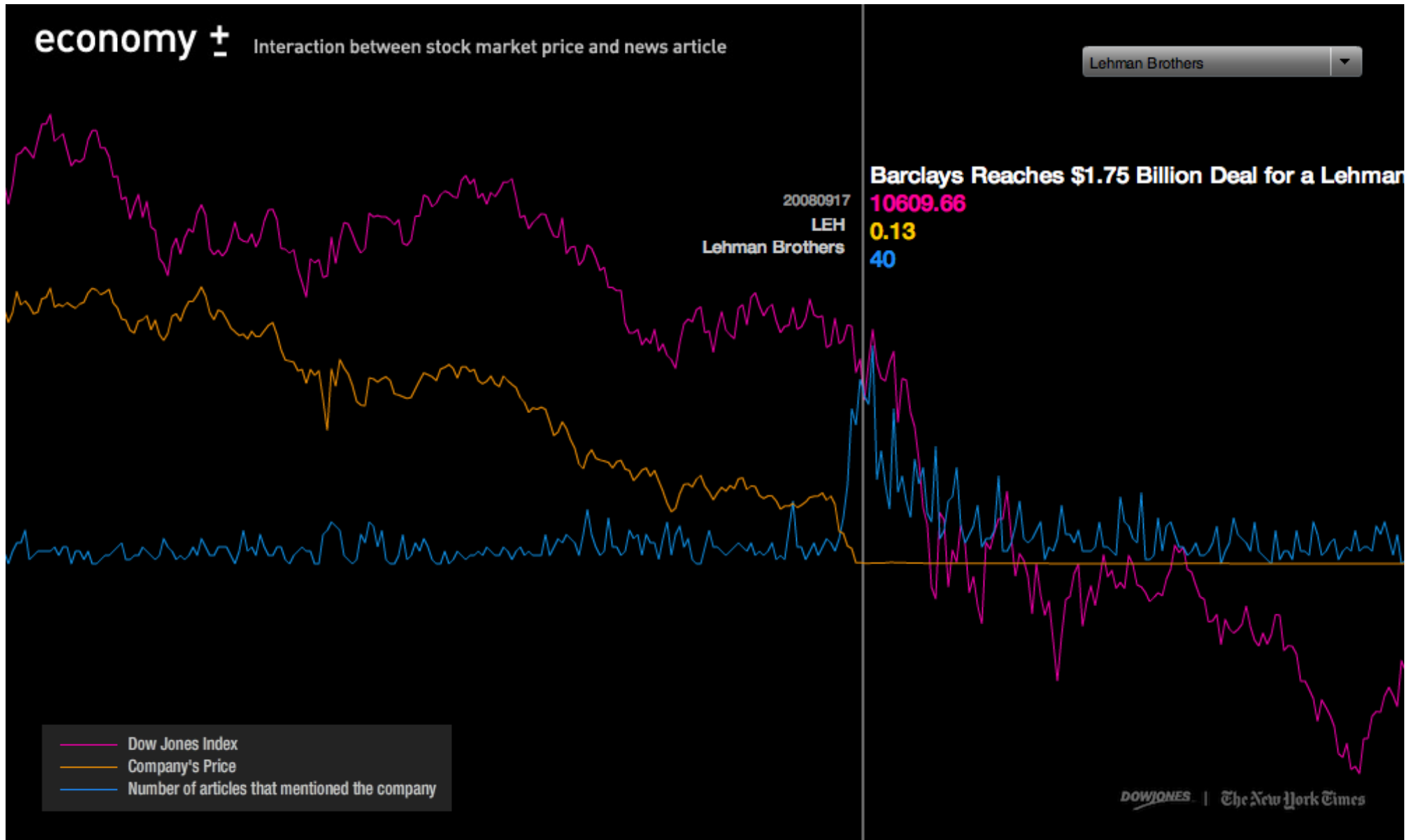
20081028  
AMR  
American Airlines

Click to view headline

9065.12  
9.09  
2

- 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