



Twitter Correlation Study

Connecting NewsHedge Alerts to Twitter Context

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1. INTRODUCTION

On April 20, 2016, a typical trading day, NewsHedge generated a total of 38 alerts. This study examines each NewsHedge alert and the correlated context found on Twitter.

We measured the quality of Twitter context using a scale of High, Medium, or Low. Low meaning we found correlated information, but the context was questionable or not very clear.

2. RESULTS OVERVIEW

NewsHedge Alerts: April 20, 2016	
Alerts with Little or no Twitter Context	6
Alerts with Twitter Context	32
High 14	
Medium 10	
Low 8	
Total NewsHedge Alerts	38

Twitter Activity: Yes

Quality: Low

Catalyst: Carryover from yesterday's after-hours earnings

HBHC **SPIKING** Hancock Holding Co. CST: 9.92% PSD: -6.84% DTC: 5.98 08:30:02 Apr 20 2016

Stephens Inc @Stephens_Inc · Apr 20
Morning Brief: Stephens releases research reports on **\$BGS \$BG \$CMA \$EXPGY \$FMBI \$FTR \$HBHC \$HLX \$INGR** #SIResearch hubs.ly/H02L3PM0
6:54 AM - 20 Apr 2016

Margie Manning @MargieTBBJ · Apr 20
Why #Florida makes a difference to **\$HBHC** bizj.us/1m75n4
#bank #loans #energ



Twitter Activity: Yes

Quality: High

Catalyst: Moving on pre-market earnings

DISH ▼ **RUNNING**
Dish Network Corp. CST: 2.53%
PDI: +28.95%
DTC: 2.68 08:31:08
Apr 20 2016

 **robostock** @Robostocks123 · Apr 20
\$viab reading analysts analysis of \$dish situation they truly all are at best movie patrons. 0 intelligence



 **The Detroit Trader** @detroittraders · Apr 20
Early movers: \$KO, \$DISH, \$TUP, \$NLSN, \$GOOGL, \$INTC, \$GPN, \$VMW, \$YUM & more #stocks

 **Seeking Alpha** @SEEKINGALPHA_FS · Apr 20
Dish Network gains 4% after Q1 profits rise nearly 11%
seekingalpha.com/news/3174217-d... #premarket \$DISH



Twitter Activity: Yes

Quality: High

Catalyst: Manhattan signs a co-development contract

MANH ▲ **RUNNING**
Manhattan Associates Inc. CDD: 4.87%
PDI: +8.82%
OTC: 4.58 08:31:12
Apr 20 2016

 **The Fly** @theflynews - Apr 20
On The Fly: Pre-market Movers **\$VMW \$MANH \$EMC \$ISRG \$DISH \$ONCS \$SLXK \$CARA \$STEM \$CAMP \$ANGI \$DV**: Full Story bit.ly/1VBPq1d

 **Jea Yu - Day Trading** @JeaYu21 - Apr 20
\$NFLX \$AAPL \$MANH chart tradingview.com/x/SvUfKfF5/

 **Open Outcrier** @OpenOutcrier - Apr 20
\$MANH (+5.4% pre) Manhattan Associates Supplies Another Big Win for Investors



Twitter Activity: Yes

Quality: High

Catalyst: Carryover from yesterday's earnings / Positive opening

VMW **SPIKING** VMware Inc. ESQ: 18.38% PDI: +8.69% DTC: 3.98 08:31:14 Apr 20 2016

Dennis Dick @TripleDTrader - Apr 20
Notable opening imbalances: \$BAC +345K, \$CAT -147K, \$WFC +88K, \$GS -36K, \$CVX -45K, \$COP -34K, \$VMW +84K, \$DIS +43K, \$WMT +36K

Day Trade Alerts @AlertTrade - Apr 20
#StockNews — On The Fly: Pre-market Movers \$VMW \$MANH \$EMC \$ISRG \$DISH \$ONCS \$LXK \$CARA \$STEM... dlvr.it/L63HW → via @AlertTrade



Twitter Activity: Yes

Quality: High

Catalyst: Moving on pre-market earnings

NLSN **SPIKING** Nielsen Holdings NV CHG: 6.28% PCH: -1.29% OTC: 7.48 08:31:18 **Apr 20 2016**

Breaking News @MarketCurrents · Apr 20
Nielsen -3% despite revenue, profit growth, raised dividend
seekingalpha.com/news/3174230-nlsn **\$NLSN**
8:41 AM - 20 Apr 2016 [View summary](#)

Open Outcrier @OpenOutcrier · Apr 20
\$NLSN getting hit following earnings

The Detroit Trader @detroittraders · Apr 20
Early movers: **\$KO**, **\$DISH**, **\$TUP**, **\$NLSN**, **\$GOOGL**, **\$INTC**, **\$GPN**, **\$VMW**, **\$YUM** & more **#stocks**



Twitter Activity: Yes

Quality: High

Catalyst: Moving on pre-market earnings

SEIC ▲ **RUNNING**
SEI Investments Co. CST: 1.68%
PDI: +53.29%
DTC: 1.28 08:31:20
Apr 20 2016



Bigterminal @BigAlerts - Apr 20
SEI Investments Co. hits a 1 quarter high tinyurl.com/gvec3mr \$SEIC
#SEIInvestmentsCo.



8:23 AM - 20 Apr 2016



Financial News @bfsi_financial - Apr 20
#SEI Reports First-Quarter 2016 Financial Results. Read more: owler.us/abjJy8
\$SEIC



Twitter Activity: Yes

Quality: Medium

Catalyst: Moving on pre-market earnings

CHKP ▲ **RUNNING**
Check Point Software Tech LTD

CPD: 7.55%
PDI: +4.88%
DTC: 4.00

08:31:21
Apr 20 2016



Clark Joseph Kent @JorelLaraKalel - Apr 20
Pre-Market Losers: \$SCAMP -13% \$CHKP -6% \$RPRX -5%



8:29 AM - 20 Apr 2016



Open Outcrier @OpenOutcrier - Apr 20
\$CHKP (-5.5% pre) Check Point Q1 Earnings & Revenues Top Estimates (unsure why down)



Twitter Activity: Yes

Quality: Medium

Catalyst: Multiple pre-market analyst rating changes

HAS ▲ **RUNNING**
Hasbro Inc. CST: 8.94%
PDI: +4.47%
DTC: 7.98 08:31:41
Apr 20 2016

 **US Banking News** @AmericanBanking - Apr 20
Hasbro, Inc. **\$HAS** Receives "Hold" Rating from Wells Fargo ift.tt/240BEpO
← ↻ ❤️ ⋮ View sum

 **Daily Political** @dailypoliticaln - Apr 20
Hays plc **\$HAS** Earns "Hold" Rating from Deutsche Bank ift.tt/1QmzBTn
← ↻ 6:59 AM - 20 Apr 2016 View sum

 **Daily Political** @dailypoliticaln - [Apr 20](#)
Hays plc's **\$HAS** Neutral Rating Reiterated at JPMorgan Chase & Co.



Twitter Activity: Yes

Quality: High

Catalyst: Open Delay / Trading Resumed / Moving on pre-market earnings

ADPT **OPEN DELAY** Adeptus Health Inc. 08:31:51 Apr 20 2016

ADPT **TRADING RESUMED** Adeptus Health Inc. 08:33:54 Apr 20 2016

Healthcare Stocks @SA_HealthInvest · Apr 20
Adeptus Health reports Q1 results [seekingalpha.com/news/3174199-a...](#)
#premarket \$ADPT

Breaking News @MarketCurrents · Apr 20
Adeptus Health reports Q1 results [seekingalpha.com/news/3174199-a...](#)
#premarket \$ADPT

Health Care News @h_c_services · Apr 20
#AdeptusHealth Inc Releases Quarterly Earnings Results, Beats Expectations
By \$0.05 EPS. Read more: [owlier.us/abjIKS](#) \$ADPT



Twitter Activity: Yes

Quality: Medium

Catalyst: Moving on pre-market earnings

APH **SPIKING** Amphenol Corp. CS: 0.00% P: +47.33% DTC: 2.30 08:31:54 Apr 20 2016

8:25 AM - 20 Apr 2016

 **Sleek Money** @SleekMoneycom · Apr 20
Amphenol Co. **\$APH** Updates Q2 Earnings Guidance ift.tt/1rjHSmU [View](#)

 **New SEC Filings** @fithelead · Apr 20
\$APH:
New SEC Filing for APH: Form DEF 14A (No. 0001047469-16-012357):
stocknewsflow.com/820313_0001047...



Twitter Activity: Yes

Quality: Medium

Catalyst: Moving on pre-market earnings / Analyst ratings change

HLX ▲ **RUNNING**
Helix Energy Solutions Group

CP: 0.00%
PD: -10.25%
DT: 3.10

08:32:01
Apr 20 2016

7:58 AM - 20 Apr 2016

 **Sleek Money** @SleekMoneycom · Apr 20
Helix Energy Solutions Group Inc \$HLX Price Target Raised to \$14.50 at Morgan Stanley

 **WKR News** @WKRNews · Apr 20
Schwab Charles Investment Management Inc. Buys 77,871 Shares of Helix Energy Solutions Group Inc \$HLX



Time	Title (Click for story)
4/20/16	Helix Energy Solutions Group Owen Kratz on Q1 2016 Results -- Earnings Call Transcript >HLX
4/20/16	Helix Energy Swings to Q1 Loss on Weaker Revenues
4/19/16	*Helix Reports Q1 EPS \$(0.26) Vs Est \$(0.28), Sales \$91M Vs Est \$105.22M
4/19/16	Press Release: Helix Reports First Quarter 2016 -3-
4/19/16	Press Release: Helix Reports First Quarter 2016 -2-

Twitter Activity: Yes

Quality: High

Catalyst: Moving on pre-market earnings / Analyst ratings change

ALR	SPIKING Alere Inc.	CST: 0.00% PDI: +12.66% DTC: 3.10	08:32:02 Apr 20 2016
ALR	TRADING RESUMED Alere Inc.	CST: 0.00% PDI: +12.66% DTC: 3.10	09:16:17 Apr 20 2016
ALR	HALT STOCK PAUSE Alere Inc.	CST: 0.00% PDI: +12.66% DTC: 3.10	09:10:11 Apr 20 2016

-  **Open Outcrier** @OpenOutcrier - Apr 20
\$ALR down 10% as \$ABT won't confirm deal committment
-  **Connors Manguino** @HindsightTrades - Apr 20
The reason \$ALR is down was from the third analyst question from the \$ABT call. We had the number, did you? #notables #learn #study #IPA's
-  **Roy Friedman** @DewDiligence - Apr 20
Reading betw the lines on \$ABT 1Q16 CC, sounds like they plan 2walk away from \$ALR acquisition.



Twitter Activity: Yes

Quality: Medium

Catalyst: Moving on pre-market earnings / Analyst ratings change

TUP **SPIKING** 12.81%
+1.85%
3.88 08:32:31
Apr 20 2016

B Briefing.com @Briefingcom - Apr 20
\$TUP: Tupperware beats by \$0.05, reports revs in-line; issues mixed Q2 guidance; raises FY16 outlook due to FX, ... bit.ly/1SkhbFe
8:13 AM - 20 Apr 2016

Analyst Actions @AnalystActions - Apr 20
\$TUP: Analyst action by Citigroup on Tupperware Brands: stockratingreport.com/citigroup-main...



Twitter Activity: Yes

Quality: Medium

Catalyst: Moving on contract cancellations and pre-market earnings

OMI ▼ **RUNNING**
Owens & Minor Inc. 08:33:25
Apr 20 2016

US Banking News @AmericanBanking - Apr 20
Owens & Minor, Inc. updates FY16 guidance to \$2.00-2.05 EPS.
ift.tt/1QmMMng **\$OMI** #OMI

7:32 AM - 20 Apr 2016

The Fly @theflynews - Apr 20
Owens & Minor: National healthcare provider customer will not renew agreement
\$OMI: Full Story bit.ly/1rjvcg7



Twitter Activity: Yes

Quality: High

Catalyst: Moving on pre-market earnings

TXT **SPIKING** Texttron Inc. CST: 2.92%
PDI: +2.55%
DTC: 1.48 08:33:58 **Apr 20 2016**

Aerospace News @_aerospace · Apr 20
#Textron 1Q Revenue, Earnings Top Street Outlook on Jet Deliveries. Read more: [\\$TXT](http://owler.us/abjHCP)

7:44 AM - 20 Apr 2016

Open Outcrier @OpenOutcrier · Apr 20
\$TXT (+1.8% pre) Textron profit beats estimates on steady demand for business jets



Twitter Activity: Yes

Quality: High

Catalyst: Moving on contract cancellations and pre-market earnings

KO JOGGING Coca Cola Co. CSD: 0.86% PDI: +13.48% DTD: 2.10 08:35:00 Apr 20 2016

Analyst Ratings @ARatings - Apr 20
Susquehanna Reiterates a Hold Rating on Coca-Cola \$KO
analystratings.com/2016/04/20/sus...

Briefing.com @Briefingcom - Apr 20
Coca-Cola Set For Loss On Q1 Earnings Beat bit.ly/1SkumG8
\$ko 8:20 AM - 20 Apr 2016

Bidness Etc @Bidnesstec - Apr 20
The Coca-Cola Posts Revenue Miss on Stronger Dollar, European Sales Fall
bidnesstec.com/67508-cocacola... - \$KO



Twitter Activity: Yes

Quality: Low

Catalyst: Carryover from yesterday's earnings

NAVI ▼ **RUNNING**
Navient Corp. CST: 5.82%
PDI: +3.14%
DTC: 3.18 08:35:10
Apr 20 2016

 **AS Live** @AlphSt_Live · Apr 20
Navient Corporation (NASDAQ: NAVI) Q1 2016 Earnings Call audio is now available. alphastreet.co/app#/company/N... **\$NAVI**

← ↻ ❤️ 8:30 AM - 20 Apr 2016

 **dailystockplays.com** @DailyStockPlays · Apr 20
Why These Stocks Are Gapping Up Premarket dailystockplays.com/gapping-up-201... **\$MANH \$MUX \$MEIP \$NAVI \$OCLS \$ONCS \$VRML \$VMW \$YHOO**



Twitter Activity: Yes

Quality: Low

Catalyst: Carryover from yesterday's earnings / Analyst rating changes

DFS ▼ JOGGING Discover Financial Services 08:35:57 Apr 20 2016

dailystockplays.com @DailyStockPlays - Apr 20
Why These Stocks Are Gapping Up Premarket dailystockplays.com/gapping-up-201... \$ABB \$ADMS \$ADPT \$ASML \$CARA \$DFS \$EMC \$IMMU \$IBKR \$KITE \$KKD \$LXK \$LLTC

@AlexandriaTech @alexandriatech - Apr 20
Top #sentiment for #SP1500 #stocks at market open: \$PLD \$UNH \$DFS \$TGT \$CMA (2016/04/20) #stocktrading #predictiveanalytics #bigdata

Alexandria @Alexability - Apr 20
Top sentiment for SP1500 stocks at market open: \$PLD \$UNH \$DFS \$TGT \$CMA (2016/04/20) #sentiment #stock #alexandria



Twitter Activity: Yes

Quality: Low

Catalyst: Analyst rating changes

EDR ▼ JOGGING Education Realty Trust Inc. 08:50:01
Apr 20 2016

 **BreakingStocksNews** @NewsToDesk · Apr 19
\$EDR:
How Analysts Feel About Education Realty Trust, Inc. (NYSE:EDR)?
8:23 PM - 19 Apr 2016

 **MarketBeatCom** @RatingsNetwork · [Apr 19](#)
Education Realty Trust upgraded by Zacks Investment Research to hold.
ift.tt/26e675S \$EDR #EDR




Twitter Activity: Yes

Quality: Medium

Catalyst: Announces \$7M Middle East Contract

ERII ▲ **RUNNING**
Energy Recovery Co. CS: -6.44%
PS: +5.02%
DT: 11.18 08:52:35
Apr 20 2016

 **\$Stocknewsalerts** @Allstocknews · Apr 20
\$ERII Energy Recovery Receives Letter of Award for New Middle East Gas Processing Project For Up to \$11 Milli
From our Stock News Alerts App

←  **5:01 AM - 20 Apr 2016** ...

 **GNWLive** @GNWLive · [Apr 20](#)
Energy Recovery Receives Letter of Award for New Middle East Gas Processing Project For Up to \$11 Million **\$ERII** bit.ly/1Xlhg9f




Twitter Activity: Yes

Quality: High

Catalyst: Carryover from earnings / Job Cuts / Analyst rating changes

INTC ▲ JOGGING Intel Corp. CST: 1.59%
PSD: -2.73%
DTC: 2.68 08:52:41
Apr 20 2016

 Zolio @Zolio1 · Apr 20
(1 of 2) \$INTC EPS a 7c beat at 54c with revs up 8% yoy to \$13.8b with Q3 revs expected at \$13-14b.

8:53 AM - 20 Apr 2016

 Mojie Aghaalian @Mojie007 · Apr 20
\$INTC turned around as it usually does. Jobs cut is good for the company & the PC softness has been well known



Twitter Activity: Yes

Quality: Medium


Catalyst: Analyst rating changes

ARMK ▲ JOGGING Aramark Co. 08:53:22
Apr 20 2016

CST: 2.91%
PDI: +1.92%
DTC: 3.59

 **Open Outcrier** @OpenOutcrier · Apr 20
Top + Initiations 4/20: \$ABEO \$ALDR \$ARMK \$BLDR \$CTAS \$DIN \$EPD \$ETP
\$GBT \$IDSY \$MAN \$OKS \$RHI \$ROL \$SEP \$STCK \$STEM \$SSL \$TSS \$VNTV

1:43 AM - 20 Apr 2016

 **Sleek Money** @SleekMoneycom · Apr 20
Aramark \$ARMK Receives New Coverage from Analysts at Nomura



Twitter Activity: Yes

Quality: High

Catalyst: Cowen out with negative Juniper commentary

JNPR ▲ JOGGING Juniper Networks Inc. CST: -3.15%
PST: +2.36%
DTC: 1.10 08:53:25
Apr 20 2016

Mr Connected @SellSideSource · Apr 20
COWEN \$JNPR We are signif lowering our oper forecasts for CY16 – 18 to reflect these challenges, which in turn drives a reduction in our PT

8:34 AM - 20 Apr 2016

Hidden Gem Trades @HiddenGemTrader · Apr 20
\$JNPR ...customer has decided to rip and replace its entire JNPR firewall footprint-



Twitter Activity: Yes

Quality: Low

Catalyst: Semiconductors are volatile due to Intel's earnings news

SMH ▲ JOGGING Market Vectors Semiconductor ETF 08:55:48
Apr 20 2016

B Briefing.com @Briefingcom · Apr 20
\$SMH: Semiconductor Hldrs ETF displaying relative strength bit.ly/1Skz4DV
10:50 AM - 20 Apr 2016

benzinga Benzinga.com @Benzinga · Apr 20
Look To Semiconductors If You Really Want To Understand U.S. GDP \$SMH
\$SPY benzinga.com/z/7861911



Twitter Activity: Yes

Quality: High

Catalyst: Analyst rating changes

CCE ▼ JOGGING Coca Cola Enterprises Inc. 08:59:49 Apr 20 2016

US Banking News @AmericanBanking · Apr 20
\$CCE - Weekly Research Analysts' Ratings Updates for Coca-Cola Enterp
#CCE goo.gl/fb/FOZB2o
3:19 AM - 20 Apr 2016

Analyst Actions @AnalystActions · Apr 20
\$CCE: Bullish analyst action by Stifel Nicolaus on Coca-Cola Enterprises:
stockratingreport.com/stifel-nicolau...



Twitter Activity: Yes

Quality: Low

Catalyst: Technicals

SEAS JOGGING Seaworld Entertainment Inc. CS: 25.39% PS: +5.56% DT: 13.98 09:09:21 Apr 20 2016

Open Outcrier @OpenOutcrier · Apr 20
\$SEAS Seeing small May Call buyers and Put Sellers

Nick Smith @ilnickysmith · Apr 20
\$SEAS \$20.50 roll

9:11 AM - 20 Apr 2016

Open Outcrier @OpenOutcrier · Apr 20
\$SEAS Strong move red to green



Twitter Activity: Yes

Quality: High

Catalyst: Carryover from yesterday's earnings / Analyst rating changes

CAMP ▲ JOGGING Calamp Corp. CEO: 18.84%
PE: +4.87%
BTC: 11.10 09:36:08
Apr 20 2016

 **LloydCreekStocks** @LloydCreekStock - Apr 20
\$CAMP CalAmp Corp. (CAMP) Has Fallen To An 8-Month Low On Weak Forecast ift.tt/1MldU5B
9:12 AM - 20 Apr 2016

 **MarketBeatCom** @RatingsNetwork - Apr 20
CalAmp Corp.'s PT cut by Craig Hallum to \$21.00. buy rating. ift.tt/1qZp4sG
\$CAMP #CAMP



Twitter Activity: Yes

Quality: Medium

Catalyst: Pre-market earnings / Analyst rating changes

ITW JOGGING Illinois Tool Works Inc. 09:37:38 Apr 20 2016

Benzinga.com @Benzinga · Apr 20
Illinois Tool Works Reports Q1 EPS \$1.29 vs. Est. \$1.26, Rev. \$3.3B vs. Est. \$3.25B **\$ITW**

5:42 AM - 20 Apr 2016

Industrial News @industrial_meqp · Apr 20
#ITW Illinois Tool Works' (#) Outperform Rating Reaffirmed at Oppenheimer.
Read more: owler.us/abjrw **\$ITW**



Twitter Activity: Yes

Quality: High

Catalyst: Dish CEO says Co is prepared to move on without Viacom

VIAB **SPIKING** Viacom Inc. CSQ: 3.82% POC: -9.78% DTC: 2.98 11:15:38 **Apr 20 2016**

stockwhisperer @stock_whisperer · Apr 20
\$VIAB Reuters headlines are misleading, the tone of the call is very positive

Nick Smith @lilnickysmith · Apr 20
\$DISH ready to move on without **\$VIAB**

11:17 AM - 20 Apr 2016

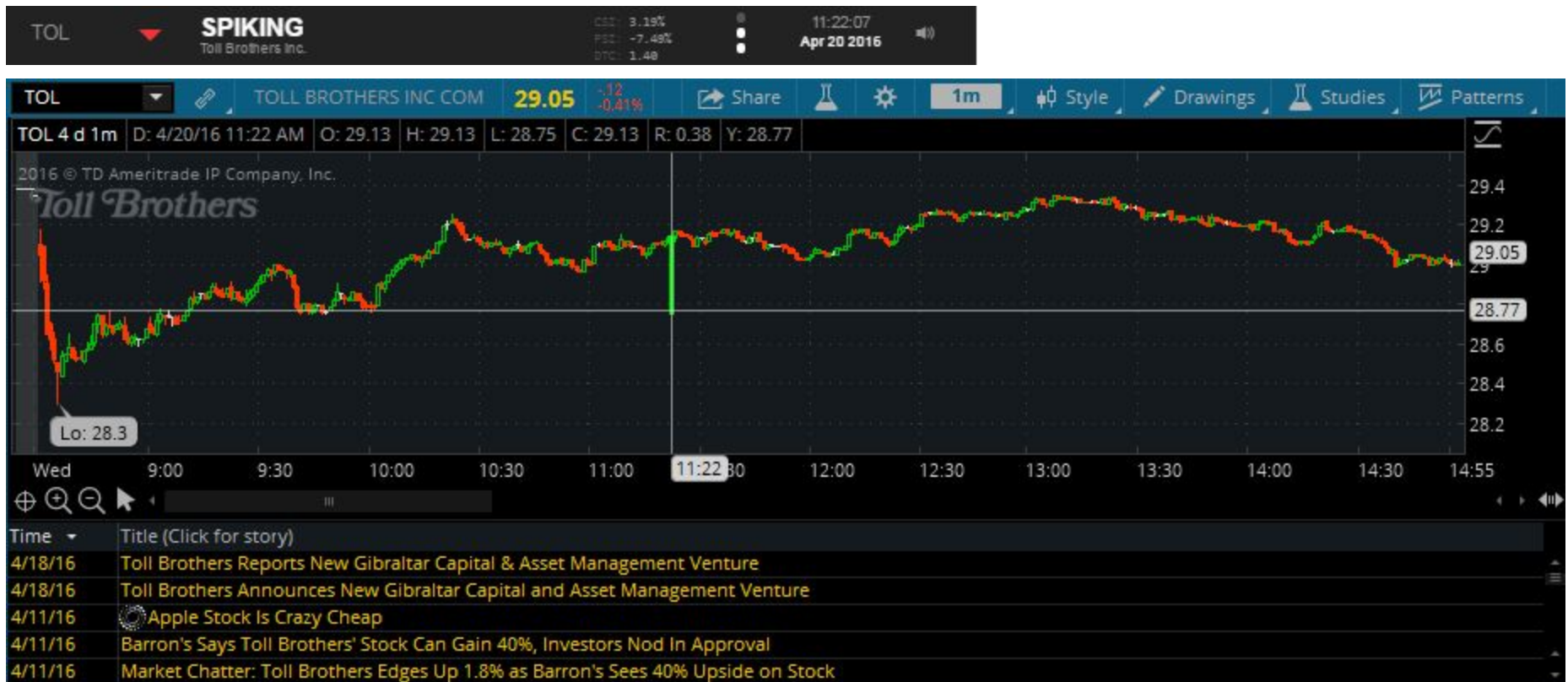
Open Outcrier @OpenOutcrier · [Apr 20](#)
\$VIAB spikes 1.50 on 700k shares before coming in 50 cents



Twitter Activity: No

Quality: n/a

Catalyst: Technical



Twitter Activity: No

Quality: n/a

Catalyst: Technical

CCK ▲ JOGGING Crown Holdings Inc. 11:34:20
Apr 20 2016

CSC: 0.00%
PDI: -19.36%
DTC: 1.00



Twitter Activity: No

Quality: n/a

Catalyst: Technical

FDC ▲ JOGGING First Data Corp. 12:05:39
Apr 20 2016



Twitter Activity: Yes

Quality: Medium

Catalyst: Technical

SXE ▲ JOGGING Southcross Energy Partners LP CS: 1.72%
PS: +4.21%
DTC: 8.68 12:10:44
Apr 20 2016

 **Faris Sleem** @SleemStockPicks · Apr 20
Get out of **\$SXE**'s way, this thing is a monster. 500% in 20 days!
sleemstockpicks.com

12:02 PM - 20 Apr 2016

 **Day Trade Machine** @DayTradeMachine · Apr 20
POWER PLAY LONG 3 3,279 **\$SXE** Price : 3.05 (P :4,C:28%,G:0%) 20/04/2016
13:02:02



Twitter Activity: No

Quality: n/a

Catalyst: Technical

MKC ▼ JOGGING McCormick & Company Inc. 5.87%
+0.22%
5.48 12:26:38
Apr 20 2016



Twitter Activity: Yes

Quality: Low

Catalyst: Technical

ITC **SPIKING** ITC Holdings Corp. CSS: 2.91% PSE: -24.69% OTC: 2.38 12:26:37 Apr 20 2016

Wednesday April 20, 2016

12:27:53pm ITC ▼ ITC Sells Off to Low of \$42.46 on Vol BZ Pro

 **Nick Smith** @ilnickysmith · Apr 20
\$ITC flash down

 **Open Outcrier** @OpenOutcrier · Apr 20
\$ITC looking week



Twitter Activity: No

Quality: n/a

Catalyst: Technical



Twitter Activity: No

Quality: n/a

Catalyst: Technical




Twitter Activity: Yes

Quality: Low

Catalyst: Technical

QLIK **SPIKING** Qlik Tech Inc. OSI: 6.73% PSI: -4.41% SPY: 3.48 02:40:30 Apr 20 2016

2:41 PM - 20 Apr 2016

 Nick Smith @ilnickysmith · Apr 20
SQLIK flash down

