## Index

Note: Page references followed by “f” and “t” indicate an illustrated figure and table, respectively.

### A
- Abe, Shinzo, 249
- Absolute return, 323
- Acton, Lord, 176
- Adaptability, 286–288
- Advanced Medical Optics (EYE), 38
- *Adventure Capitalist* (Rogers), 287
- Affect, 323
- Alpha, 323
  - capture, 8, 323
- Altera
  - buyout, 89
- Ambiguity aversion, 187, 189
- American Airlines (AMR) stock, decline, 118–119
- Amplification mechanisms, 209
- Amygdala, 15
- Analysis paralysis, 220
- Anchors, psychological, 209
- Andreassen, Paul, 37
- Anger
  - examination, 160–162
  - fear/gloom, relationship, 26–27
  - TRMI, 27, 162
  - trust, relationship, 159, 162
  - value investing, 162
- Animal spirits, 19–20, 27–28, 264
- Anomaly (market), 323
- Anterior insula, 323
- Anticipation, 129–131, 323
- Anxiety, 323
- Apple (AAPL) stock, 130–131
- Applied Quantitative Research (AQR), 141, 143
- Arab Oil Embargo (1973), 235

### Arbitrage, 323
- cross-sectional arbitrage, usage, 73–75, 178, 248
- currency, 244–245
- emotional, 325
- Arousal, 26, 323
- stress/urgency, relationship, 26
- Asset classes, TRMI coverage, 304f, 305
- Attention
  - attracting, 34
  - high-attention days, 40
  - scarcity, 36–38
- Attribution bias, 323

### B
- Bag-of-words approach, 55
- Baker-Wurgler sentiment, impact, 53
- Banks, public trust, 164
- Bankruptcy, 16, 84–87, 89, 94
  - United Airlines, bankruptcy filing (news), 86f
- Barber, Brad, 39
- Barclays
  - Share price, reversal, 166f, 168
- Bartiromo, Maria, 39
- Baruch, Bernard, 207, 254
- Bay of Pigs invasion, 285
- Bearish, 324
- Bear market, 324
- Beauty contest, 6–9, 324
- Belief, 324
- Bernstein, Peter L., 184
- Beta, 324
Better-than-expected earnings report, 129
news, 133
Biotech stocks, 202, 223
Bitcoin bubble (2013), 207
Blackrock, 84
Blaine, David, 106, 110, 112
Bloch, Andy, 184
Bloomberg, 24
Boeing (BA) 190–191
Book-to-market ratio, 153, 324
Bot networks, social media impact, 128
Brain
conceptualization, 13
depiction, 14f
dopamine, 14–15
structure/function, 13
BRSN. See Buy on the rumor and sell on the news
Bubble Act of 1720, 219
Bubbleometer, 223–226
Bubbles, 205, 229, 324
anatomy, 212f
biotech, 202
building process, 211
reasoned optimism, 213
checklist, 214, 215t
components, 209–210
conditions, 212t
definition, 207
Dot-com, 207
Dutch Tulip Mania (1637), 207
experimental bubbles, 210–211
fundamental trends, 213
history, 207–208
homebuilding stocks (2005), 223
housing bubble, 203
internet, 223–224
NASDAQ stock market bubble (1996–2002), 202, 212f
oil stock bubble (2008), 224
psychological aspects, 212f, 212t, 223–224
rare earths bubble, 202
research, 208–209
Rhodium bubble (2008), 214
staging, 211–214
top, timing, 218, 220–221
types, 207
bridge player, 185
fear, advice, 155–156
margin of safety, 152
success, observation, 284
Bullish, 324
Bull market, 324
Buy on the rumor and sell on the news (BRSN)
price pattern, 127, 129, 133–134
Buzz, 302
Charts, 122f, 124f
Definition, 302
Metrics, 56
Proxy for attention, 40, 41f, 42, 43f, 256
TRMI construction, denominator, 302
C
Calder, Bobby J., 176
Capitulation, 27, 121
Carnegie, Andrew, 198
Carry trade, 324
Catalysts, 201–202
impact, 156–157
CFTC-SEC
flash crash report, 34
investigation, 30–32
Chief Executive Officers (CEOs), 175–176
judgment, media denigration, 173
Clemens, Samuel, 205–206, 324
Cognitive dissonance, 143
Columbus, Christopher, 171
Commodity
agricultural TRMI indices, 308–310
energy and materials TRMI indices, 310–311
sentiment analysis, 232
Company and equity index TRMI indices, 305–307
Comparator, brain, 324
Conditioning, 156–157
Confessions (St. Augustine), 229
Confidence, 324
loss, 198
restoration, 246–247
Conflict
level, elevation, 239–240
media references, 239t
Confusion De Confusiones (De La Vega), 4–5
Contrarian, 324
Correlation matrix, daily S&P 500 TRMI, 72f
Correlogram, United States, Country TRMI, 319f
Cortes, Hernan, 232
Cortex, 13
depiction, 14f
Country
TRMI, 311–314
trust, arbitraging, 247f
uncertainty, arbitraging, 245f
Cramer, Jim, 39
Crash (market), 324
Cross-sectional
arbitrage, usage, 248
models, 73–75
Crude oil, 146
fear TRMI, increases, 237f
media references, impact, 239–240
future monthly oil price returns, 239t, 240t
price drivers, 235–237
priceDirection TRMI MACD
(contrast), 147f
production volume, media references, 239t
weapon (Greek Fire), depiction, 236f
volatility, 238–239
CSI. See University of Michigan Consumer Sentiment Index
Csikszentmihaly, Mihaly, 37
Currency
price momentum (trading), 248
priceForecast, arbitraging, 247f
prices, moving averages (usage), 248
sentiment, usage, 249–252
timing, MACDS (usage), 248–249
TRMI indices, 307–308
uncertainty, arbitraging, 244–245, 245f

Dataminr, 88
Decision making, 325
Decision trees, 75–76
depiction, 191f
Deep Mind, 269–270
De La Vega, Joseph, 4–6, 108, 140, 286, 295
DellaVigna, Stefano, 175
Del Prado, Marcos Lopez, 62
Dennis, Richard, 139
Turtles experiment, 286–287
Dent, Jr., Harry, 209
DePalma, Elijah, 40, 83–84, 89, 256, 273, 275
Desynchronosis, 51
Diversity breakdowns, 34–36
Dopamine, 325
Draghi, Mario, 249, 250
Dreman, David, 153
Druckenmiller, Stanley, 203

E
Earnings
conference calls, analysis 180, 255
forecasts, 255–257
IPOs, relationship, 131–133
report, 129
earningsForecast TRMI, 256
Earnings-to-price (E/P) ratio, 154, 325
Ebola, virus, 116–117, 119, 125
Eckhardt, William, 139
Economic activity
modeling, 316, 318–321
prediction, 257–258
results table, 321
economicGrowth TRMI, 260, 259f, 261f
Economic indicators, 254, 258–260, 264–267
Einstein, Albert, 146
Emotion, 10, 325
fact, contrast, 275–277
impact, 24–26
short-term emotions, 10–11
text analysis, 298
Emotional arbitrage, 178, 325
Emotional priming, 22–23
emotionVsFact TRMI
arbitrage, 277
index, value, 275
Engelberg, Joey, 255

D
Dalio, Ray, 288, 290, 324–325
Data
biases, 63–64, 271
mining, 238
sources, diversity, 257–258
Entities
- asset class, 304f
- identification, 299–300

EOTpro, 88

Equity risk premium, 325

Equity curves
- Beta, monthly portfolio returns, 274f
- earningsForecast TRMI, U.S. stocks, daily, 92f
- governmentInstability TRMI, country stock indexes, annual, 180f
- managementTrust TRMI, U.S. stocks, annual, 177f
- marketRisk TMRI, U.S. stocks, annual, 227f
- marketRisk TRMI, country stock indexes, annual, 228f
- momentum strategies, U.S. stocks, annual long-only, 141f, 148f
- optimism TRMI, U.S. stocks, daily, 92f
- post-earnings announcement drift, 276f
- pre-market Reuters news, price impact, 41f
- priceForecast TRMI, currencies, weekly, 247f
- sentiment TRMI, weekly, 74f
- sentiment TRMI, Canadian stocks, daily, 92f
- sentiment TRMI, U.S. stocks, weekly, 92f
- sentiment TRMI, U.S. stocks, weekly social media, 111f
- trust TRMI, country stock indexes, annual currency arbitrage, 247f
- trust TRMI, country stock indexes, monthly, 168f
- trust TRMI, U.S. stocks, monthly, 167f
- trust TRMI, U.S. stocks, weekly, 110f
- uncertainty TRMI, countries, annual currency arbitrage, 245f
- uncertainty TRMI, currencies, weekly, 245f
- uncertainty TRMI, U.S. stocks, annual, 192f
- value strategies, U.S. stocks, annual long-only, 154f, 155f

Erdogan, Recep Tayyip, 121

Estimize, 255–257

Euro, 249–250

Excitement, 110, 292, 325

Executive communication, 180–181

Expected value, 325

F

Fact, emotion (contrast), 275–277

Fafula, Aleksander, 100, 103, 123, 233, 238

Failures, adaptation, 287–289

Fama, Eugene, 153

Fear, 4, 110, 115, 154, 325
- anger/gloom, relationship, 26–27
- arousal, 116–117
- crude oil, predictive findings, 238–239, 239t
- expression, example, 33f
- fear-based overreactions, 117–118
- stocks, predictive findings, 123–125

FEARS index, 94–96, 101

Fear TRMI, 32
- candlestick price chart, contrast, 120f
- usage, 125
- values, histogram, 67f

Feelings, 325
- finance, relationship, 23–24

Ferguson, Chris, 184–185

Fight-or-flight response, 15

Financial crisis, 19, 62, 64–65, 94–95, 144, 205, 272

Firetector (FTEC), 127–128

5-HTTLPR, impact, 119, 121

Flash Boys (Lewis), 127

Flash Crash, S&P 500, 31–34

Fluency, 38, 134

fMRI. See Functional magnetic resonance imaging

Forecasting, strengths, 285

Forgiveness, trust (relationship), 168–169

Fountain of Gold, The (Homma), 81

French, Kenneth, 153, 154

Frontal cortex, 325

Functional magnetic resonance imaging (fMRI), 325–326

Fundamental analysis, 9, 326

Fundamental trigger, 211

Futures contract, 326

G

Game theory, 326

Gao, Pengjie, 255

Garcia, Diego, 271

Gardner, Dan, 284

Gates, Bill, 197
Gaussian distributions, 65
GEICO stock, 197, 203
Glamour (stock), 153, 326
Gold
  bear market, sentiment
    MACD, 234f
  bubble (2009–2011), 207
  bullish forecast, reversal, 233
Google Trends, 256, 258
Governance, value (Hamilton belief), 244
Government Anger, 27
Government Instability TRMI, value
  (global heat map), 179f
Graham, Benjamin, 151–152, 197, 203, 222, 326
Grain stock bubble (2008), 224
Grantham, Jeremy, 227, 228
Greed, 326
Greek Fire, depiction, 236f
Greenspan, Alan, 207, 224
  forecast, 284
Gross, Bill, 290
Gross National Happiness (GNH),
  94, 258
Groupon (GRPN), 159–160
  share price, MACD (depiction), 161f
Guerrillas, 82

H
H1N1 (bird) flu, 118
Hamilton, Alexander, 243, 244
  trust, 246–247, 250
Hanergy, 198
Harley Davidson, ticker change, 38
Harvard General Inquirer (usage), 299
Harvey, Campbell, 62
HashCrash, 88–89, 88f
Hassabis, Nick, 269–270
Hastings, Reid, 173, 175
Herding, 326
  High frequency traders (HFTs), 49
Holmes, Sr., Oliver Wendell, 277
Hommer, 11–13
Homma, Munehisa, 81–82, 295
Hope, 326
Houdini, Harry, 107, 111
House money effect, 229–230
Housing bubbles, 203, 207
HPA. See Hypothalamus-pituitary-axis
Hubris, 326
Hurricane Katrina, 3, 16
Hypothalamus-pituitary axis (HPA), 15

I
Impulse-control (impulsivity), 326
Infographic, text analysis, 57f
Information, 326
  characteristics, 36
  conveyance, 84
  flow, 148–149, 246–248
  identification, 157
  impact, 27–28, 81
  modeling difficulty, 65
  processing, 30
  trader response, 10
Initial public offerings (IPOs), 189, 326
  earnings, relationship, 131–133
  retail investor sentiment, 131
  stocks, first-day return/long-run
    underperformance, 37
Twitter sentiment, 134
Innovation TRMI, 146, 148
Insider trading, social media (relationship),
  100–102
Institute of Supply Management (ISM)
  survey, 257
Intrinsic value, determination, 151
Intuitive expected value assessment, 186
Investment, 326
Investment Bikers (Rogers), 287
Investor Personality Test, 287
Investors, 326
  collective behavior, demonstration, 6–7
  underperformance, 221
Ioannidis, John, 62
iPhone 5 release, speculative excitement,
  132f
Iranian nuclear program, threats, 237f
Iranian rial, devaluation, 243
Irrational exuberance, 189, 208–210, 224

J
James Dean effect, 222
Japanese Yen, 249, 251f
Jhunjhunwala, Rakesh, 198, 203
Jobs, Steve, 130
Jones, Paul Tudor, 289, 290
Joy TRMI, 56
Jun, Lei, 197
### INDEX

**K**
- Kahneman, Daniel, 222, 326
- Karabulut, Yigitcan, 94
- Kasparov, Garry, 283
- Kay, John, 55
- Keller, Helen, 117
- Kennedy, John F., 285
- Keynes, John Maynard, 5–7, 19, 223, 243, 327
  - stock picking skills, 19
- Kindleberger, Charles, 207, 219–220
- Knight, Frank (uncertainty), 185–186
- Krugman, Paul, 233
- Kuhn, Gustav, 106–107

**L**
- Leadership, psychology, 171, 176–177
- Lebed, Jonathan, 127–128
- Lehmann, Bruce, 108
- Lerner, Jennifer, 26–27
- Levine, Matt, 31–32
- Lewis, Michael, 127–128
- Lexical analysis, 298–299
- Liu, C.J., 141, 176, 178, 244
- Liu, Yan, 62
- Livermore, Jesse, 61
- Lo, Andrew, 63
- Lock-up, cessation, 82
- London Interbank Offered Rate (LIBOR), 164
- Long, 327
- Loss aversion, 327
- Loss avoidance, 15
  - system, 327
- Loughran, Tim, 24

**M**
- MACD. See Moving average crossover
- Mackay, Charles, 116, 129
- Mackey, John, 99, 100
- Mad cow disease, 117–118
- Magic, lessons, 111–112
- Ma, Jack, 197
- Malmendier, Ulrike, 175
- Management, blaming, 172–173
- ManagementTrust TRMI, arbitraging, 177f
  - calculation, 176
- Mania, 210
- Manias, Panics, and Crashes (Kindleberger), 207
- Manic-depressive Mr. Market, 151–152
- MAOA-L, presence, 187–188
- Margin of safety, 152
- Market
  - analysis, types, 9
  - anomaly, 323
  - beta, usage, 274f
  - capitalization, 89
  - crash, 324
  - cycles, 199
  - movement, crowds (impact), 20–21
  - nonlinear systems, 65
  - price patterns, consistency, 111–112
- MarketPsych
  - hedge fund, 76
  - textual analytics, 299
- MarketPsych Gambling Task (MGT), 186
  - investor performance, 187f
- MarketPsych Manufacturing Index (MPMI), 258
  - daily model, 318
  - historical view, 266f
  - implementation, dashboard, 265f
  - Markit’s PMI, contrast, 320t
  - out-of-sample period, 263f
- MarketPsy Long Short Fund, xvii, 118
- marketRisk TRMI, 27, 131, 223–229
  - construction, 223–224
  - equity curves, 227–228
  - MACD 30–90, 132f
  - News versus social media-based marketRisk (divergence), 317f
  - Russia, 316
- Market Wizards, 102
- Mason, Andrew, 159–160
- Mauboussin, Michael, 34
- McDonald, Bill, 24
- McElroy, James, 175
- McGonigal, Kelli, 292
- Mean-reversion, 327
- Media
  - classes of, 55t
  - flash crash, impact, 32–34
  - news versus social media (contrast), 316–318
  - tone, 211
trust, decline, 165f
understanding, 54–55
Megginson, Leon C., 269
Merger news, impact, 89f
MGT. See MarketPsych Gambling Task
Michaelides, Alexander, 90, 123
Mind
emotion, relationship, 19
management, 283
theory of, 8
Momentum
augmented momentum, 146–148
investing, 327
strategies, returns, 148f
Moneyball (Lewis), 127
Morton, Frederic, 47
Mosaic browser, 199
Mosul, Islamic State takeover, 235
Moving average crossover (MACD), 76, 327
Barclays stock price, 166f
gold bear market, sentiment TRMI MACD (contrast), 234f
Groupon (GRPN) share price, Anger TRMI, contrast, 161f
NASDAQ Composite candlestick chart, marketRisk TRMI, contrast, 225f
Natural Gas (Henry Hub) prices, supplyVsDemand TRMI, contrast, 68f
Shanghai Composite candlestick chart, marketRisk TRMI, contrast, 226f
Usage of MACDs, 76, 144–146, 248–249
MPMI. See MarketPsych Manufacturing Index
Multiple regression, 62

N
NACC. See Nucleus accumbens
Nagel, Rosemarie, 7
Najand, Mohammad, 91
Names, stocks, 38–39
NASDAQ composite index
bubble, 202–203, 212f, 224, 225f
Natural Gas (Henry Hub) prices, MACD plot, 68f
Negative sentiment, 33
Netlix (NFLX)
media criticism, 173
share price, subscription strategy change, 174f
Neuroeconomics, 327
Neurofinance, 327
Newman, Jerome, 152
News
flow, 258–260
leakage, 90–91
media, social media (difference), 298
momentum, 91–93
post-news returns, impact, 90
Newton, Isaac, 143, 218
investments, 219f
Noise
signal discovery, 61
traders, 108
Nonfarm payrolls
impact, 84f, 85f
monthly numbers, 83
Nonlinear characteristics, 64–69
Not knowing, power, 287–289
Nowcasting, 264, 327
Nucleus accumbens (NACC), 133, 221, 327

O
Odean, Terrance, 39, 40, 155
Odysseus, 11–12, 16
Oil (see crude oil)
Optimism, 133
seasonal pattern, 69
Optimism TRMI, 91
Optimists, sell to, 155–156
Optionality, 197
detection, 202–203
identification, 201
wealth creation, relationship, 198–199
Options, 328
premium, 328
Out-of-sample testing, 75–76
Overfitting, problem, 63–64
Overreaction, 27, 35
fear-based overreactions, 117–118
pattern, 103

P
Page, Larry, 269
Pain
avoidance, 117
exposure, 222
stress, 290
Pandemics, 118
INDEX

Panics, 119, 121–123, 220, 328
impact, 210
Pavlov, Ivan, 5
PEAD. See Post earnings announcement drift
Peak-end rule, 222–223
Pessimism, 220–221
Petrobras, 163
media trust, decline, 165f
scandal, 164
Pixar (PIXR), movie releases, 129–130
Playchess.com, 283–284
PMI. See Purchasing Managers’ Index
Polymorphism, 119, 121
Popularity, effect, 37–38
Positive sentiment, 134
Post earnings announcement drift (PEAD), 275, 276f
Post-news price returns, impact, 90
Prefrontal cortex, 13, 328
depiction, 14f
Pre-market Reuters news, price impact, 41f
Price
crash, 31
drift, 143
forecasts, 102, 129
impact, 41f, 43f
momentum, 142
trading, occurrence, 248
trends, relationship, 139
patterns, 4, 35–36
priceDirection TRMI, 235
derivation, 146
MACD, crude oil price (contrast), 147f
priceForecast TRMI, 103–104
arbitrage, currencies, 247f
definition, 246
Japanese Yen, 251f
Price-to-earnings (P/E), 328
Prince, Chuck, 220
Probability collapse, 188
Product launches, 201
Purchasing Managers’ Index (PMI), 257
global activity, predictive model (development), 258, 260
indicators,
complication/calculation/dissemination, delays, 257
modeling, out-of-sample fit, 262f
values, recalibration, 264
Put-call ratios, 53
Q
Quaddafi, Muammar, 235
Quantum Fund, 287
R
RavenPack, 24, 84
Reason, emotion (contrast), 16
Recession, 94, 224
 Reflexivity, 49–52
Regime. See Sentiment anomalies, 273–275
definition, 328
dependency, 270–272
Returns, risk-adjusted, 75–76
Reversals
daily reversals, 99, 102–103
definition, 328
weekly reversals, 108–109
Reward system, 15, 328
Risk (actual), 328
Risk (perceived), 328
Risk aversion, fear (marker), 33
Risk premium, 328
Ritholtz, Barry, 233
Roaring 2000s, The (Dent, Jr.), 209
Rogers, Jim, 287
Ross, Wilbur, 3, 16
Rothschild, Nathan, 47, 81, 177, 270, 295
Rowling, J.K., 291–292
Rubinstein, Mark, 4, 5
Rumors, 90, 123, 127, 328
Russia
economy (slowdown), 123
ruble versus U.S. dollar (contrast), 124f
Ryan, David, 102
S
Sadness, 27
Sarao, Navinder, 31
Scarcity effect, 177
Scapegoats, workplace 175
Schwager, Jack, 290
Seasholes, Mark, 103
Seasonal affective disorder (SAD), 51
Sentiment, 32–54, 74, 328
analysis, 9
commodity sentiment analysis, 232
currency sentiment analysis, 243
sentence-level example, 300–301
data, 25–26
   exploration, 69–73
markets, 47
proxies, variation, 52–53
regimes, 269
dependency, 270–271
term, usage, 144
Sentiment TRMI, 32, 69, 110
plot, 25f
trust, 76–77
value, 33
Shakespeare, William, 16, 54, 119, 133, 162, 185
Shanghai Stock Exchange, 103, 224, 226f
Shefrin, Hersh, 53
Shen, Jiancheng, 91
Shiller, Robert, 36, 61, 164, 205, 211, 328
   speculative bubble research, 208–209
Short, 329
Simon, Herbert, 38
Sinha, Nitish, 142
Skinner, B.F., 5
Slim, Carlos, 197
Smith, Vernon L., 210, 213
SNS. See Sympathetic nervous system
Social media
   authors/sources, impact, 95
   buzz, 40, 256
   example, 41f
   comments, 23
   content, impact, 93
   insider trading, relationship, 100–102
   news media, contrast, 298, 316–318
   optimism, monthly average, 71f
   sentiment, 94–96
   arbitrage, 110–111
stock price predictions
   breakdown, 101f
   next-day accuracy, 102f
socialUnrest TRMI values, image, 315f
Soros, George, 187, 218, 229, 287, 329
   bubble, components, 209–210
   Druckenmiller, commentary, 203
   uncertainty, 192–193
Sotheby's (BID), 38
Source
   text, 301–302
   type customization, 297–298
South Seas bubble, 218–219
   Newton investments, 219f
Southwest Airlines (LUV), 38
Speculation, 329
Speculative bubble (see Bubbles)
Speed, in trading, 82–84
Squires, Paul, 186
Standard & Poor's 500 (S&P500)
   Flash crash, 30–34
   HashCrash, 88f
   optimism, social media (monthly expressions), 71f
   merger news, impact, 89f
   sentiment MACD 200–500, (contrast), 21f
   sentiment, news/social media (expression), 32f
   sentiment, 500-day moving averages of news versus social media, (contrast), 70f
   stock price returns, 89f
trends, 144
Statistical models, 73
St. Augustine, 229
Stock Market Wizards (Schwager), 290
Stock prices
   news impact, 89f
   predictions in social media breakdown, 101f
   next-day accuracy, 102f
   seasonal patterns, 51
Stocks
   Beta, 273
   earnings
      quality, 189
      reports, 93
   glamour (stock), 326
   names, importance, 38–39
   price momentum, public attention (impact), 142
   promoters, trade (tricks), 134–135
   subjective traits, 189
Strait of Hormuz, closure (threats), 237f
Strategic thinking, 185–186
Strategy-shifting, 271–273
Stress, 329
   arousal/urgency, relationship, 26f
   management, 289–291
Style drift, 140
Subramanyam, Avandir, 272
Sun, Licheng, 91
Super Bowl indicator, 63
Super-forecasters, traits, 284–286
supplyVsDemand TRMI, 67, 235
Swine flu, 118
Sympathetic nervous system (SNS), 15

T
Taleb, Nassim, 64, 202
Tam, Pui-Wing, 130
Technical analysis, 9, 329
Templeton, John, 287
Tetlock, Paul, 36, 108–109
Tetlock, Phillip, 284–285
Text analytics, usage, 56, 63, 82, 180–181, 254, 299
Text-based algorithmic traders, 87
Theory of Mind, 8
Thomson Reuters MarketPsych Indices (TRMI), 25–26, 54–58, 297–315, 329
agricultural commodity TRMI indices, 308–310
asset class coverage, 304f, 305
Buzz TRMI, Turkish lira decline (contrast), 122f
company and equity index TRMI indices, 305–307
construction, 56, 301–305
content, news and social media text (timeline), 303f
correlate filtering, 299–300
commodity TRMI indices, 308–311
country TRMI indices, 311–314
currency TRMI indices, 307–308
definitions, 305–314
economicGrowth TRMI, display (interactive map), 259f
energy and material commodity TRMI indices, 310–311
entity identification, 299–300
fear TRMI, 67f, 120f
governmentInstability TRMI, value (global heat map), 179f
lexical analysis, 298–300
managementTrust TRMI, calculation, 176
Optimism TRMI, 91
results, generation, 93
sentence-level example, 300–301
Sentiment TRMI, plot, 23f
socialUnrest TRMI values, image, 315f
source text, 301–302
source type customization, 297–298

supplyVsDemand TRMI, 67
text analytics, usage, 56
textual content analysis, social and news media TRMI (timeline), 303f
types, 56
Uncertainty TRMI, measurement, 190
economicGrowth TRMI, 261f
visual validation, 314
Thomson Reuters News Analytics, 84
Thomson Reuters News Feed Direct, 301–302
Thomson Reuters Street Events, earnings database, 180
Thomson Reuters Tick History (TRTH) database, 167
data set, 141–142
earnings data, 154
Time pressure, 135
Tolstoy, Leo, 172, 271, 273
Traders, 329
behavior, 9–11
emotions (impact), 24–26
Transaction costs, 75
Trends, 329
causes, 140–143
price momentum, relationship, 139
S&P500 trends, 144
timing, moving averages (usage), 144–146
TRIN, 53
TRTH. See Thomson Reuters Tick History Trust, 163–164, 167–168, 329
anger, relationship, 159, 163
banks, trust, 164
giveness, relationship, 168–169
Trust TRMI, 163
Turkey, Gezi Park protests, 121, 123
Turkish lira (TRY), 66f
Buzz TRMI (contrast), 122f
Turtle Traders (Turtles), 139
Twain, Mark (Samuel Clemens), 134, 197, 205
Twitter sentiment, 23–24, 131

U
Ukraine, social unrest, 123
Uncertainty, 192–193, 329
asset prices, 188–190
avoidance, 187–188
equities, 191–192
investors, interaction, 185–187
observation (Hamilton), 250

Uncertainty TRMI
Boeing, 190–191
country uncertainty, arbitraging, 245f
currency uncertainty, arbitraging, 245f
measurement, 190

Underreaction, 143
United Airlines, bankruptcy filing (news), 86f
University of Michigan Consumer Sentiment
Index (CSI), 52

Unstable governments, 177–180
Unstructured data, 84

Urgency, arousal/stress (relationship), 26

U.S. dollar
Russian ruble value, contrast, 123f
U.S. dollar futures contract, nonfarm payrolls (impact), 84f, 85f
U.S. PMI plot, 261f

Violence TRMI
media references, 239t
predictability, 238–239

Vividness, 39–40, 134
Volatility index (VIX), 30–31, 53

W
Warrior gene, 187–188

Wealth
creation, 208
optionality, relationship, 198–199
destruction, 208

Weapons of Mass Destruction (WMD), 285

Weekly reversals, 108–109

Weibo, 160

Whole Foods, financial results, 99–100
Wild Oats, Whole Foods purchase, 100

WMD. See Weapons of Mass Destruction

Y
Yerkes-Dodson law, 26

Z
Zero-sum game, 233–234
Zhi, Da, 255
Zuckerberg, Mark, 197, 301
Zweig, Jason, 39, 153