

# The adoption of social media in online financial news media

(English Translation)

**How to cite this book chapter:** Aymerich-Franch, L. & Carrillo, M. (2014). *The adoption of social media in financial journalism*. In: B. Çoban [ed.]. *Sosyal Medya D/evrimi*. Istanbul: SU Yayinlari.

## Authors

Laura Aymerich-Franch, PhD in Communication  
Image, Sound, and Synthesis Research Group (GRISS)  
Universitat Autònoma de Barcelona

Mauricio Carrillo, Financial Journalist  
FXstreet.com

## Abstract

This chapter examines the adoption of social media in online financial journalism. First, we provide a typology of social media used in the online financial news media considering communication and project development, information search, content production, and promotion and user participation, as categories. Then, we analyze the transformations that the adoption of social media has brought to production routines in the newsroom, to news content and formats, and to promotion strategies. Finally, we discuss the implications of these transformations for financial journalism, for journalists, and for news quality.

## Introduction

On 23 April 2013, at 1:07 pm ET, the following tweet appeared in the *Associated Press* (AP) *Twitter* account (@AP): *Breaking: Two Explosions in the White House and Barack Obama is Injured*. At that moment, the Dow Jones (DJIA) was around 14,700 points. Within minutes, it went down around 150 points to reach levels close to 14,550. Also, the tweet wiped out \$136 billion from the Standard & Poor's 500 Index (S&P 500) in about two minutes (Wang, Kisling, & Lam, 2013). AP's *Twitter* account had been hacked. Some minutes after the tweet

appeared, as it became clear that it was false, both the DJIA and S&P 500 returned to previous levels.

More recently, on 12 August 2013, Icahn Enterprises' chairman, Carl Icahn, shook markets when he tweeted twice about Apple's shares. Icahn posted at 2:21 pm ET from his *Twitter* account (@Carl\_C\_Icahn): "We currently have a large position in APPLE. We believe the company to be extremely undervalued. Spoke to Tim Cook today. More to come." At 2:25 pm, he tweeted: "Had a nice conversation with Tim Cook today. Discussed my opinion that a larger buyback should be done now. We plan to speak again shortly." Icahn's enthusiastic news on Twitter raised Apple's shares from \$475 to an intra-day high of \$494 and closed near \$490, around 5% above the opening price. Icahn added more than \$17.26 billion to Apple's market capitalization after his tweets (La Roche, 2013).

These are just two examples that illustrate how powerful the combination of news and social media can be and how responsive financial markets are to this combination. Social media, which can be defined as Internet-based applications that allow the creation and exchange of user-generated content (Kaplan & Haenlein, 2010), are revolutionizing many fields, including business (e.g. Qualman, 2009), education (e.g. Alexander, 2006; Amstrong & Franklin, 2008), politics (e.g. Shirky, 2011), or also, journalism and news reporting (e.g. Thurman, 2008; Hermida, 2010; Lasorsa, Lewis, & Holton, 2012).

Although the first social media could be dated earlier, the real *boom* of these applications as we know them today started at the end of the nineties, with the popularization of blogging sites such as *Open Diary* (1998) or *Blogger* (1999), and mainly evolved in the first decade of the two thousands, with the arrival of sites such as *Wikipedia* (2001), *MySpace* (2003), *LinkedIn* (2003), *Skype* (2003), *Flickr* (2004), *Youtube* (2005), *Facebook* (2004), or *Twitter* (2006). At present, social media continues its expansion, with some applications reaching astronomic numbers. To cite some examples, *Facebook* achieved one billion users (Facebook Newsroom, 2012) and *Twitter* reached five-hundred million users (Semiocast, 2012) in 2012.

Social Media develop an important role in the news ecosystem and have become indispensable tools for distributing content (Pew Research Center, 2013). Nonetheless, the adoption of social media for news reporting has been sometimes framed as a threat to institutionalized media, rather than as an opportunity for enhancing journalistic routines (Hermans, Vergeer, & D'Haenens, 2009). In spite of that, initial reluctance about the credibility

of the information disseminated on social media is moving forward and mainstream journalists are gradually adopting these media as professional tools (Jordaan, 2013). As a result, social media have transformed news flow and daily journalistic routines. Papper (2012), who oversaw the *2012 Radio Television Digital News Association /Hofstra University Annual Survey*, commented on the results of the survey that:

This appears to be the year of internal organization (or re-organization), integration, planning and oversight of social media. A bunch of stations hired someone specifically to oversee social media and develop a plan or plans for its use. Far more stations talked about creating specific goals and policies on social media. Clearly, a lot of stations went beyond a concept of integration and actually created detailed plans for how news was to be integrated into *Facebook*; which people in the newsroom were to post on *Facebook* or send out tweets and how many. Quite a few news directors talked about going beyond having a *Facebook* page to actually using it in a deliberate way to achieve specific goals.

### **Financial Journalism**

The Global Financial Crisis, exploded in 2007 and probably the worst since the Great Depression in the 1930' (Crotty, 2009), reminds society of the relevance of financial journalism, the branch of journalism that covers and interprets information of all the markets in the financial sector, including stock, bond, commodity, money, derivatives, futures, insurance, and foreign exchange markets, as well as the events that impact them.

Generalist media include financial news within the business and economic segment. *Financial Times* and *Wall Street Journal* newspapers, *The Economist* and *Money* magazines, *Bloomberg TV* and *CNBC TV* stations, *MarketWatch* and *CNNMoney* websites are examples of media that cover financial news thoroughly, although not exclusively. Examples of media that focus more exclusively on financial news are *Financial News* newspaper and its website, and *MarketWatch*, *The Street*, *FXstreet.com*, and *SeekingAlpha* websites. In the online landscape, there also exist financial news aggregator websites that can act as a social media as well, as *Financialjuice*, or that combine news aggregation services with other functionalities such as stock information and tools for personal finance management, as *Google Finance* or *Yahoo Finance*.

Traditionally, financial journalism has faced several challenges such as ethical conflicts and conflicts of interest, market abuse and the struggle to avoid being instrumentalized by big companies and political interests (Tambini, 2008), or the need to acquire specific knowledge and skills on business and finance that are rarely taught in Journalism degree programs at

universities. New information and communication technologies (ICT) have posed new challenges to the already existing, which are common to all branches of Journalism, including an increased pressure for faster productivity, the adaptation to new working dynamics, and the adoption of social media.

Nonetheless, social media have become powerful tools for financial journalists as well, who have learnt how to take advantage of them to become opinion leaders among the social media community. On this regard, journalists actually dominate the list of influential financial voices on *Twitter*, with seven of the top ten most influential people being journalists (Greenslade, 2012).

Furthermore, the interrelation between news and social media is especially relevant in financial journalism due to the particularities of the financial markets, which can react abruptly to determinate information news causing important effects on stock prices and trading volumes (Masie, 2012). As social media have evolved as information channels, the financial ecosystem has become very sensitive to news released on social media. As seen in the initial examples about a fake tweet regarding an assault on the White House and on Icahn's bullish tweet about Apple, the markets can experience enormous effects just as a result of a tweet.

In this chapter, we investigate the implementation of social media in the online financial news media and explore the impact of its adoption on transforming production routines, news content, format and diffusion, and promotion strategies. We framed our analysis in online media. Digital news consumption has risen sharply in the recent years and online media is the only category -compared to TV, radio, and newspapers- that has increased in number of users as a platform for news consumption in 2012 in the United States (Pew Research Center, 2013).

For the purposes of our study, we first conducted a qualitative content analysis that examined the adoption of social media on the principal online financial news websites in English language. A medium was included in the sample if it was a website whose main focus was financial news, it produced its own news on a daily basis, was not a webpage from another media (such as the website of a TV channel), did not require paid subscription, and there was evidence in the webpage that the medium was using at least one type of social media. Thus, websites of financial newspapers, magazines, televisions, or news agencies; brokers' and retailers' websites that also provided financial news; generalist media with financial sections;

media with a primary focus on business and economic news; online magazines; news aggregators; social media with a financial orientation, and websites for stock screening and financial visualizations were discarded. We included the following media in the sample: *All Things Forex* (allthingsforex.com), *Benzinga* (www.benzinga.com), *Briefing* (www.briefing.com), *Forex Crunch* (www.forexcrunch.com), *Forexlive* (www.forexlive.com), *FXstreet.com* (www.fxstreet.com), *Investing* (www.investing.com), *MarketWatch* (www.marketwatch.com), *Morningstar* (www.morningstar.com), *Oilprice* (oilprice.com), *Seeking Alpha* (seekingalpha.com), *The Street* (www.thestreet.com), *Zacks* (www.zacks.com), and *Zero Hedge* (www.zerohedge.com).

We considered the following categories of social media for the analyses: blogs, microblogs, social and professional networks, video streaming services, voice-over-IP, videoconferencing and desktop sharing services, instant messaging services, video-sharing websites, image hosting services, social bookmarking services, RSS feeds and alert subscription, user comments on news in the website, and discussion forums. We examined what social media the news websites from the sample employ, the functions and purposes dedicated to each type of social media, and the interrelatedness of these social media with the content, with the company, and with other social media.

In addition, to further examine the internal uses of social media in the newsrooms, we interviewed seven financial journalists from online news media that make regular use of social media in their daily work. The journalists' affiliations were *FXstreet.com* (2), *Forex Crunch*, *All Things Forex*, *FxBriefs*<sup>1</sup>, *Financial Juice*<sup>2</sup>, and a freelancer.

Based on the results from the qualitative content analysis and the interviews, we present a typology of social media uses in online financial news media. Also based on the results, we analyze the transformations that the adoption of social media has brought to financial journalism at three levels: production routines, news content and format, and strategies for promotion and diffusion. Finally, we discuss the implications that the adoption of social media has for financial journalism, for journalists, and for news content and quality.

### **Social media uses in financial journalism**

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<sup>1</sup> FxBriefs ceased its activities on July 2013.

<sup>2</sup> Financial Juice is a customizable news aggregator and a financial social media for content sharing.

The social media landscape is continuously evolving and expanding. This characteristic makes it difficult to provide a long-term valid typology of social media. In addition, numerous social media are used for more than one purpose and several possess multiple functionalities, which makes it difficult to label them in a single category. Nonetheless, for the purpose of our study, we created a classification based on the different functions that social media develop in the newsroom. We identified four main functions of these applications in the financial journalism: communication and project development, information search, content production, and promotion and user participation.

### **Internal / external communication and project development**

Social media are used both for internal and external communication in the newsroom. Instant messaging, voice chat, and videoconferencing platforms are regularly used to communicate among colleagues and collaborators, including communication among co-workers sharing the same physical space. The most common applications used for this purpose are *Skype* and *Google Talk / Hangout*.

Additionally, these services are used for videoconferencing and work presentation with clients. Some of these services, such as *Webex* or *GoToMeeting*, also allow desktop sharing, which includes remote log-in and real-time collaboration.

Social media such as *Google Drive*, *Jira*, *Basecamp*, or *Dropbox* are commonly used in project work for collaborative editing and file sharing as well.

### **Information search**

Information sources in financial news production include news agencies (e.g. *Reuters*, *Bloomberg News*, or *Associated Press*), principal financial media (e.g. *CNBC*, *Financial Times*, or *Bloomberg TV*), financial information websites (e.g. *Google Finance*, or *Yahoo Finance*), and currency, stocks, futures and commodities indices.

Social media have been integrated as new information sources to complement the existing ones. General microblogging platforms such as *Twitter*, multimedia microblogging platforms such as *Tumblr*, financially-oriented microblogging platforms such as *StockTwits* or *TweetTrader*, or platforms that track what journalists are saying about the top news of the moment such as *Muck Rack*, provide access to breaking news. Live streaming video platforms such as *Ustream* and *Livestream* or, sometimes, video-sharing websites such as *YouTube*, can

act as an information source as well. Besides, news agencies have added their own social media to their services, which also serve as information sources, such as the *Bloomberg messaging chat*, a chat service integrated within *Bloomberg terminal* that allows chatting with other users and experts in the agency.

### **Content production**

Interactive content produced by financial news media involving social media adopts several forms, including: webinars and interactive conferencing, live stream coverage, or blog posting.

Webinars, from the portmanteau of web and seminar, are real-time interactive workshops, lectures or presentations conducted over the internet that allow interaction between the presenter and the audience. Users generally hear the presenter and visualize the presentation on the screen. In addition, attendees have the possibility to ask questions using a Q&A console and interact with each other using chat windows. Social media that are commonly used for this purpose include *GoToMeeting*, *Webex*, *Google Hangout*, *HotComm*, *Livestream*, or *Ustream*. *CoverItLive*, a live blogging service, is used for webinars in a written format as well, in which users also have the possibility to ask questions, and to post content.

Blogging services such as *WordPress* are also used to post written content. Blog accounts are either linked to the medium or to a particular journalist.

Some media have their own video channel in *Youtube* or in video streaming services such as *Ustream* or *Livestream* as well. Video streaming services are also used to offer live or pre-recorded video news coverage. In live broadcasting, the audience has the possibility to interact with the presenters and with other users.

### **Promotion and user participation**

Most financial news websites include like/share buttons for users to share pieces of news published in the medium or the website itself on *Facebook*, *Twitter*, and *Google+*, and, to a lesser extent, to other social networks, news aggregators, and bookmarking sites (*Linkedin*, *Reddit*, *Digg*, *Delicious*, *Tumblr*, *Financial Juice*...). Some media also embed *Twitter* timelines in their website. In addition, most media have a profile in *Facebook* and *LinkedIn*, and a *Twitter* account. Links to these accounts as well as journalists' individual *Twitter* accounts are included in the media website and in the content. Finally, the possibility to leave

a comment about a piece of news in the same website and RSS feeds are also commonly offered services.

On the other hand, microblogging platforms, mainly *Twitter* and *StockTwits*, are used by financial journalists as platforms to promote news articles and lead users to the content published in their media. Blogs and microblogs are also used by journalists as platforms to offer opinions and information that have no place in the mainstream media. Social networks are used to promote user interaction with the media and with other users, to promote content, and to potentiate media's brand image. Along with general social networks such as *Facebook* or *Google+*, there exist social trading networks such as *Currensee* or *Myfxbook*, which connect traders and allow them to share their financial strategies. Some financial news media also have their own social networks, such as *forexstreet.net*, from *FXstreet.com*, and *SeekingAlpha*. Journalists also use professional social networks such as *LinkedIn* and platforms such as *Muck Rack* to build their digital profile and professional connections, and promote their content.

## **The impact of Social Media in Financial Journalism**

### **Transformations in the production routines**

Production routines are experiencing remarkable transformations as a result of the adoption of social media in the online financial news media.

Regarding internal communication within the work place, real-time communications are experiencing an important process of transition, switching from face-to-face communication to instant messaging. Instant messaging is used for all types of communication, from work distribution to work discussion. This form of real-time mediated communication is generally used for communication among journalists in the same company even if they share the same physical space. In addition, online communications have highly contributed to facilitate real-time communication with external employees, located in different geographies.

Social media have also contributed to making external communication easier. Meetings with clients are performed using services that allow video chatting and desktop sharing at the same time. Also, interviews are frequently arranged through videoconferencing services, which, in comparison to face-to-face meetings, save the time and costs of traveling



and, in comparison to phone interviews, provide not only voice but image. Interviews conducted via these media can be easily recorded and edited, which facilitates content production.

Furthermore, software for online collaboration has made it easier to exchange proposals and build projects with external collaborators, who are able to lead projects from the outside an organization's headquarters.

Regarding content production, social media have multiplied the number of information sources available for news production and are used in combination with the traditional information sources to produce content. It is common for journalists to use multiple sources simultaneously to write about an event. For instance, they might be following a live event in *Ustream*, while at the same time reading information coming from a news agency regarding the same event, following the comments that appear about the topic on *Twitter*, and posting their own tweets to share their view about it.

The microblogging sites *Twitter* and *StockTwits* are highly appreciated by journalists for their immediacy and their function of compiling news that receive permanent updates as well as for the possibility to get firsthand access to expert opinions. *Twitter* offers worldwide coverage from countless sources, covering most of the events that are reported by newswire providers and also many events that are ignored by mainstream media (Petrovic et al., 2013). Furthermore, in some cases *Twitter* releases breaking news even faster than newswire providers (Petrovic et al., 2013). In addition, official and governmental sources usually have *Twitter* accounts and streaming video channels which allow journalists to get firsthand access to the official versions and statements provided by these sources.

In all cases, journalists make a rational use of social media to ensure the trustworthiness of the sources they follow and to contrast the information they receive through these channels with professional information sources.

### **Transformations in news content and formats**

Social media has greatly contributed to an expansion of news content, formats, and diffusion channels. An important part of the content produced by online financial news media is specifically produced to be delivered through social media.

In addition, most of the content is highly interrelated with social media in many ways and user participation is considered an important factor to be taken into account. Most pieces

of news published on the websites offer the possibility for users to leave a comment or to share or like in the social media. A medium that has taken a step further regarding user participation and the interrelation with content is *SeekingAlpha*. The registered users of the website are able to interact with other users and with contributors, follow discussions, share ideas, and comment on articles. The website has 1.3 million registered users that generate over 99,000 monthly comments (SeekingAlpha, 2013).

On the other hand, as mentioned before, video streaming services and services that offer video conferencing combined with presentation sharing have facilitated the popularization of webinars, live coverage, and other interactive content in which user participation is a principal axis. These contents maximize real time interaction with the audience.

An example of a new line of content with user participation at its core is the *Live Analysis Room* (LAR), a recently launched service by *FXstreet.com*. LAR is a free live trading room service broadcasted on weekdays for four hours which provides expert coaching on live market to improve traders' performance. It is broadcasted through *Ustream*. The mentor of the room and the invited guests broadcast their charts and presentations and appear live via webcam whereas the users are able to interact through a chat window (see Figure 1). Also, users can communicate with the mentor and other users using a *Twitter hashtag* specifically created for this experience (#FXroom). Sometimes, users assume a central role as the mentor invites them to appear live through the webcam. In addition, the company has created a group on the social network of *FXstreet.com*, for all the LAR participants to share market commentaries and continue conversations outside of the room.

On the other hand, both media companies and journalists also have their own blogs to publish content. Whereas blogs from media organizations contain news from the company and editorial opinion, journalists may reflect their personal opinion in their blogs, or publish information other than the one appearing in the media for which they work.

In addition, journalists and media companies take into consideration social media users preferences and adapt the content to be distributed on these platforms accordingly. On this regard, an increase in the quantity and a cutout on length are important transformations that the content is experiencing due to the popularization of social media. The short news format that *ForexLive* use on their blog updates reflects this tendency well: "Our content is

brief so we can be the fastest source of forex news” (ForexLive, 2013), they state in the webpage when they describe the profile of the news site.

Finally, media companies also consider search engine optimization (SEO) as an important strategy to increase the prominence of their webpage and their content within the search results in the search engines (*Google, Yahoo, etc.*). Broadly explained, media companies take into consideration what their target audiences look for on the Internet and the actual search terms or keywords most often typed are used over similar terms by journalists in their news content to reach earlier positions in the search results in order to increase the number of visitors to the website.



Figure 1. Live Analysis Room. Source: FXstreet.com

### Transformations in promotion strategies and diffusion

Social media have become an important part of marketing and content promotion strategies of online financial news media. The principal social media that are involved in these strategies are *Twitter, Facebook, Google+,* and *StockTwits*. Some content is also promoted through other social media such as *LinkedIn, Reddit, Digg, StumbleUpon* or *Delicious*.

News content that is published to the website is simultaneously announced through these media, either automatically or manually. A link is added to the announcement to redirect users to the original information piece in the media website. Keywords and specific symbols (i.e. prefixes and *hashtags*) are added to the news headings published in social media so users can identify the content and topic more easily. *Hashtags* (#) and prefixes (\$) are added

either before important words or at the end of the heading as an appendix to indicate to users that the content is related to a specific topic or category. For instance, a heading appearing in the news website as: *The USDJPY exchange extends decline to 98.80. October sees biggest surge of any month for SPX*, might potentially appear in *Twitter* as: *The \$USDJPY #exchange extends decline to 98.80. October sees biggest surge of any month for \$SPX* [link\\_to\\_original\\_news.com/piece](#) *#Forex*.

Furthermore, products such as webinars or news coverage are also announced using these social media platforms. In addition, these media also share images, videos, or make quotations of experts from live coverage or online events such as conferences, on their social media accounts. Sometimes, users need to register through *Twitter* or *Facebook* to participate in an online activity so their participation appears in their account and act as a promotion of the event. Conversely, social media accounts involved in promotion strategies are added in the media website and in the particular contents produced by the media.

*Twitter* is also used by journalists to promote the content they produce, as well as their opinions, among the social media community. Another important function of *Twitter* is to increase journalists' sphere of influence among this community. Having a large number of followers in *Twitter* is considered a sign that the journalist is acting as an influential voice in the social media sphere, which can help him or her be promoted professionally or be considered as an appealing figure to appear in webinars or interviews.

### **Conclusion**

In this chapter, we analyzed the adoption of social media in online financial journalism. We provided a typology of social media used in the online financial news media and analyzed the transformations that the adoption of social media has brought to production routines in the newsroom, to news format and content, and to promotion strategies.

We found that social media have been integrated in most online financial news media and are used for several functions, mainly, communication and project development, information search, content production, and promotion and user participation. In addition, the adoption of social media in the newsroom is causing important transformations. First, social media have become a new source of information for journalists, who use them in combination with traditional sources to produce content. Second, both internal and external face-to-face communications in the newsrooms have been extensively replaced by online communication (i.e. video-chat and instant messaging). Third, new forms of content such as

webinars or live coverage with user participation have been popularized thanks to video streaming services. Last, social media have become part of marketing and promotion strategies and are considered an important mechanism to gain image and prestige by journalists.

Our study shows that social media have become important tools for financial journalists that are widely modifying their production routines, the content they produce, and the marketing strategies of their companies. Given the importance of this phenomenon and the scarcity of previous literature on financial journalism, we believe that scholars should focus more attention to this branch of journalism. In particular, it is important that future works examine the possibilities of the interrelation between financial journalism and the new interactive media and technologies as well as the consequences of this relationship for financial markets and for financial news media target. In connection to that, a limitation of our work that can be solved in future studies is that most journalists that participated in the interviews were specialized in foreign exchange market.

On the other hand, the interrelation of social media and journalism is not an exclusive phenomenon of online news media or financial news media and thus most of our findings are extendable to other media and branches of journalism. In addition, the typology we developed can be easily applied to similar works.

Finally, this work shows how social media are completely transforming the sector of online financial journalism and how powerful they can be when they are used as information channels. As every other transformation in the media and communication landscape, the adoption of social media by society in general and by journalists in particular has raised voices of praise and concern. Whereas apocalyptic views might foresee the end of quality journalism in this adoption, integrated views might understand the adoption of social media as the arrival of Democracy in the information sphere. Concerning this debate, we believe in the importance of *social media literacy*, that is to say, having or developing the skills not only to use social media, but to interpret its content in a reasoned context, considering its source to decide the type of use to make of that. Paradoxically, the vast amounts of information available on social media and on the internet in general create a risk of misinformation. Although misinformation cannot always be avoided, social media literacy is critical for achieving a well informed society worldwide. For that, we encourage scholars to work further on developing the concept of *social media literacy*. Also, we encourage institutions to promote literacy among society in this

regard, as social media are increasingly assuming the role of information channels and content distributors in the news ecosystem (Pew Research Center, 2013).

To conclude, as most financial journalists we interviewed mentioned, the ability they have developed to distinguish between trusted sources from unreliable ones or rumors is essential to offer valuable and reliable content to their readers. Also, as some of them pointed out, social media users also have the capacity to make this distinction, in the same way they were able to in other information contexts. Thus, the quality and trustworthiness of the sources is not as linked to the adoption of new technologies as it is to the ability of journalists and users to be able to use them properly.

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## Online Resources

### Media Websites

*All Things Forex* <[allthingsforex.com](http://allthingsforex.com)>

*Associated Press* <[www.ap.org](http://www.ap.org)>

*Benzinga* <[www.benzinga.com](http://www.benzinga.com)>

*Bloomberg TV* <[www.bloomberg.com/tv](http://www.bloomberg.com/tv)>

*Briefing* <[www.briefing.com](http://www.briefing.com)>

*CNBC* <[www.cnbc.com](http://www.cnbc.com)>

*CNNMoney* <[money.cnn.com](http://money.cnn.com)>

*Financial Times* <[www.ft.com](http://www.ft.com)>

*Financialjuice* <[www.financialjuice.com](http://www.financialjuice.com)>

*Forex Crunch* <[www.forexcrunch.com](http://www.forexcrunch.com)>

*Forex Live* <[www.forexlive.com](http://www.forexlive.com)>

*FxBriefs* <[www.fxbriefs.com](http://www.fxbriefs.com)>

*FXstreet.com* <[www.fxstreet.com](http://www.fxstreet.com)>

*Google Finance* <[www.google.com/finance](http://www.google.com/finance)>

*Investing* <[www.investing.com](http://www.investing.com)>

*MarketWatch* <[www.marketwatch.com](http://www.marketwatch.com)>

*Morningstar* <[www.morningstar.com](http://www.morningstar.com)>

*Oilprice* <[oilprice.com](http://oilprice.com)>

*Reuters* <[www.reuters.com](http://www.reuters.com)>

*SeekingAlpha* <[seekingalpha.com](http://seekingalpha.com)>

*The Economist* <[www.economist.com](http://www.economist.com)>

*The Street* <[www.thestreet.com](http://www.thestreet.com)>

*Wall Street Journal* <[www.wsj.com](http://www.wsj.com)>



*Yahoo Finance* <finance.yahoo.com>

*Zacks* <www.zacks.com>

*Zero Hedge* <www.zerohedge.com>

### **Social media and software**

*Blogger* <www.blogger.com>

*CovertLive* <www.coveritlive.com>

*Currensee* <www.currensee.com>

*Delicious* <delicious.com>

*Digg* <digg.com>

*Dropbox* <www.dropbox.com>

*Facebook* <www.facebook.com>

*Flickr* <www.flickr.com>

*Forexstreet.net* <www.forexstreet.net>

*Google Drive* <www.google.com/drive>

*Google Hangout* <www.google.com/hangouts>

*Google+* <www.google.com/+>

*GoToMeeting* <www.gotomeeting.com>

*HotComm* <www.hotcomm.com>

*Jira* <www.atlassian.com/software/jira>

*LinkedIn* <www.linkedin.com>

*Livestream* <livestream.com>

*Myfxbook* <www.myfxbook.com>

*Muck Rack* <muckrack.com>

*MySpace* <myspace.com>

*Open Diary* <www.opendiary.com>

*Reddit* <www.reddit.com>

*Skype* <www.skype.com>

*StockTwits* <stocktwits.com>

*StumbleUpon* <www.stumbleupon.com>

*Tumblr* <www.tumblr.com >

*TweetTrader* <TweetTrader.net>

*Twitter* <twitter.com>

*Ustream* <www.ustream.tv>

*Webex* <www.webex.com>

*Wikipedia* <www.wikipedia.org>

*WordPress* <wordpress.com>

*Youtube* <www.youtube.com>