



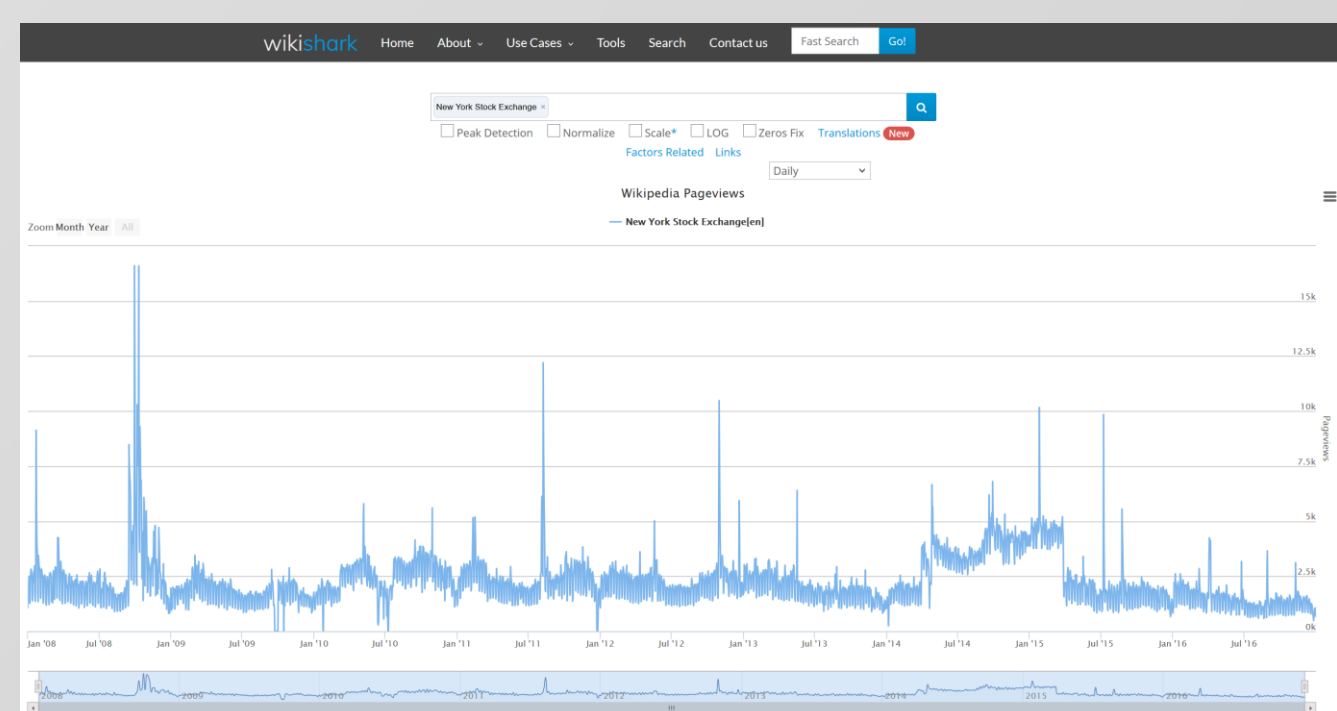
**WIKIPEDIA**  
The Free Encyclopedia

## 1. Introduction

Wikipedia is a free and editable online encyclopedia that holds the vast majority of important and relevant information known to the world. Along with the information on the page, Wikipedia logs all updates and views, thus representing not only global knowledge but also its utilization.

As of May17, 2017 there are 5,406,642 articles in the English Wikipedia.

Before working on this project, Elad and Lev built a searchable dataset of all wiki page views and made it publicly available. Check it out at [wikishark.com](http://wikishark.com)



## 2. Our Research Question

Do Wiki articles (content) and their views predict related financial behavior?

The premise underlying this question is the conceptual parallel between Wikipedia and the stock market—both are representations of observed public interest.

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# Knowledge and Its Utilization: Wiki Page Views & Stock Market Behavior

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## 3. Method & Data

Creating a measure of **society's knowledge and its utilization**: we began by investigating industries (rather than specific firms) by using Wiki root categories that include thousands of articles and matching them with GICS (Global Industry Classification Standard—an industry taxonomy). Next we counted page views for each category. We also collected Google's Search Volume Index for industries' related terms. We then added the financials and controls. Our sample begins when the bear market ended—it is 2011-2016.

## 4. Results

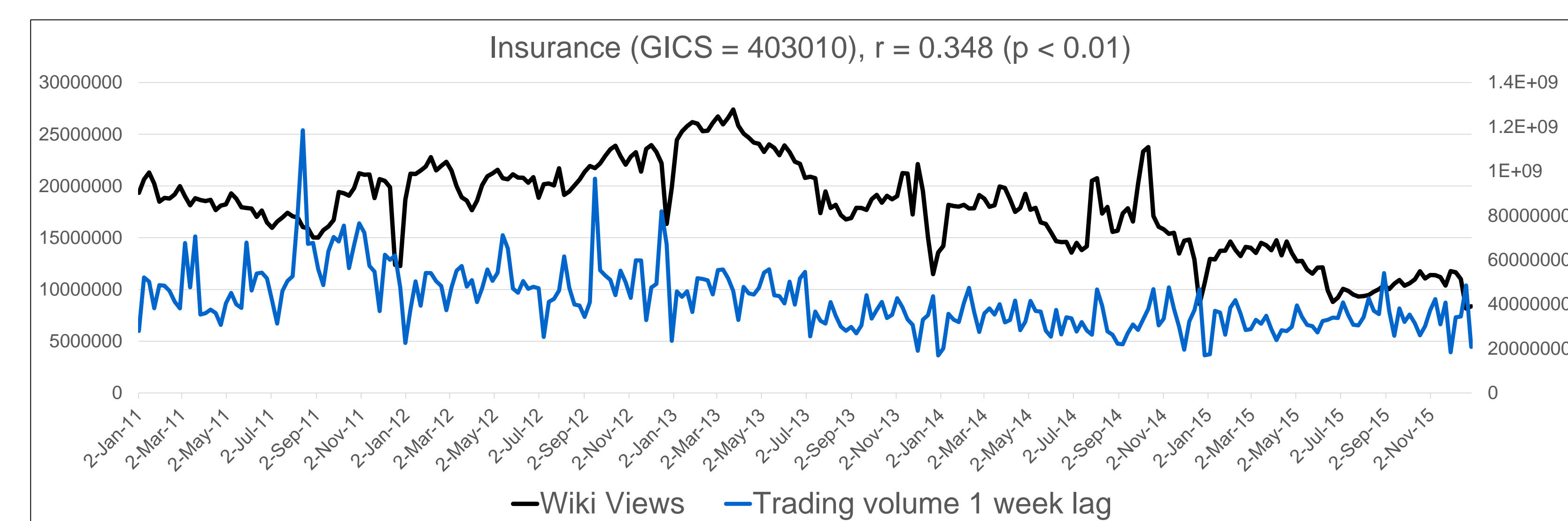
**Why do people go to Wikipedia** to read about terms related to an industry? Lagged increased financial activity (interestingly returns are not a significant predictor) and contemporaneous Google searches for industry related terms.

DV: Wiki views	(1)	(2)	(3)
Trading volume 1-week lag	0.005*** (0.001)		0.007*** (0.001)
Google SVI (same week)		105,977.072*** (11,528.984)	104,932.476*** (11,218.146)
Observations	2348	1700	1700
R-squared	0.978	0.973	0.974

GICS and Year Fixed Effects

Robust standard errors in parenthesis

\*\*\*p<0.01



**What effects do Wiki page views** for an industry have on the industry's financial performance measures?

	Trading volume week 1	Trading volume week 2	Trading volume week 3	Number of IPOs	Trading volume week 1	Trading volume week 1
Wiki Views	10.060*** (0.143)	9.971*** (0.147)	9.888*** (0.150)	0.001 (0.000)**		
Abn views					10.346*** (2.365)	
SVI						1,267,760.133*** (37,387.451)
Observations	2,347	2,346	2,345	29	2,347	1699
R-squared	0.821	0.813	0.805	0.720	0.813	0.834
Resolution	Weekly	Weekly	Weekly	Annually	Weekly	Weekly
	2011-2015	2011-2015	2011-2015	2011-2016	2011-2015	2012-2015

GICS and Year Fixed Effects

Robust standard errors in parenthesis

\*\*\*p<0.01, \*\*p<0.05

- Wiki views for clusters of industry pages are related to trading volume of stocks of companies from that industry the following week, two weeks, and three weeks. Abnormal Wiki views and Google SVI are only related to trading volume the following week (shorter effect)
- Wiki views for clusters of industry pages are related to the number of IPOs in that industry during the same year
- We find no effect of Wiki views or SVI on returns (vw, abn, abs)

## 5. Conclusion

Wiki page views, which is a proxy of society's knowledge and its utilization, seems to captures financial behavior (likely retail) for longer term than other predictors.

We still need to: (1) refine our wiki measures using page word counts; (2) measure better effects on IPOs; (3) find a natural experiment setting to help establish causality (in the spirit of Wikipedia, feel free to help us edit this article).