

**The Research Centre of the School of Economics and Business,**  
in cooperation with **the Bank of Slovenia,**  
cordially invites you to a research seminar  
on **Wednesday, 17 May 2023, at 13:00 CEST,** in room **P-201/202**  
at the **School of Economics and Business, University of Ljubljana**

Author:

**Nadia Massoud**

*Melbourne Business School*

will present the article

### **What Determines Influence in Social Finance? The Case of StockTwits**

According to theory, network activity can be predicted from network structure. In Social Finance networks, however, activity can by-pass network structure, through top-down or bottom-up content curation. Here, we study functional connectivity (actual network activity) in the largest Social Finance network, StockTwits, to discover what determines influence. Contrary to its appearance as a scale-free network, well-connected nodes enjoy significantly less influence than lesser connected nodes, except if they acquire the status of “Official Accounts.” Message content and sentiment appear to matter as much as location and status for influence. Our findings suggest that the threat of disintermediation in the financial advice industry can in part be circumvented by engaging in an informed way with Social Finance.

Please register for the free seminar at <http://raziskave.ef.uni-lj.si/a/1547>  
by Tuesday, 16 May 2023.

Access details will be sent prior to the event to signed up users.

**We look forward to seeing you!**