



אוניברסיטת חיפה
דורון קליגר

<http://econ.haifa.ac.il/~kliger>

חקר מאורעות במימון (206.5521)

Workshop #2: “Alpha, Beta, Data” Ting Hai Effect

0. Read about Ting Hai Effect

- i. **April. 6, 2017:** Why Do Coincidences Happen? (Thoughty2, 3min)
https://www.youtube.com/watch?v=sJw3L_D0vD4
- ii. **Apri. 17, 2015:** The TV show that makes a stock market drop (CNBC)
http://bit.ly/Ting_Hai_CNBC

1. Get Data

- i. Fetch event list from Wiki:
https://en.wikipedia.org/wiki/Ting_Hai_effect#Occurrences
- ii. Retrieve the date of each event:
(e.g., The Greed of Man, Original release Oct. 5, 1992)
https://en.wikipedia.org/wiki/The_Greed_of_Man
- iii. Download Hang Seng Index (^HSI) @ Yahoo Finance:
<https://finance.yahoo.com/quote/%5EHSI/history?p=%5EHSI>
- iv. Downoald Television Broadcasts Limited (TVB) stock price data
<http://finance.yahoo.com/quote/0511.HK?ltr=1>
<http://finance.yahoo.com/quote/0511.HK/history?p=0511.HK>



2. Analysis (Ting Hai Effect on \hat{HSI})

- i. Order \hat{HSI} data by event windows
- ii. Calculate Rs Average Rs, and Cumulative Average Rs
- iii. Plot the Cumulative Average Rs, tell the story you reveal.

3. Analysis (Ting Hai Effect on TVB?)

- i. Identify TVB related events
- ii. Order TVB data by estimation and event windows
- iii. Estimate Alpha and Beta of TVB on \hat{HSI}
- iv. Estimate and plot AARs and CAARS
- v. Is there an effect on TVB?

