

Report on Bachelor Thesis

Institute of Economic Studies, Faculty of Social Sciences, Charles University in Prague

Student:	Kristýna Brunová
Advisor:	PhDr. Ladislav Krištofuk, Ph.D.
Title of the thesis:	Are the more popular stocks also the more risk ones? Google and Wikipedia searches in portfolio optimization

OVERALL ASSESSMENT (provided in English, Czech, or Slovak):

The bachelor's thesis reexamines and expands the analysis of Krištofuk (2013, Scientific Reports 3:2713) on the usefulness of Google searches and Wikipedia page hits in portfolio diversification. The original analysis is expanded by using daily data and by adding Wikipedia queries to the dataset. Such expansion comes at a cost of demanding data collection from Google Trends database. The thesis confirms and strengthens the results of the original study.

The thesis provides a detailed literature review of the applicability of online search data in economics and finance. The results are presented in an intelligible way and their contribution to the current literature is clear. I have found only one minor problem and that's the formal referencing at the end of the text.

I gladly suggest final grade A.

SUMMARY OF POINTS AWARDED (for details, see below):

CATEGORY	POINTS
<i>Literature</i> (max. 20 points)	20
<i>Methods</i> (max. 30 points)	30
<i>Contribution</i> (max. 30 points)	30
<i>Manuscript Form</i> (max. 20 points)	19
TOTAL POINTS (max. 100 points)	99
GRADE (1 – 2 – 3 – 4)	1

NAME OF THE REFEREE: PhDr. Ladislav Krištofuk, Ph.D.

DATE OF EVALUATION: 8.6.2015

Referee Signature