

## German elections: Artificial Intelligence helps investors use voter opinions for investment decisions

- **Swissquote and the EPFL's Social Media Lab are evaluating social media to measure investor sentiment about the German DAX stock index**
- **Artificial intelligence in finance: making investment decisions according to the voter opinion**
- **Swissquote offers strategies for investors to benefit from equity and foreign exchange fluctuations**

Gland, Switzerland, August 30, 2017 - On 24 September, Germany will elect the lower house of its federal parliament (Bundestag). Prior to the election, financial markets will be particularly volatile, in reaction to winner/loser projections and other surveys of voter opinion. Thanks to a new artificial-intelligence (AI) tool from Swissquote, the leading Swiss online bank, investors can capitalise on these voter opinions to make investment decisions.

Today, Swissquote launched the #DE30 Social Sentiment Index, developed in collaboration with the Social Media Lab of the EPFL (École Polytechnique Fédérale de Lausanne). The index summarises and evaluates the opinions expressed on social media regarding the German DAX (stock index of Germany's 30 largest, public companies).

An algorithm, with the help of artificial intelligence, identifies investors' optimistic and pessimistic views. Natural language processing (NLP) is used to interpret the meaning of texts posted to social media. Graph theory is used to determine the context of each text, so that interpretation errors are avoided.

From this AI analysis, a real-time, consensus opinion can be derived as to whether a given stock is likely to rise or fall and whether the entire market is likely to move up or down. This can guide investors in adjusting or allocating positions in equities and currencies.

Also for the German elections, Swissquote analysts have compiled a basket of stocks that should benefit from the pro-European, company-friendly policies of the two major parties (Angela Merkel's CDU and Martin Schulz's SPD).

Said Marc Bürki, CEO of Swissquote, "The use of artificial intelligence in finance is still beginning. Our goal is to drive its development, so that it can be used as quickly as possible by the broadest possible audience."

[Link to the website German Election](#)

[Link to the Themes Trading platform](#)

**Swissquote – The Swiss Leader in Online Banking**

As a leading provider of online financial services, Swissquote offers innovative solutions and analysis tools to meet the wide range of demands and needs of its clients. As well as various online trading services, the user-friendly platform also provides solutions for eForex, ePrivate Banking and eMortgage. In addition to a low-cost service for private clients, Swissquote also offers specialized services for independent asset managers and corporate clients. Swissquote Bank Ltd holds a banking license issued by its supervisory authority the Swiss Federal Financial Market Supervisory Authority (FINMA) and is a member of the Swiss Bankers Association. Its mother company, Swissquote Group Holding Ltd, is listed on the SIX Swiss Exchange (symbol: SQN).

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