Market Structure

Why Public Dissentiment works

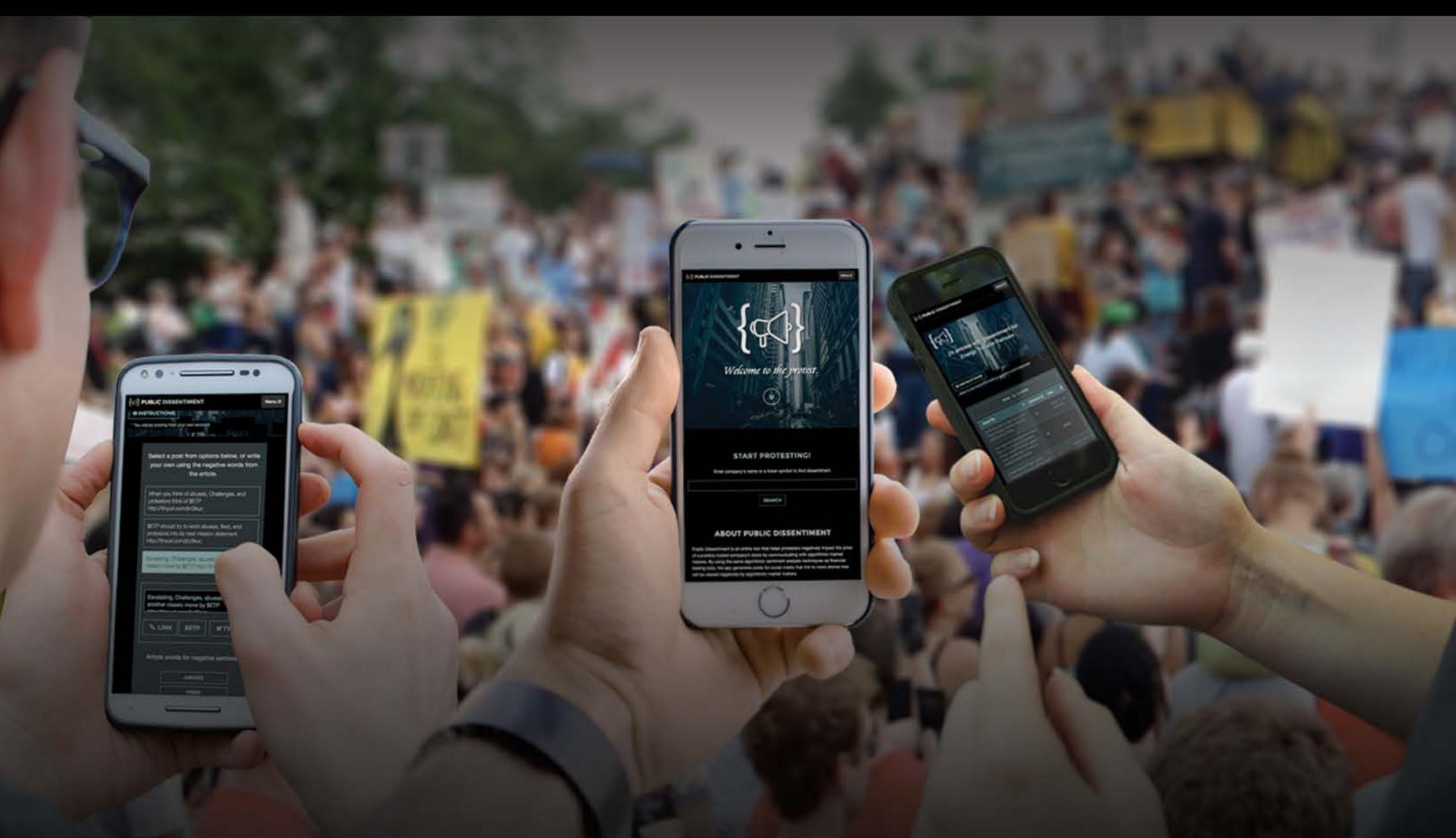
Public Dissentiment leverages the current structure of the electronic stock market to empower protestors. Beginning in the early 2000s, high-frequency trading bots that continuously buy and sell stocks replaced designated market makers as the main source of market liquidity. Unlike the market makers, these bots are not required to buy or sell stocks and will withdraw from the market in times of uncertainty.

Public Dissentiment uses reverse-engineering stock sentiment analysis tools to enable protestors to communicate sentiment about a company that algorithmic trading bots will perceive as negative causing a withdraw of liquidity from the market, and a flash crash in the stock price of the targeted company. Company executives can often ignore protests, but they cannot ignore the bottom line.

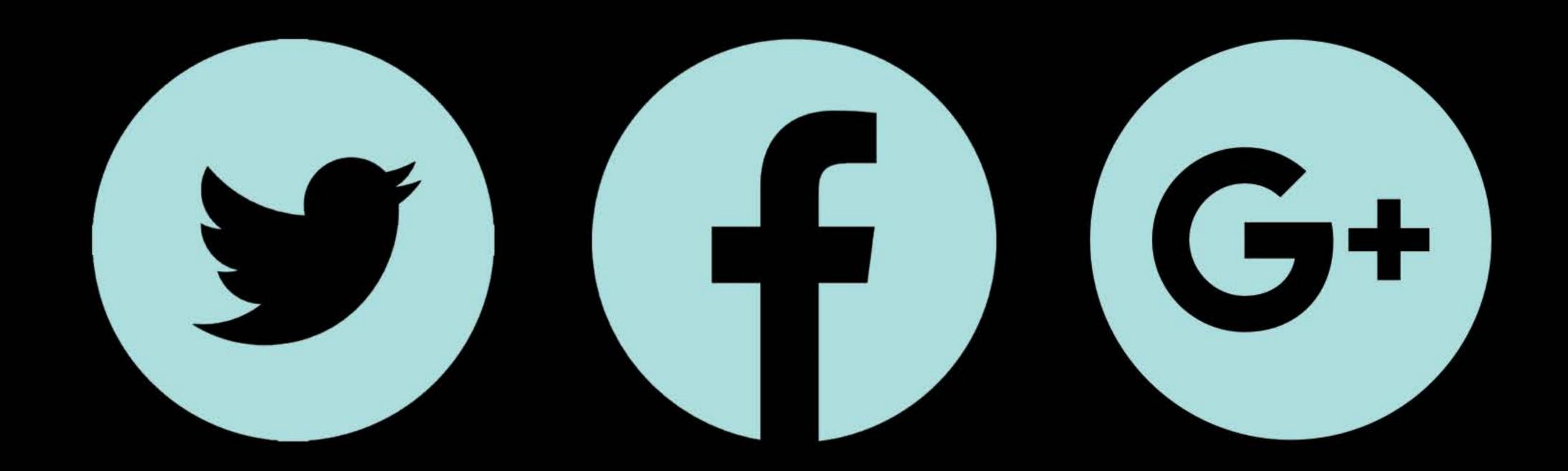
Public Dissentiment

Welcome to the protest...

Algorithmic protest tool



For socal media

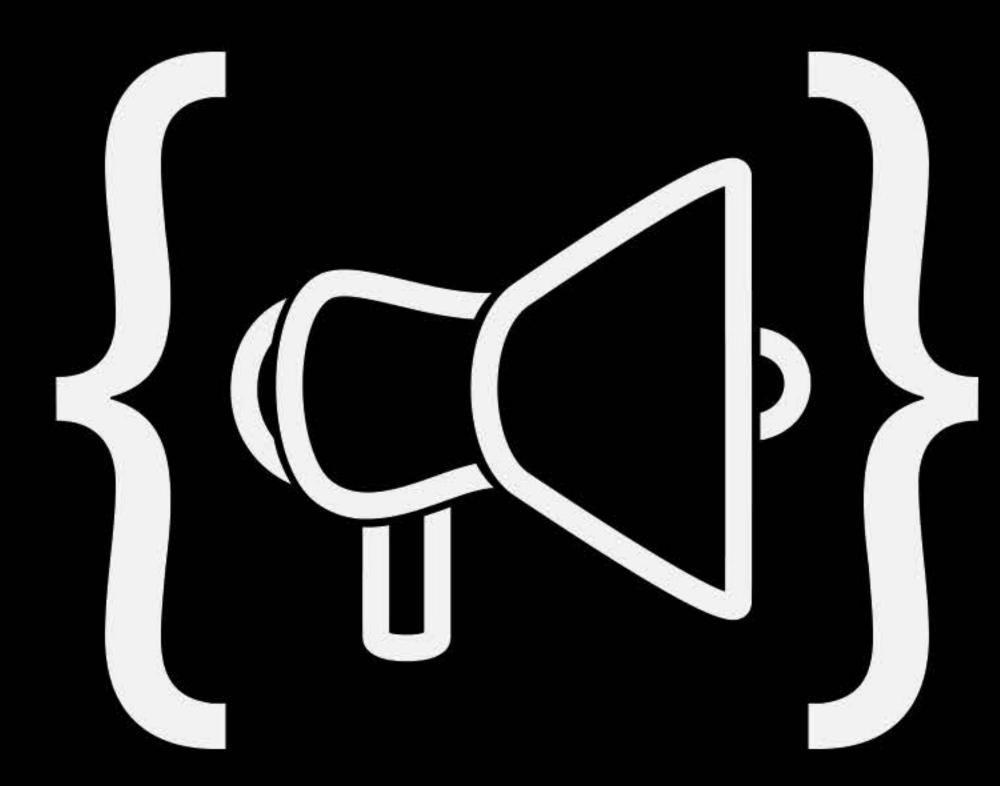


Public Dissentiment is an online tool that helps protesters negatively impact the price of a publicly traded company's stock by communicating with algorithmic market makers. By using the same algorithmic sentiment analysis techniques as financial trading bots, the app generates posts for social media that link to news stories that will be viewed negatively by algorithmic market makers. If enough of these posts are generated in the same time frame, uncertainty about the targeted company's stock will be created, temporarily affecting the price of the stock, consequently making the company's shareholders aware of the public's negative sentiment towards them.



Public Dissentiment

www.publicdissentiment.org



Welcome to the protest...

START PROTESTING!

Enter company's name or a ticker symbol to find dissentiment

Energy Transfer Partners SEARCH

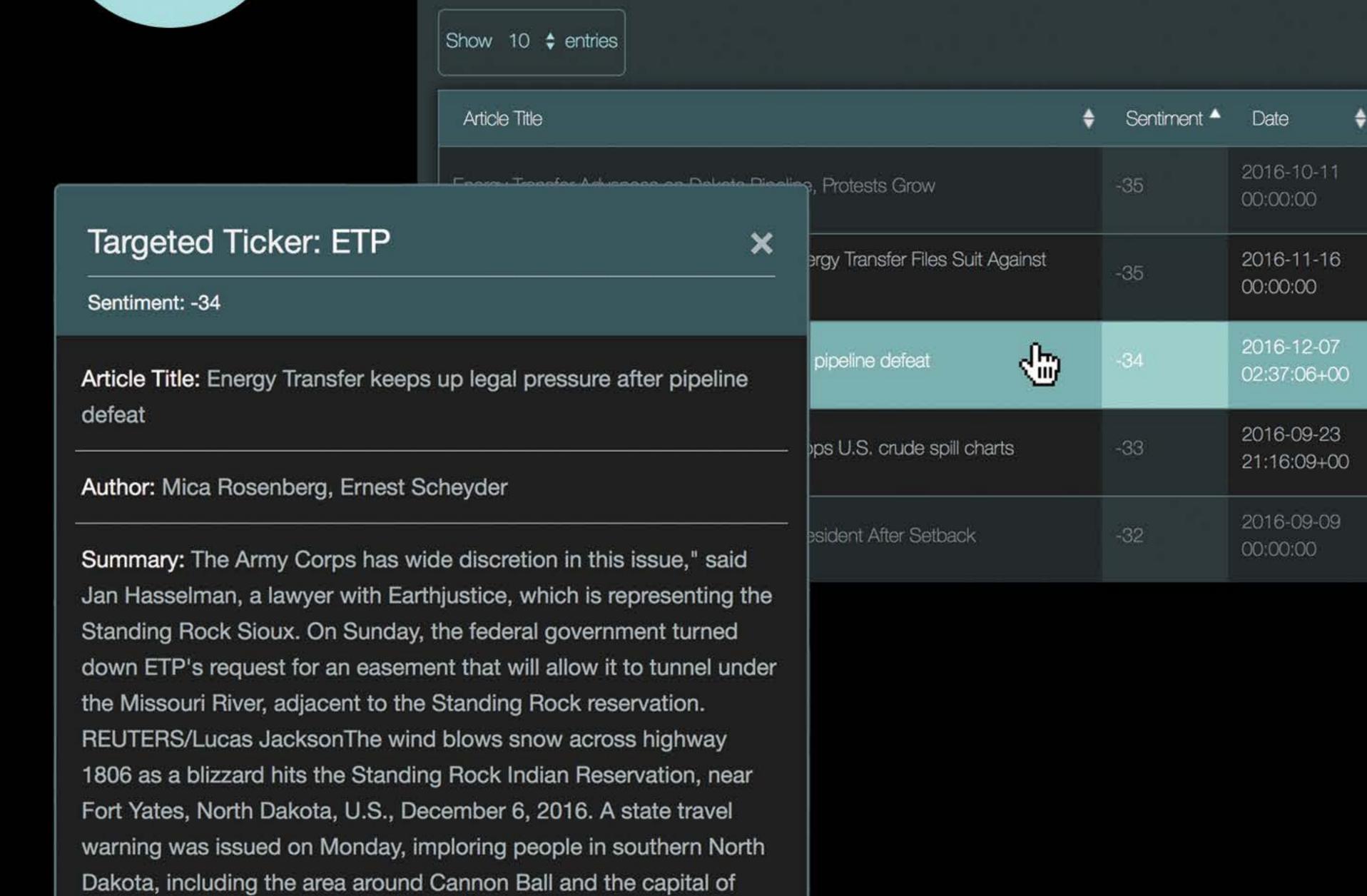
Choose a story

Bismarck, to avoid travel. The pipeline, which is being built by Energy

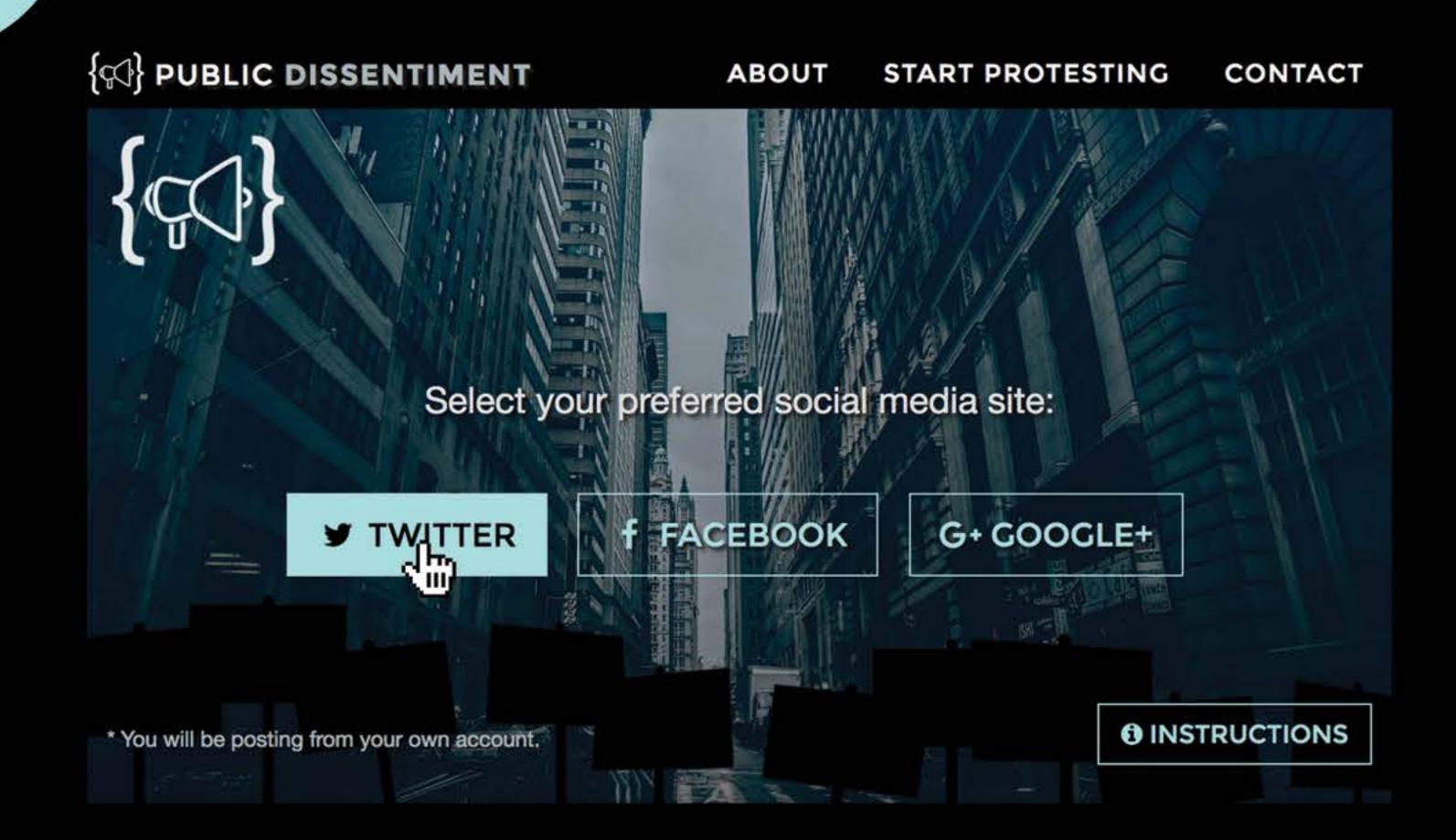
Transfer Partners, has been the subject of protests from the Standing

Rock Sioux tribe and climate activists for months, due to its

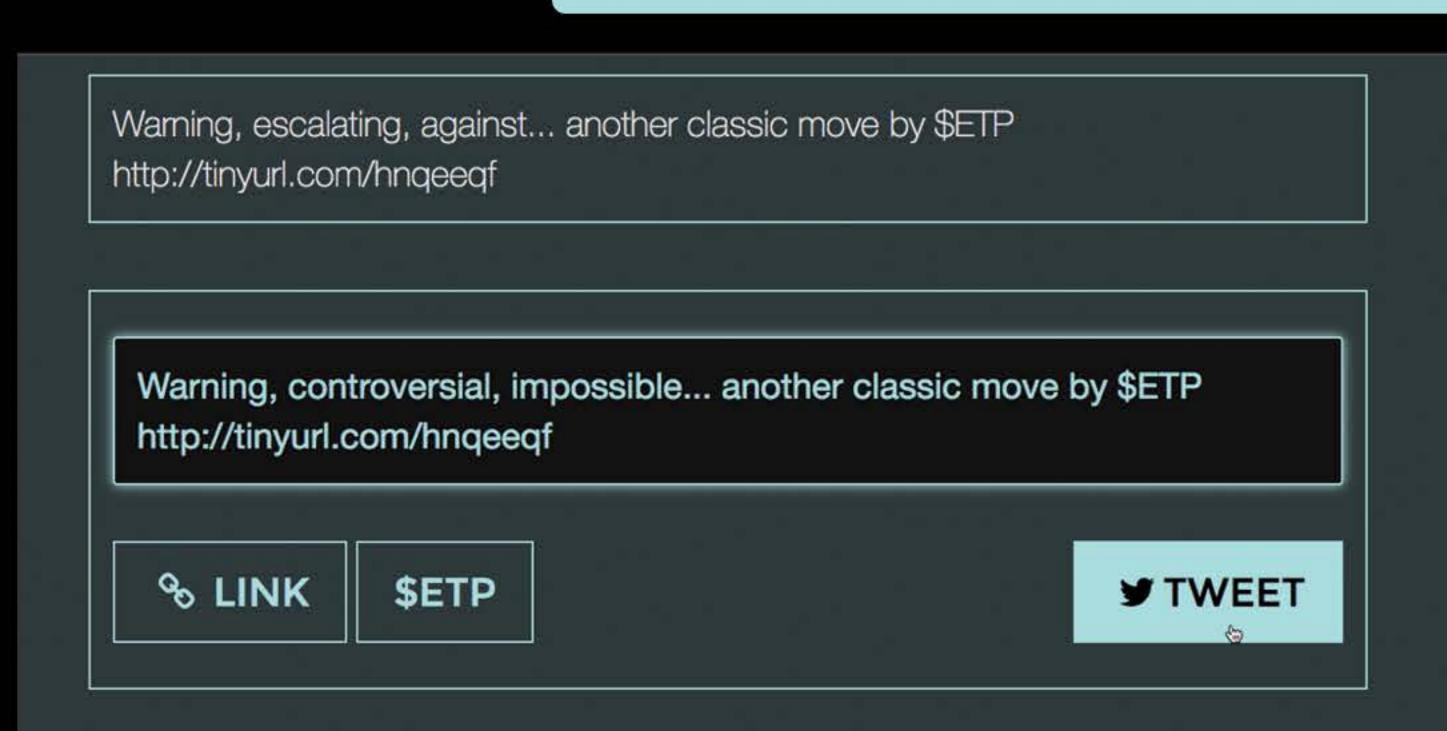
proximity to the tribe's reservation.



Select a social media outlet



Create a post



Post and share



Strategies and Best Practices

{ Use the date

Use the date to your advantage. Posts that have a recent date or have no date may be perceived as more relevant by algorithmic trading bots.

{ Share, Repost and Favorite

Sharing, reposting and favoring posts created by Public Dissentiment increases the influence that post has.

{ | Leverage influence

Not all social media users are created equal. Posts made by influential users, celebrities, or people in positions of power are weighted more social media algorithms that determine trending topics.

{ | Know your limitations

The size of the social media swarm needed to impact a company's stock price is proportional to the company's market capitalization and the amount of daily news and social media chatter about it. Companies with a high market cap will need more protestors or very influential participants.