

 Download This Paper (Delivery.cfm/SSRN\_ID897431\_code611390.pdf?abstractid=897431&mirid=1)

Open PDF in Browser (Delivery.cfm/SSRN\_ID897431\_code611390.pdf?abstractid=897431&mirid=1&type=2)

 Add Paper to My Library

Share:    

## The Effect of Stock Spam on Financial Markets

24 Pages

Posted: 21 Apr 2006

Rainer Böhme ([https://papers.ssrn.com/sol3/cf\\_dev/AbsByAuth.cfm?per\\_id=611390](https://papers.ssrn.com/sol3/cf_dev/AbsByAuth.cfm?per_id=611390))

University of Innsbruck; University of Münster - Department of Information Systems; Massachusetts Institute of Technology (MIT) - MIT Media Laboratory; ICSI Berkeley; TU Dresden

Thorsten Holz ([https://papers.ssrn.com/sol3/cf\\_dev/AbsByAuth.cfm?per\\_id=612497](https://papers.ssrn.com/sol3/cf_dev/AbsByAuth.cfm?per_id=612497))

University of Mannheim - Laboratory for Dependable Distributed Systems, University of Mannheim

Date Written: April 2006

### Abstract

Spam messages are ubiquitous and extensive interdisciplinary research has tried to come up with effective countermeasures. However, little is known about the response to unsolicited e-mail, partly because spammers do not disclose sales figures. This paper correlates incoming spam messages that promote the investment in particular equity securities with financial market data. We use multivariate regression models to measure the impact of stock spam on traded volume and conduct an event study to find effects on market valuation. In both cases we have found evidence for significant reactions to spam campaigns in the short run. Theoretical and practical implications of the findings are addressed.

**Keywords:** Stock Spam, Event Study, OTC, Unsolicited Bulk E-Mail, Economics of Information Security

**JEL Classification:** G14, D84, M30, C88

[Suggested Citation](#) >

[Show Contact Information](#) >

 Download This Paper (Delivery.cfm/SSRN\_ID897431\_code611390.pdf?abstractid=897431&mirid=1)

Open PDF in Browser (Delivery.cfm/SSRN\_ID897431\_code611390.pdf?abstractid=897431&mirid=1&type=2)

## 0 References

Fetch References

## 0 Citations

Fetch Citations

Do you have a job opening that you would like to promote on SSRN?

Place Job Opening (<https://www.ssrn.com/index.cfm/en/Announcements-Jobs/>)

We use cookies that are necessary to make our site work. We may also use additional cookies to analyze, improve, and personalize our content and your digital experience. For more information, see our [Cookie Policy](#)

[Policy](https://www.elsevier.com/legal/cookiepolicy) (<https://www.elsevier.com/legal/cookiepolicy>)

DOWNLOADS

4,301

[Cookie Settings](#)

Accept all cookies

53,121

36 Citations

48 References

PlumX Metrics



([https://plu.mx/ssrn/a/?ssrn\\_id=897431](https://plu.mx/ssrn/a/?ssrn_id=897431))  
**Related eJournals**

Behavioral & Experimental Finance eJournal ([https://papers.ssrn.com/sol3/JELJOUR\\_Results.cfm?form\\_name=journalBrowse&journal\\_id=1504395](https://papers.ssrn.com/sol3/JELJOUR_Results.cfm?form_name=journalBrowse&journal_id=1504395))

Follow



Capital Markets: Market Efficiency eJournal ([https://papers.ssrn.com/sol3/JELJOUR\\_Results.cfm?form\\_name=journalBrowse&journal\\_id=1504403](https://papers.ssrn.com/sol3/JELJOUR_Results.cfm?form_name=journalBrowse&journal_id=1504403))

Follow



View more &gt;

## Recommended Papers

Privacy in E-Commerce: Development of Reporting Standards, Disclosure and Assurance Services in an Unregulated Market ([https://papers.ssrn.com/sol3/papers.cfm?abstract\\_id=309753&rec=1&srcabs=897431&pos=1](https://papers.ssrn.com/sol3/papers.cfm?abstract_id=309753&rec=1&srcabs=897431&pos=1))

By Karim Jamal ([https://papers.ssrn.com/sol3/cf\\_dev/AbsByAuth.cfm?per\\_id=101781](https://papers.ssrn.com/sol3/cf_dev/AbsByAuth.cfm?per_id=101781)), Michael S. Maier ([https://papers.ssrn.com/sol3/cf\\_dev/AbsByAuth.cfm?per\\_id=328196](https://papers.ssrn.com/sol3/cf_dev/AbsByAuth.cfm?per_id=328196)), ...

Pricing Electronic Mail to Solve the Problem of Spam ([https://papers.ssrn.com/sol3/papers.cfm?abstract\\_id=417621&rec=1&srcabs=897431&pos=2](https://papers.ssrn.com/sol3/papers.cfm?abstract_id=417621&rec=1&srcabs=897431&pos=2))

By Robert E. Kraut ([https://papers.ssrn.com/sol3/cf\\_dev/AbsByAuth.cfm?per\\_id=332747](https://papers.ssrn.com/sol3/cf_dev/AbsByAuth.cfm?per_id=332747)), Shyam Sunder ([https://papers.ssrn.com/sol3/cf\\_dev/AbsByAuth.cfm?per\\_id=160390](https://papers.ssrn.com/sol3/cf_dev/AbsByAuth.cfm?per_id=160390)), ...

Pricing Electronic Mail to Solve the Problem of Spam ([https://papers.ssrn.com/sol3/papers.cfm?abstract\\_id=753664&rec=1&srcabs=897431&pos=3](https://papers.ssrn.com/sol3/papers.cfm?abstract_id=753664&rec=1&srcabs=897431&pos=3))

By Robert E. Kraut ([https://papers.ssrn.com/sol3/cf\\_dev/AbsByAuth.cfm?per\\_id=332747](https://papers.ssrn.com/sol3/cf_dev/AbsByAuth.cfm?per_id=332747)), Shyam Sunder ([https://papers.ssrn.com/sol3/cf\\_dev/AbsByAuth.cfm?per\\_id=160390](https://papers.ssrn.com/sol3/cf_dev/AbsByAuth.cfm?per_id=160390)), ...

View more &gt;

Feedback

Submit a Paper > (<https://hq.ssrn.com/submission.cfm>)

SSRN Quick Links

SSRN Rankings

About SSRN

(<https://www.facebook.com/SSRNcommunity/>)

([https://www.linkedin.com/company/493409?](https://www.linkedin.com/company/493409?trk=tyah&trkInfo=clickedVertical%3Acompany%2CentityType%3AentityHistoryName%2CclickedEntityId%3Acompany_493409%2Cidx%63)

[trk=tyah&trkInfo=clickedVertical%3Acompany%2CentityType%3AentityHistoryName%2CclickedEntityId%3Acompany\\_493409%2Cidx%63](https://www.linkedin.com/company/493409?trk=tyah&trkInfo=clickedVertical%3Acompany%2CentityType%3AentityHistoryName%2CclickedEntityId%3Acompany_493409%2Cidx%63)

(<https://twitter.com/SSRN>)

Copyright (<https://www.ssrn.com/index.cfm/en/dmca-notice-policy/>)

Terms and Conditions (<https://www.ssrn.com/index.cfm/en/terms-of-use/>)

Privacy Policy (<https://www.elsevier.com/legal/privacy-policy>)

All content on this site: Copyright © 2023 Elsevier Inc., its licensors, and contributors. All rights are reserved, including those for text and data mining, AI training, and similar technologies. For all open access content, the Creative Commons licensing terms apply.

We use cookies to help provide and enhance our service and tailor content.

To learn more, visit [Cookie Settings](#).



(<http://www.relx.com/>)

(<https://papers.ssrn.com/sol3/updateInformationLog.cfm?process=true>)