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This is the **published version** of the bachelor thesis:

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## 1. Introduction

- ✓ **News effect:** headlines can trigger price movements.
- ✓ **Traditional sentiment analysis:** reliance on lexicons.
- ✓ **LLMs understand context:** nuance, irony & ambiguity.
- ✓ **Research gaps:** can LLMs predict price movements given the news published?



## 4. Null hypothesis

No positive correlation between daily/weekly sentiment scores and subsequent stock returns.

### Alternative hypothesis

Positive correlation exists.

## 5. Methodology

### Data collection

Google News, "Repsol" keyword, 2024

### Relevance filter with DeepSeek

From 5,244 to 2,555 articles

### Models

ChatGPT: GPT-4o  
DeepSeek: V3

### Technique: zero-shot prompting

- Sentiment (-1 to 1)
- Keyword & Reasoning

### Variables

Dependent: subsequent returns  
Independent: sentiment scores.  
Control: IBEX35, Brent, Dividend.

### Analysis

Correlations, OLS regressions, abnormal returns, interaction effects, binary variables.

# Can LLMs predict the market?

## ChatGPT vs DeepSeek in financial sentiment analysis

## 2. Research Objectives

Every day, investors react to news but, can an AI beat them?

Extract sentiment from financial news in a way that it correlates with short-term stock movements.

- ✓ Quantify sentiment
- ✓ Assess correlation
- ✓ Compare models

## 3. Related literature

### Tetlock (2007)

Giving content to investor sentiment: *The role of media in the stock market*

Media pessimism predicts short-term downward price pressure: predictive signal.

### Loughran & McDonald (2011)

When is a liability not a liability? Textual analysis, dictionaries, and 10-Ks.

Developed a domain-specific financial sentiment dictionary.

### López-Lira & Tang (2023)

Can ChatGPT Forecast Stock Price Movements? Return Predictability and Large Language Models

Using GPT-3.5 to classify sentiment as good or bad

## 6. Result & Discussion

### Core findings

- **No statistically significant correlation**
- Low  $R^2$ , **minimal explanatory power**
- Control variables influence **as expected**
- **Isolated** alignment in DeepSeek interactions

### Key discussion

- No predictive power from sentiment alone **in this setting**
- **Validity:** control variables worked, sentiment didn't
- Interaction effects are **weak and isolated**
- López-Lira & Tang (2023) vs Zhang et al. (2023): **task-based**

## 7. Conclusion

- ✓ LLM-generated sentiment **does not reliably predict** short-term returns in this setting.
- ✓ The methodology is **valid**, but sentiment **lacks independent signal**, predictive value may depend on model tuning, context, and datasets

## References

- ✓ López-Lira, A & Tang, Y (2023), Can ChatGPT forecast stock price movements? return predictability and large language models. SSRN Electronic Journal
- ✓ Loughran, T., & McDonald, B. (2011). When is a liability not a liability? Textual analysis, dictionaries, and 10-Ks. The Journal of Finance