

Transformation, exploitation, and complication of transcribed calls in the financial domain:

the case of Earnings Conference Calls examined in the argumentative perspective.

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computational techniques
for retrieval and analysis
of Argumentative Patterns

(APs); units of analysis for describing
constellations of argumentative moves that
respond to the constraints of the activity type

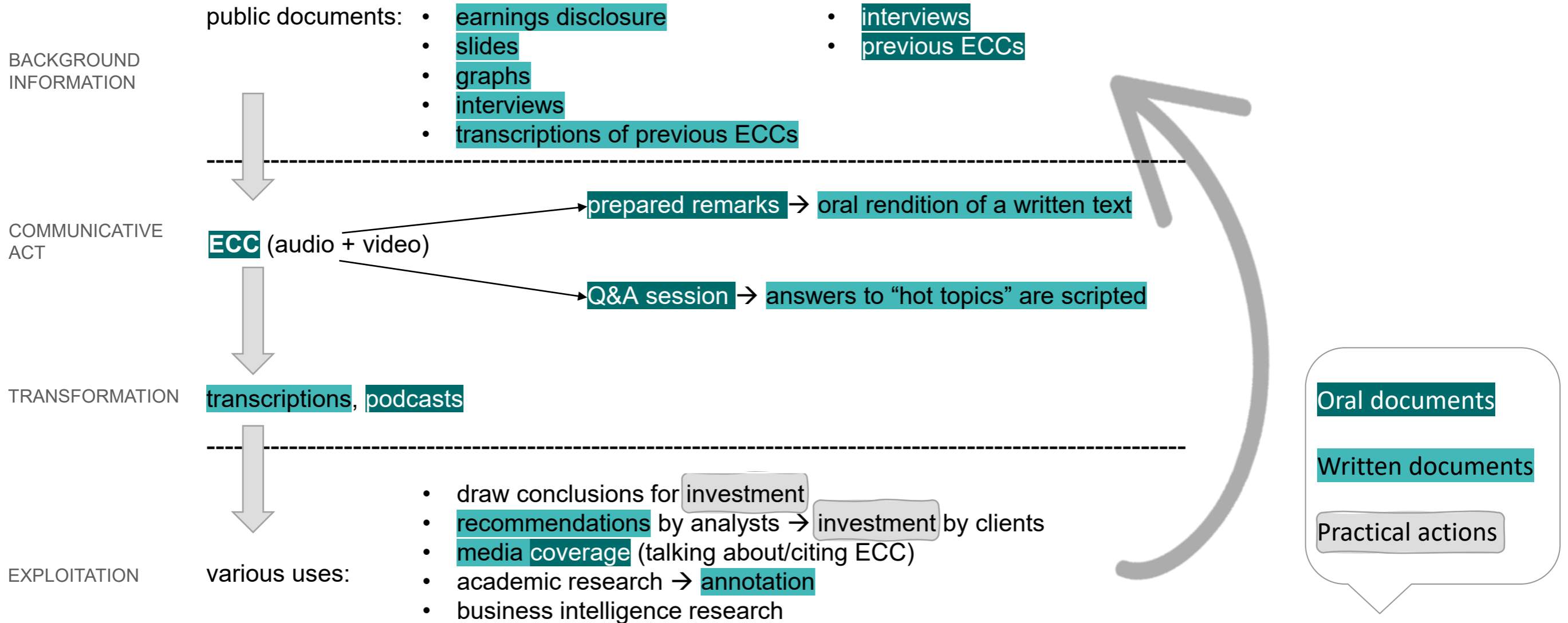
Mining argumentative patterns in context.

A large-scale corpus study of Earnings Conference Calls
of listed companies.

Applied research:

ECCs as an important field of interaction,
since they affect company valuation by
the financial markets

(ECCs); teleconferences held by corporate
leaders with financial analysts, immediately
following the quarterly earnings
announcement



Overview of available transcriptions

Analyzing only **questions**
in the present contribution



ANALYST	Official (from IR website)	Motley Fool	YouTube subtitles	Word automatic transcription	Bloomberg
Colin Alan Sebastian	Great. Thanks. Good afternoon Two questions for me. I guess first off, Brian (...)	Two questions from me. I guess, first off, Brian (...)	uh great thanks good afternoon uh two questions from me um i guess first off ryan (...)	Two questions from me. I guess First off, Brian (...)	Great. Thanks. Good afternoon Two questions for me. I guess, first up, Brian (...)
Naved Khan					
Stephen Ju					
Bernie McTernan					
Deepak Mathivanan					
Mario Lu					
Jed Kelly					
Brian Nowak					
Brian Fitzgerald					
Doug Anmuth					
Lloyd Walmsley					
Andrew Boone					
Mark Mahaney					
Kevin Kopelman					

ABNB Q4 2021

Airbnb CASE STUDY:
Q4 2020, Q4 2021

ABNB Q4 2020 ANALYST	official_Motley Fool	official_YT subtitles	official_Word	official_Bloomberg	Motley Fool_YT subtitles	Motley Fool_Word	Motley Fool_Bloomberg	YT subtitles_Word	YT subtitles_Bloomberg	Word_Bloomberg
Brian Nowak	0,99017638	0,978992999	0,970673084	0,989917159	0,97115612	0,974226713	0,995803833	0,974660456	0,971886873	0,972687364
Heath P. Terry	1,000000119	0,995939672	0,992102146	0,998217106	0,995939672	0,992102146	0,998217106	0,992705584	0,994638562	0,991684377
Lloyd Walmsley	0,972683311	0,962651968	0,928150535	0,973882794	0,985163569	0,950197041	0,997714639	0,952159524	0,987618506	0,952081561
Justin Post	0,979773819	0,950550437	0,960168839	0,986567378	0,975371003	0,986788511	0,973996818	0,986420214	0,966805577	0,973479867
Jed Kelly	0,996091664	0,981815159	0,980771422	0,998176932	0,974284947	0,985427916	0,99612987	0,973006606	0,98325789	0,982455075
Brent Thill	0,997779667	0,972877622	0,989806175	0,998258412	0,971325696	0,992116451	0,997986019	0,973119557	0,972226024	0,989902616
Colin Alan Sebastian	0,998785615	0,991818547	0,996328473	0,990200996	0,991469443	0,996231794	0,991858006	0,99290055	0,989198625	0,992176473
Michael Graham	0,994801521	0,982139051	0,991302133	0,990150511	0,977061749	0,985062361	0,992315352	0,984160841	0,975748658	0,981080472
Jason B. Bazinet	0,994774222	0,982645273	0,987298012	0,99627763	0,990681708	0,992114782	0,995644629	0,991321683	0,987930477	0,987191081
Justin Patterson	0,999602556	0,99255383	0,988207459	0,995334923	0,991758108	0,988837242	0,994604111	0,985016584	0,990918756	0,985404611
Stephen Ju	0,986530781	0,977284074	0,982951939	0,984725237	0,976889729	0,992235422	0,977972388	0,976923943	0,980277419	0,973945498
Mario Lu	0,997123182	0,989990354	0,986428857	0,995027065	0,984715343	0,983495891	0,992955565	0,986927152	0,988824904	0,987277627
Kevin Kopelman	0,988082945	0,950015247	0,937022924	0,967123806	0,95957911	0,955219388	0,983484864	0,895745039	0,960814595	0,955114305

(fuzzy matching of turn embeddings)

ABNB Q4 2021 ANALYST	official_Motley Fool	official_YT subtitles	official_Word	official_Bloomberg	Motley Fool_YT subtitles	Motley Fool_Word	Motley Fool_Bloomberg	YT subtitles_Word	YT subtitles_Bloomberg	Word_Bloomberg
Colin Alan Sebastian	0,982890189	0,974911451	0,983359694	0,993528247	0,985750496	0,988575399	0,979034901	0,974230647	0,97070384	0,98644346
Naved Khan	0,998276472	0,97510463	0,984826326	0,977415442	0,976306856	0,983292401	0,979770303	0,968914747	0,977541208	0,966411889
Stephen Ju	0,997352242	0,979704976	0,977353454	0,983781874	0,971304059	0,971849263	0,980508983	0,977327228	0,979612708	0,986102819
Bernie McTernan	0,956310272	0,941243112	0,94319135	0,997235239	0,868487239	0,903784931	0,949436784	0,971768141	0,94910568	0,942869544
Deepak Mathivanan	0,991979361	0,9468925	0,980100811	0,955580175	0,930712223	0,980594158	0,952542484	0,955124259	0,97287786	0,977960289
Mario Lu	0,962746084	0,946015477	0,949475646	0,947615206	0,960721731	0,968580008	0,976907909	0,977533698	0,9635306	0,960727096
Jed Kelly	0,995707989	0,963340759	0,990816474	0,996650875	0,966136456	0,993227482	0,994723439	0,96837306	0,96257937	0,990085185
Brian Nowak	0,989760041	0,976302445	0,991306007	0,993360877	0,969441354	0,983607888	0,98957783	0,980514109	0,977570176	0,987517893
Brian Fitzgerald	0,983826578	0,964423537	0,97094667	0,953332305	0,948787034	0,9573825	0,930110335	0,977069259	0,941257596	0,954414845
Doug Anmuth	0,953678489	0,938568234	0,943477273	0,948052168	0,980595171	0,968989909	0,982733905	0,982118368	0,98697263	0,976091266
Lloyd Walmsley	0,967581511	0,946371913	0,916270375	0,957924962	0,948005199	0,925946712	0,973340392	0,961554766	0,980900884	0,955329061
Andrew Boone	0,994721234	0,986934185	0,985624313	0,99825269	0,984195948	0,985661745	0,995349884	0,982360005	0,987945318	0,984339118
Mark Mahaney	0,950995445	0,956618249	0,956157327	0,960011899	0,961525917	0,971814036	0,984248757	0,989525616	0,983536184	0,985123277
Kevin Kopelman	0,984812915	0,972604632	0,971656561	0,9891361	0,985240698	0,980430603	0,989458501	0,981919825	0,975753427	0,978154063

(fuzzy matching of turn embeddings)

Mark Mahaney (analyst; Evercore ISI) – ABNB Q4 2021

Okay. Thanks. I just wanted to clarify something on marketing. It does sound like you've run a few campaigns towards hosts and towards I think you called them shaggy strangers that you were pretty happy about. So, do you want to lean more into marketing when you talked about expenses leveraging or not -- leveraging or not leveraging in 22, should we expect sales and marketing to show some deleverage as you kind of lean more into those marketing plans? And then, could you also talk a little bit more about ADRs? And I forget what the impact of the longer-term stays, what impact that has had on ADR? So, forget, you know, about the urban, forget about the pricing, just that impact itself of longer-term stays. Is that, that accretive or dilutive to ADRs, what kind of impact does that have? Thank you.

Annotations include: discourse regulator, preface, question | yes/no | yes prefacing, request of opinion | practical opinion, request of confirmation | of inference, request of elaboration, request of explanation | explanation of effect | non-future, varia.

(custom-made layers in INCEpTION annotation tool)

A qualitative example

official

Motley Fool

YT subtitles

Word

Bloomberg

- PROPOSED -

Okay. Thanks. Just wanted to clarify something on marketing. It does sound like you've run a few campaigns towards Hosts and towards I think you called them shaggy strangers that you were pretty happy about. So, do you want to lean more into marketing? When you talked about expenses, leveraging or not leveraging, in 2022, should we expect sales and marketing to show some deleverage as you kind of lean more into those marketing plans? And then, could you also talk a little bit more about ADRs? And I forget, the impact of the longer term stays, what impact that's had on ADRs? So, forget about the urban, forget about the pricing, just that impact itself of longer term stays, is that accretive or dilutive to ADRs? What kind of impact does that have? Thank you.

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okay thanks um just wanted to clarify something on marketing it does sound like you've run a few campaigns towards hosts and towards i think you call them uh shaggy strangers that you were pretty um happy about so do you want to lean more into marketing when you talk about expenses lever leveraging or not leveraging or not leveraging in 22 should we expect sales and marketing to show you know some d leverage as you uh kind of lean more into those marketing plans and then could you also talk a little bit more about adrs and i forget what the impact of the longer term stays what impact that's had on adr so forget about the you know the urban uh forget about the you know the pricing just that that impact itself of longer term states is that is that accretive or dilutive to adrs what kind of impact does that have thank you

Just wanted to clarify something on marketing. It does sound like you've run a few campaigns towards hosts and towards I think you called them shaggy strangers that you were pretty happy about. So do you want to lean more into marketing when you talked about expenses leveraging or not leveraging in 22, should we expect sales and marketing to show? You know, some deleverage as you kind of lean more into those marketing plans. And then could you also talk a little bit more about Adrs and I forget what the impact of the longer term stays, what impact that's had on ADR? So forget about the, you know, the urban forget about the the the pricing, just that that impact itself of the longer term. Is is that. Is that accretive or dilutive to Adrs? What kind of impact does that have?

Okay. Thanks. Just wanted to clarify something on marketing. It does sound like you've run a few campaigns towards hosts and towards, I think you call them, shaggy strangers that you were pretty happy about. So do you want to lean more into marketing when you talked about expenses, leveraging or not leveraging in '22, should we expect sales and marketing to show some de-leverage, as you kind of lean more into those marketing plans? And then could you also talk a little bit more about ADRs, and I forget what the impact of the longer-term stays, what impact that's had on ADR? So forget about the urban, forget about the pricing, just that impact itself of longer-term, stays is that accretive or dilutive to ADRs? What kind of impact does that have? Thank you.

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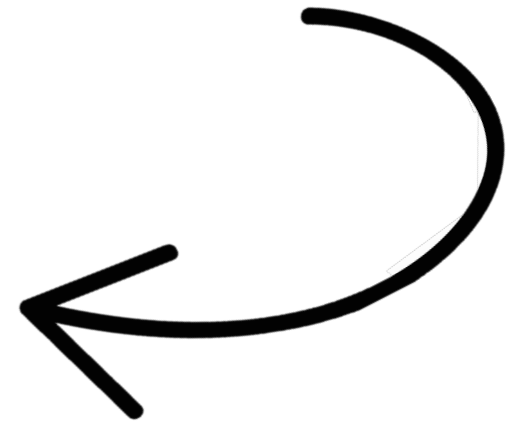
Conclusion: what's the best transcription?

None and all of them...

- What do we need to focus on?
- What are the features we are interested into?
- What are the desired outcomes?
- How much time are we willing to spend on this task?

this helps us determine what the **ground truth** (i.e., the “base transcription” on which to build further) could be for our needs...

...but also the **additional features/characteristics/aspects** that we might want to extract from alternative transcriptions available and merge to the **ground truth**!



The evaluation of a transcription closely relates to the analytical purposes one has for it!

Thank you for your attention



Questions?
Comments?



Let's discuss!

