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Fractical analysis of frequency requests for currency as a indicator of information activity of socio-economic agents of the market

The article discloses the content of the “information activity” category, characterizes the value of search engine statistics, and conducts a correlation analysis of the relationship between the exchange rate and their online query frequency as an indicator of the information activity of socio-economic market agents. The expediency of studying the influence of the series of frequency of requests on the dynamics of macroeconomic instruments in the short term and taking into account their trends in managerial decisions is proved. A fractal analysis of the series of query frequencies of the “exchange rate”, “dollar”, “euro” has been carried out. According to Hurst’s indicator, it is determined that in such series of request frequencies as “exchange rate” and “dollar” there is a trend, while the series of request frequency “euro” is characterized by significant volatility. The prospect of the study is the substantiation of the semantic core of the requests of socio-economic market agents. In modern conditions of making managerial decisions, it is necessary to take into account the factors of influence on the objects of research that are formed in the online environment. In addition, the frequency of online queries based on the results of the correlation analysis really acts as a factor floating on the exchange rate, the relationship between the indicators exists in the short-term periods (month); there is a trend in the frequency of online queries, in particular, common phrases such as “exchange rates” and popular currencies “dollar”. In addition, the value of the Hurst indicator can be used as the level of probability of the tendency to persist. The prospect of the study is to conduct a semantic analysis of economically significant tools to determine the semantic core of the requests of socio-economic market agents.