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Availability Bias
Which are deadlier:
sharks or horses?
(availability heuristic)

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AVAILABILITY BIAS |
FRANKLIN
TEMPLETON

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behavioural finance
not only analyses the
investor behaviour
(investment pattern),
it also aims on the
psychological

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variations of the investors which lay outcome for their decisions with respect to their investments. The concept of behavioural finance can be understood from the underlying theories which built the foundation and intervention for the discipline.

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Behavioural Finance:
Heuristics in

Investment Decisions

Unfortunately, basing financial decisions on our emotional state rather than on a fuller understanding and appreciation of the likely outcomes could potentially lead to unfavourable results when it comes to our

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Finance - Long term financial security.

Heuristics In

Investment

Decisions -

The influence the Affect Heuristic

Studies found that

investors are

influenced by the

moods, sentiments

and also the heuristic

judgement. These are

cognitive biases that

human possess. Join

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us on our nudgeplus talk #4, to discuss about the cognitive biases in investment which may impact the returns of your investment and how to avoid it.

Behavioural Finance:
Understanding the
Cognitive Bias in ...
Heuristics are
methods for solving

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problems in a quick way that delivers a result that is sufficient enough to be useful given time constraints. Investors and financial professionals use a...

Heuristics Definition & Example

Heuristics are a subfield of cognitive psychology and

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Finance: Behavioural science.

They are shortcuts to simplify the assessment of

probabilities in a decision making process. Initially they dealt with cognitive biases in decision making, and then encompassed emotional factors.

The primary concern of the research was to

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Understand and reduce the deviations from rational choice models.

Decisions

Behavioural finance:
what are heuristics?

This study aims to examine the impact of behavioural finance on investment decision.
The result shows

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(PDF) The Impact of Behavioural Finance Heuristics in Investment ...

Heuristics are a subfield of cognitive psychology and behavioural science. They are shortcuts to simplify the assessment of probabilities in a decision making process. Initially they dealt with cognitive

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biases in decision making, and then encompassed emotional factors.

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Behavioural finance: what are heuristics? Representativeness heuristics also cause us to see patterns in truly random sequences of data, or we might think that future patterns will

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resemble past ones. This behavior often occurs in finance when investors analyze charts of companies' stock prices. Investors try to find patterns or trends from which they can then benefit.

Representativeness
heuristic - Breaking

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Down Finance

Behavioral finance, first developed in the late 1970s,

demonstrates the pitfalls of economic theory that result from the assumption of rationality

“ Irrational ” human behavior can be categorized and modeled By learning about how these

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behaviors impact

investors, financial

professionals can

help their clients

mitigate and prevent

errors

Behavioral Finance:

Understanding How

Biases Impact

Decisions

Heuristics and biases

related to financial

investments,

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Financial behaviour stemming from familiarity, Investing in your employer or brands you know, Financial behaviour stemming from representativeness, Overconfidence and excessive trading

Heuristics and biases related to financial investments

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Behavioral finance is the study of the influence of psychology on the behavior of investors or financial analysts. It also includes the subsequent effects on the markets. It focuses on the fact that investors are not always rational, have limits to their self-control, and are

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influenced by their
own biases.

Heuristics In

Investment

Overview, Examples
and Guide

There are
disagreements
regarding heuristics
with respect to bias
and rationality. In the
fast and frugal view,
the application of
heuristics (e.g. the

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recognition heuristic) is an “ecologically rational” strategy that makes best use of the limited information available to individuals (Goldstein & Gigerenzer, 2002).

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Behavioural Finance:

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The Availability
Heuristic Effect.
Behavioural Finance.
Author: Adam

Sideserf. 24

November, 2015. Put simply, a heuristic is a term for a mental shortcut that helps us make judgments and choices. Without such shortcuts we could well end up spending an inordinate amount

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of time weighing up and analysing each decision we make, leaving us little time to act upon our choices.

Behavioural Finance:
The Availability
Heuristic Effect
Pioneering
behavioural finance
researchers
Kahneman and

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Tversky (K&T)

describe availability as the impulse to "assess the frequency of a class or the probability of an event by the ease with which instances or occurrences can be brought to mind." 1

For example, which of the following causes more fatalities in the United States

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Heuristics In
Behavioural Finance:
Investment
The Three A's -
Availability ...

Behavioural Finance:
Heuristics in
Investment Decisions
TEJAS Thiagarajar
College Journal ISSN
(Online):2456-4044
June 2016, Vol 1(2),
PP 35-44 Behavioural
Finance: Heuristics in

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Investment Decisions

Dr R Venkatapathy*1,
A Hanis Sultana*2

*1 Maulana Azad –

Junior Research

Fellow, Bharathiar

School of

[EPUB] Behavioural
Finance Heuristics In
Investment Decisions
Behavioural Finance:
Rules of Thumb and
Representativeness.

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16 July 2014. The discipline of investing has many “ rules of thumb ” that often lead investors astray.

Representativeness can be defined as,

“ What are the odds that A belongs to category B? ” .

Knowledge Centre.

SEI Investment

Management Unit

Investment

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management,
research and
reporting. •The
discipline of investing
has many “ rules of
thumb ” that often
lead investors astray.

Behavioural Finance:
Rules of Thumb and
Representativeness ...
Behavioral finance is
a branch of finance
that studies how the

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behavior of participants in the financial market and influenced by psychological factors and the resulting influence on decisions made while buying or selling the market, thus affecting the prices.

HEURISTIC AND
BIASES RELATED TO

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FINANCIAL

INVESTMENT AND ...

The overall empirical results provided evidence of a positive impact between behavioural finance and investment decision, supporting previous research and contributing to generalization.

The Impact of

Page 35/37

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Finance
Behavioural Finance
on Investment
Decision ...

The key

concepts/ideas in

Behavioural Finance
that go some way to
explaining how and
why we make poor
decisions are the use
of heuristic
techniques, biases
and context.

Heuristics On a daily

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Finance we use
heuristics techniques
in decision making, it
is a way we process
information.

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