



THE UNIVERSITY *of* EDINBURGH

Edinburgh Research Explorer

Integrating psychology and big data for emotionally smarter investment

Citation for published version:

Pagliari, C 2015, *Integrating psychology and big data for emotionally smarter investment*. LinkedIn Publishing. <<https://www.linkedin.com/pulse/integrating-psychology-big-data-emotionally-smarter-claudia-pagliari>>

Link:

[Link to publication record in Edinburgh Research Explorer](#)

Document Version:

Publisher's PDF, also known as Version of record

General rights

Copyright for the publications made accessible via the Edinburgh Research Explorer is retained by the author(s) and / or other copyright owners and it is a condition of accessing these publications that users recognise and abide by the legal requirements associated with these rights.

Take down policy

The University of Edinburgh has made every reasonable effort to ensure that Edinburgh Research Explorer content complies with UK legislation. If you believe that the public display of this file breaches copyright please contact openaccess@ed.ac.uk providing details, and we will remove access to the work immediately and investigate your claim.





Integrating psychology and big data for emotionally smarter investment

[Edit article](#)

Published on March 18, 2015



Claudia Pagliari
Programme Director, MSc in Global eHealth at The Uni...



11



1



0



The use of psychological theories to understand and predict financial markets isn't new, but sophisticated techniques are evolving that integrate computational and social intelligence to help engineer-out emotionality from human trades and engineer it in to automated ones. This BBC article describes a current breed of IT companies plying their trade in behavioural finance and the ways in which intelligent systems are helping to augment human decision making, through highlighting cognitive and affective biases, whilst enabling algorithm-driven systems to cope with volatile and atypical market conditions, where speculation based on fuzzy predictors akin to hunches and hope might be more useful. Through co-learning between software and humans, underpinned by big data, a 'social machine for finance' is arguably emerging.* Whether it helps to improve market ethics, as the article speculates, is an open question.

Article: The tech helping investors ignore their emotions by Daniel Thomas

<http://www.bbc.co.uk/news/business-31913220>

*See <http://sociam.org>



Tagged in: [psychology](#), [decision making](#), [big data](#)



Claudia Pagliari
Programme Director, MSc in Global eHealth at The University of Edinburgh
[9 articles](#)



Leave your thoughts here...



Morna Atkinson

M.D. of EEE

... 2y

Big data - ever since Motorola developed 6sigma for process control, business has used it as one way to control their production variables to eliminate waste.

Data mining and the human race - well it might give true health indications for some populations to healthcare professionals, but the underlying social issues wrt stats gathered without human interaction needs inves... See more

Like Reply

Don't miss more articles by Claudia Pagliari



Fun and Fallacy in Consumer Genetics Marketing

Claudia Pagliari on LinkedIn



Politicians and the Privacy-Transparency Paradox

Claudia Pagliari on LinkedIn



Technology, politics and power - Russia plans new mobile OS

Claudia Pagliari on LinkedIn

Looking for more of the latest headlines on LinkedIn?

[Discover more stories](#)