



www.xdele.org



The Open University
Business School

A learning design to support the emotion regulation of investors

Sensors, games and online feedback



www.xdele.org

A profile of the target audience



- Trading with own money
- Trading frequently using an online platform
- Working on own from home or using a day-trading centre
- Often keenly aware of the impact of their emotions on their trading
- A self-motivated self-guided learner



Typical approaches to learning among the target audience



- Self teaching (books, articles, online materials etc)
- Experiential learning
 - Most often mentioned, especially the impact of losing money
 - People often learn the wrong lessons
- Social learning (family, friends, mentors, online forums, clubs)
 - Many though feel very isolated
- Seminars, conferences and workshops
 - Often more important for networking and social support than knowledge transmission
- **Key challenge: scalable learning approaches which integrate well with existing approaches to learning**

Prof. Mark Fenton-O'Creevy, SEBI-OECD International Conference on Investor Education, February 3-4, 2012, Goa

3




Learning objectives



- Level 1: Understand emotion driven biases, the role of emotion in trading biases and emotion regulation strategies and how they relate to investor trading
- Level 2: Improved awareness of own profile in relation to emotion driven biases, habitual emotion regulation strategies; and propensity to defensive emotion regulation
- Level 3: Develop skills in recognising and avoiding emotion driven biases and in effective emotion regulation in a learning environment
- Level 4: Supported transfer of skills from learning environment into practice context

Prof. Mark Fenton-O'Creevy, SEBI-OECD International Conference on Investor Education, February 3-4, 2012, Goa

4




xDELIA Survey2


This questionnaire is divided into two parts. The first should take no more than 5 minutes to complete and you may then choose to finish. If you are willing to continue and answer some further questions the second section should take no more than 10 minutes.

0% 100%

You and your emotions

2:
We would like to ask you some questions about your emotional life, in particular, how you control (that is, regulate and manage) your emotions when you are trading and making investment decisions. The questions below





You scored
LOW
on reappraisal

(such as joy or amusement) I change what I'm thinking about.

I keep my emotions to myself.

When I want to feel less negative emotion.

Prof. Mark Fenton-O'Creedy, SEBI-OECD International Conference on Investor Education, February 3-4, 2012, Goa

5



Learning to regulate physiological arousal






Prof. Mark Fenton-O'Creedy, SEBI-OECD International Conference on Investor Education, February 3-4, 2012, Goa

6



Arousal regulation in a more financial game



Prof. Mark Fenton-O'Creedy, SEBI-OECD International Conference on Investor Education, February 3-4, 2012, Goa

7



Learning about the disposition effect



Prof. Mark Fenton-O'Creedy, SEBI-OECD International Conference on Investor Education, February 3-4, 2012, Goa

8



Mindfulness

- Mindfulness training underpins and supports the game based emotion regulation training
- Exercises drawn from Pranayama and similar traditions
- Increased support for effectiveness in neuroscience studies
- Developing phone based apps to support mindfulness practice



Overview of the learning journey

