The purpose of our study is to determine whether decision making in a simple decision task can predict performance in a complex financial decision making task like the Iowa Electronic Market.

The IEM is a prediction market. Used to predict future outcomes of political events or box office sales for a movie, based on business and economic factors. (3)(4)

Operated by the University of Iowa, Tippie College of Business faculty. Used as a teaching and research mechanism, mainly for MBA students. (3)(4)

Uses real money and small scale markets where payoffs are determined by the outcomes of the political event or actual box office sales. (3)(4)

Participants will be asked to gamble (or not to gamble) on the outcome of a an automated coin flip. Coin flip will be presented on a computer using E-Prime.

Physiological responses including HR, HRV, pupil dilation, respiration rate, and EDA, will be measured.

Participants will include those who are also involved in the Iowa Electronic Market (IEM).

After 2 practice tests, participants will perform 20 trials of the task.

Participants will complete a numeracy questionnaire.

Participants will complete an investor preferences questionnaire.

Physiological data: red line is HR/HRV data. Blue line is SCR. Green line is respiration. We expect physiological data will correlate with decision making and outcomes (win/loss).

Sample stimuli: participants choose to gamble or not gamble on every trial. Outcome is a random 50/50 chance of winning/losing.

Hypothoses

Decision making and physiological reactions during the coin flip study will be better at predicting decision making in the IEM than typical questionnaires.

References


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