

Behavioural Finance, Music and Emotion: a stock market that thinks it's an opera



ALEXIS KIRKE

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4pm Wednesday 16th October

Ben Pimlott Lecture Theatre,
Ben Pimlott Building,
Goldsmiths College, New Cross,
London.

All Welcome

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Open Outcry is a 'reality opera', originated by Alexis Kirke, and co-created with Greg. B. Davies, Head of Behavioural and Quantitative Investment Philosophy at Barclays. Behavioural finance proposes psychology-based theories to explain stock market anomalies. Within behavioural finance, it is assumed that the information structure and the characteristics of market participants systematically influence individuals' investment decisions as well as market outcomes. Before the premiere of the "opera" - at Mansion House, City

of London - singers were asked to complete an analytical behavioural finance questionnaire to determine their emotional approach to investment. In the performance, the opera singers traded for real money in real time using an artificial stock market trading floor. The emotional arc of the performance was defined by the jubilation, fear and greed of the 12 classical singers as they used trading melodies to interact with each other and do deals.

Alexis Kirke is a Permanent Research Fellow in Computer Music at the Interdisciplinary Centre for Computer Music Research at Plymouth University, UK. His areas of research currently focus on novel computation and composition. Recent invited talks include the Royal Institution of Great Britain and BBC R&D. He is co-editor of Springer's Guide to Computing for Expressive Music Performance, one of the first books on the topic, and the originator of the 4.5 year project Brain-Computer Interface for Monitoring and Inducing Affective States, funded by EPSRC.