



## – Institute's Colloquium –

**Prof. Dr. Uwe Schimank/Lydia Welbers**  
**Universität Bremen**

### **Small investors on the financial market: Coping with hypercomplexity**

An interesting application of general ideas about decision-making are decisions of small investors on the financial market. What are the dimensions of complexity which small investors are confronted with, and how do they try to cope with the "hypercomplexity" of financial market decisions? After a general theoretical clarification of relevant concepts (decision-making, complexity, rationality) we will focus on the time dimension of decision-making with regard to the three problems of scarcity of time, uncertainty of the future, and extension of the future horizon. We will apply this theoretical framework to empirical case studies of investment clubs which have to reach collective decisions about their joint investments.

**on Wednesday, 26<sup>th</sup> October 2016**

**4-6 p.m.**

**Institute of Ethnology**

**Stadtstraße 21, Raum STU 105 (2.10)**

**Everybody is welcome!**