

Closing the gap between private and professional traders with Eye Tracking technology

The focus of the master thesis is on Eye-Tracking and how this technology can benefit traders in their decision making process. The theory we base our framework on is Information Foraging theory. How to find the most valuable information available based on your chosen strategy, seem to fit just right with the use of Eye-Tracking.

We are planning to create a scenario with the use of a trading platform where respondents will gather relevant information so they are able to make a decision. This information gathering will be recorded using Eye-Tracking, and will later on be compared with the knowledge-sharing process/information gathering strategy carried out by professional traders.

We have the theoretical foundation for our project and we're currently designing our data collection method.

This master thesis is based on the hypothesis that professional traders have greater insight of how to collect valuable information efficient in their decision making compared to private traders.

Your potential benefits of this master thesis

1. An analysis of the differences between professional and private traders information gathering behavior.
 - a. An increased insight of both private and professional traders demands.
 - b. An increased knowledge of the behavior on the platform.
 - c. An insight into the alignment of behavior and demands for both trading profiles.
2. Presentation of findings and recommendations of potential beneficial changes.

We're certainly looking forward to hear your thoughts and our possibilities for making interviews and gain insight into the purpose of your trading platform.

We are aware of the fact that our study includes sensitive information to the bank and information will be anonymized and can be sealed by a co-beneficial confidentiality agreement.

Best regards

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