Contribution ID: **105**   Type: **Pre-data Poster**

Mr. Áron Bédi

Wednesday, 11 September 2024 12:30 (20 minutes)

The poster will present the structure of my dissertation, my current secondary, and ongoing primary research. In my dissertation, which is about the cryptocurrency market, I am primarily looking for answers to the question of what personality traits cryptocurrency investors have, who are the ones who are successful in the long run, which investors are risk takers and risk averse based on their personality traits.

I highlight the main literature sources for secondary research on investor behaviour, motivation, and investment biases. I also discuss the macro-environmental factors that affect investing, such as the stock market, the bull and bear market, FOMO, and FUD.

I use quantitative and qualitative methods in my primary research.
The ongoing quantitative research examines the representation and perception of Bitcoin with the help of the Big Five personality model. In the questionnaire, I collect information on the demographic data of the respondents, the perception and representation of Bitcoin and other cryptocurrencies (e.g. how positive, neutral or negative Bitcoin is). I also ask the respondents how familiar they are with other cryptocurrencies, to what extent his/her investment is influenced by the opinion of others, whether he/she plans to invest in Bitcoin in the future. The last part of the questionnaire looks at personality traits of the used model, investigating two factors, openness on new experiences and neuroticism.
For the qualitative study, I plan to conduct in-depth expert interviews with known investors and influencers to investigate the characteristics of successful investor behaviour.

Are you currently an Early Career Researcher?

Yes, I am still a student or have not yet received my Ph.D.

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