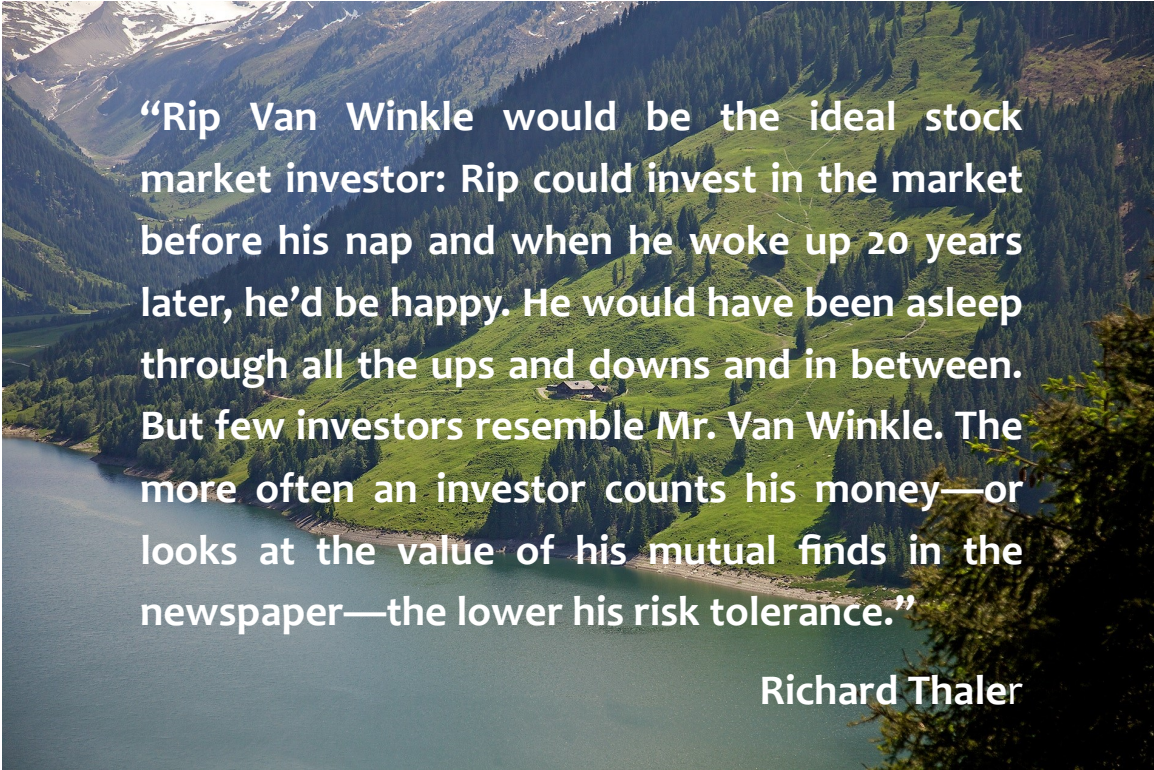


## Thaler on Evidence-Based Investing



“Rip Van Winkle would be the ideal stock market investor: Rip could invest in the market before his nap and when he woke up 20 years later, he’d be happy. He would have been asleep through all the ups and downs and in between. But few investors resemble Mr. Van Winkle. The more often an investor counts his money—or looks at the value of his mutual funds in the newspaper—the lower his risk tolerance.”

Richard Thaler

Quote source: <https://www.azquotes.com/quote/1259445>. Image source: <https://images.unsplash.com/photo-1437747941115-61870b18ede5?ixlib=rb-0.3.5>

**Richard H. Thaler** is an economist best known for his pioneering work in the field of behavioral economics. He is the Charles R. Walgreen Distinguished Service Professor of Behavioral Science and Economics at the University of Chicago Booth School of Business. Thaler has authored many books and journal articles about the influence of psychological factors on investing.<sup>1</sup> In 2017, he was awarded the Nobel Memorial Prize for his contributions to the field, most notably the psychology of decision making, which forms a bridge between economics and psychology. He posits that factors such as limited rationality, social preferences, and lack of self-control influence economic decisions.<sup>2</sup>

1. Retrieved from <https://www.chicagobooth.edu/faculty/directory/t/richard-h-thaler>

2. Retrieved from [https://www.nobelprize.org/nobel\\_prizes/economic-sciences/laureates/2017/press.html](https://www.nobelprize.org/nobel_prizes/economic-sciences/laureates/2017/press.html)

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