

USRI Research Output - **A Psychological Profile of the Digitized Economy: Who Buys Cryptocurrencies, NFTs, and Meme-Stocks (and Why)?**

While the study has yet to be disseminated and completed, for the bulk of the summer I have been working alongside Dr. John Sakaluk in order to gain early insight into the psychological habits and profiles of cryptocurrency investors.

The importance of the study is based on the expanding interest, influence, and financial saturation in digitized economy. Already, we have witnessed billions of dollars in losses and wins at the blink of an eye, encouragement to invest from well-known celebrities and politicians, and high anxiety from the newness, power consumption, and potential outcomes of this nuanced system. Stemming from the lack of solid evidence in this emerging field, we are hoping to gain more insight on the early players and variation within the digitized economy. Similarly, we hope to identify specific "types" of investors, and analyze patterns of similarities and differences, as well as personality and individual difference measures.

Unfortunately as mentioned, no research has been conducted yet, thus no conclusions or outcomes can be discussed. After data collection and analysis, it is hopeful that the results can help influence policy making, a better understanding of current investment/spending behaviours and a clearer picture of the nuanced digital economy.