

Infolettre - Newsletter



CHAIRE FINTECH

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GAMIFICATION AND SOCIAL MEDIA TRADING EDITION

This edition presents a selection of news and reports related to gamification in financial services and the impact in trading, financial industry and regulations. News are sorted by date to show trends in the industry.

How Gamification Can Help You Meet Your 2021 Financial Goals – Forbes Advisor

Sur *Forbes* le 16 avr. 2021

Depending on your goals, there are platforms for gamifying everything from financial literacy to building a honeymoon fund or paying off student loans... [Lire la suite](#)



Retail investor base doubles in Europe as U.S. "meme" stock mania spreads - Euronext

Par Stock Markets sur *Investing.com* le 11 juin 2021

By Saikat Chatterjee LONDON (Reuters) - The number of retail investors in Europe has doubled since the start of last year as stay-at-home rules and high savings rates during the pandemic triggered a surge in stock investing by non-professionals, according to data from Euronext. The trend is still less prevalent in Europe than in the United States... [Lire la suite](#)



Dutch Regulator Warns against Retail Crypto Investments

Par Arnab Shome sur [Financemagnates.com](#) le 11 août 2021

The Dutch financial market supervisor, locally known as Autoriteit Financiële Markten (AFM), issued a fresh warning on Wednesday against investing in cryptocurrencies by retail investors. "The AFM advises against putting money in cryptos that are needed in the short or longer term," the Dutch regulator stated (translated from Dutch). It is one of the many warnings the AFM has issued against crypto... [Lire la suite](#)



SEC's Gensler on the gamification of investing

Sur [Cnbc.com](#) le 15 sept. 2021

SEC Chair Gary Gensler joins "Squawk on the Street" to explain his position on the meme stock trend and retail investing.

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Investors warned over social media "pump and dump" tactics

Par Cameron Micallef sur [Finder.com.au](#) le 24 sept. 2021

Taking stock tips from influencers? Here's why that can be dangerous. With the rise of influencers, meme stocks and the retail investor, ASIC has issued a stern warning to companies, brokers and traders about their use of social media following a spike in so-called "pump and dump" strategies. "Pump and dump" activity occurs when a person buys shares in a company and starts an organised program... [Lire la suite](#)



Prepared Remarks at SEC Speaks

Sur [Sec.gov](#) le 11 oct. 2021

Today, digital platforms, including finance platforms, have new capabilities to tailor products to individual investors, using digital engagement practices (DEPs). These modern features go beyond game-like elements, or what is sometimes called "gamification." They encompass the underlying predictive data analytics, as well as a variety of differential marketing practices, pricing, and behavioral prompts.

While these developments can increase access and choice, they also raise important public policy considerations, including: conflicts of interest, bias, and systemic risks...

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ESMA addresses investment recommendations made on social media platforms

Sur [Esma.europa.eu](https://esma.europa.eu) le 27 oct. 2021

Market Integrity MiFID - Investor Protection The European Securities and Markets Authority (ESMA), the EU's securities markets regulator, issued today a Public Statement on investment recommendations made on social media. ESMA makes clear what investment recommendations are, how to post them on social media platforms and what the consequences of possible breaches of the EU Market Abuse Regulation... [Lire la suite](#)



Nasdaq launches retail trading activity tracker

Sur [Finextra.com](https://finextra.com) le 11 nov. 2021

Source: Nasdaq Nasdaq (Nasdaq: NDAQ) today announced the launch of the Retail Trading Activity Tracker, a new dataset that provides reliable information into the trading activity of self-directed retail investors in the U.S. equity market. The Retail Trading Activity Tracker tracks stocks and exchange traded funds (ETFs) traded by individuals as well as buy/sell ratios per ticker on a daily basis.... [Lire la suite](#)



SEC Staff Release GameStop Report

Sur [Sec.gov](https://sec.gov) le 29 nov. 2021

The Securities and Exchange Commission published a staff report on Equity and Options Market Structure Conditions in Early 2021, which focuses on the January 2021 trading activity of GameStop Corp (GME), the most famous of the "meme stocks." Because the meme stock episode raised several questions about market structure, the staff report also provides an overview of the equity and options market... [Lire la suite](#)



How Meme Stocks Impact Options Trading

Sur [Cboe.com](https://cboe.com) le 15 déc. 2021

Equities trading activity among retail investors has increased significantly in the past two years, primarily due to the introduction of zero commission trading and the debut of innovative new retail trading platforms. Cboe's Equities Execution Consulting team examined this trend, along with the retail meme stock trading phenomenon, with a series of analyses including, A Deep Dive into US Equities... [Lire la suite](#)



The Rise of the Retail Investor and the Impact of Shareholder Activism

Sur [Jdsupra.com](#) le 19 déc. 2021

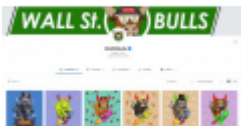
Earlier this year, we saw the rise of shareholder activism in the Reddit v. Goliath story on Wall Street. Let's take a look back at this story. What is GameStop and why was everyone so fixated on it? The GameStop situation involved a convergence of a variety of issues from a technological perspective, a financial markets perspective, and shareholder activism perspective that for many seemed new.... [Lire la suite](#)



Retail Trading Volumes On AAX Surge By 140% For The Final Three Months Of 2021

Par John Kiguru sur [Crypto-news-flash.com](#) le 5 janv. 2022

Launched in 2019, AAX (Atom Assets Exchange) has quickly positioned itself as one of the fastest-growing crypto exchanges globally. With over 2 million crypto investors across 100+ countries, the AAX exchange has successfully bridged traditional finance and crypto markets without alienating retail investors. The platform's commitment to its core values of making crypto accessible for all has played a... [Lire la suite](#)



An NFT collection of 10,000 Wall Street bulls sold out in 32 minutes, and soon risk-hungry collectors can double down or lose it all through a new gamification feature

Sur [Markets.businessinsider.com](#) le 9 janv. 2022

An NFT collection of 10,000 Wall Street bulls sold out in 32 minutes when it was launched in October. The collection has become a way for investors to mint their membership in a retail-trading community. Now, the collection's creators are adding a way for retail traders to add an extra layer of risk to their NFTs. Oil painter Cam Rackam watched in awe as his collection of 10,000 Wall Street bull... [Lire la suite](#)



A year after GameStop, Wall Street is still scared of the power of retail traders - and is tracking them closely

Sur [Markets.businessinsider.com](#) le 16 janv. 2022

Wall Street is still wary of the power of retail traders a year after the GameStop frenzy. Investors are following Twitter and Reddit sentiment in an effort to stay ahead of the curve. Trading desks inside top banks such as UBS are also keeping tabs on retail investors' activities. Almost a year ago, traders up and down Wall Street couldn't believe what they were seeing. The prices of seemingly... [Lire la suite](#)





Day Traders as ‘Dumb Money’? The Pros Are Now Paying Attention

Par Caitlin McCabe sur [Wsj.com](#) le 16 janv. 2022

Last year, amateur investors took financial markets by storm. This year, Wall Street professionals are watching them closely. Fund managers who might have once derided small-time day traders as “dumb money” are scouring social-media posts for clues about where the herd might veer next. Some 85% of hedge funds and 42% of asset managers are now tracking retail-trading message boards, according to a...

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