

# PERSPECTIVES

An excerpt from "Perspectives" - Volume 4 - Issue 10

## Behavioral finance

### Our natural human addiction to prediction

By Stan Clark - Senior Investment Advisor

**"What's going to happen with house prices?" "How about oil and the stock market?" "Is a Canadian team ever going to win the Stanley Cup again?" We hear such questions all the time. There's no way people can know the answers – but that doesn't stop them from coming up with predictions.**

Humans are driven to try to predict the future. The drive is so strong that researchers have called it a *prediction addiction*. Brain research has actually identified a region of the brain, and a specific chemical – dopamine – that practically forces us to forecast.

Throughout history, we've used dozens of predicting methods, such as tarot cards, tea leaves, and crystal balls. Since the beginning of time people have sought out fortune-tellers, psychics and seers. Unfortunately, most prophets are false prophets.

Truth is, although we're strongly attracted to forecasting, we're just not very good at it. As the eminent philosopher and baseball player Yogi Berra once said: "It's tough to make predictions, especially about the future."

Some bold forecasts from the past bear this out:

"A severe depression like that of 1920-1921 is outside the range of probability." That's what the Harvard Economic Society wrote on November 16, 1929 – just before the start of the Great Depression. How about: "It will be years, not in my time, before a woman becomes prime minister." Margaret Thatcher said that on October 26, 1969. Or this more recent one: "There's no chance that the iPhone is going to get any significant market share." That was Steve Ballmer in *USA Today*, April 30, 2007.

Forecasting company earnings is just as bad. Earnings are the key bottom-line number that investment analysts try to predict. In a study covering more than 94,000 estimates over 24 years, earnings estimates were off, on average, by an amazing 44 percent! That's a *huge* error for something so important. But, even though their ability to forecast is so poor, analysts still fool themselves and others into thinking they're good. Perhaps their real skill is getting us to remember the rights – and to forget the dead wrongs.

We're attracted to forecasting because we're wired to do it. And, because our brains fool us into thinking we're better at it than we really are. Behavioral finance has uncovered many biases that keep us trying to divine the future – including hindsight bias, optimism, filtering, and confirmation bias.

Economic forecasting is especially difficult, for three reasons:

First, there are thousands of factors involved. The human mind just isn't wired to take that many factors into account. Studies show we can hold maybe six or seven facts in our mind at any one time.

Second, many of the factors, such as creativity and the emotional reaction of crowds, are simply unpredictable. You know things are going to change, but it's super hard to figure out the details.

Third, there's an element of circularity involved: People adjust their actions based on the forecasts themselves. An example of this was the Y2K hype in 1999. Predictions of planes falling from the sky and computer systems crashing turned into non-events. This is because people took actions that prevented the predictions from coming true! I keep a copy of the book *The Complete Y2K Home Preparation Guide* right beside my crystal ball to remind me of this.

The problem with predicting is that we bet too heavily on what we think are the likely outcomes. And, we over-pay for things based on highly suspect forecasts. Besides, forecasting takes time, and this diverts us from focusing on things that are truly productive.

Summing up: Looking for economic or stock market prophets is not the best way to make profits.



Stan Clark is First Vice-President, Portfolio Manager and Senior Investment Advisor for the Stan Clark Financial Team at CIBC Wood Gundy. Stan has direct responsibility for the team and oversees all areas of financial planning, investment selection and investment management.

*To learn more about CIBC Wood Gundy, The Stan Clark Financial Team and the many ways we can help manage your wealth, please contact us by phone or by email as listed below.*



**The Stan Clark Financial Team**  
Where planning, investing and behavioral finance meet

Phone: (604) 641-4361 Toll free: 1 (800) 661-9442 Fax: (604) 608-5211 Email: [StanClarkFinancialTeam@cibc.ca](mailto:StanClarkFinancialTeam@cibc.ca) [www.stanclark.ca](http://www.stanclark.ca)

Stan Clark is an Investment Advisor with CIBC Wood Gundy in Vancouver, BC. The views of Stan Clark do not necessarily reflect those of CIBC World Markets Inc. This information, including any opinion, is based on various sources believed to be reliable, but its accuracy cannot be guaranteed and is subject to change. Clients are advised to seek advice regarding their particular circumstances from their personal tax and legal advisors. If you are currently a CIBC Wood Gundy client, please contact your Investment Advisor. CIBC Wood Gundy is a division of CIBC World Markets Inc., a subsidiary of CIBC and a Member of the Canadian Investor Protection Fund and Investment Industry Regulatory Organization of Canada.