I. Introduction

A short look over the last decade capital markets’ evolutions allows us to see that the multiple financial crisis which have shaken the financial system, could be hardly explained using the traditional models where the rational investors determine the asset prices to reflect the net present value of the generated cash-flows. In these conditions, one could include psychology (as methodology and results) as a solution in order to identify the potential causes of the financial crisis, the transmitting and contagions channels, and also to formulate some efficient ways to reduce their outcomes. As Statman [1999,p. 19] said: "...some believe that the behavioural finances introduced the psychology in Finance but psychology never been outside the finance. Even if the behavioural models are different they are all based on psychology".

A large number of researchers centred their papers on the impact investor’s psychology has over the capital markets’ evolutions. In their seminal work, Tversky si Kahneman [1974] investigate the main heuristics used in incertitude conditions: representatives, availability, adjustability and anchoring. Despite the potential use of the heuristics as a probability valuator for uncertain events they can also generate some important systematic judgement biases. Kahneman and Riepe[1998] are focusing their paper on the preferences and expectation biases which the financial consultants should know in order to be able to formulate recommendations to avoid them or their effects (systematic rationing errors: overconfidence, optimism, exaggerated reactions to events and others, preference errors: non-linear probability valuation, value function, the games form and attractiveness; using buying price as a referential: narrow framing, short and long term vision; accepting the consequence of the own decisions: the omission and engagement regret, risk assumption regret). In his book Shefrin [2000] extensively presents a sum of biases induced by heuristics (representatively bias, the law of small numbers, overconfidence, anchoring and adjustment, conservatism, ambiguity aversion, emotions and knowledge) and also frame dependence (loss aversion, mental accounting, emotional aspects, auto control, regret, money illusion). Also the main heuristics and the biases they generate are present in: Hirschleifer [2001] (proposes an detailed and unified version for the most known biases in the context of the investor’s psychology and asset valuation); Goldberg and Nitzsch [2001](define heuristics as information processing mechanisms used in order to determine a quick response, not necessary optimal, with reduce effort and divide them in two main categories: heuristics to reduce complexity and euristics for quick judgement); Barberis and Thaler [2003](describe main biases involved in the creation of investors’ preferences and opinions), (Altman[2006], Ko,K.,J, Huang,Z.[2006], Peterson[2007]).

Despite the development of the behavioural theories, in the last decades, the potentially boundless set of psychological biases that theorist can use to build the imagine of the investors attitude and their decisional system make
this imagine incomplete (Chan, Frankel and Kothari [2002]). In this context since information is the reduction of entropy and all human activities are essentially entropy processes, it is natural to understand human psychology and market patterns from the viewpoint of entropy theory.

The paper has four parts and the first one presents the informational entropy. The second one creates the connexion between entropy theory and the main features of the investors' behaviour on the contemporary capital market and in the third one we are trying to validate some of the capital market patterns using this theory. Fourth part concludes.

II. The entropy theory of information

The informational entropy measures the incertitude associated with a random variable or in other words the medium informational content the receptor looses when does not know the value of the random variable (Shannon [1948]). The value of information is a probability function with the following proprieties:

- the informational value of two events is higher than the informational value of each of them;
- if the two events are independent one from another, their information value could be written as the sum of the two events' informational values;
- the informational value of any event is non-negative.

The only mathematic function which satisfies all this proprieties and which represents the level of incertitude (when a signal appears the incertitude decreases, as a result of the information), is:

\[ H(P) = -\log_b P \]  

(1)

where b is a positive constant.

Let X be an random event with n discrete states: \( x_1, x_2, x_3, \ldots, x_n \), each with probability \( p_1, p_2, p_3, \ldots, p_n \). One could say that the informational value of X is the average of the each state’s informational values.

\[ H(X) = -\sum_{j=1}^{n} p_j \log(p_j) \]

If the probability is 1 then -log P=0 because the value of the known information is zero. When probability approaches to zero the value of the information increases because the less people know it the more valuable is the information.

Even if the access to information is free the user does not always know to understand it and use it. According to Shannon [1948] the information quantity someone receive could be written as the sent quantity minus the average value of the conditional entropy.

\[ R = H(x) - H_y(x) \]  

(3)

The conditional entropy measures the ambiguity average of the received signal and represents a quantitative estimator for the informational asymmetry. If x and y are independent \( H_y(x) = H(x) \) and R=0. No information can be transmitted between two independent objects. The deeper is relation between the receiver and the sender the larger amount of information is transferred. The informational entropy theory offers a useful method to quantify the informational asymmetry and shows that the cost of obtaining information is positively correlated with the information’s value in opposition with the former opinion which assumes the quantitative side of the informational asymmetry determined in an exogenous way.

III. The entropy law’s influence in investor’s behavioural pattern

Closed systems have by definition maximum entropy because by entropy law it is easier for a system to disintegrate than to maintain its structure. That is why it is very important to genetically code the main information
and knowledge into heuristics principles in order to reduce the cost of learning. The entropy law influences these heuristics and we will try to present below some of these influences:

1. **Conservatism**
Humans have the tendency to answer conservatively at any new information and they need a long period of time to adjust the risk aptitude to the new information.

This heuristics is strongly connected with the adjustment and anchoring (as a result of these two heuristics the high individual probability events’ conjunction is overestimated and the low individual probability event’s disjunction is underestimated).

All these three proprieties could be considered a result of the informational theory. From education 3 one could notice that the receipted information is equal with the send information minus the conditional entropy. The last one decrease when the individual general knowledge regarding the subject increases.

Conservatism and anchoring reflect the gradually decrease of the conditional entropy in the information’s receptor.

2. **Framing**
The individual reaction towards the information usually depends from the way we understand and frame it in a certain importance category.

This category will determine the response’s nature and the amplitude at the received signal. One could ask why we are doing this. A potential answer could be offered starting from the Gibbs’s inequality:

\[
- \sum_{j=1}^{N} p_j \log(p_j) \leq - \sum_{j=1}^{N} q_j \log(q_j) \tag{4}
\]
Correct only if \(q_j = p_j\) and \(1 \leq j \leq n\)

The left side represents the average uncertainty associated with the event and the right side the uncertainty we associate to the event.

This concept could be also connected to the entropy law because when the access to information increases and the information is correctly framed the new information are easier processed and used leading to a reduction in the conditional entropy, which in this case could be assimilated with some corrections with the difference between the two parts of the inequality.

3. **Herd behaviour**
The lack of some own experiences regarding the events makes us often in the position of using others experiences and relate to their decisions, in order to reduce the cost of learning. Usually repeating others experiences is almost impossible because the informal and motivational context which lead to this decisions does not exist. This heuristic will reduce the informational entropy because the response to the information is not the one generated by the limited power of the received signal but a copied reaction, starting from what a specialised user will do.

The danger of a wrong choice in the decisional referential exist, case in which the entropy will increase, but usually the effect is in the entropy and informational asymmetry reduction.

4. **Overconfidence and optimism**
Starting with the most far away moments in history the individual decisions, no matter of their kind, were influenced by overconfidence and optimist. Without them the humanity would not probably survived during the ages.

From the entropy law point of view any biological system as a non-equilibrium system is permanently confronted with a continuous dissipation process. In the absence of the overconfidence and optimism the necessary efforts done in order to
maintain a non-equilibrium system would be unbearable.

5. Goals
The investment behaviour, similar with other behaviours could be considered as oriented to the investor’s financial and non-financial goals.

If for economic agents the unique goal is profit maximization for the individual investors the motivational palette is increased including also: the social preferences, equity, altruism, revenge, social status seeking or survival.

The way we understand and use the information is usually connected or determined by our goals because our reactions toward the same signal could be extremely different depending or what are our desires and goals.

From the presented analysis one could notice that some of the patterns which lead to a certain decision (for instance: conservatism, adjustment and anchoring) reflect the constraint induced by the psychics law. Others as framing, herd behaviour or goals seeking are mental attitudes which help us processing better the information. Still others as overconfidence or optimism are mental attitudes which help us to survive the constant dissipation process endured by all non-equilibrium systems.

IV. Conclusions

Even if the Newtonian laws and mechanisms have been dominant even in the thinking of social sciences for many years life processes are thermodynamic processes instead of mechanical processes.

Finance is a very distinct subject in social science with the main advantage the vast amount of available data offered by the financial markets. These allow us to test better various hypotheses comparing with other fields. This work shows how problems in finance, a data driven and highly technical subject, stimulate researches in much broader areas.

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Behavioral finance micro examines behavior or biases of investors and behavioral finance macro describe anomalies in the efficient market. Nowadays, behavioral finance is not a new concept, the existence, and impact of behavioral biases in investor’s behavior and human judgment are huge.

**HUMAN BEHAVIORAL THEORIES**

**Prospect Theory**
The Prospect theory was originally conceived by Kahneman and Tversky (1979) and later resulted in Daniel Kahneman being awarded The Nobel Prize for economics. The theory distinguishes two phases in the choice process: the early phase of framing (or editing) and the subsequent phase of evaluation. These biases can affect all types of decision-making, but have particular implications in relation to money and investing. The issue of behavioural finance theories has become more prevalent during the past two decades. Investors have only recently acknowledged their poor decision-making has originated from the psychological aspect of investing. Catherine New (2011) introduces the example of Dr. Maggie Baker who wanted to gain more profit with her investments in the mid-1990s.

**2.4 The implications of irrational investor behaviour**
The research conducted to achieve the second objective is divided into two parts. The first part examines the effect behavioural finance theories have on the money markets. This part studies the implications of irrational investor behaviour that may be acknowledged from a money market perspective. Behavioral finance, commonly defined as the application of psychology to finance, has become a very hot topic, generating new credence with the rupture of the tech-stock bubble in March of 2000. While the term behavioral finance is bandied about in books, magazine articles, and investment papers, many people lack a firm understanding of the concepts behind behavioral finance. We will then examine the two primary subtopics in behavioral finance: Behavioral Finance Micro and Behavioral Finance Macro. Finally, we will observe the ways in which behavioral finance applies specifically to wealth management, the focus of this book.

**Key Figures in the Field.** Behavioral finance, a sub-field of behavioral economics, proposes that psychological influences and biases affect the financial behaviors of investors and financial practitioners. Moreover, influences and biases can be the source for explanation of all types of market anomalies and specifically market anomalies in the stock market, such as severe rises or falls in stock price.

**1:38. Behavioral Finance.** Stock market returns are one area of finance where psychological behaviors are often assumed to influence market outcomes and returns but there are also many different angles for observation. The purpose of classification of behavioral finance is to help understand why people make certain financial choices and how those choices can affect markets. Behavioral Economics and Finance. Lecturer: Alexis V. Belianin, Dmitry V. Repin. 1. Second, students will have to write a research essay on a particular problem: nd a behavioural phenomenon of economic importance, or a case in behavioural nance, and describe it using analytical methods and/or empirical model you have studied. Third as a matter of. 2. saliency some credits will be given for performance in the classroom experiments. Fourth, a small percentage of points will be awarded for the classroom activity. Grade determination.