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Cass Business School
CITY UNIVERSITY LONDON

# The “magic” of money: Welcome to the story of finance.

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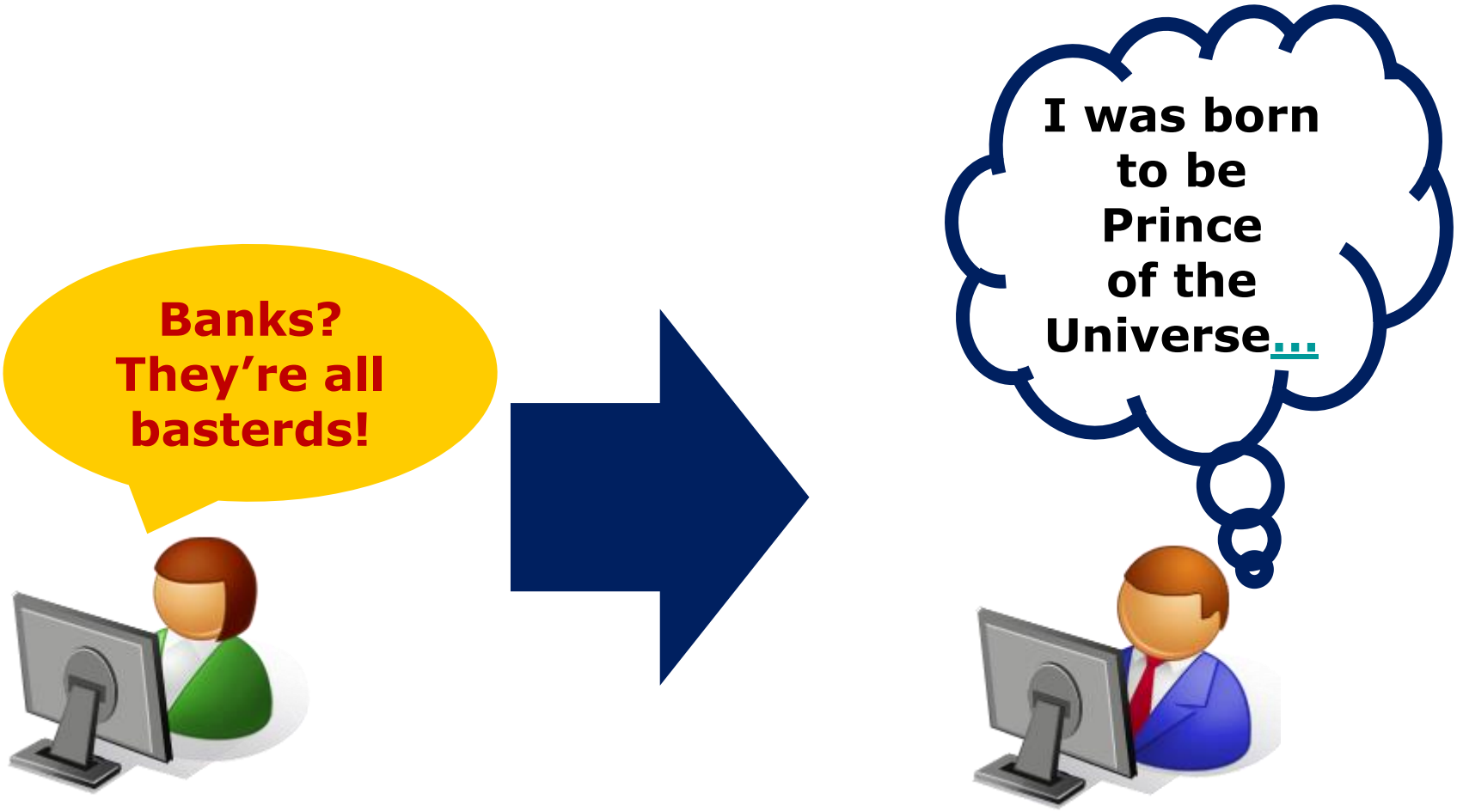
# Narrative transportation

1. *"Someone ('the traveler') is transported*
2. *by some means of transportation*
3. *as a result of performing certain actions.*
4. *The traveler goes some distance from his or her world of origin*
5. *which makes some aspects of the world of origin inaccessible.*
6. *The traveler returns to the world of origin, somewhat changed by the journey."*

1. Can bankers be transported into stories about negative banking experiences?



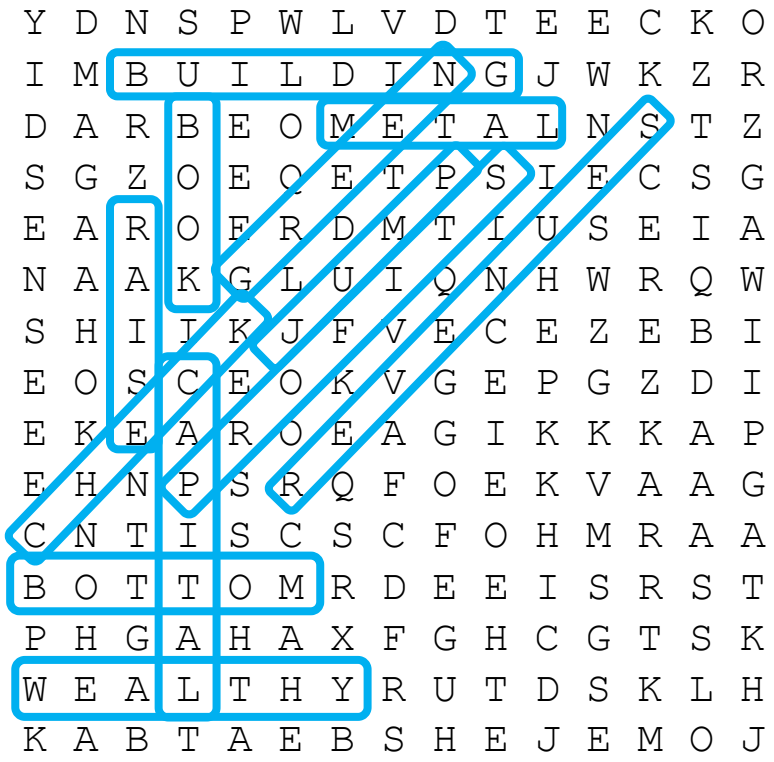
2. **Can bankers feel responsible for stories about negative banking experiences?**

***"The fundamental problem with this whole stock exchange crowd is their complete lack of elementary education."***

***"I do not mean lack of college diplomas, etc., but just inability to understand the country or public or their obligations to their fellow men."***

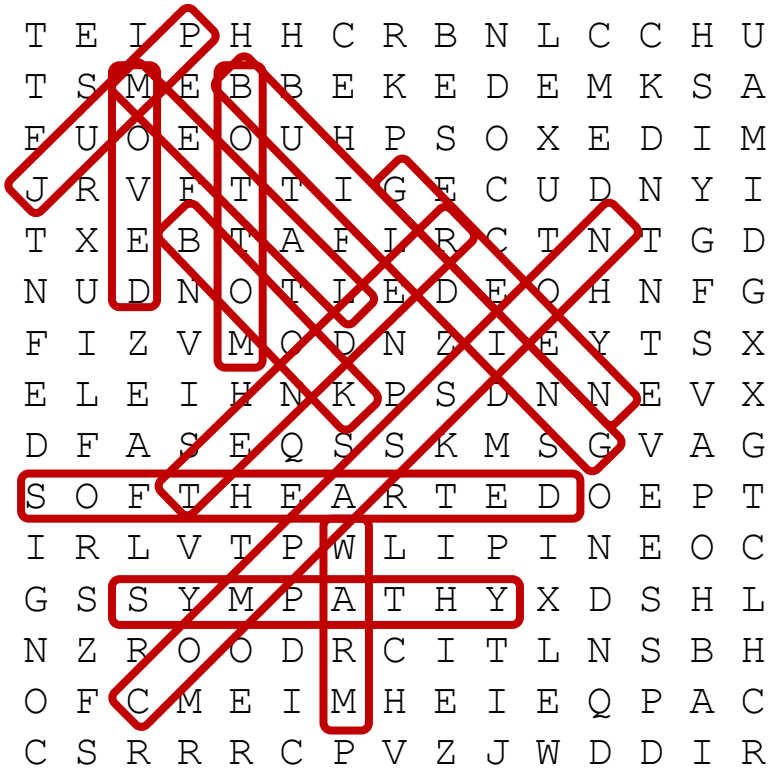
## Find these words:

- book
- bottom
- building
- capital
- check
- green
- jump
- metal
- profits
- raise
- revenues
- wealthy



## Find these words:

- book
- bottom
- building
- compassion
- green
- jump
- metal
- moved
- softhearted
- sympathy
- tender
- warm



**"cold" puzzler/bankers and**
**a control group of bankers and**
**"hot" puzzler/bankers**
**then read:**

*"Each year, I have saved for retirement as much as I could.*

*So I was beside myself with joy when I met this financial magician, who just conjured up an investment portfolio out of his hat with a nice yearly return.*

*Then the poor fellow did a disappearing act, and the high returns he promised turned out to be an illusion too.*

*My investment portfolio has evaporated.*

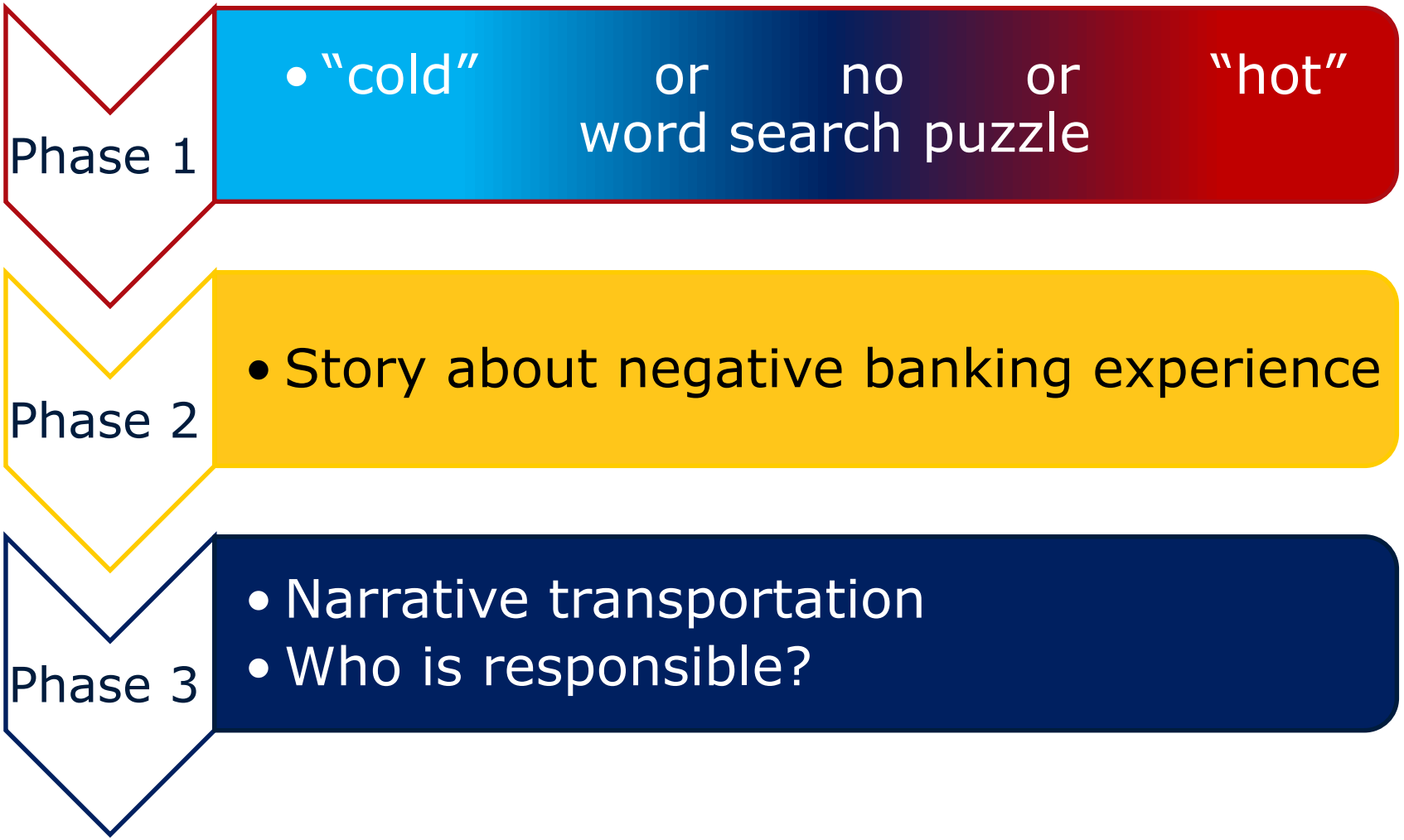
*I have nothing now, and will have even less tomorrow.*

*A person has to have faith in the future, but as my investment portfolio went so did my future.*

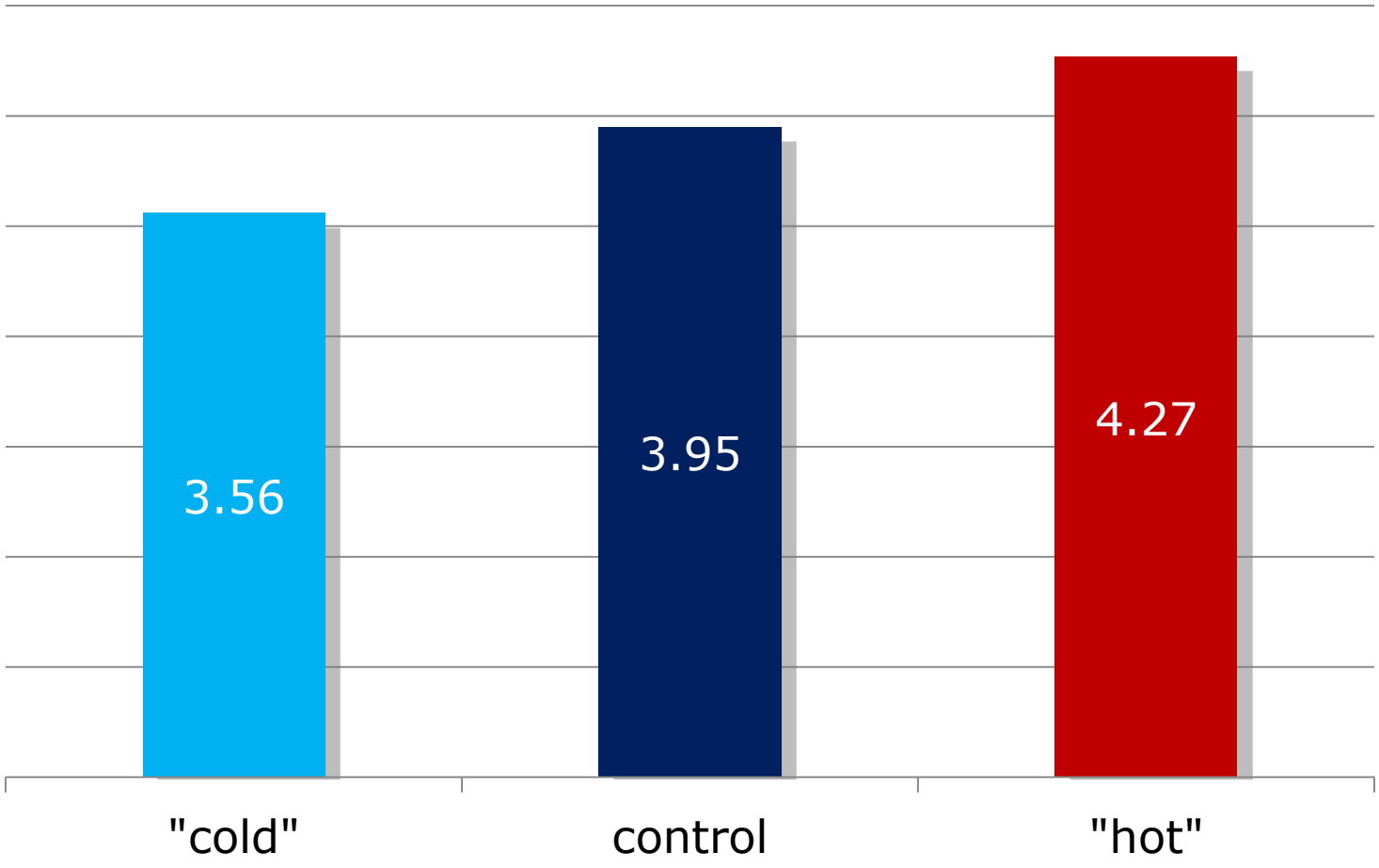
*I have no more faith.*

*I am doomed."*

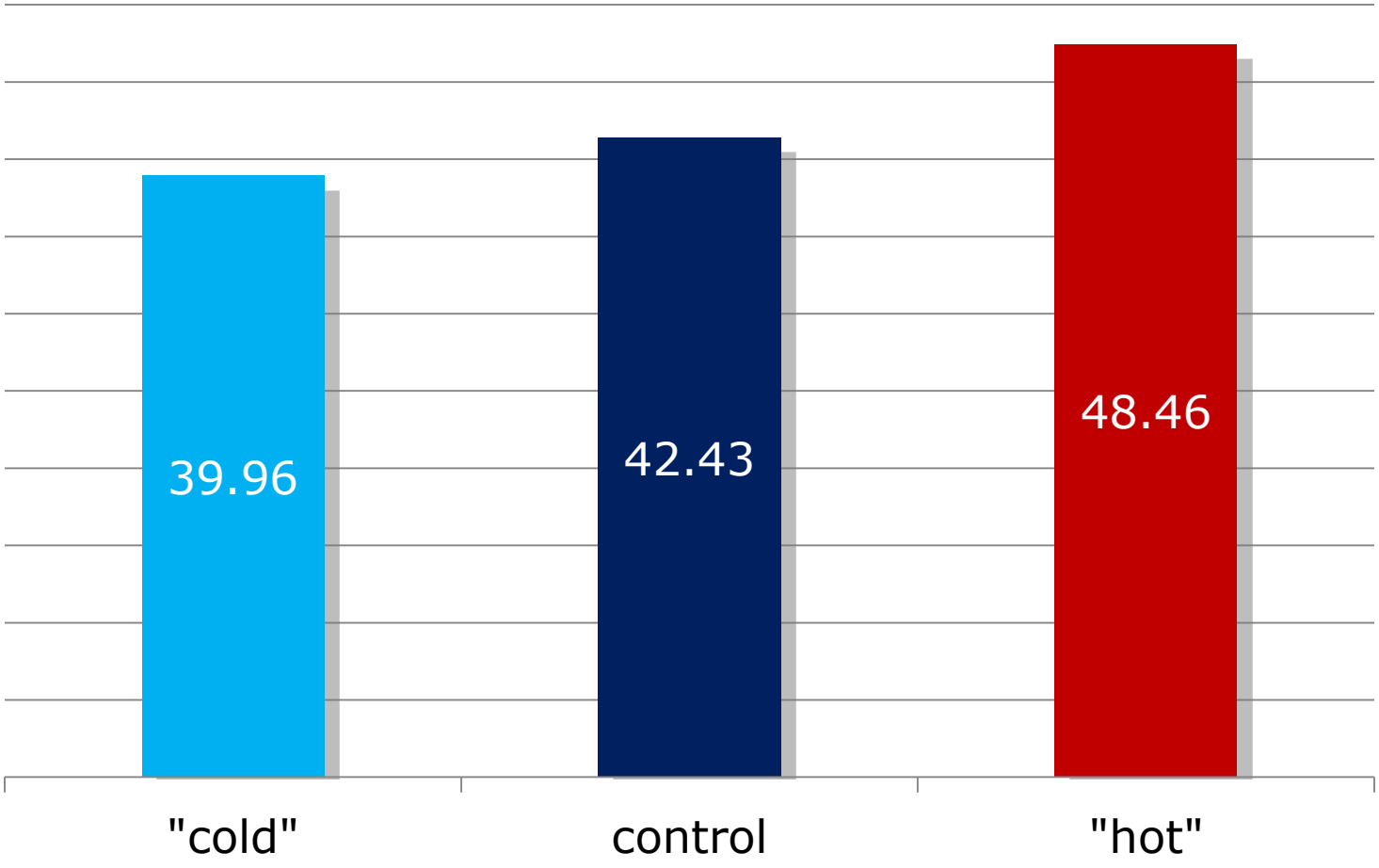
# Procedure


Phase 1
• "cold" or no or "hot"
word search puzzle
Phase 2
• Story about negative banking experience
Phase 3
• Narrative transportation
• Who is responsible?

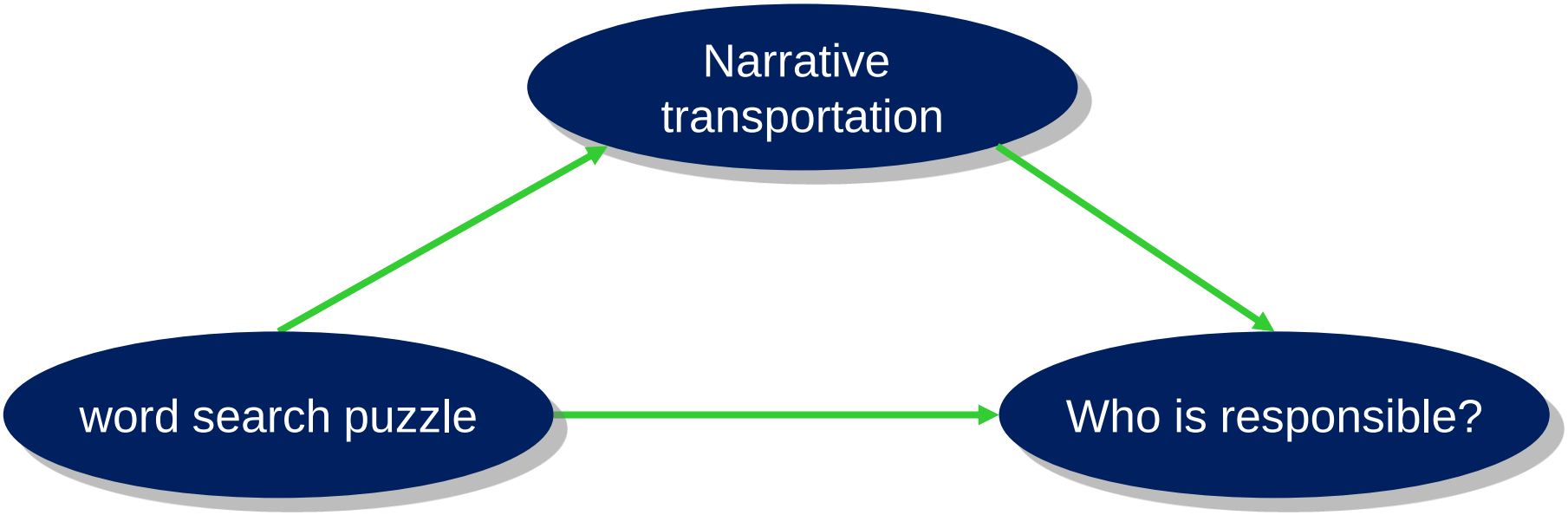
# Narrative transportation



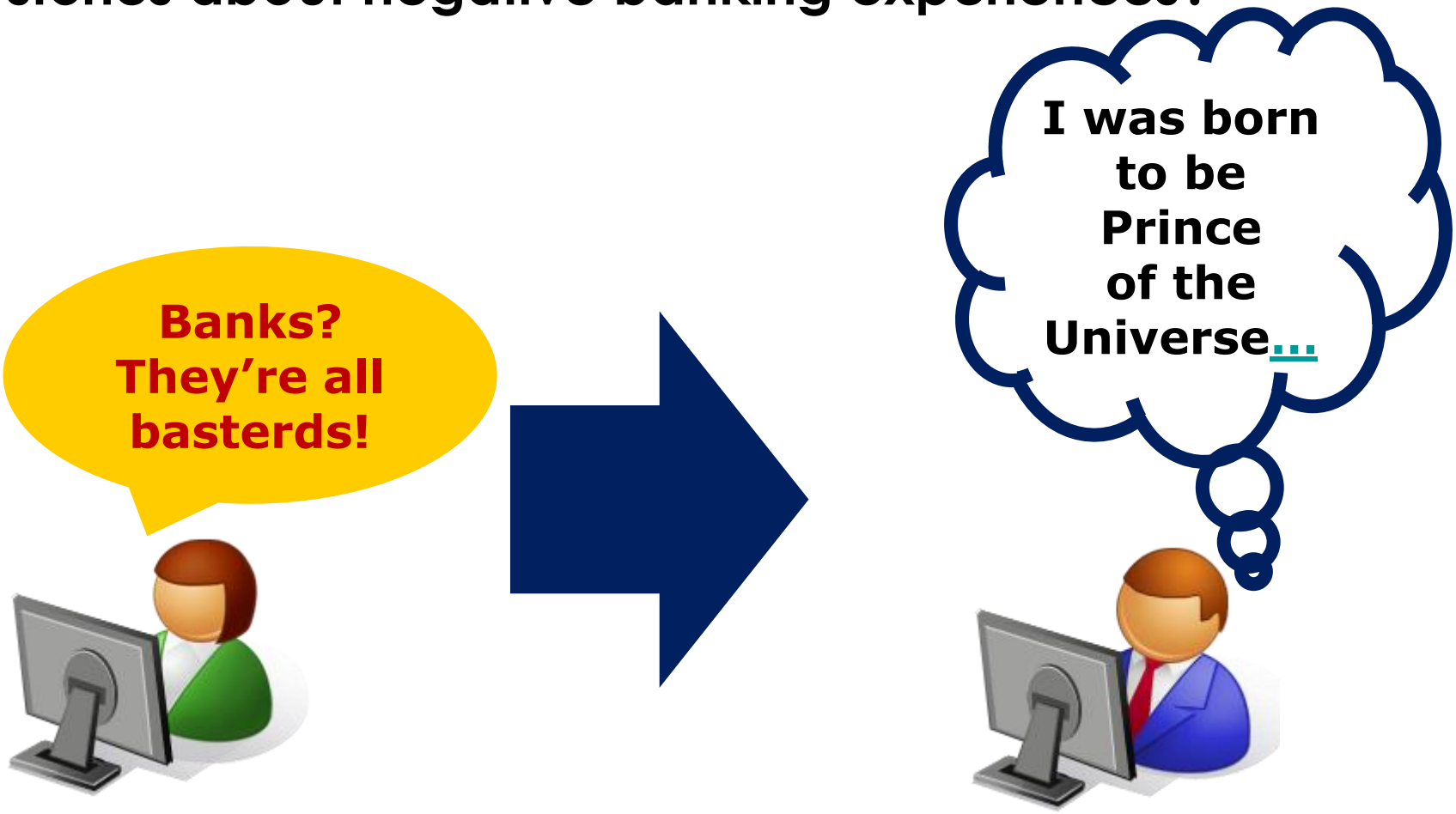
# Who is responsible?
# (% self-blame)



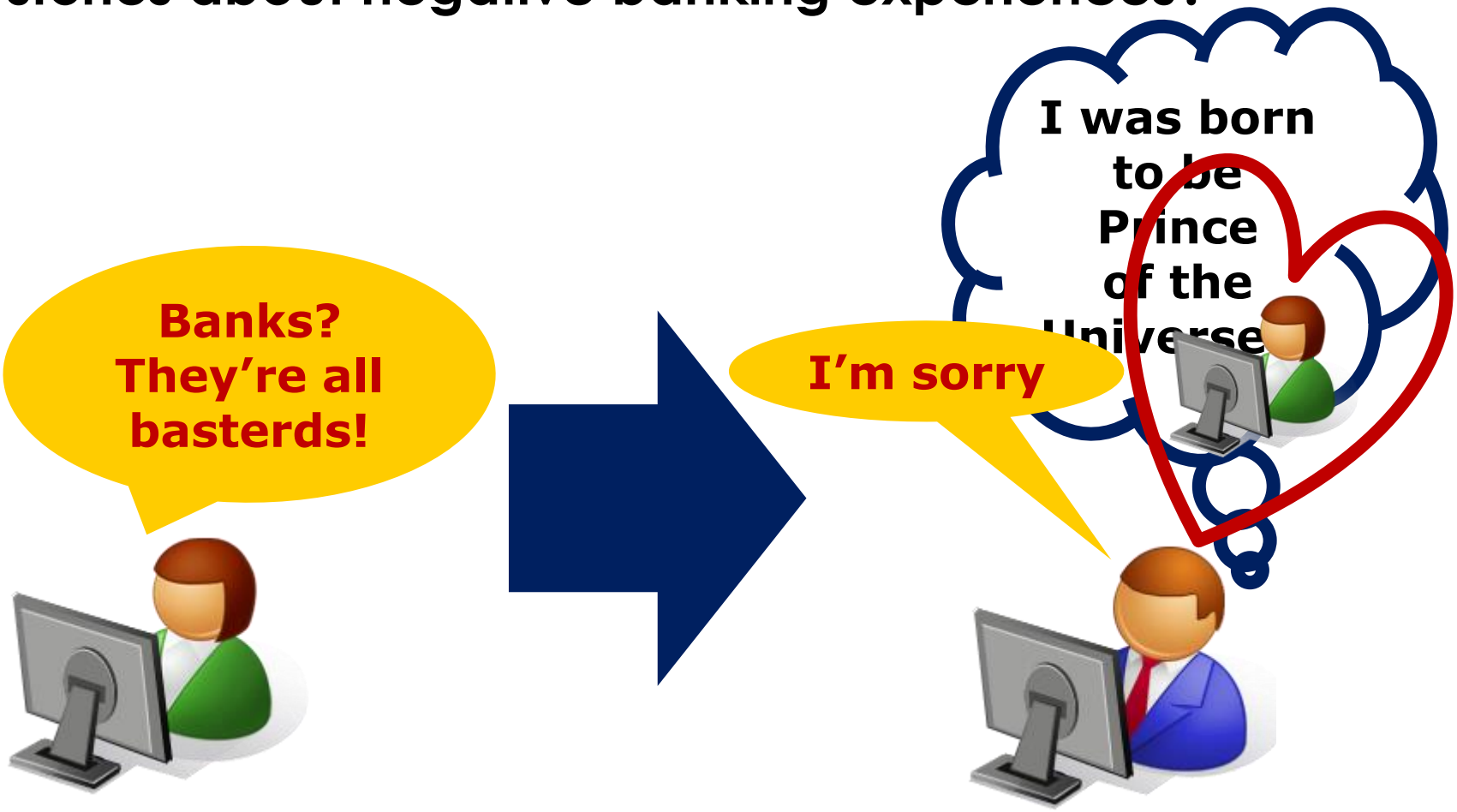
# Results


Narrative transportation
word search puzzle
Who is responsible?

Can "cold" bankers
1. be transported into
2. feel responsible for
stories about negative banking experiences?



Can "hot" bankers
1. be transported into
2. feel responsible for
stories about negative banking experiences?



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# Thank you

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