I.COPE.BEST — Project Factsheet

Financial Technology Inclusion in the COVID-19 Pandemic Era

Overview

I.COPE.BEST studies how consumers perceive, interpret, and act on digital and automated financial advice. The project focuses on trust, understanding, perceived fairness, and legitimacy — with particular attention to risks of exclusion for users with heterogeneous digital skills and financial literacy.

Methods

The empirical core combines survey measurement with interactive experimental tasks designed to mimic key features of real advice environments (e.g., portfolio allocation under recommendations). The design isolates how advisor framing, explanation interfaces, and access to human support shape reliance, confidence, inclusion, and legitimacy.

PI and Profiles

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Funding