



(UBS)

VIDEO: Truth vs. clickbait

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In today's digital world, financial misinformation spreads faster than ever, fueled by social media, viral trends, and even the latest AI technology. So, what's the real cost when we act on bad information?

Host Anthony Pastore was joined by behavioral finance expert Dr. Raife Giovino from Fuller and Thaler to unpack why misinformation is so compelling and how investors can protect themselves.

[CLICK HERE](#) to see the video, and visit the [UBS Studios homepage](#) for more videos like this.

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