



Journal of Behavioral Finance >

Volume 5, 2004 - Issue 4

485 | 37 | 0  
Views | CrossRef citations to date | Altmetric

Original Articles

# Day Traders and the Disposition Effect

Douglas Jordan & J. David Diltz

Pages 192-200 | Published online: 07 Jun 2010

Cite this article [https://doi.org/10.1207/s15427579jpfm0504\\_2](https://doi.org/10.1207/s15427579jpfm0504_2)



Citations

Metrics

Reprints & Permissions

Read this article

Share

## Abstract

The disposition effect refers to the tendency to hold losing investments and sell profitable ones. We examine day trader transactions for evidence of a disposition effect. We find that approximately 65% of sample traders hold losing trades longer than profitable ones, providing evidence that sample day traders display the disposition effect.

## Related research

People also read

Recommended articles

Cited by  
37

## Information for

Authors

R&D professionals

Editors

Librarians

Societies

## Opportunities

Reprints and e-prints

Advertising solutions

Accelerated publication

Corporate access solutions

## Open access

Overview

Open journals

Open Select

Dove Medical Press

F1000Research

## Help and information

Help and contact

Newsroom

All journals

Books

## Keep up to date

Register to receive personalised research and resources  
by email

 Sign me up

  

  

Copyright © 2026 Informa UK Limited Privacy policy Cookies Terms & conditions

Accessibility



Registered in England & Wales No. 01072954  
5 Howick Place | London | SW1P 1WG