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Title: **Complexity and Diversity in Financial Markets**

Abstract:

Financial markets are complex: Factors that affect their development and the associations between these factors are not clearly assignable. Nevertheless, every day thousands of investors face the task of mastering the complexity of the markets. Two possible methods of handling the complexity are presented: first, the qualitative methods (heuristics), and second, the formal (mostly computer-assisted) models. The central finding of this work is the high heterogeneity of the applied methods. It could be suggested that this diversity contributes to the emergence and self-preservation of the market complexity. This contribution is dedicated to the empirical argument for these mechanisms.