

OSC study on ripening changes of AI in retail investing

September 27, 2024

Earlier this month, the Ontario Securities Commission (OSC) [released a report](#) on research performed in conjunction with the Behavioral Insights Team (BIT) into the role that artificial intelligence (AI) plays in supporting retail investor decision making. **The experiment and research performed is in line with the OSC's mandate to provide protection to investors from unfair, improper or fraudulent practices and to contribute to the stability of the financial system and the reduction of systemic risk.**

The OSC collaborated with the BIT to provide a research-based overview of:

- The current use cases of AI within the context of retail investing; and
- The effects of AI systems on investor attitudes, behaviours, and decision-making.

To do this, the teams used two research streams:

- A literature review and environmental scan of investor-facing AI systems to identify the current use cases of AI that are retail investor-facing; and
- A behavioural science experiment to determine how the source of an investment suggestion (AI, human, or a combination) impacts the extent investors follow that suggestion.

Based on the literature review, the report identified three broad use cases of AI which are specific to retail investors, being decision support (where systems provide recommendations to investors), systems that automate portfolio management, and systems that facilitate scams and fraud.

The report highlighted some benefits associated with these use cases, including reduced cost of personalized advice, increased access to financial advice, and improved decision making in areas such as portfolio diversification and risk management.

The report highlighted some benefits associated with some of these use cases, including reduced cost of personalized advice, increased access to financial advice, and improved decision making in areas such as portfolio diversification and risk management.

The second part of the experiment looked at hypothetical investment suggestions for three types of assets: equities, fixed income, and cash. The investment suggestions came from a human financial services provider, AI investment tool and a human financial services provider using an AI tool. The team found that people who received investment suggestions from a human using an AI tool followed that suggestion more closely than the other two sources. Although, this was a scenario using hypothetical money, the results may vary in a real-world setting. Readers of the report were strongly **cautioned that the differences shown did not meet the testers' stringent statistical thresholds**. It was noted that there is an ongoing need to better understand the provision of investment recommendations from AI systems:

“In particular, there is a need to ensure that algorithms are based on high quality data, that factors contributing to bias are proactively addressed, and that these applications prioritize the best interests of investors rather than the firms who develop them.”

If you have any questions on the report, or how your firm can start to formulate AI policies, please [contact us](#).

By

[Kimberly Poster](#)

Expertise

[BLG Beyond AUM Law](#)

BLG | Canada's Law Firm

As the largest, truly full-service Canadian law firm, Borden Ladner Gervais LLP (BLG) delivers practical legal advice for domestic and international clients across more practices and industries than any Canadian firm. With over 725 lawyers, intellectual property agents and other professionals, BLG serves the legal needs of businesses and institutions across Canada and beyond – from M&A and capital markets, to disputes, financing, and trademark & patent registration.

blg.com

BLG Offices

Calgary

Centennial Place, East Tower
520 3rd Avenue S.W.
Calgary, AB, Canada
T2P 0R3

T 403.232.9500
F 403.266.1395

Ottawa

World Exchange Plaza
100 Queen Street
Ottawa, ON, Canada
K1P 1J9

T 613.237.5160
F 613.230.8842

Vancouver

1200 Waterfront Centre
200 Burrard Street
Vancouver, BC, Canada
V7X 1T2

T 604.687.5744
F 604.687.1415

Montréal

1000 De La Gauchetière Street West
Suite 900
Montréal, QC, Canada
H3B 5H4

T 514.954.2555
F 514.879.9015

Toronto

Bay Adelaide Centre, East Tower
22 Adelaide Street West
Toronto, ON, Canada
M5H 4E3

T 416.367.6000
F 416.367.6749

The information contained herein is of a general nature and is not intended to constitute legal advice, a complete statement of the law, or an opinion on any subject. No one should act upon it or refrain from acting without a thorough examination of the law after the facts of a specific situation are considered. You are urged to consult your legal adviser in cases of specific questions or concerns. BLG does not warrant or guarantee the accuracy, currency or completeness of this publication. No part of this publication may be reproduced without prior written permission of Borden Ladner Gervais LLP. If this publication was sent to you by BLG and you do not wish to receive further publications from BLG, you may ask to remove your contact information from our mailing lists by emailing unsubscribe@blg.com or manage your subscription preferences at blg.com/MyPreferences. If you feel you have received this message in error please contact communications@blg.com. BLG's privacy policy for publications may be found at blg.com/en/privacy.

© 2025 Borden Ladner Gervais LLP. Borden Ladner Gervais LLP is an Ontario Limited Liability Partnership.