中国社会科学院社会学研究所

社会心理学工作坊（2012-3）

Agent-based Modeling: A Computational Approach to Social Psychological Research

社会心理学研究中心主办

主讲人： 邱　林博士（新加坡南洋）

主持人： 赵志裕教授

时　间：2012 年 6 月 27 日（周三）10:00——12:00
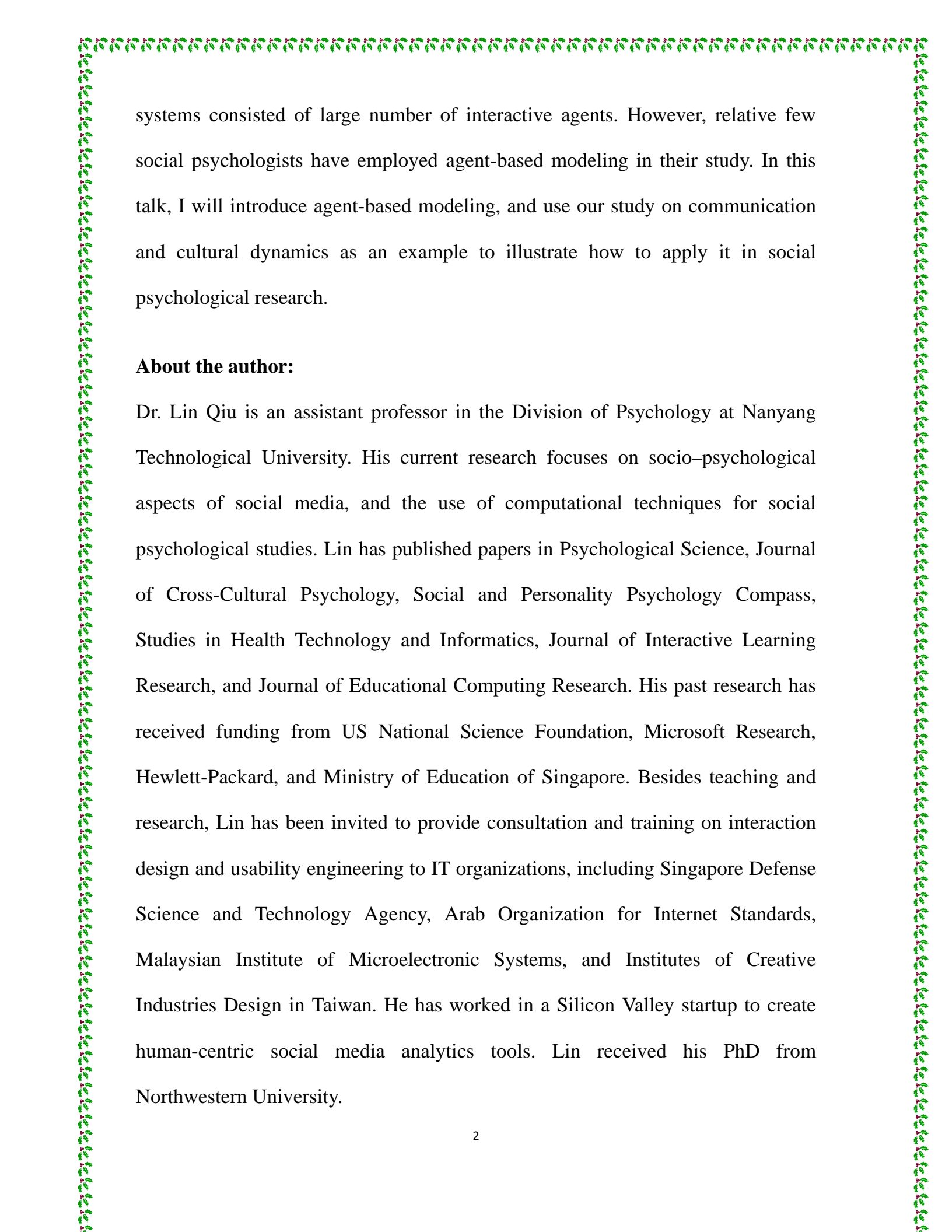
地　点：社会学研究所广言厅（科研大楼 10 层 1041-1 房间）

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Abstract:

Agent-based modeling is a computational approach that studies complex systems by simulating the interaction of autonomous agents and analyzing the emergent patterns. It has long been used by researchers in fields such as biology, public health, and economics, to understand real-world phenomena such as the spread of viruses and the stock market.

Many socio-psychological phenomena are resulted from the operation of complex

systems consisted of large number of interactive agents. However, relative few social psychologists have employed agent-based modeling in their study. In this talk, I will introduce agent-based modeling, and use our study on communication and cultural dynamics as an example to illustrate how to apply it in social psychological research.

About the author:

Dr. Lin Qiu is an assistant professor in the Division of Psychology at Nanyang Technological University. His current research focuses on socio–psychological aspects of social media, and the use of computational techniques for social psychological studies. Lin has published papers in Psychological Science, Journal of Cross-Cultural Psychology, Social and Personality Psychology Compass, Studies in Health Technology and Informatics, Journal of Interactive Learning Research, and Journal of Educational Computing Research. His past research has received funding from US National Science Foundation, Microsoft Research, Hewlett-Packard, and Ministry of Education of Singapore. Besides teaching and research, Lin has been invited to provide consultation and training on interaction design and usability engineering to IT organizations, including Singapore Defense Science and Technology Agency, Arab Organization for Internet Standards, Malaysian Institute of Microelectronic Systems, and Institutes of Creative Industries Design in Taiwan. He has worked in a Silicon Valley startup to create human-centric social media analytics tools. Lin received his PhD from Northwestern University.