



Psychology Special Interest Group

Pascal Gambardella, PhD¹ & David Lounsbury, PhD², Co-Chairs

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Purpose. Psychological variables and social processes within dynamic models can lead to a deeper understanding of a problem's causes and can enhance Psychology by developing dynamic models of social processes. The Psychology SIG studies how to integrate psychological constructs into system dynamics models by using system dynamics methodology to simulate psychological theories and by using 'soft' variables in model formulation, simulation, and validation.

Activities supported by the SIG. We support members through a variety of initiatives, including:

- Networking
- Education (presentations, short courses)
- Collaborative modeling projects
- Manuscript consultation and review.

Membership. Our SIG members are diverse, with training and expertise in social and behavioral science, mathematics, physics, business management, public health, public relations and marketing, as well psychology. The number of System Dynamics Society members who are associated with this SIG is at an all-time high (more than 65).

2014 Co-Chairs. At the 2013 SDS Conference, the Psychology SIG, Pascal Gambardella, PhD was selected to serve as a new Co-Chair, joining David Lounsbury, PhD. Ralph Levine, PhD, the previous Co-Chair, continues to be actively involved. We wish to thank Dr. Levine for his role as Founding Chair and for his many years of leadership and support.

Conference highlights. Two presentations, one parallel session and one poster at this year's conference are of particular relevance to our SIG:

***The Mystery of Job Performance: A System Dynamics Model of Human Behavior*, by Joachim Block & Stefan Pickl**

[Parallel Session 294; Mon, July 21 11:30AM]
and

***Model Building with Soft Variables: A Case Study on Riots*, by John Hayward, Rebecca Jeffs, Leanne Howells, & Kathryn Evans**

[Poster Session 295; Mon, July 21 6:30pm].

We encourage SIG members to attend these interesting presentations. In addition, we have invited Joachim Block and John Hayward to talk further about their work including lessons learned from their modeling projects at our SIG roundtable.

SIG virtual presentations. To foster greater networking and collaboration, the SIG plans to hold a series of virtual presentations during the year. SIG members will have the opportunity to suggest topics of interest and nominate speakers.

Co-Chair Contact Information. For more information or to reach us during the conference, feel free to e-mail us!

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Roundtable and Annual Meeting | Wednesday, July 23 | 3PM to 4PM | Aula Room D
Please join us, Joachim Block, and John Hayward. All are welcome!