

Experimentally Grounded Social Simulation Models: The "How, Why and For What" of Mixing Experimental and Computational Methods

Lecturers

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Workshop description

This workshop aims to introduce cross-methodological research that integrates laboratory experiments and social simulation and explain reasons, methods and purposes of this combination. Cross-fertilization between these two methods can be beneficial to optimize mutual strengths and reduce respective deficiencies. It is of paramount importance to base social simulation on more realistic, empirical foundations and to strengthen theoretical generalization of experimental findings. On the one hand, experimental research can provide social simulation with well-controlled, solid data on human behaviour and interaction on a small scale. On the other hand, social simulation can help to generalise experimental findings by testing implications of experimentally observed behaviour in large-scale and complex social structures. Examples of this type of research on social norms and networks and methodological/practical insights are discussed (see Boero et al. 2010 and Bravo et al. 2012).

References

- Boero R., Bravo G., Castellani M., Squazzoni F. (2010) Why bother with what others tell you? An experimental data-driven agent-based model. *Journal of Artificial Societies and Social Simulation* 13 (3) 6: <http://jasss.soc.surrey.ac.uk/13/3/6.html>
- Bravo G, Squazzoni F., Boero R. (2012) Trust and Partner Selection in Social Networks: An Experimentally Grounded Model, *Social Networks*, 2012, 34(4), pp. 481-492