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Advances in the Simulation-Based Analysis of Attitude Change

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Interdisciplinary Issues of Research

- Political Science
- Social-Psychology
- Artificial Society-Based Simulations
Example of Domain Issue: Corruption Studies

- Corruption: Sources and Effects
- Particularities of Corruption Phenomena in the Ex-Communist Eastern European Countries:
  - Political Culture
  - Institutions: Construction, Culture, and Authority
  - Good Governance and Public Policy
- Inter-disciplinary Issues
  - Measures of Corruption
  - Social Perception Indexes of Corruption
  - Prediction

EEEW-PAM’2012
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“Bribery-Scape”
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Attitude formation

Attitude Change

- Particularities of political attitudes and mentalities formation and change in the Ex-Communist Eastern European Countries:
  - Historical heritage
  - Weaknesses of the Democratic Institutions

- Types of Theoretical Approaches
  - Rational choice theory: rationality of choice & economical theories (classical Game Theory)
  - Institutional /Normative approach (theoretical source: Weber; current theories: North, Teorell, Mungiu-Pippidi)
  - Social-Psychology / generative approach
The Third Way of Social and Political Analysis and Prediction: Artificial Life technologies

- Agent-Based Systems (ABS)
- Multi Agent Systems (MAS)
- Complex Adaptive Systems (CAS)
- Artificial Society
- Open Research Issues:
  - Modeling society: identity, norms, behavior
  - Modeling social influence and cultural transfer
    - Mentality
    - Attitude
Simulation Issues:

- The “classics of the 70’s and 80’s”: social behavior, attitude formation (Thomas Schelling, Bib Latané)
- The “classics of the 90’s”: Political behavior, state emergence, artificial society (Robert Axelrod, Joshua Epstein and R. Axtell)
- The “new ones”: Social and Political Identity (Ian Lustick), Party emergence, Democratic elections (Schreiber), Conflict theory, state emergence (Lars-Erik Cederman)
- The current state-of-the-art
Attitude Dynamics

• dynamics of attitude change (Jager and Amblard, 2004; Voinea, 1997; Voinea, 1999);
• dynamics of the relation between behavior and attitudes (Voinea, 1995, 2003; Ben Said, Drogoul and Bouron, 2001; Boero, Castellani and Squazzoni, 2004; Jager and Amblard, 2004);
• dynamics of attitudes as outcomes of persuasive processes (Mosler and Martens, 2008);
• dynamics of the relation between attitudes and ethnic conflict (Srbljinovic et al., 2003; Cederman et al., 2009).
Attitude formation and change:

• economical (consumer) agents (Ben Said, Drogoul and Bouron, 2002);
• industrial companies as agents (Boero, Castellani and Squazzoni, 2004);
• political agents (Johannes Kottonau and Claudia Pahl-Wostl, 2004);
• artificial communities/ societies (Hans Joachim Mosler, T. Martens, 2008).
Political Psychology:

- the study of the attitude’s attribute of strength (Krosnick, 1988),
- the study of the importance and range attributes of attitude (Liu & Latane, 1998),
- the influence of information in political attitude change during electoral campaigns (Huckfeldt & Sprague, 2000; Lavine, 2001; Kottonau and Pahl-Wostl, 2004),
- the study of attitude’s attributes of involvement and accessibility (Lavine, Borgida, & Sullivan, 2000), or
- the multidimensionality of political attitudes
- (Meffert, Guge, & Lodge, 2000).
Issues of Research:
- the dynamics of the social impact (Latane, 1981; Nowak, Szamrej and Latane, 1990),
- the emergence of social change (Latane, Nowak, and Liu, 1994).
- attitude learning (Voinea 1995a; 1995b; 1997; 2001)

Simulation technologies:
- computer simulations (Mosler, Schwarz, Ammann, and Gutscher, 2001),
- cellular automata (Hegselmann, Flache, and Möller, 2000),
- agent-based systems (Hegselmann, Müller, and Troitzsch, 1996).
- artificial societies (Voinea, 2003; Neumann, 2009)
Contents:

• Introduction and Brief History of Corruption Studies
• A Brief History of Corruption Studies: Definitions and Theoretical Paradigms
• Modeling Approaches on Corruption’s Sources and Effects
• The Ex-Communist European Countries Corruption Case Studies
• A Corruption Emergence Model. Conceptual Framework
• An Artificial Society-Based Model of Corruption Emergence
• Experimental Settings and Results
• Conclusions and Future Work
Conclusions

1. Interdisciplinarity:
The interdisciplinary area of artificial life technologies of modeling and simulation

2. Complexity of Models
The complexity of models mirrors the complexity of studied phenomena: attitude formation and change cannot be fully described and analyzed with classic mathematical statistics

3. Political Prediction
Prediction is not a matter of figures anymore: it is a matter of society replication by means of artificial society modeling

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