

**Model Tales:
A Sampling from Three Streams of Research**

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In this talk I describe three streams of research that center around complex behavior emerging from simple computational models. First, *Kind Not Kin* address the extension of a model that explains how cooperation can occur without consideration of reciprocity. In this stream we suggest how (and perhaps why) fads, gang behavior, and even cultures emerge. Second, *Metanorms* shows how collective behavior can induce order without law. In this stream we suggest that a critical difference between law and norms is the population's propensity to participate. Finally, *TrustMe* shows how simple models of trust can be used to generate a wider variety of studies. I conclude with a discussion of the implications of computational modeling to organizational sciences.

Dr. Prietula is Director of Research and Professor at Florida International University's School of Business. He has worked as a research scientist at Honeywell's Systems Research and Development Center, and has taught at Dartmouth College, Carnegie Mellon University and served department chair at Johns Hopkins University and adjunct Professor at the Johns Hopkins Medical School. He was recently Professor and Area Coordinator at Emory University's Goizueta School of Business and adjunct Professor of Psychology.

He has published in such journals as *Organizational Science*, *Human Factors*, *Cognitive Science*, *Management Science*, *Information Systems Research*, *MIS Quarterly*, *Journal of Personality and Social Psychology*, *Journal of Experimental Social Psychology*, the *ORSA Journal on Computing*, *Journal of Economic Behavior and Organizations*, and the *Harvard Business Review*. He has currently co-edited two books: *Computational Organization Theory* (Erlbaum, 1994) and *Simulating Organizations: Computational Models of Institutions and Groups* (MIT Press, 1998). He is currently co-authoring *Simplexity: The Complex Simplicity of Social Interaction* with Kathleen Carley of Carnegie Mellon.

Systems he has worked on include MacMerle (artificial intelligence scheduling), Rheumer (medical expert advisor), Steambal (an engineering tutorial and simulation), Merle-Soar (intelligent scheduling), Plural-Soar (distributed artificial intelligence), and Estor (software effort estimation). His current projects include CM (market simulation based on A Behavioral Theory of the Firm), TrustMe (social science simulation), TrustUs (social science simulation), the ACT Emotion Engine and Affect (simulated emotional agents), and Norm (a norm development simulation).

Dr. Prietula has also served as a musician, a stage manager and member of the Board of Directors for a theatre company, taught Acting workshops for MBAs, and is a certified PADI scuba diving instructor.