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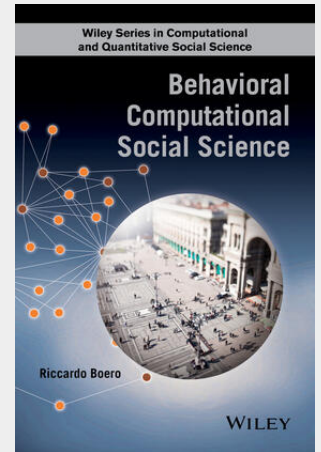
Behavioral Computational Social Science

This book is organized in two parts: the first part introduces the reader to all the concepts, tools and references that are required to start conducting research in behavioral computational social science. The methodological reasons for integrating the two approaches are also presented from the individual and separated viewpoints of the two approaches.The second part of the book, presents all the advanced methodological and technical aspects that are relevant for the proposed integration. Several contributions which effectively merge the computational and the behavioral approaches are presented and discussed throughout

New computational and experimental approaches to social science present both opportunities and challenges. These approaches can provide new and more robust insights on several important social phenomena, but they require crossing many methodological and technical boundaries, including those that have been established most recently. Behavioral Computational Social Science presents a comprehensive framework that couples behavioral analysis with the advanced modeling features typical of computational social science. The methodology presented allows the extension of the analytical power of the single tools composing it and provides a consistent approach for investigating the different components of the mechanisms explaining social phenomena. Key features: * Introduces the most recent methods for behavioral analysis and computational modeling in social sciences. * Presents the combined usage of both behavioral analysis and computational modeling tools, along with detailed descriptions of how to combine the usage of these tools. * Highlights the advantages of the conjoint approach and explores the issues that researchers have to face using state-of-the-art references and examples. * Provides guidance for readers who are new to behavioral and computational tools, while also providing invaluable information for experts in the field This book enables the reader to effectively integrate behavioral analysis and computational modeling in social science research. Graduate students and researchers interested in enriching their analytical toolset will benefit from this book.

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