



Department of
Media and Communication

香港城市大學
City University of Hong Kong

Department of Media and Communication
Distinguished Lecture Series
Research Seminar Semester B 2023/2024

A Look at Complex System, Simulation and Communication Studies

Prof. Yan Ge

School of Media and Communication
Shanghai Jiao Tong University

6 MAY 2024

4:00 P.M. - 5:30 P.M.

**Multimedia Laboratory (M5055),
5/F, Run Run Shaw Creative Media Centre**



Please register **HERE** by
5 May 2024.

Language: English



ABSTRACT

Over the past decade, complex system theory, using ABM simulation method, has been notably introduced into communication studies. This talk, from a learner's personal perspective, addresses questions about the history of complex system theories, the relations of simulation with complex system studies, and what the simulation may contribute to communication studies. This talk highlights that complex systems are inherently complex and interdisciplinary by nature. The simulation method could offer mechanism-based explanation for communication phenomena, help us understand of such as nonlinear opinion evolution, context-dependent information-behavior causality, etc. as well as provide a novel way to construct theories, and policy suggestions. However, because the simulated social complex system is artificial, and the method is non-typical in most academic disciplines, ABM modelers are likely to be questioned by those from the camp of traditional empirical studies, and rejected by important journals that are specific to their discipline.

SPEAKER

Prof. Yan Ge holds a Ph.D. in Art Archeology and an M.S. in Information Science from the University of Pittsburgh. His career spans across institutions including the Chinese National Academy of Arts, the Birmingham Museum of Art, the Philadelphia Museum of Art, NYC-based new media market research firm Jupiter Research Inc., and Shenzhen University. Currently he is a Professor at the School of Media and Communication, Shanghai Jiao Tong University, and an Adjunct Researcher at the Center for Information and Communication Studies, Fudan University.

Prof. Ge's research interests encompass a wide range of disciplines, including art, archaeology, communication, and law. His academic pursuits center on employing experimental methods to investigate and elucidate the psychological and behavioral processes underlying social judgment, decision-making, and behaviors. In recent years, his work has extended to exploring the mechanism of public opinion evolution through simulations grounded in complex systems theory.

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