

| | |
|-------------------------|---|
| 1. Record Nr. | UNINA9910154844503321 |
| Autore | Wood Matthew D |
| Titolo | Mental Modeling Approach : Risk Management Application Case Studies // by Matthew D. Wood, Sarah Thorne, Daniel Kovacs, Gordon Butte, Igor Linkov |
| Pubbl/distr/stampa | New York, NY : , : Springer New York : , : Imprint : Springer, , 2017 |
| ISBN | 1-4939-6616-2 |
| Edizione | [1st ed. 2017.] |
| Descrizione fisica | 1 online resource (XXVII, 261 p. 66 illus., 61 illus. in color.) |
| Collana | Risk, Systems and Decisions, , 2626-6717 |
| Disciplina | 333.7 |
| Soggetti | Environmental management Computer simulation Energy policy Environmental Management Simulation and Modeling Energy Policy, Economics and Management |
| Lingua di pubblicazione | Inglese |
| Formato | Materiale a stampa |
| Livello bibliografico | Monografia |
| Nota di bibliografia | Includes bibliographical references at the end of each chapters and index. |
| Nota di contenuto | 1. An Introduction to Mental Modeling -- Part I.The Mental Modeling Approach -- 2.Mental Modeling Research Technical Approach -- 3. Science of Mental Modeling -- Part II.Applications at U.S. Army Corps of Engineers (USACE) -- 4.Flood Risk Management -- 5.Adaptive Management for Climate Change -- 6.Technology Infusion and Marketing -- Part III.Applications in Other Contexts and Industries -- 7. Farmers' Decision Making to Avoid Drug Residues in Dairy Cows -- 8. Influences of the CHEMM Tool on Planning, Preparedness, and Emergency Response to Hazardous Chemical Exposures: A Customized Strategic Communications Process Based on Mental Modeling -- 9.The Chamber of Mines of South Africa Leading Practice Adoption System -- 10.Conducting Effective Outreach with Community Stakeholders about Biosolids: A Customized Strategic Risk Communications Process TM Based on Mental Modeling -- 11.Using Mental Modeling to Systematically Build Community Support for New Coal Technologies for Electricity Generation -- 12.Saving Lives from a Silent Killer: Using |

Mental Modeling to Address Homeowners' Decision Making about Carbon Monoxide Poisoning -- 13.U.S. Census Bureau Integrated Communications Services for Data Dissemination: Mental Modeling Case Study with Key Internal Expert Stakeholders -- Part IV.Mental Modeling Software Support -- 14.Supporting and Expanding the Scope and Application of Mental Modeling – Current and Future Software Developments.

Sommario/riassunto

This book provides an easy-to-read, user-oriented introduction to mental models research and Mental Modeling Technology™. Mental models are powerful influences human behavior. The book offers insight from the developers and most experienced application professionals of a widely proven methodology for understanding and influencing human judgment, decision making and behavior. The case studies show examples of the methodological concepts in their application context. It is one of the most comprehensive collections of cases focused on government needs of any similar qualitative analysis approach. Finally, it presents an introduction to software tools and tutorials that enable readers to use the approach for their own research needs.
