

ESM504 – System Dynamics for Business Policy

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12.06.2012

Overview

1. Why model?

- The Modeling Cycle

2. The family of simulation modeling

- System Dynamics
- Dynamic Systems
- Discrete Event
- Agent Based
- Hybrid

3. ABC of ABM

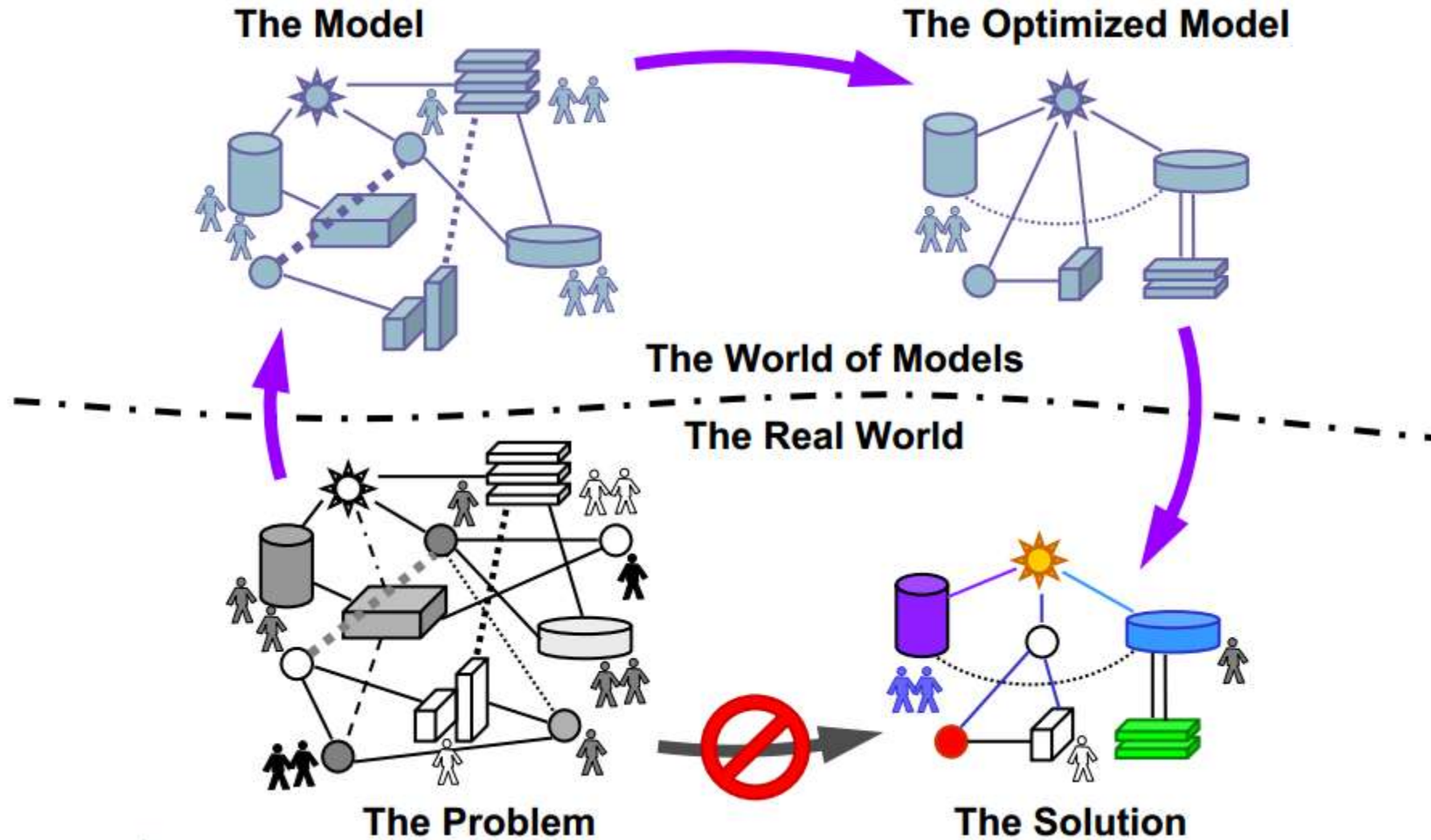
- The agent
- Common concepts

4. SD vs. ABM

- Comparison
- Pros and cons
- Example models

5. Modern methods

Modeling: what and why?

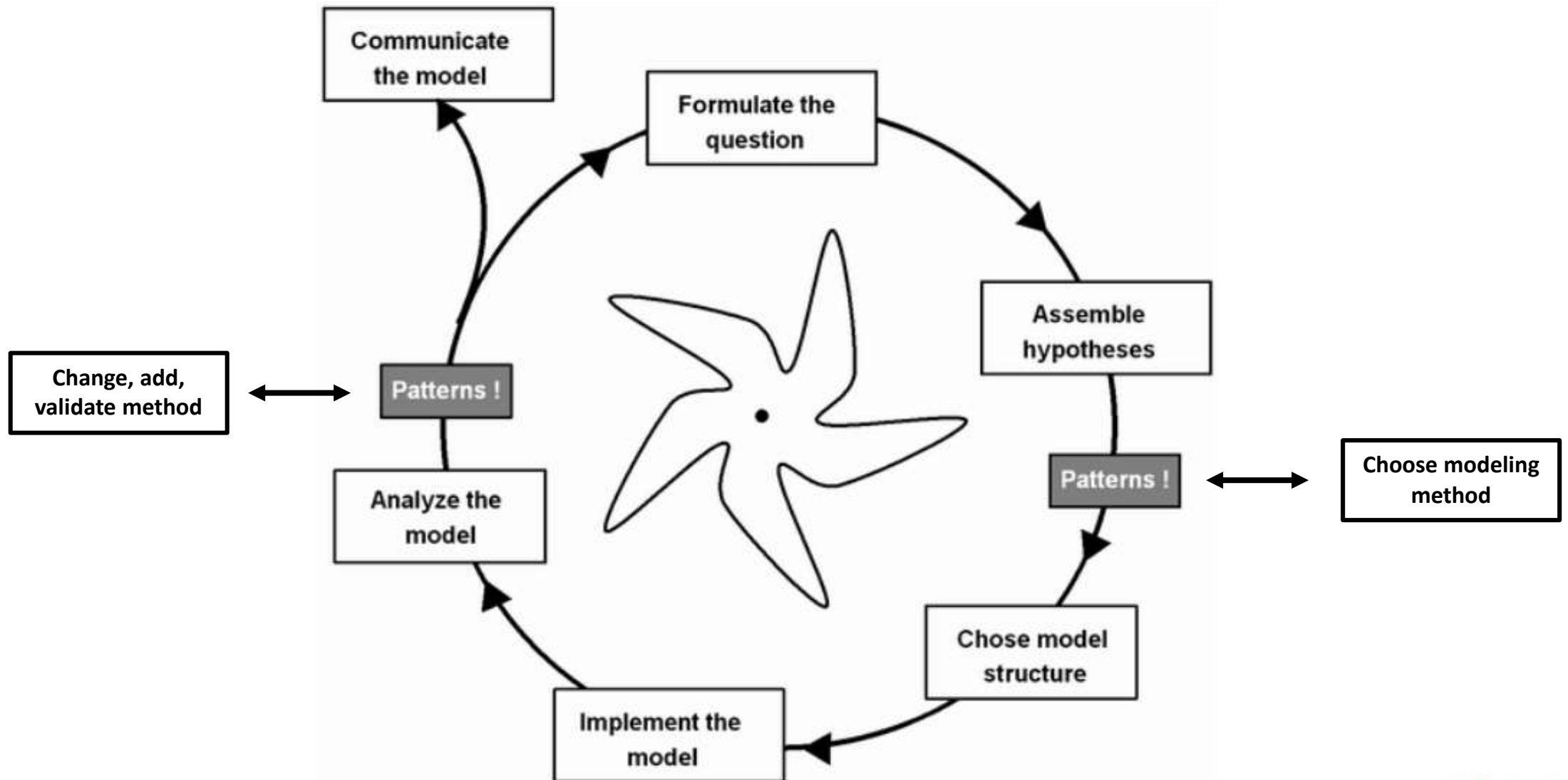


Modeling: what and why?

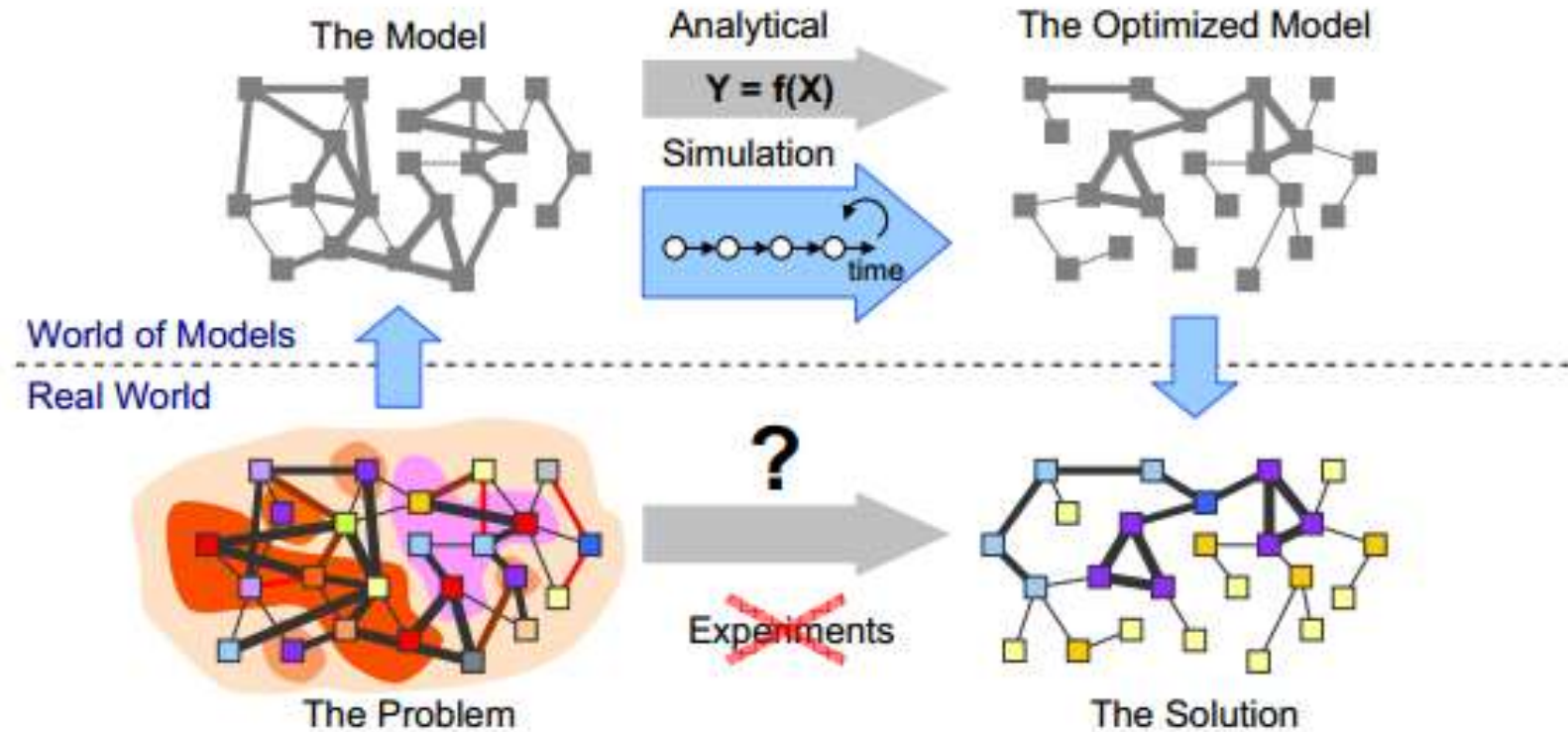
- A model is a simplified representation of the reality
- Why model? The reality is too complex to study!
 - Problem solving under constraints: time, information, money, etc.
 - Not all variables are of equal importance to the researcher
 - Reflect the ‘implicit’ assumptions, rules, and strategies we use to solve problems ‘explicit’ in the model
- Modeling is so cool, it’s like a computer game! “Let us model the system first and think about the problems we want to answer”

DOES NOT WORK!

The Modeling Cycle

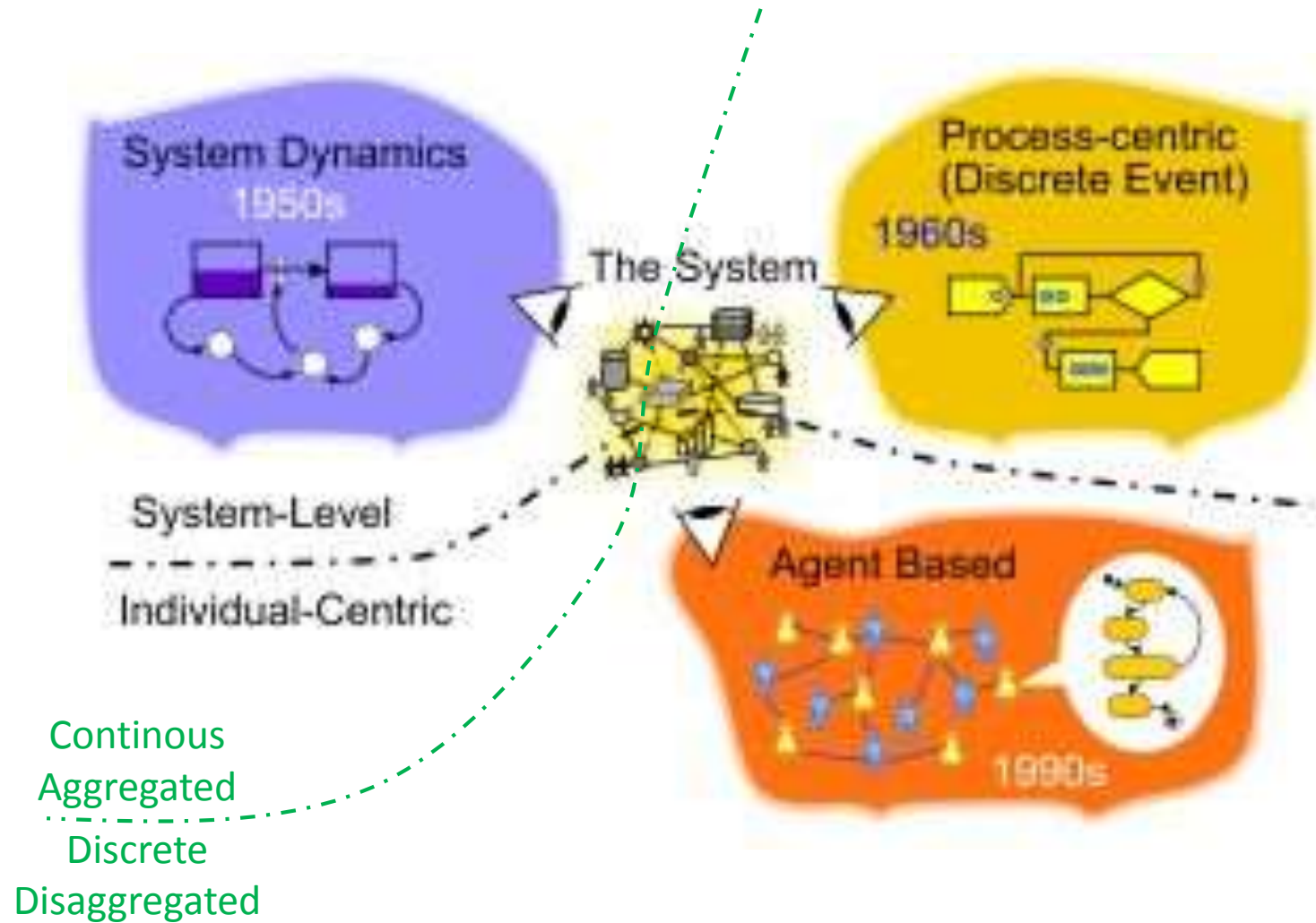


Modeling Approach

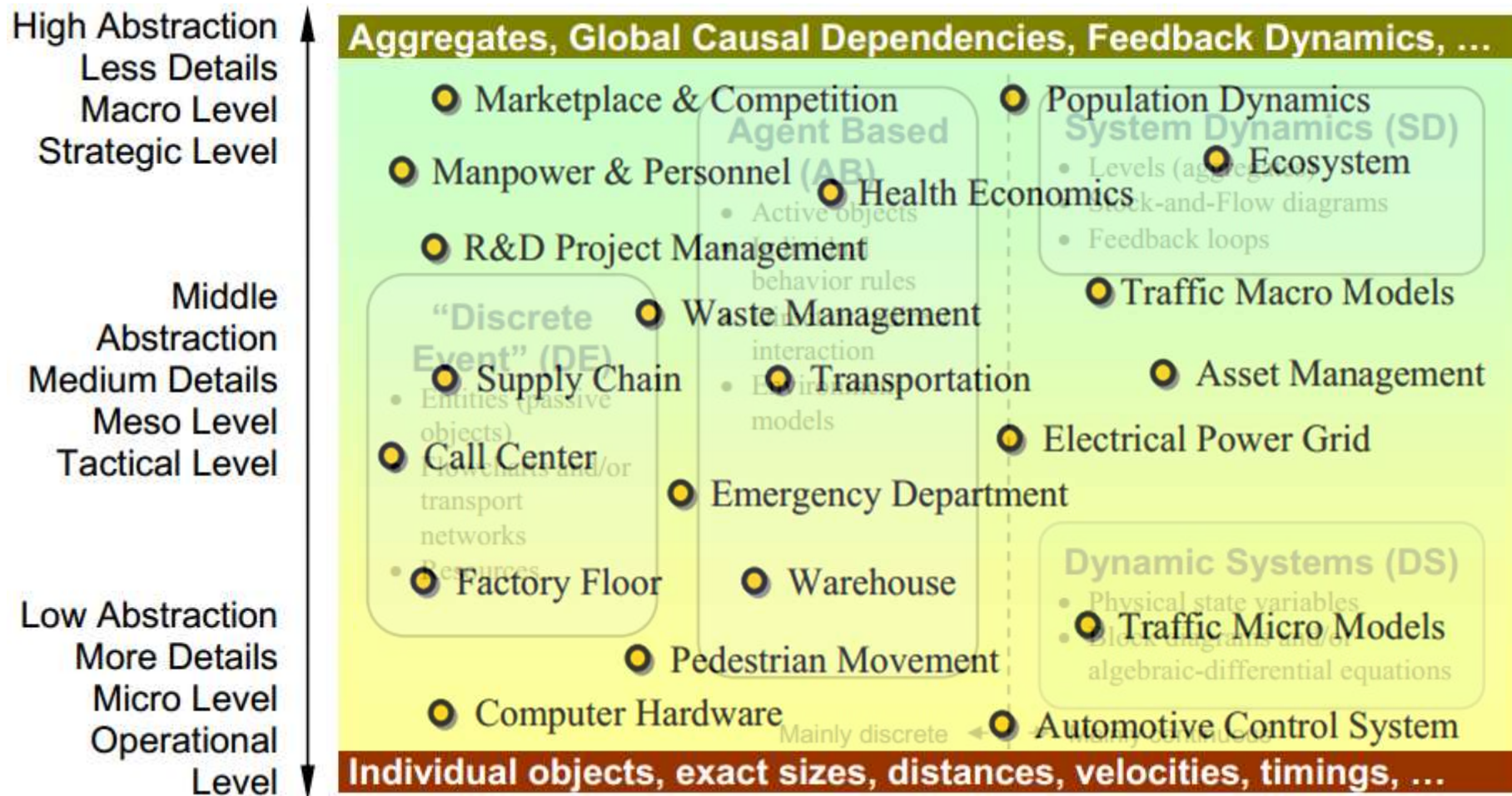


1. Try to solve the problem analytically
2. Try using experimental methods
3. Try using computer simulated numerical models

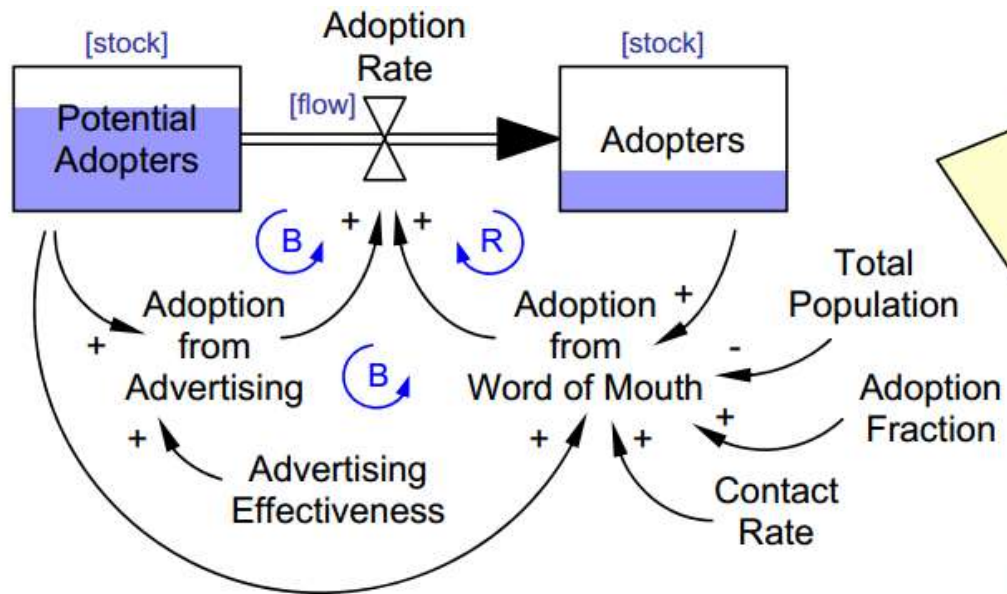
The family of simulation modeling



The family of simulation modeling



System Dynamics



SD Stocks, Flows and Their Causal Relationships
Structure as Interacting Feedback Loops

Mathematical Model

$$d(\text{Potential Adopters})/dt = - \text{Adoption Rate}$$

$$d(\text{Adopters})/dt = \text{Adoption Rate}$$

$$\text{Adoption Rate} = \text{Adoption from Advertising} + \text{Adoption from Word of Mouth}$$

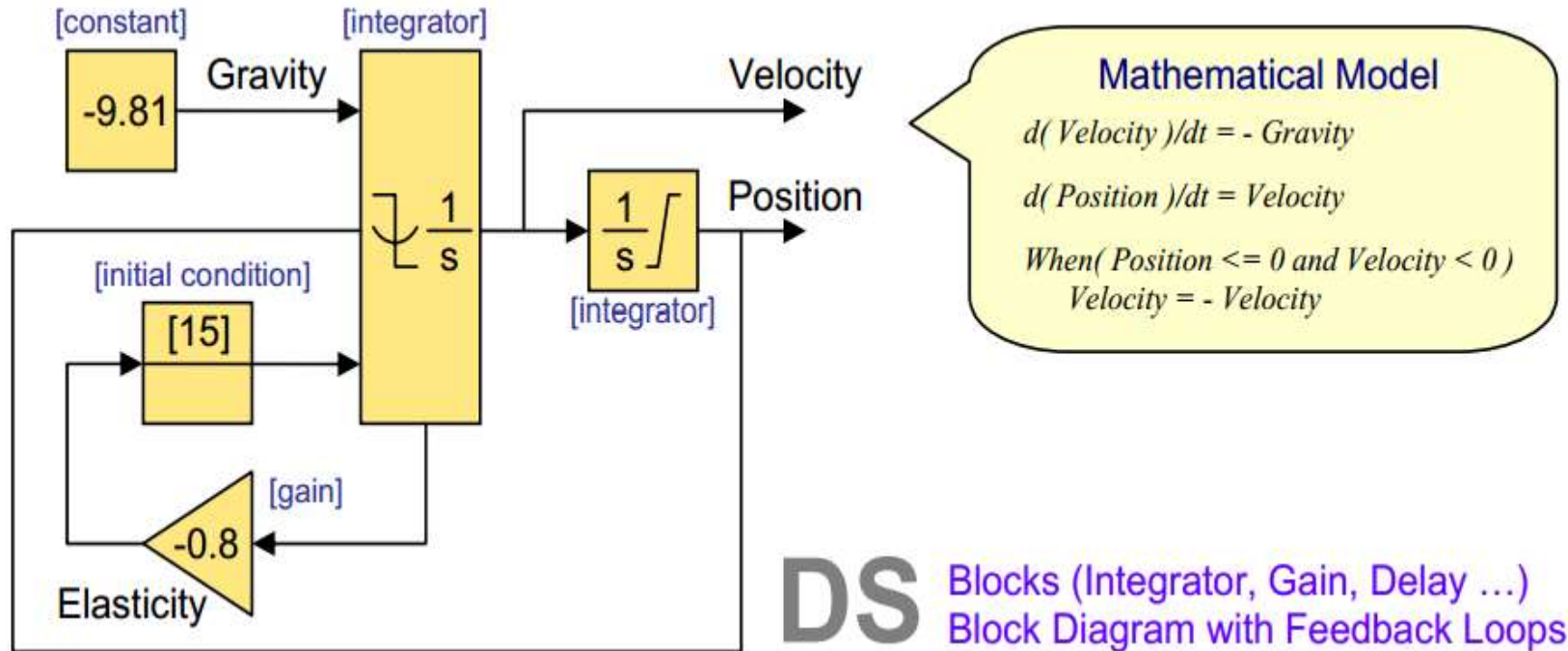
$$\text{Adoption from Advertising} = \text{Advertising Effectiveness} * \text{Potential Adopters}$$

$$\text{Adoption from Word of Mouth} = \text{Contact Rate} * \text{Adoption Fraction} * \text{Potential Adopters} * \text{Adopters} / \text{Total Population}$$

“System dynamics is a perspective and set of conceptual tools that enable us to understand the structure and dynamics of complex systems. System dynamics is also a rigorous modeling method that enables us to build formal computer simulations of complex systems and use them to design more effective policies and organizations. Together, these tools allow us to create management flight simulators-microworlds where space and time can be compressed and slowed so we can experience the long-term side effects of decisions, speed learning, develop our understanding of complex systems, and design structures and strategies for greater success.”

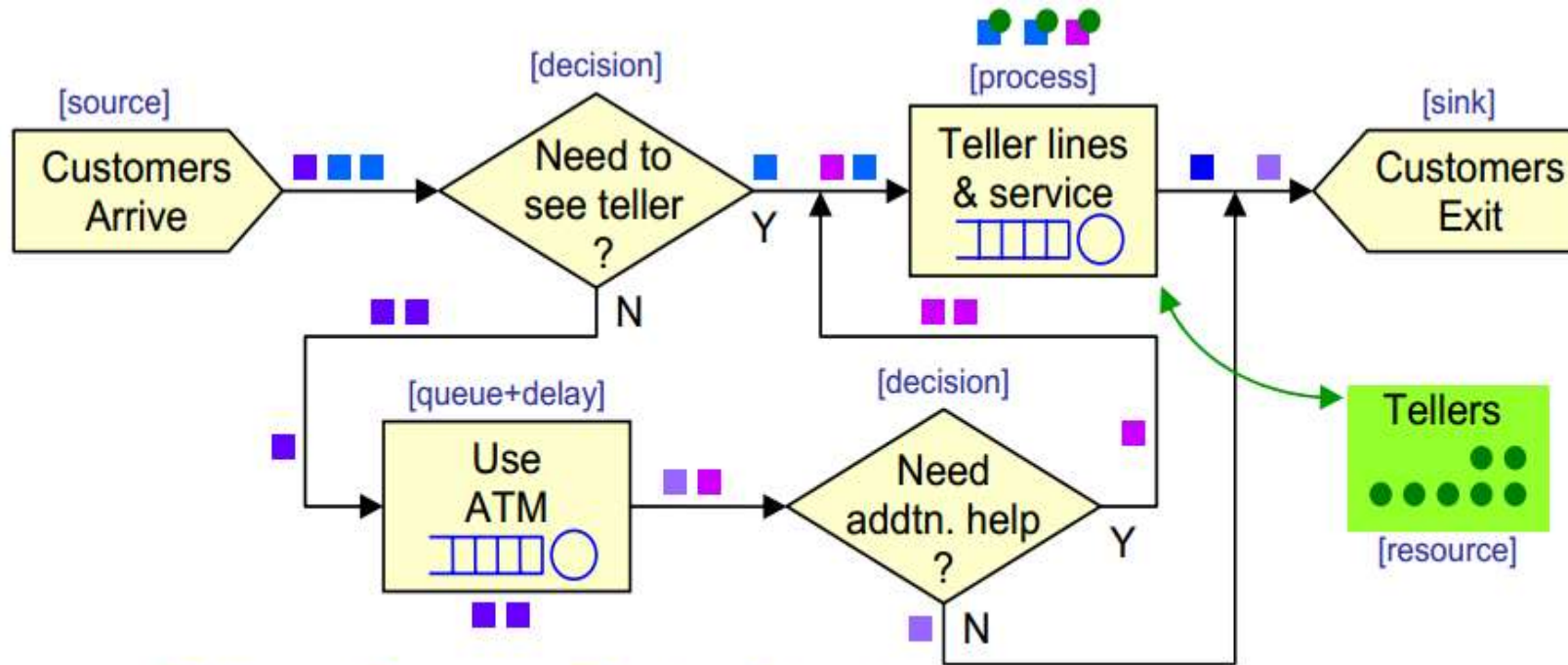
- Top-down approach
- Aggregate view, strong explanatory power – reflect mental models
- Uses stock, flows, loops and delays to represent the real world
- Widely applied in (but not limited to) managerial and policy studies

Dynamic System



“Dynamical systems theory is an area of mathematics used to describe the behavior of complex dynamical systems, usually by employing differential equations or difference equations. This theory deals with the long-term qualitative behavior of dynamical systems, and the studies of the solutions to the equations of motion of systems that are primarily mechanical in nature; although this includes both planetary orbits as well as the behavior of electronic circuits and the solutions to partial differential equations that arise in biology. Much of modern research is focused on the study of chaotic systems.”

Discrete Event

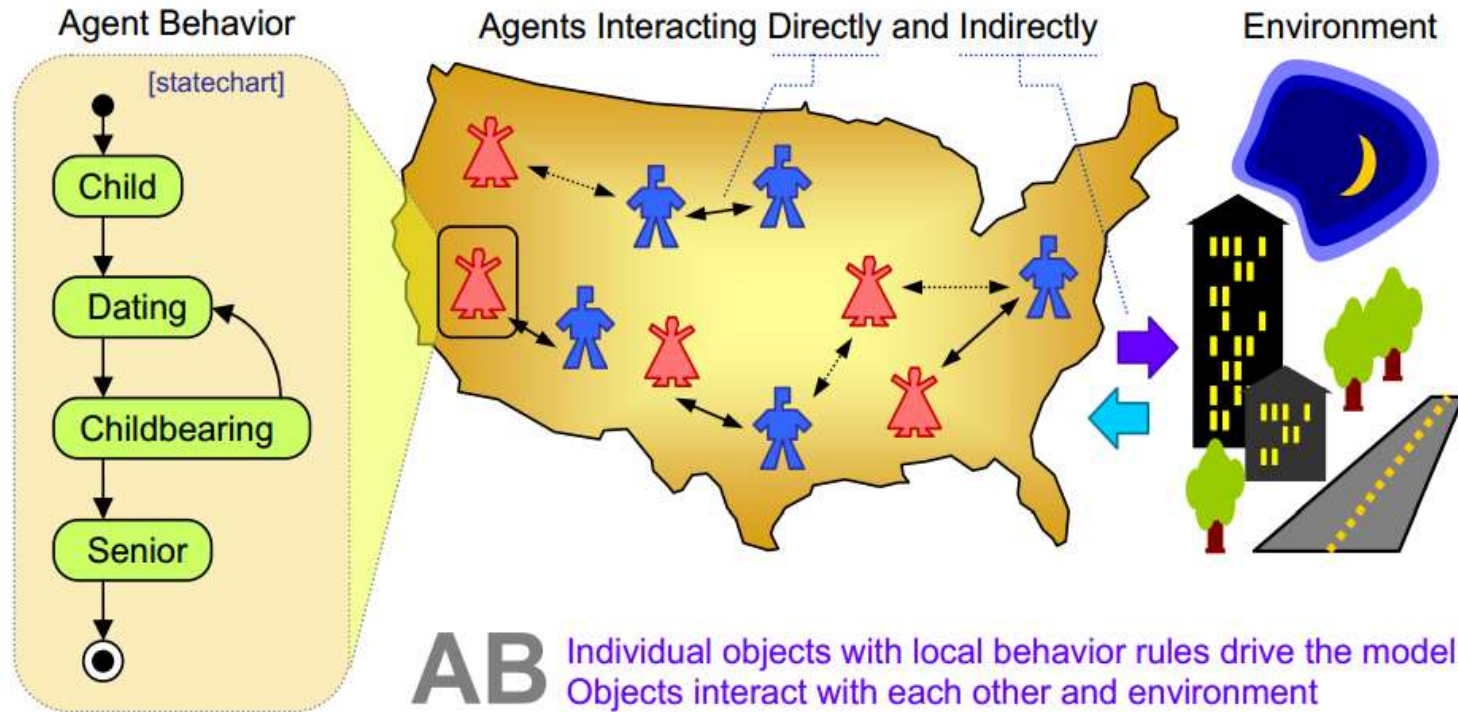


In discrete-event simulation, the operation of a system is represented as a chronological sequence of events. Each event occurs at an instant in time and marks a change of state in the system. For example, if an elevator is simulated, an event could be "level 6 button pressed", with the resulting system state of "lift moving" and eventually (unless one chooses to simulate the failure of the lift) "lift at level 6".

DE Entities and Resources (Passive Objects)
Flowchart Blocks (Queues, Delays, etc.) drive the model

- Based on the concept of entities, resources and block charts describing entity flow and resource sharing
- Passive entities
- The focus is on the 'processes' not the 'agents'

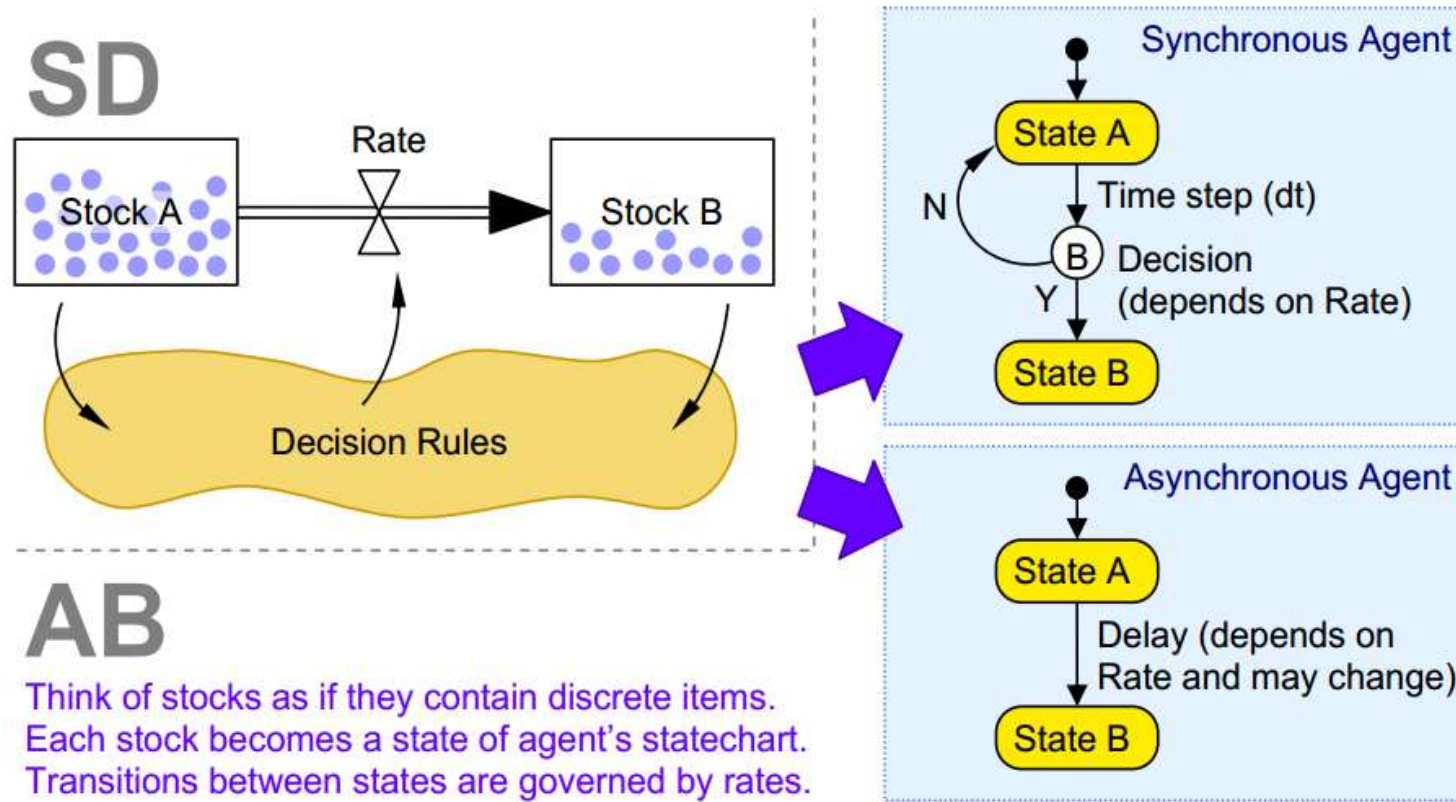
Agent Based



“Agent Based Modeling (also sometimes related to the term multi-agent system) is an essentially decentralized, individual-centric (as opposed to system level) approach to model design. When designing an agent based model the modeler identifies the active entities, the agents (which can be people, companies, projects, assets, vehicles, cities, animals, ships, products, etc.), defines their behavior (main drivers, reactions, memory, states, ...), puts them in a certain environment, establishes connections, and runs the simulation. The global behavior then emerges as a result of interactions of many individual behaviors. It combines elements of game theory, complex systems, emergence, computational sociology, multi-agent systems, and evolutionary programming.”

- Bottom-up approach
- Consist of agents that are autonomous, pro-active, reactive, spatial aware, able to learn and have social abilities, that ‘live’ in an environment and are driven by behavior rules defined by ‘state charts’

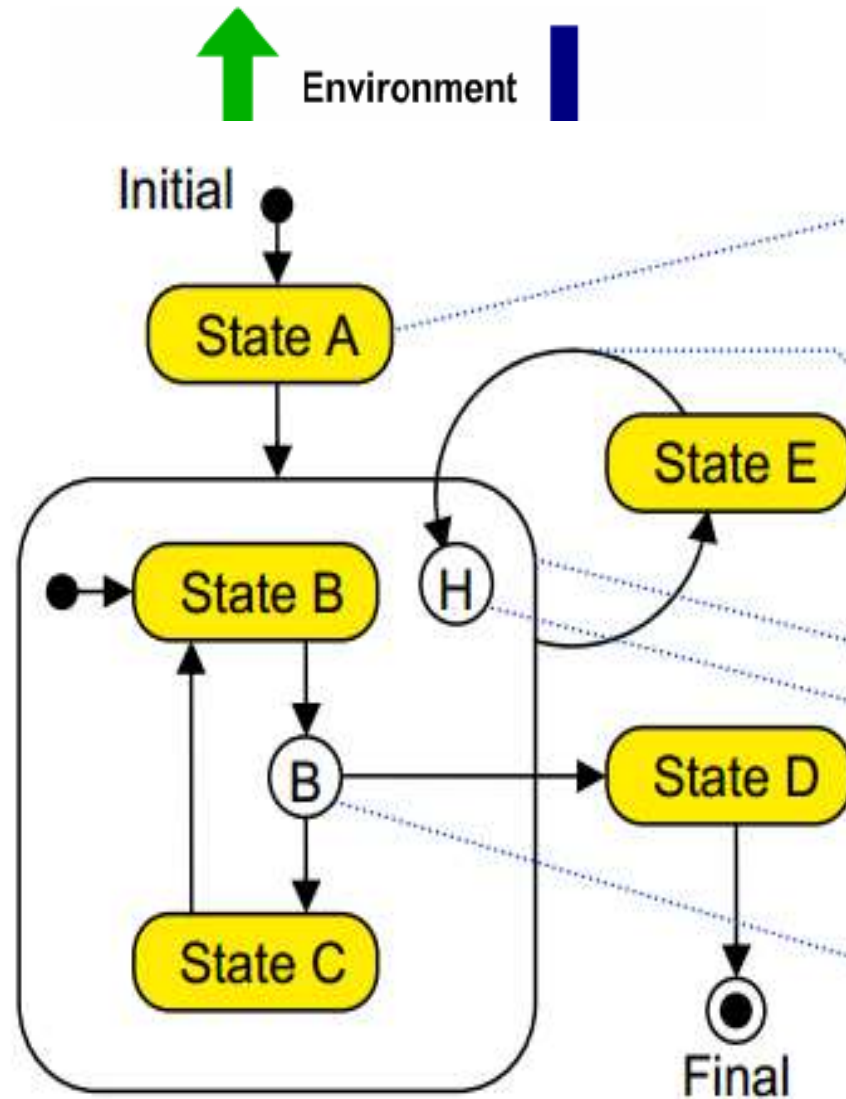
Multimethod approach – Hybrid models



- Many problems can be modeled using both SD and ABM
- It is possible to 're-conceptualize' an SD model into ABM
- ABM allows us sometimes to refine the model and make it more 'realistic' and 'useful'

ABC of ABM

- Building block: Agent



Simple State

Control is always located in one of the simple states. States have Entry and Exit actions

Transition

Can be triggered by an external or internal event, condition or timeout. Has Action

Composite State

A group of states with common behavior

History Pseudo State

Denotes last visited state in the composite state

Branch Pseudo State

Specifies conditional branching of transitions

ABC of ABM

- A
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- Ex
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—
—
- Th



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Common concepts in ABM

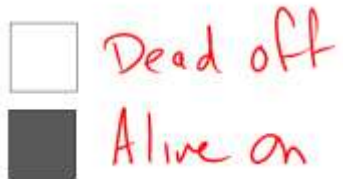
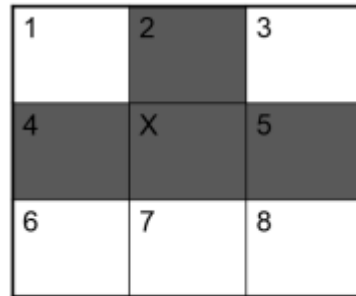
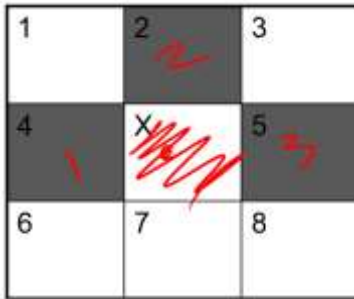
- **Emergence:** from chaos comes order!
 - ABMs with few or no emergent outcomes tend to be less useful (and less interesting!)
 - However, don't try to '**impose**' emergence. Instead, look for the adaptation rules that might lead to it.
- **Adaptation:** what decisions do agents make?
 - Direct objective seeking: decisions maximize explicit estimates of an agent's future condition
 - Indirect objective seeking: agents are given rules that mimic observed behavior, which are presumably contribute to their objectives

Common concepts in ABM

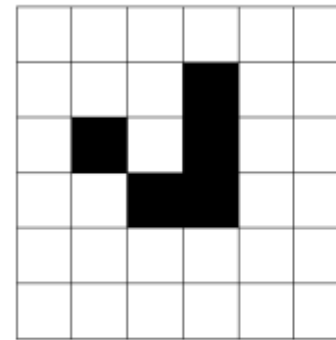
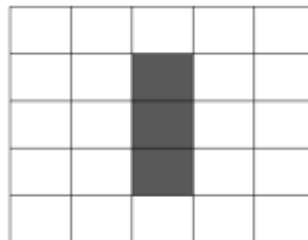
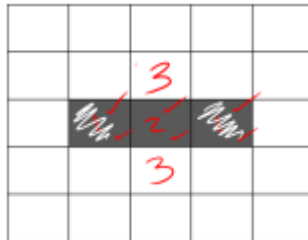
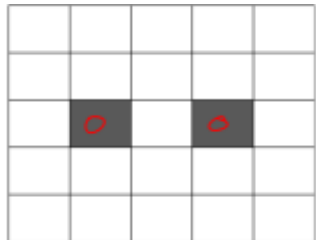
- **Interaction:** local NOT global interaction
 - Direct interaction: (example: wolf-sheep interaction in the predator-prey model)
 - Indirect interaction: through the environment (competition between sheep for grass)
- **Sensing:** what information do agents have?
 - Is it realistic to assume that the agent knows a certain piece of information? Under what conditions?
 - What is the effect of this “partial knowledge”?

Game of Life

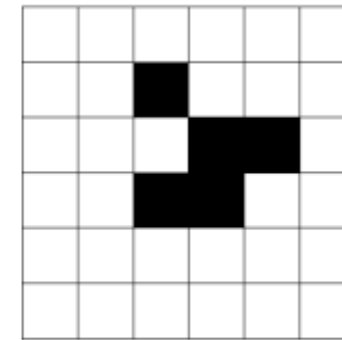
- The Game of Life, is a **cellular automaton** devised by the British mathematician John Horton Conway in 1970.
- 2 simple rules lead to emergence of unpredictable, complex patterns



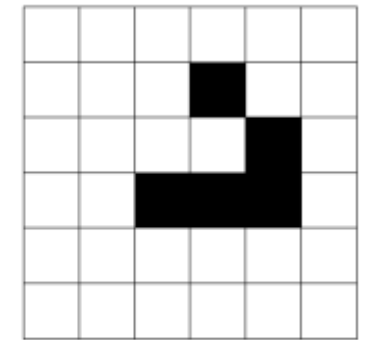
If **off** you turn **on** if 3 neighbors **on**
If **on** stay **on** if 2 or 3 neighbors **on**



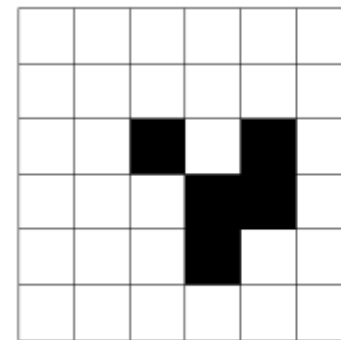
t = 0



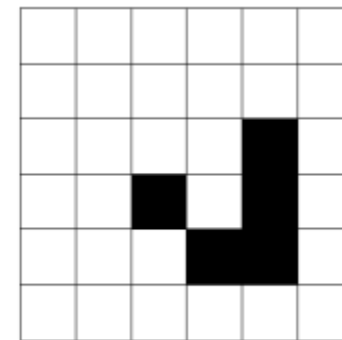
t = 1



t = 2

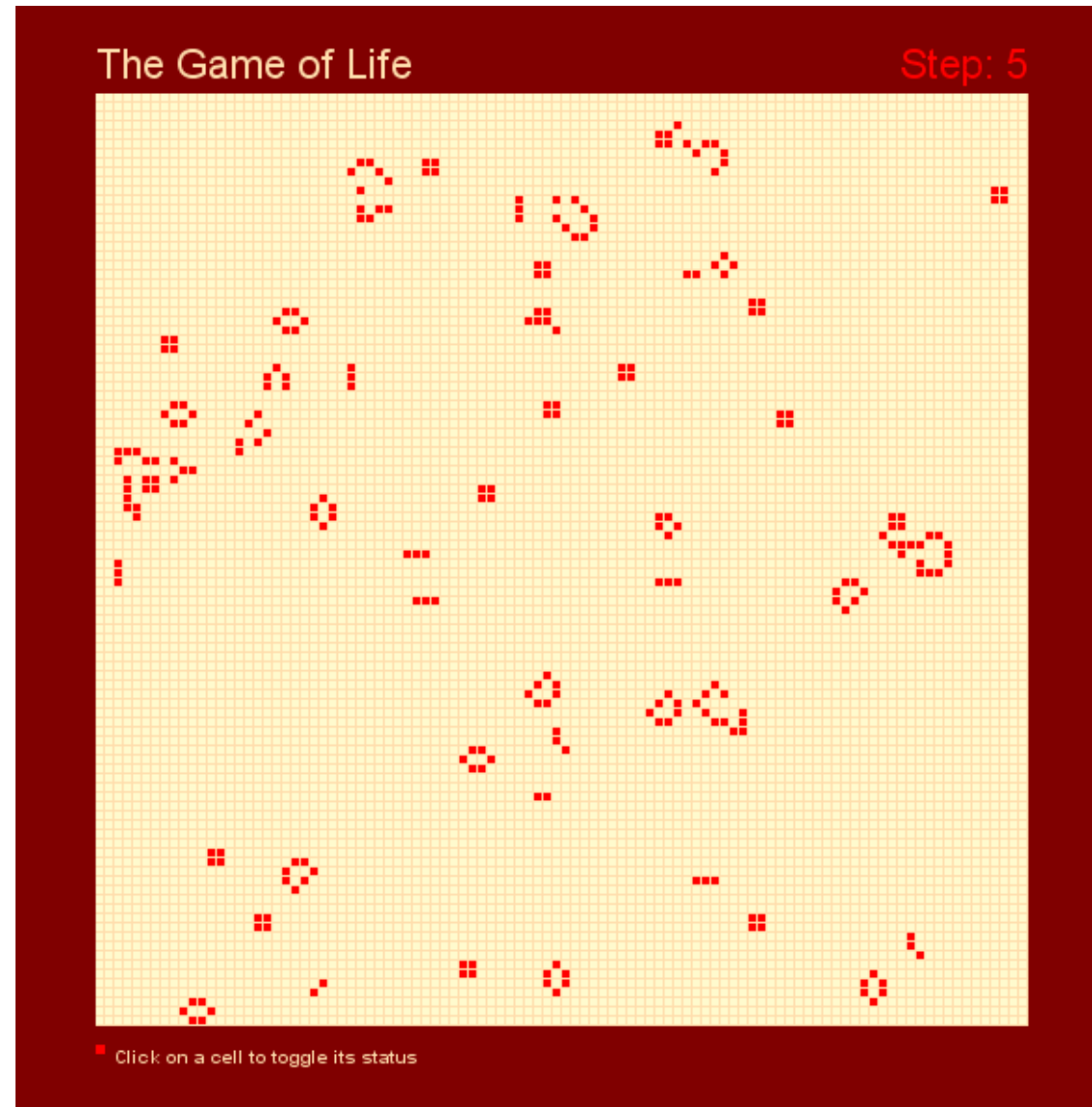


t = 3

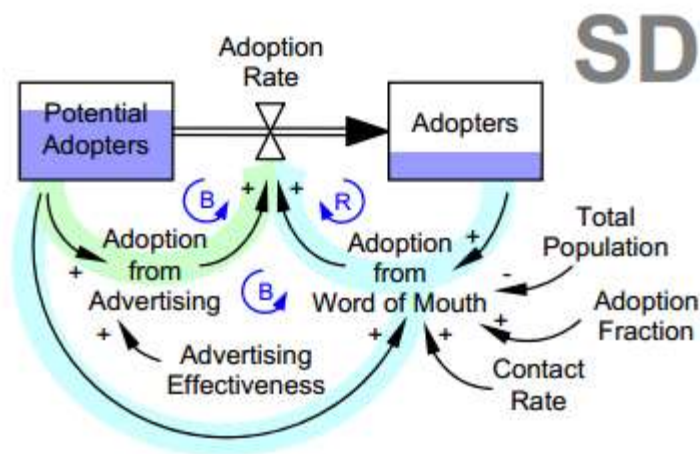


t = 4

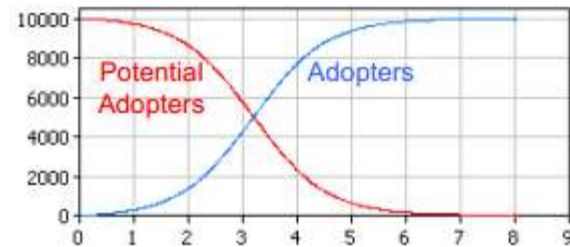
Game of Life



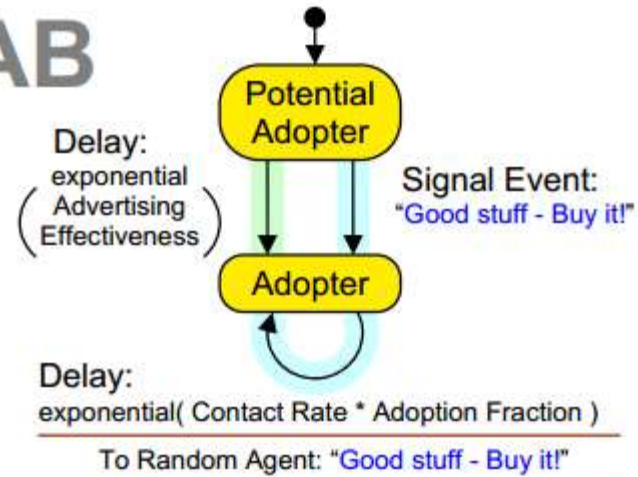
SD vs. ABM: Bass Diffusion model



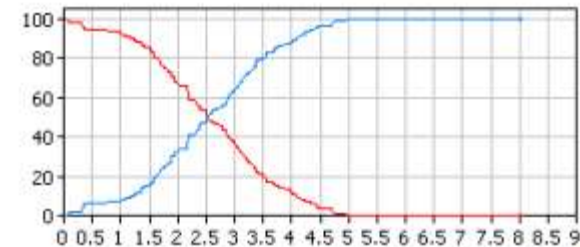
SD Simulation Results (AnyLogic™)



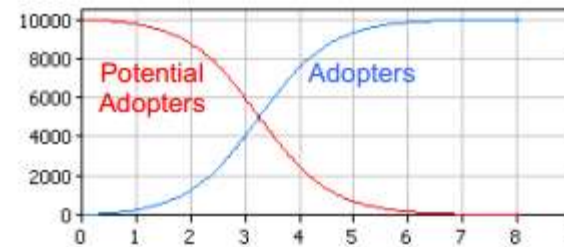
SD AB



100 Agents Simulation Results (AnyLogic™)



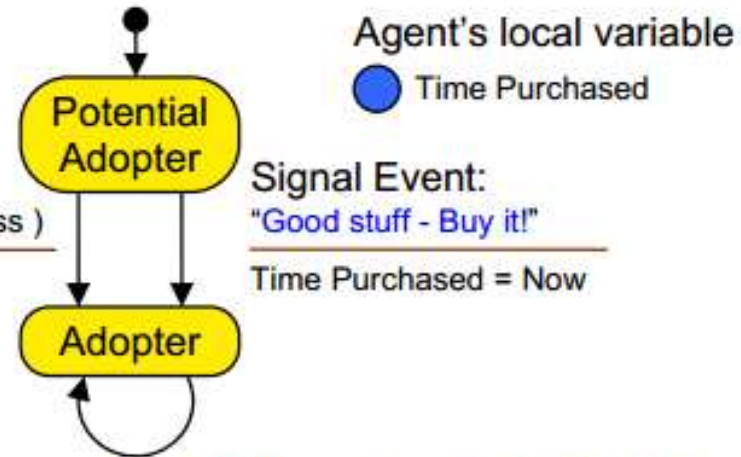
10,000 Agents Simulation Results (AnyLogic™)



SD vs. ABM: Bass Diffusion model

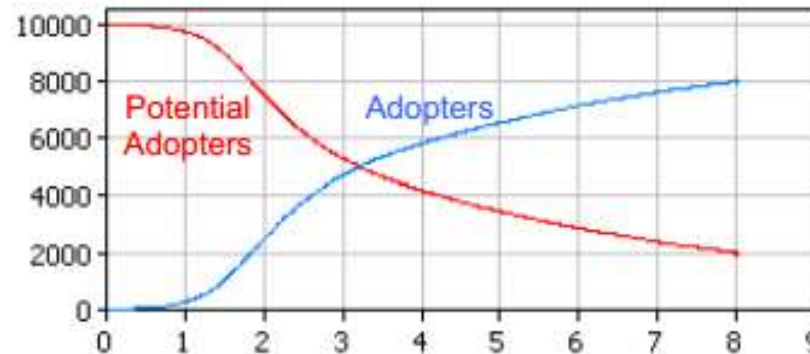
AB

Delay:
 $\text{exponential (Advertising Effectiveness)}$
Time Purchased = Now



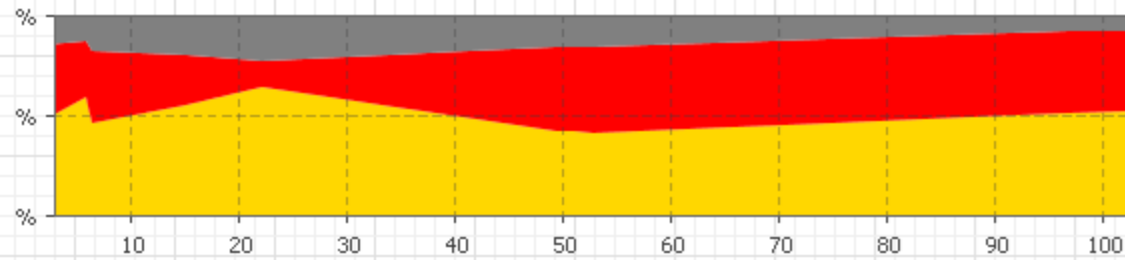
Delay:
 $\text{exponential(Contact Rate * Influence(Now - Time Purchased))}$
To Random Agent: "Good stuff - Buy it!"

10,000 Agents Simulation Results (AnyLogic™)



SD vs. ABM: SIR model

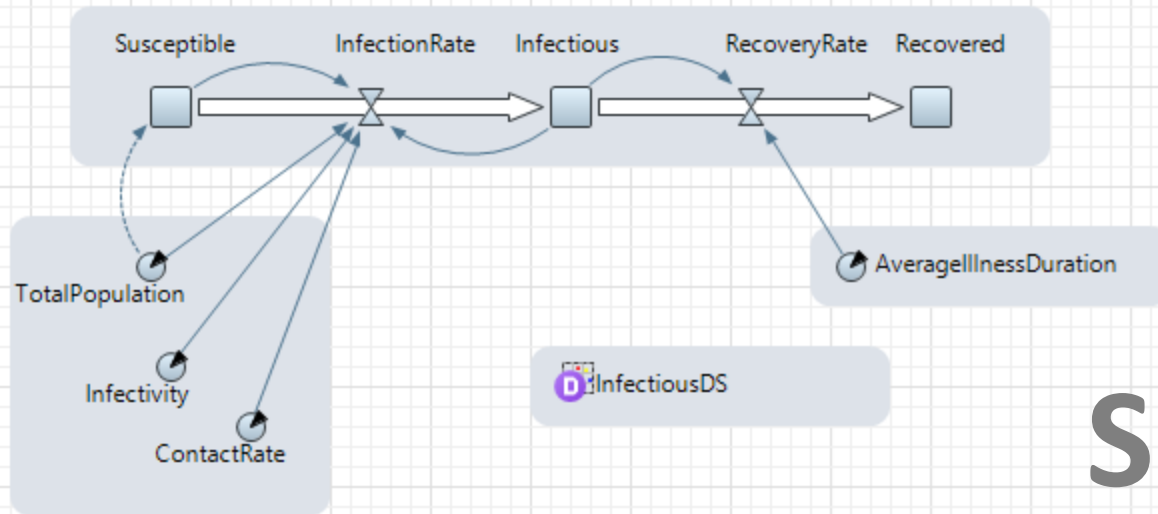
Percent of Susceptible, Infectious and Recovered population



■ Susceptible ■ Infectious ■ Recovered

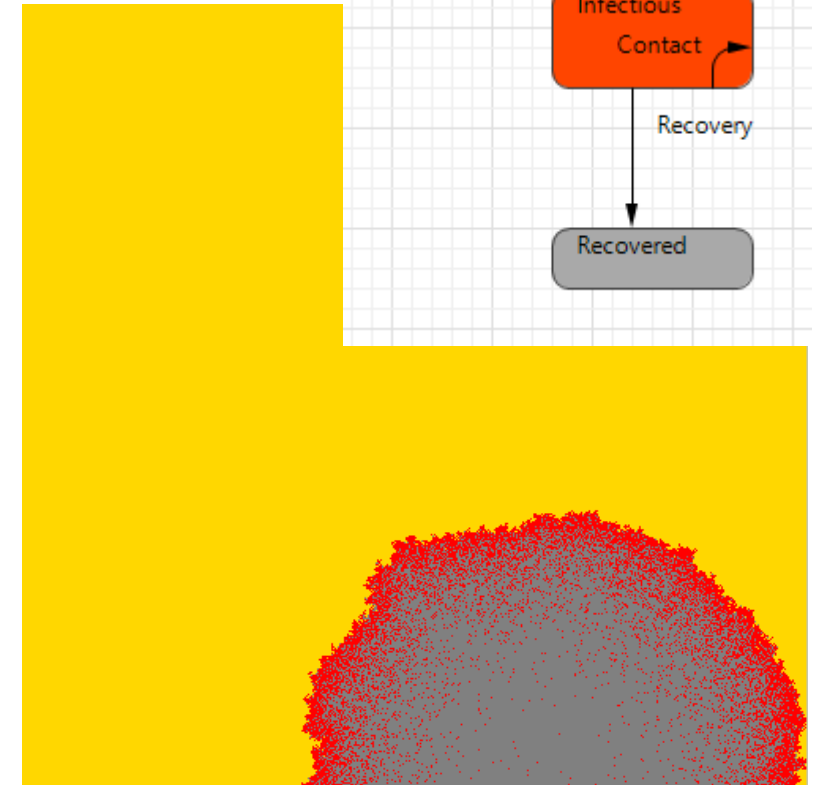
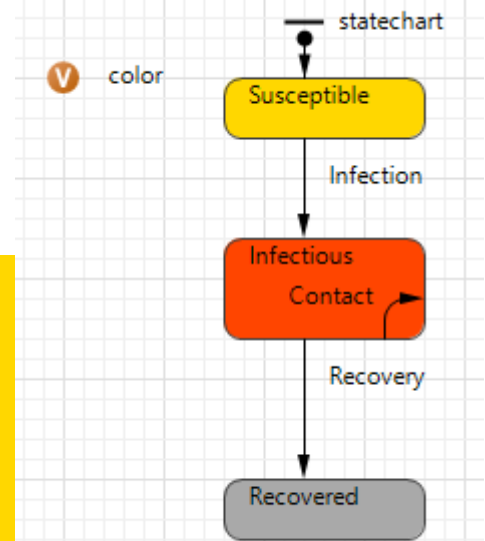
Save results and Finish

Stock & Flow Diagram of the System Dynamics Model



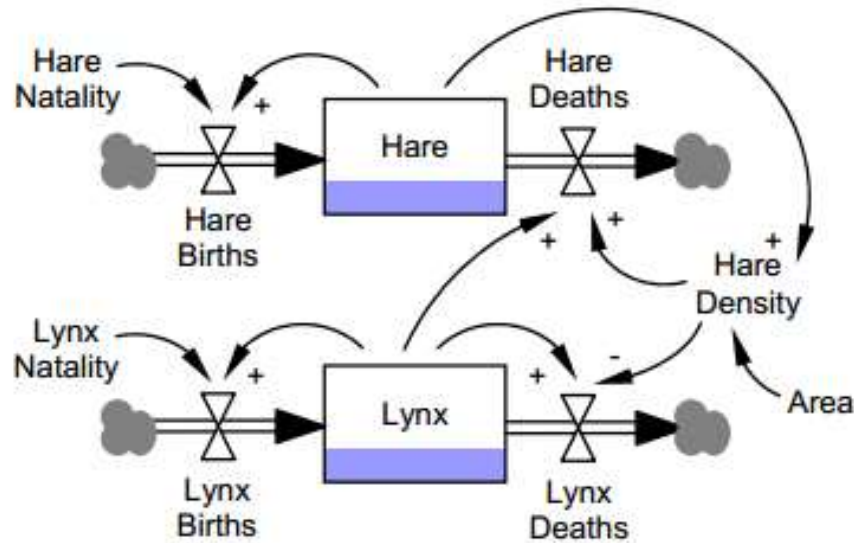
SD

AB

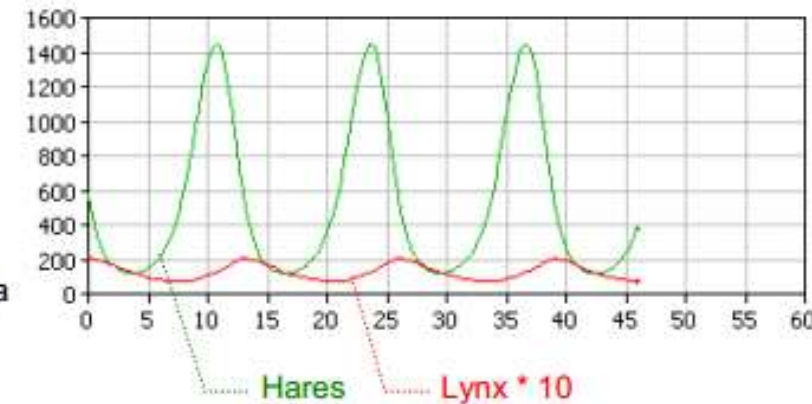


SD vs. ABM: Predator-Prey model

SD



SD Simulation Results (AnyLogic™)



$$d(\text{Hares})/dt = \text{Hare Births} - \text{Hare Deaths}$$

$$\text{Hare Births} = \text{Hares} * \text{Hare Natalty}$$

$$\text{Hare Deaths} = \text{Hare Density} * \text{Lynx}$$

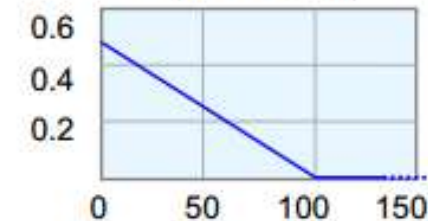
$$\text{Hare Density} = \text{Hares} / \text{Area}$$

$$d(\text{Lynx})/dt = \text{Lynx Births} - \text{Lynx Deaths}$$

$$\text{Lynx Births} = \text{Lynx} * \text{Lynx Natalty}$$

$$\text{Lynx Deaths} = \text{Lynx} * \text{Lynx Mortality}(\text{Hare Density})$$

Lynx Mortality



Assumptions:

- Prey population have unlimited resources and die only when eaten
- Predators only die because of starvation and prey is their only source of food
- Predators can consume infinite number of prey
- No environmental complexity (homogeneity)

SD vs. ABM: Predator-Prey model

AB

Hare:

Variable:

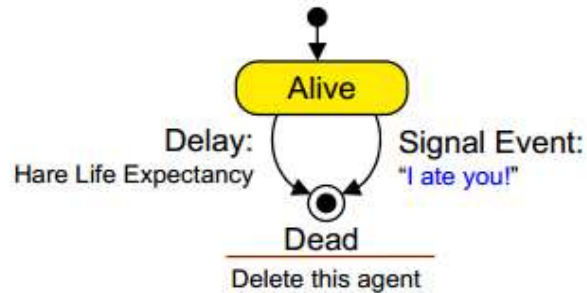
● Location

Cyclic Timer:



exponential (Hare Natality)

If local density allows,
create new Hare nearby.



Lynx:

Variable:

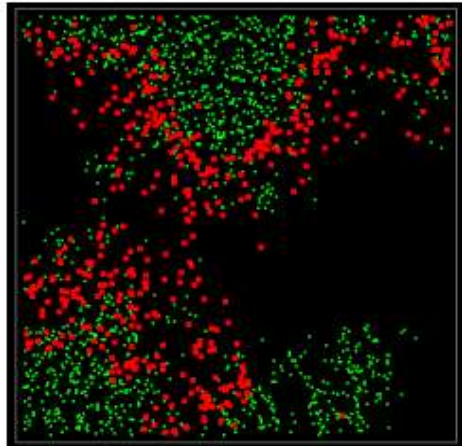
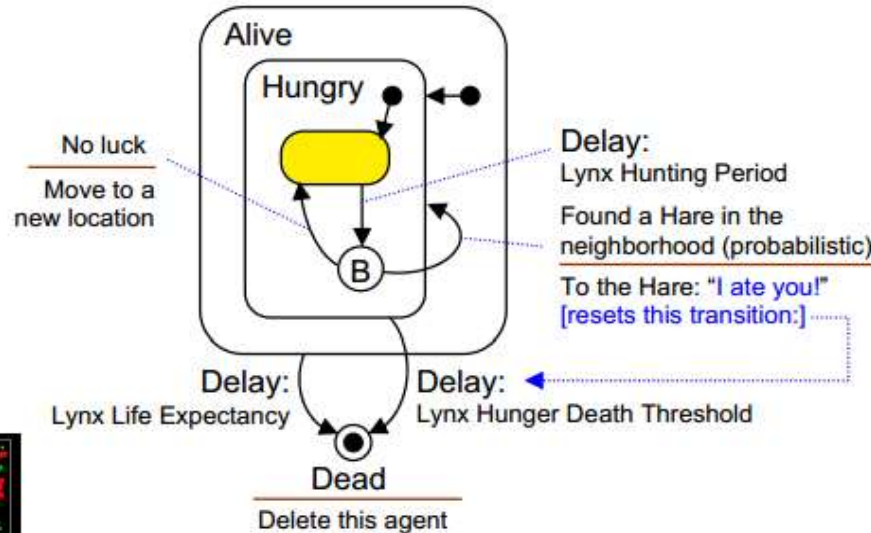
● Location

Cyclic Timer:

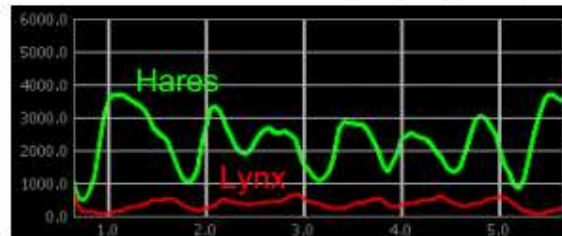


exponential (Lynx Natality)

Create new Lynx at the
same location.



<< Animation and
Simulation Results (AnyLogic™):



By using ABM,
some of these
assumptions
can be avoided!

Which approach to use when?

- No 'clear-cut' answer exists. It depends on your objective and expected 'resolution'.
- Agent based models are often harder to develop, verify, validate and document, need more computational power to simulate and their results are more difficult to interpret.
- Why bother? Remember: sometimes our objective is to (describe the **behavior, variability and the interactions among organisms, not merely the quantity of whole populations**).

| | System Dynamics | Agent-Based Modeling |
|----------------------------|---------------------------|---------------------------|
| Perspective | Top-down | Bottom-up |
| Main Building block | Causal loops | Agent entities |
| Unit of Analysis | System structure | Rules of agent behavior |
| Level of Modeling | Aggregate system behavior | Individual agent behavior |
| System Structure | Pre-determined | Evolvable |
| Time Handling | Continuous | Continuous or discrete |

When to choose ABM?

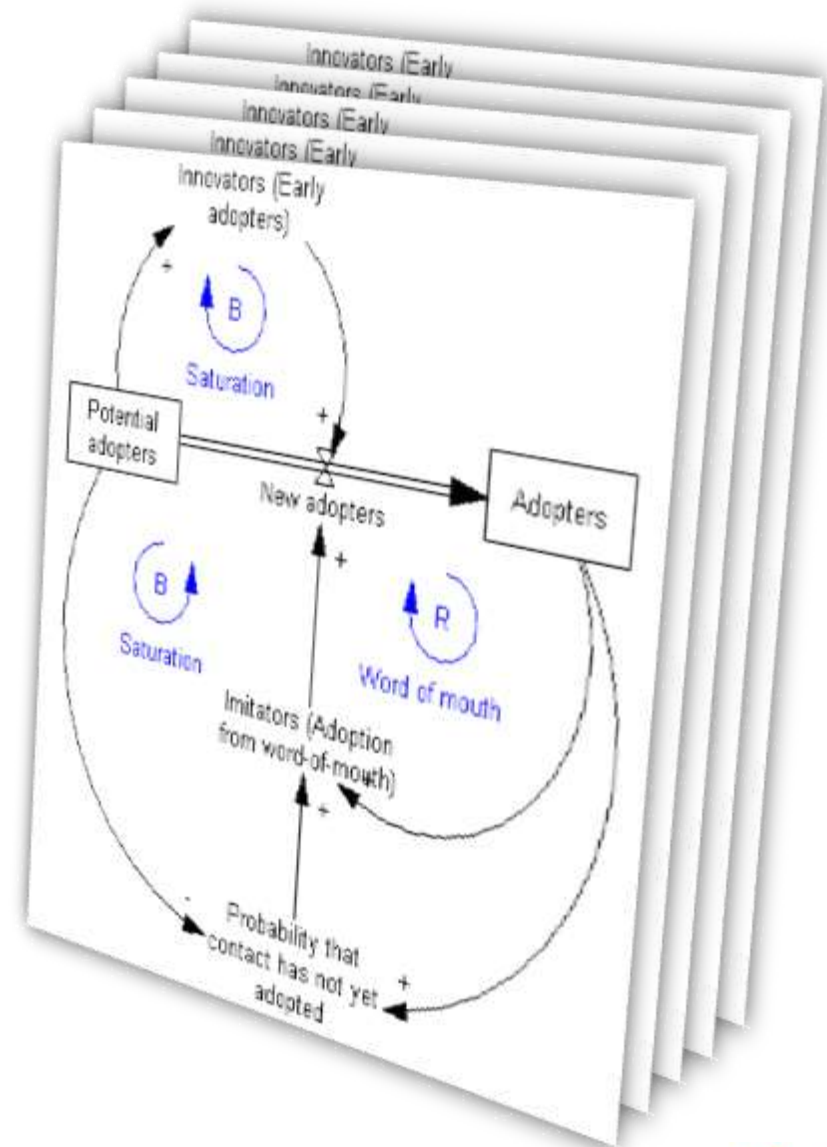
- When you have discrete, identifiable and decentralized agents
- When the agents are different or the environment is heterogeneous
- When interaction between agents is local
- When agents are adaptive (and adapt their adaptation rules)
- When individual behaviors (and destiny) matters
- When agents have spatial presence

Some applications of ABM

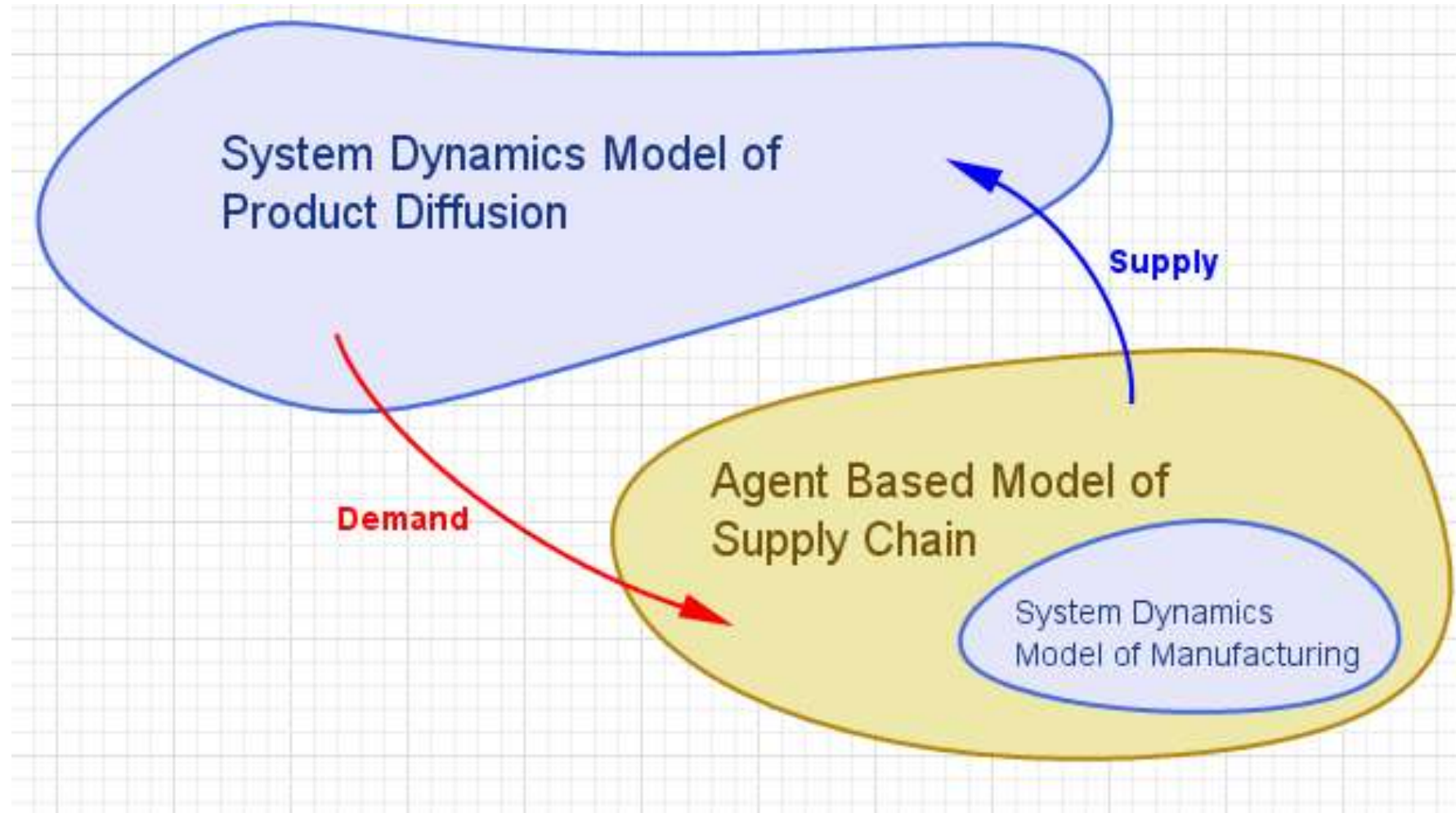
- Complex Markets (stock, commodity, power, etc.)
- Epidemiology
- Social networks
- Supply chain management
- Ecological systems
- Biology and evolution
- Politics and war simulation

Modern methods

- Modern simulation environment allows for creation of hybrid models and overcome the limitations of the individual methods
- System-dynamics implemented in object-oriented programming languages (such as JAVA) allows for creation of **Object Oriented System Dynamics** models and gives birth to the concept of “**Dynamic System Dynamics**”.
- The model structure is not necessary **rigid** anymore – can be **controlled programmatically**, it can expand and shrink!
- A complete SD model can be used as an Agent in an ABM model.



Multimethod Hybrid Model

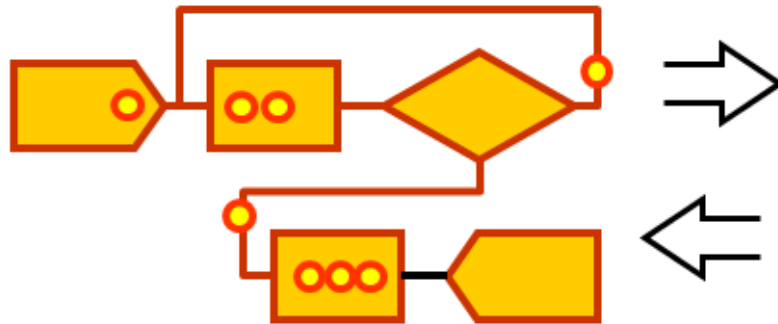


Multimethod Hybrid Model

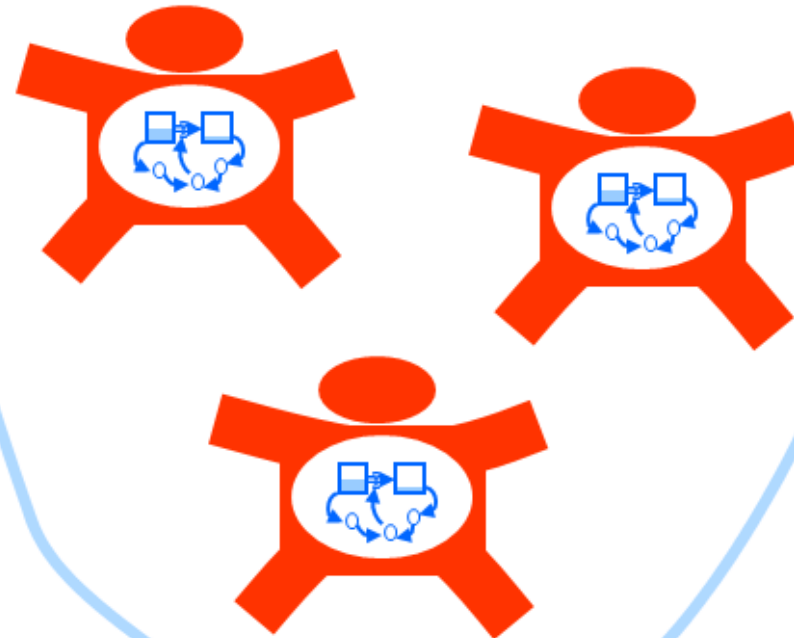
The Three Modeling Methods Work Together: Consumer Market and Supply Chain Model

Show description >>

Discrete event model of supply chain



Agent based model of consumer market
System dynamics model of decision
making inside agents



Run the model



This AnyLogic™ Model is © XJ Technologies www.anylogic.com

Conclusion ?!

- **ABM** is another tool in your toolkit as a **Systems Engineer**



Experiment with other modeling approaches and use the one that fits best for or a combination of them – **smartly!**

Challenge model boundaries and resolution and usual thinking by creating **hybrid models!**

Other useful resources

- MIT System Dynamics self-study [course](#)
- MIT System Dynamics 1 [course](#)
- MIT System Dynamics 2 [course](#)
- MIT Agent-Based Modeling [course](#)
- MIT Agent-Based Modeling [course](#) –AnyLogic version
- TU Delft Agent-based Modeling [course](#)
- MIT Dynamic Systems 1 [course](#)
- MIT Dynamic Systems 2 [course](#)
- University of Michigan Model Thinking [course on Coursera](#)
- [runthemodel.com](#) – AnyLogic’s proprietary online simulation model repository
- [Forio Simulate](#) – Cross-platform online simulation model repository

This presentation is based on “**Agent Based Modeling – An Overview**” by Ahmed Saif, Masdar Institute, 2010 and “**From System Dynamics and Discrete Event to Practical Agent Based Modeling: Reasons, Techniques, Tools**” by Andrei Borshchev & Alexei Filippov, XJ Technologies & St. Petersburg Technical University, 2004