

Mathematical essays on rational human behavior  
in a social setting ...



# MODELS OF MAN

## Social and Rational

By HERBERT A. SIMON, Professor of Administration, and Head, Department of Industrial Management; Graduate School of Industrial Administration, Carnegie Institute of Technology.

### Mathematical theory of human behavior ...

This collection of sixteen related essays develops a coherent theory of the rational and non-rational aspects of human behavior in a social setting. Throughout the volume mathematical thinking is employed freely to bring clarity to topics and areas that have suffered from the vagueness of purely verbal treatment. The book consistently maintains the viewpoint of empirical science, in which mathematics is used as a tool of discovery and analysis, but substance is never sacrificed for mathematical elegance. The essays provide valuable examples of the methods of applied mathematics in the social sciences.

### Plan of the book ...

The work begins with an analysis of influence processes and the underlying concept of causality. Dr. Simon then shows how influence and interaction processes can be incorporated into models of social behavior. Next he examines the rational and non-rational mechanisms on which group cohesion rests, and introduces a theory of the interaction of the rational and non-rational mechanisms of human behavior. The final section of the book presents a new theory of human rationality that meets the needs of economics and organization theory for a "rational man", but in a manner consistent with our empirical knowledge of human behavior.

1957. 287 pages.  
6-1/8 by 9-1/4. \$5.00.

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### A realistic approach to decision making ...

Starting with the basic premise that man is a creature of bounded rationality, the papers included in the volume develop a new theory of rationality consistent with psychological and sociological evidence of the limits of human capacity for calculation. The essays show how, in economics and administration, an unrealistic "maximizer" can be replaced by a rational man who seeks "good enough" courses of action because he has not wits to seek the optimum. A central part is played in this realistic approach by the psychological concept of aspiration levels, and the sociological concept of role.

### Concerns all the social sciences ...

In drawing upon statistics, social psychology, economics, sociology, learning theory, and political science, the essays illuminate topics of fundamental concern to all the social sciences: the concepts of influence and causality, Homans' and Festinger's theories of group behavior, the nature of rational choice, the employment relations, and role theory. In so doing, they make major strides toward unification in the social sciences.

### Classroom use ...

Models of Man is suitable as a text on the graduate level. It can be read without difficulty by students who have a background in calculus, and can also be used in connection with courses in which students are learning calculus for application to social science problems. In addition, the volume makes effective reading for graduate theory courses in sociology and in the theory of the firm.

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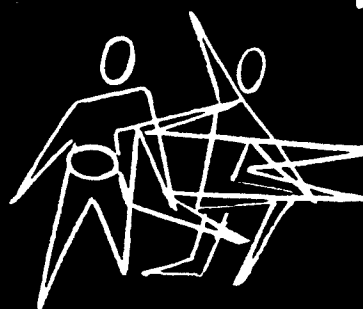
Brings new clarity and rigor  
to the social sciences ...

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