

MENTAL MODELS SHAPE THE WORLD



**A MENTAL MODEL IS
ESSENTIALLY AN
INTERNAL MAP OF THE
EXTERNAL WORLD—A WAY
OF REPRESENTING
REALITY WITHIN OUR
MINDS.**

These models are believed to be crucial in how we think, reason, and make decisions.

**ONE WAY PEOPLE THINK IS
BY USING MENTAL
MODELS.**

**THESE ARE LIKE MENTAL
IMAGES WE CREATE FROM
WHAT WE SEE, IMAGINE,
OR UNDERSTAND FROM
CONVERSATIONS.**

*“The image of the world around us,
which we carry in our head, is just
a model.*

*Nobody in his head imagines all the
world, government or country.*

*He has only selected concepts, and
relationships between them, and
uses those to represent the real
system”*

— Forrester, 1971

**OUR THINKING MAY RELY
MORE ON THESE MENTAL
IMAGES THAN ON FORMAL
RULES.**

*Mental models have a
significant impact on
how we understand and
interact with the world.*

**MENTAL MODELS
INFLUENCE VARIOUS
ASPECTS OF OUR LIVES
AND THE WORLD
AROUND US.**

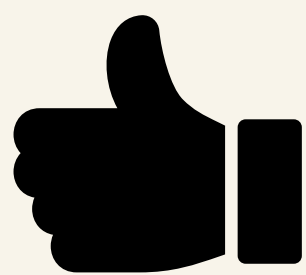
*Here are just a few
examples...*

- 1. Education Policies:** Different mental models influence approaches to education.
- 2. Healthcare Systems:** Mental models shape how healthcare systems are structured and operated.
- 3. Urban Planning:** Mental models impact how cities are designed and developed.
- 4. Economic Policies:** Different mental models lead to different economic policies.

5. **Technology Regulation:** Mental models shape views on regulating emerging technologies like artificial intelligence and biotechnology.
6. **Social Welfare Programs:** Mental models impact the design and implementation of social welfare programs.
7. **Environmental Conservation:** Mental models influence approaches to environmental conservation beyond climate change.



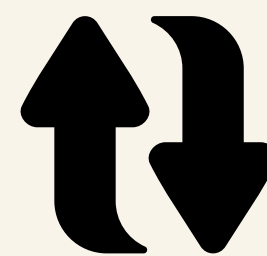
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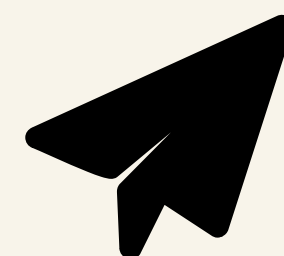
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