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Abstract title:

The ethics of sociophysics

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Computational models of group opinion dynamics are one of the most active fields of sociophysics. In recent years, advances in model complexity and, in particular, the possibility to connect these models with detailed data describing individual behaviors, preferences and activities, have opened the way for the simulations to describe quantitatively selected, real world social systems.

The simulations could be then used to study 'what-if' scenarios for opinion change campaigns, political, ideological or commercial.

The possibility of the practical application of the attitude change models necessitates that

the research community working in the field should consider more seriously the moral aspects of their efforts, in particular the potential for their use for unintended goals. The paper discusses these issues, and offers a suggestion for a new research direction: using the attitude models to increase the awareness and detection of social manipulation cases.