



IMBS professor A. Kimball Romney's research led to this mathematical visualization of cone photo receptor sensitivities. In theory, this visualization is the operational key to creating uniform, high quality color in a variety of fields. Photo by Daniel Anderson, University Communications.

- IMBS advances the study of behavior through mathematical modeling
- Founded in 1989 by mathematical psychologist R. Duncan Luce
- Active members include 60 affiliated faculty and researchers campuswide
- Provides support for young scientists and students of mathematical behavioral sciences
- Hosts annual international conferences, synergistic workshops and a technical report series on interdisciplinary topics

949.824.8651 | imbs@uci.edu
www.imbs.uci.edu

UCI IMBS researchers study the behavioral sciences using mathematical approaches that provide a basis for formal descriptions of behavioral phenomena and their underlying mechanisms. This approach has the advantage of allowing for the direct modeling and testing of formal relations that govern the underlying mechanisms of phenomena, and permits the principled prediction of patterns of behaviors under new or changing situations.

investigate

IMBS facilitates interaction and common research goals among scientists interested in formulating precisely and testing theories of human behavior. Their interests span anthropology, cognitive science, economics, engineering, logic and the philosophy of science, mathematics, political science and sociology.

innovate

The interdisciplinary research emphasis of IMBS encourages development of new mathematical techniques and innovations to advance the behavioral sciences similar to the ways in which mathematics has been used to advance the physical sciences. Findings from IMBS researchers impact real-world problems in economic, social and psychological situations through the application of advances in mathematical theory and methods.

impact