

# Systemic Dimensions of the Urban Consumer Behaviour

## 1. Iceberg Model

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CONFERENCE: Themes and Fundamental Ideas  
in the Field of Psychology and Educational  
Sciences

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**Abstract:** More and more we think and even more frequently represent the urban worlds in systemic terms. All sorts of claims, from strategic, political, social, and cultural to even psychosocial ones, insinuate into our discourses and carry their own load of particular themes and vocabularies. Words such as ecosystem, biopolitics, and resilience have become operative in our languages and they are no longer novelties in the issues raised in the debate about our urban worlds and our roles as consumers of the big cities. Under the circumstances, I find it more interesting to address the issue in terms of systemic approaches, more precisely the psychosocial understanding of contemporary urban consumer behaviour.

In this presentation, based on methodological methods employed in the Cities2030 project, I would like to introduce a possible systemic approach by unifying three qualifying models for urban consumer behaviour, namely the Iceberg model, the systemic fields model, and the model of resilience dynamics. Their joint use could lay the foundations of a complex approach to understanding urban systems.

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**Keywords:** Urban systems, consumer behaviour, systems thinking, Iceberg model, systemic fields model, resilience dynamics model, Cities2030 project

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## D3.3 Systems Thinking Methodology

Deliverable in Cities2030 project

<https://cities2030.eu/deliverable/d3-3-systems-thinking-methodology/>

Deliverable D3.3 describes the process and results that embrace a methodological and logical framework for Cities and Regions Food Systems to apply Systems Thinking. The provision responds to the following questions:

- What are the issues in Cities and Regions Food Systems?
- Why is it important to find solutions to these issues?
- How to make sense of urban food systems' interconnections?
- Which are the scenarios and best solutions?

The evolution of the D3.3 includes participatory activities, an application of pre-existing models, and pioneer exploitation of novel ICT tools. The results are leverageable in nearly all work packages of CITIES2030.

## D3.3 Systems Thinking Methodology; 2021

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Reference:

Löytty, T.; Dinu Vasiliu, C.; Brumă, I. S.; Tanasă, L.; Koetse, M.; Vanhalst, J.; Georgiou, K. E.; Yamasaki, E.; Osmancelebioglu, D.; Silva, B.; Doboş, S.; Karlsson, K. CITIES2030 - D3.3 Systems Thinking Methodology; 2021,

Available online: <http://cities2030.eu>

# | The ICEBERG model as a Structural Allegory

**The ICEBERG model is not a new model. It is used in various theories and methodologies and relies mainly on the basic elements of the Iceberg metaphor:**

- There is a visible part of the Iceberg, but it is the smallest part of the overall mass and structure. In this sense, the Iceberg metaphor is especially useful when we want to emphasize that the visible part of a speech, an idea, an action or an entity is not the main part.
- The iceberg is a vertically ordered structure and the greatest weight (both literally and metaphorically) lies deep within the structure we are considering.
- The iceberg makes sense only as a structure understood in its totality. The meaning of the Iceberg is not reductively given by the visible or the hidden part. The interpretive challenge is to make structural sense of the entire entity under consideration.

**All these features and more make us to use the Iceberg Model in**

- The systemic work methodologies for the knowledge management.

**At the same time we must consider that**

- There are several applications that have already become classics in using the Iceberg Model.

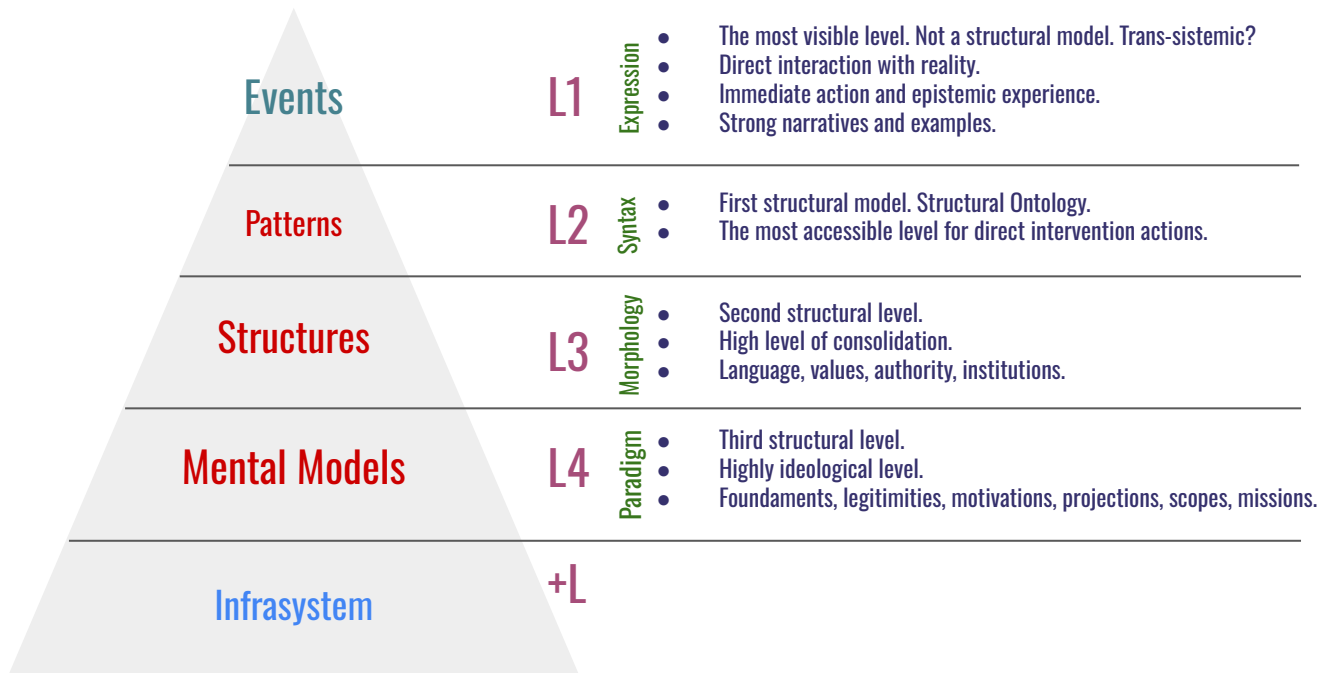
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## Resources

- [Systems Thinking Lab](#)
- [D3.3 Systems Thinking Methodology](#)

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# | A classic ICEBERG model in societal systems

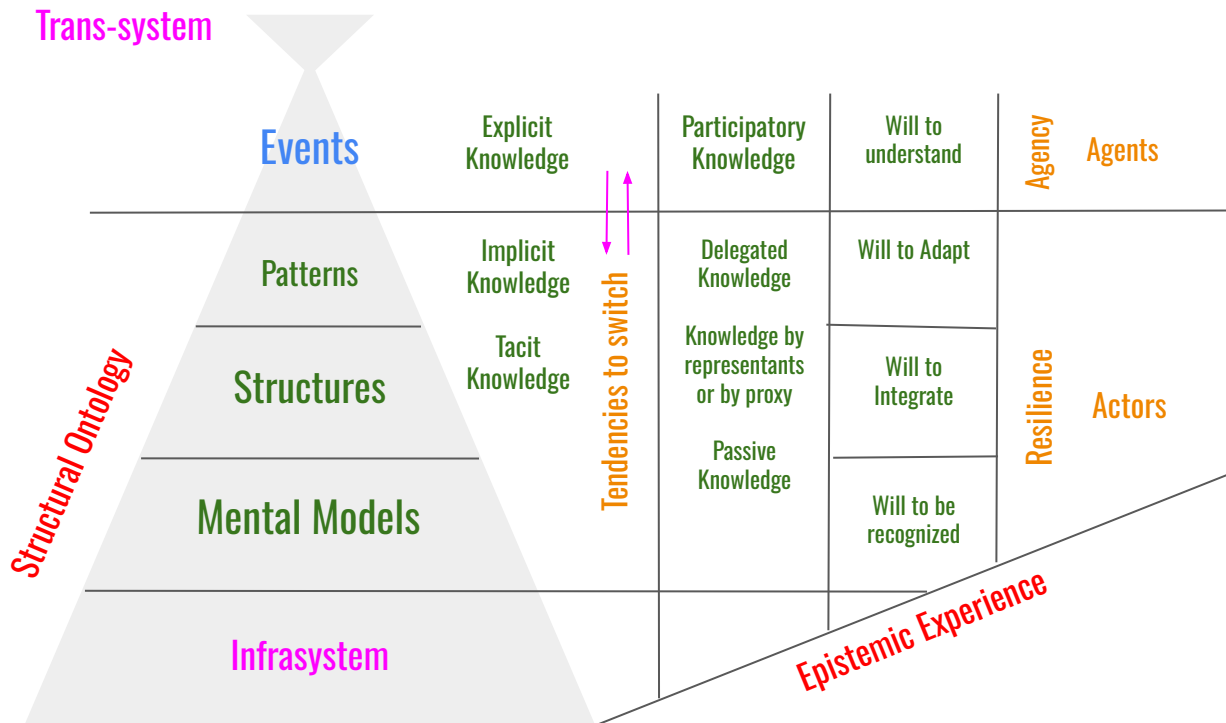


## Examples

- [Ecochallenge Platform](#)

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# ICEBERG Model or Models?

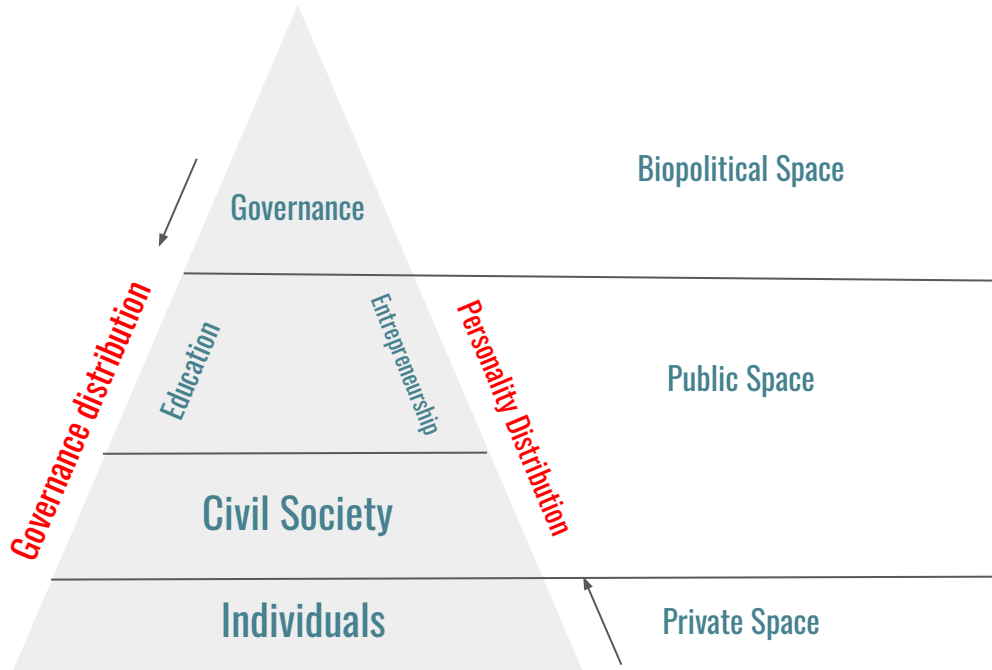


## Resources

- Polanyi, Michael. 2002 [1958]. *Personal Knowledge: Towards a Post-Critical Philosophy*. London: Routledge
- Fodor, Jerry. 1981. *The Appeal to Tacit Knowledge in Psychological Explanation*. Representations. Cambridge, MA: Bradford/MIT Press, 1981

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# Stakeholders. Quadruple Model and the societal roles according with Iceberg Model



## Resources

- Meadows, Donella H. The Global Citizen. (Washington, DC: Island Press, 1991)

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# Thank you

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