

Bessere Entscheidungen in Wirtschaft und Politik mit Hilfe
digitaler Zwillinge sozialer Systeme

Prof. Dr. Marcel Hebing und Prof. Dr. Martin Schmidt

kaleidemoskop GmbH &

DBU – Digital Business University of Applied Sciences

DIV-Konferenz 2023





DEM DEUTSCHEN VOLKE

makro

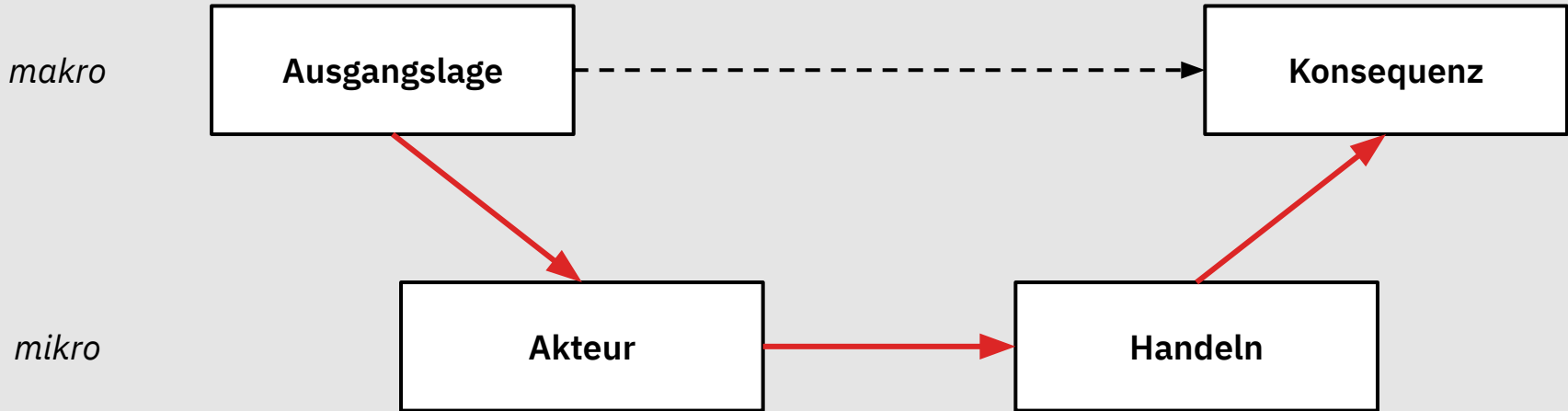
Ausgangslage

Erklärung?

Konsequenz



Colemans Badewanne

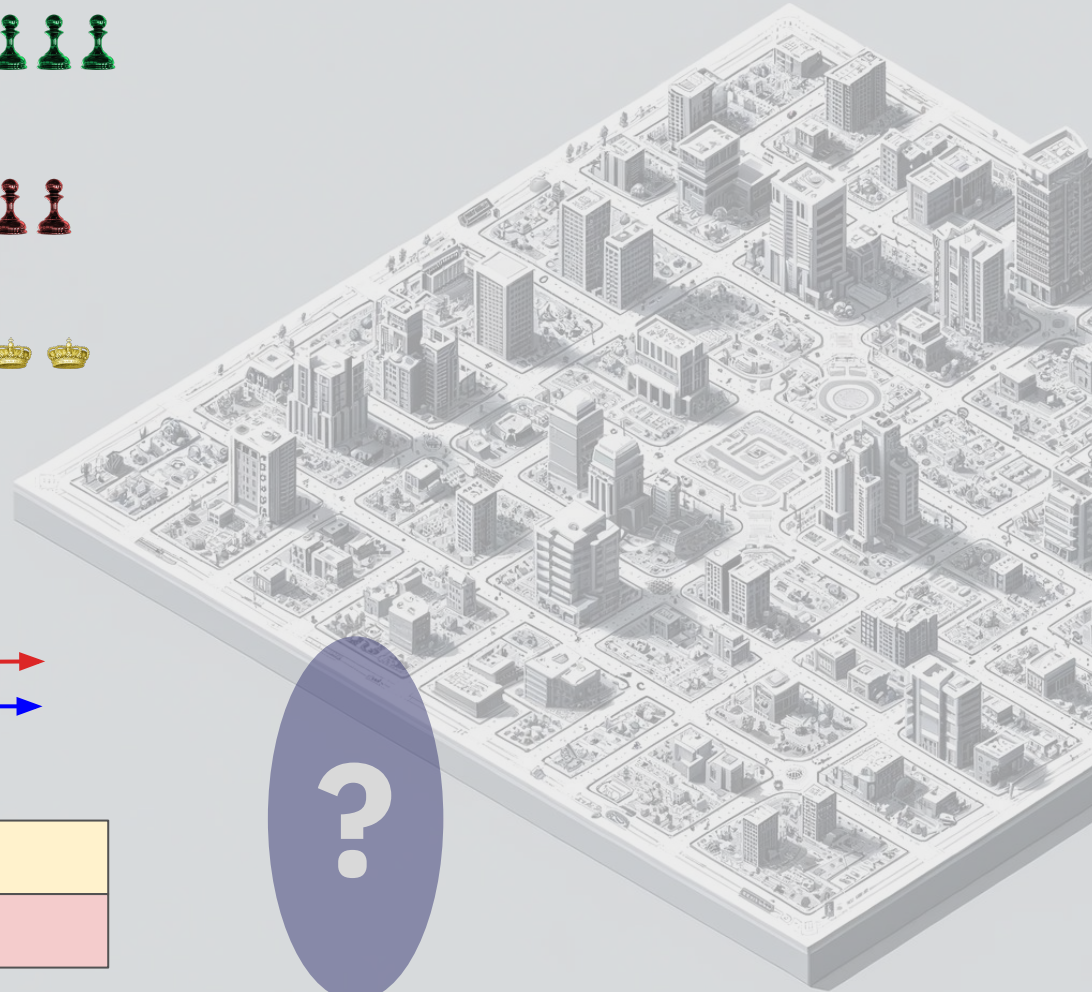
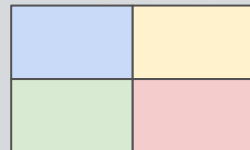
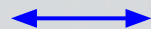




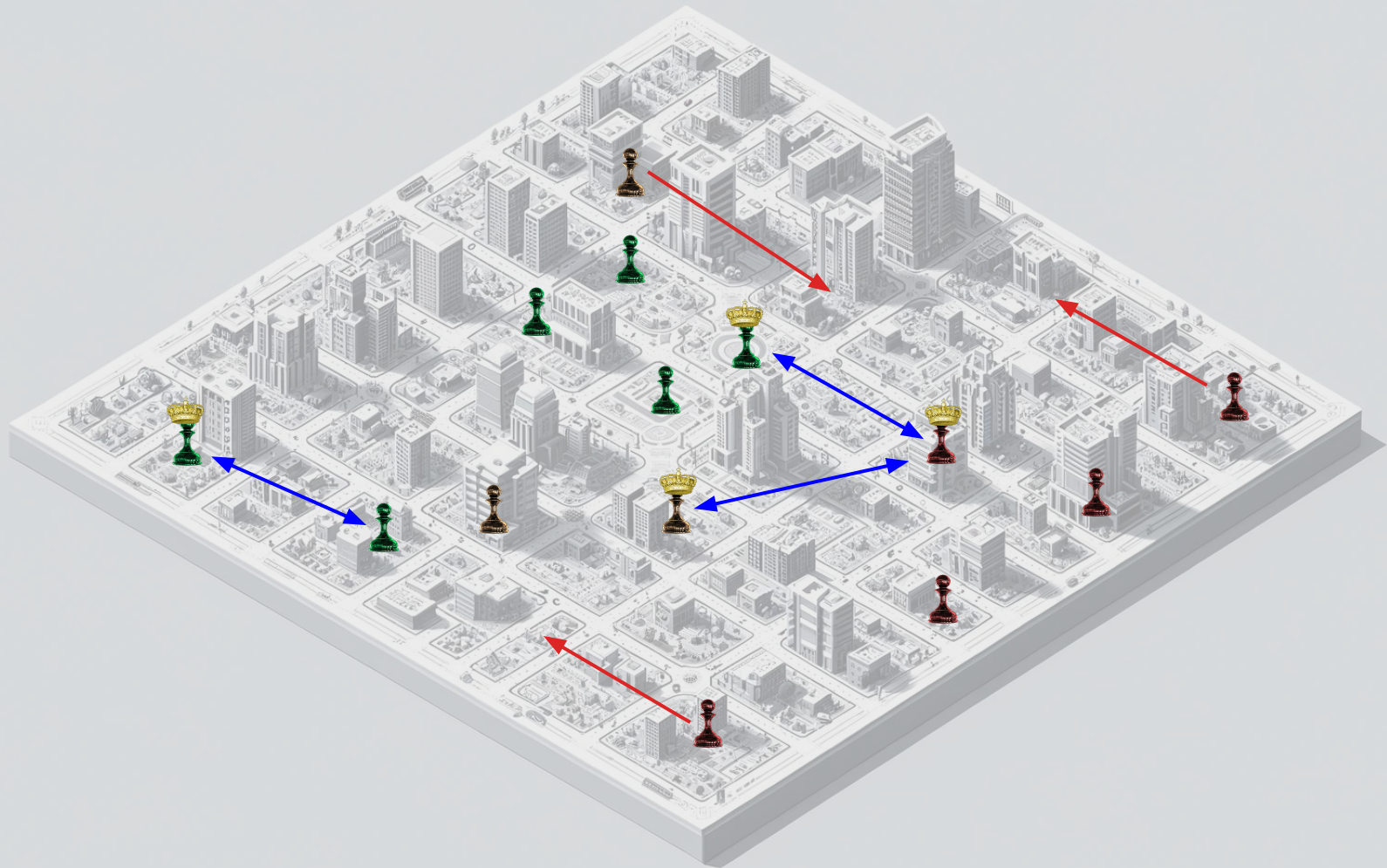
Digitale Zwillinge

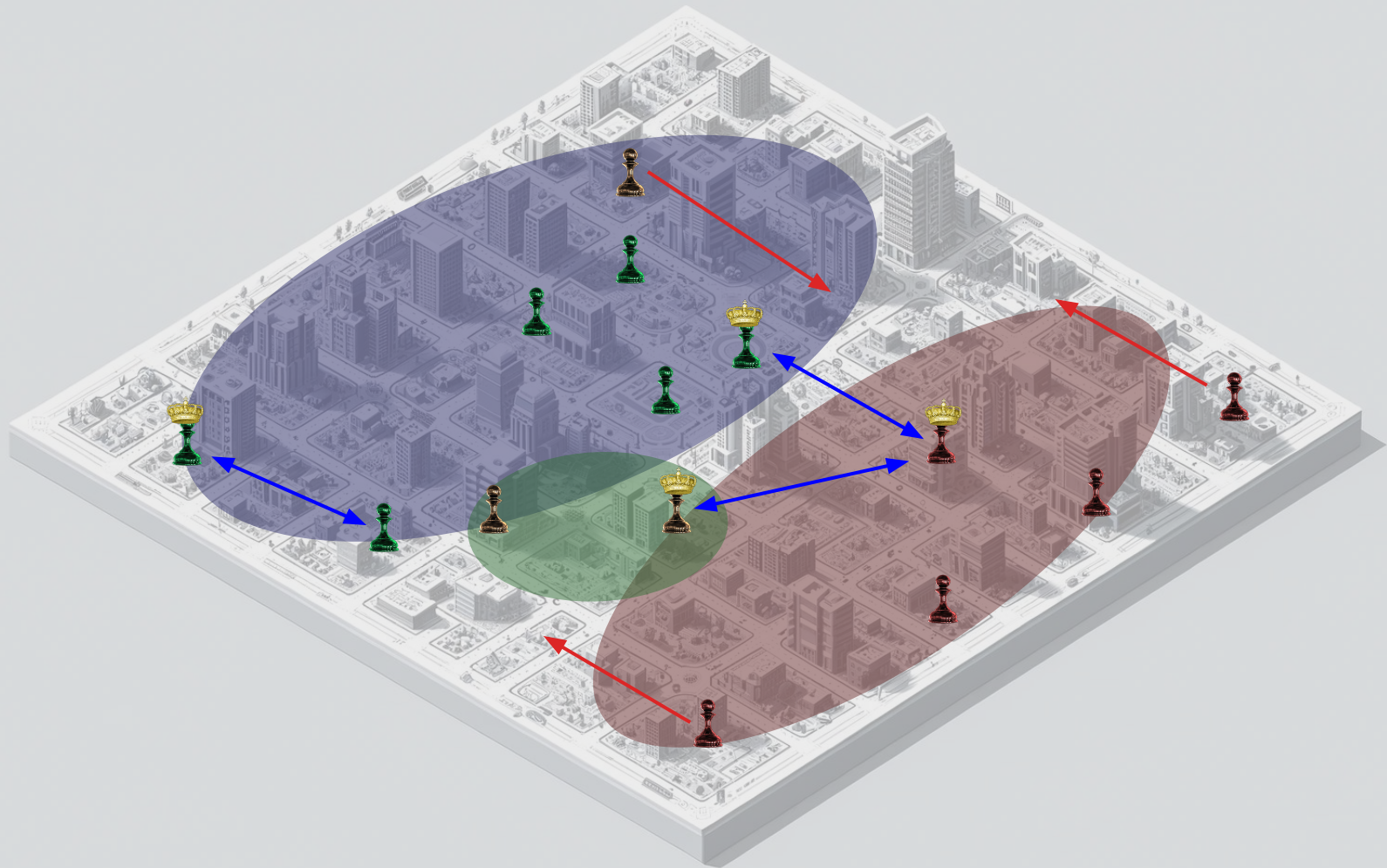


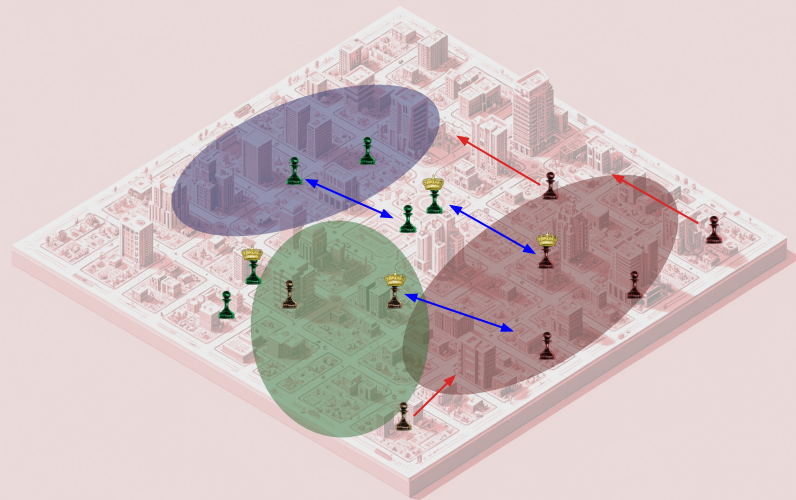
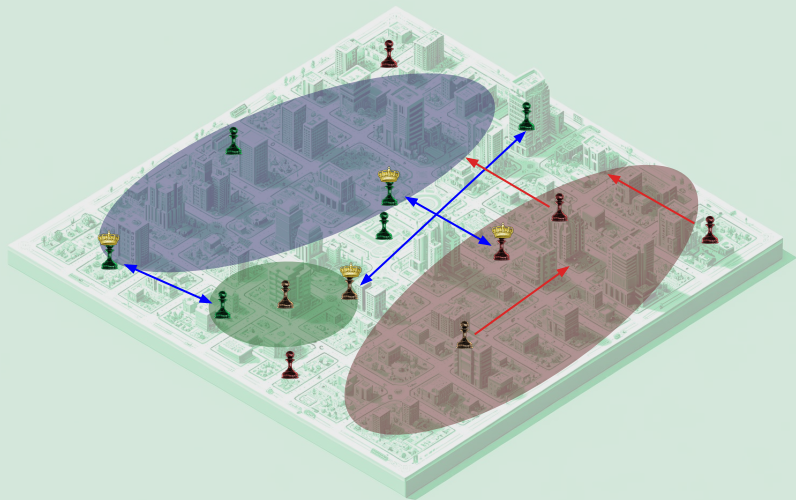
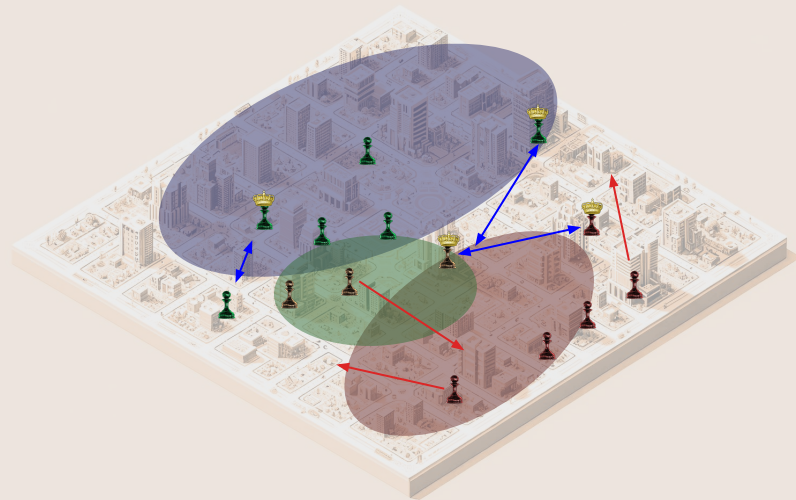
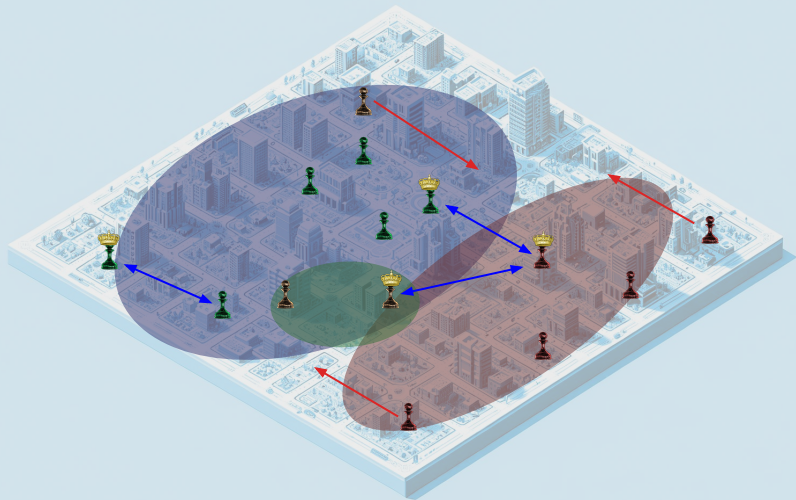
Mikrodaten
Makrodaten
Theorien
Hypothesen

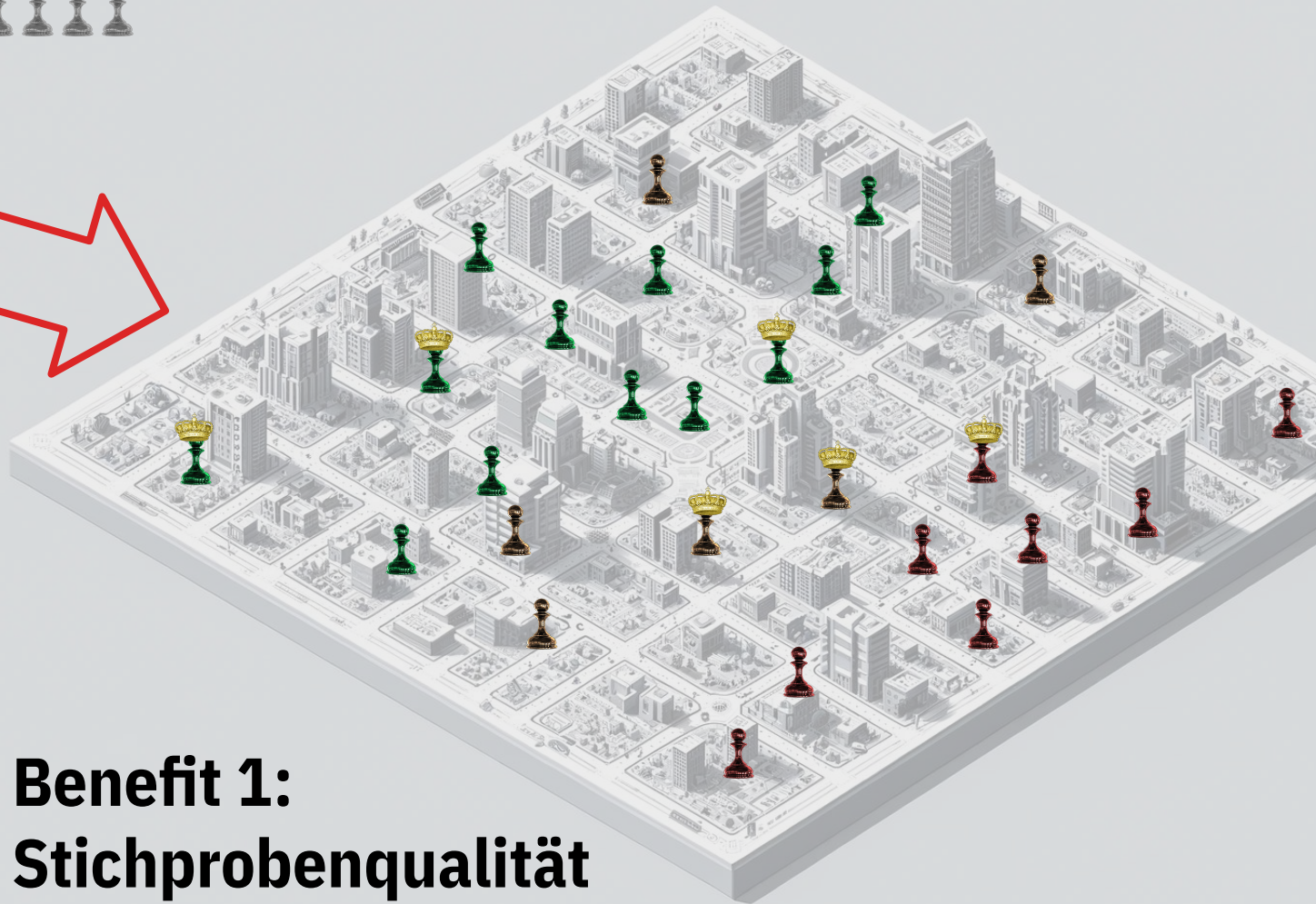
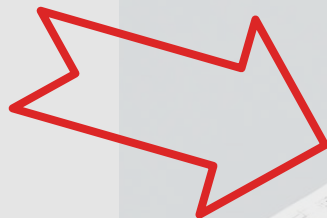
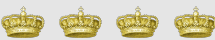








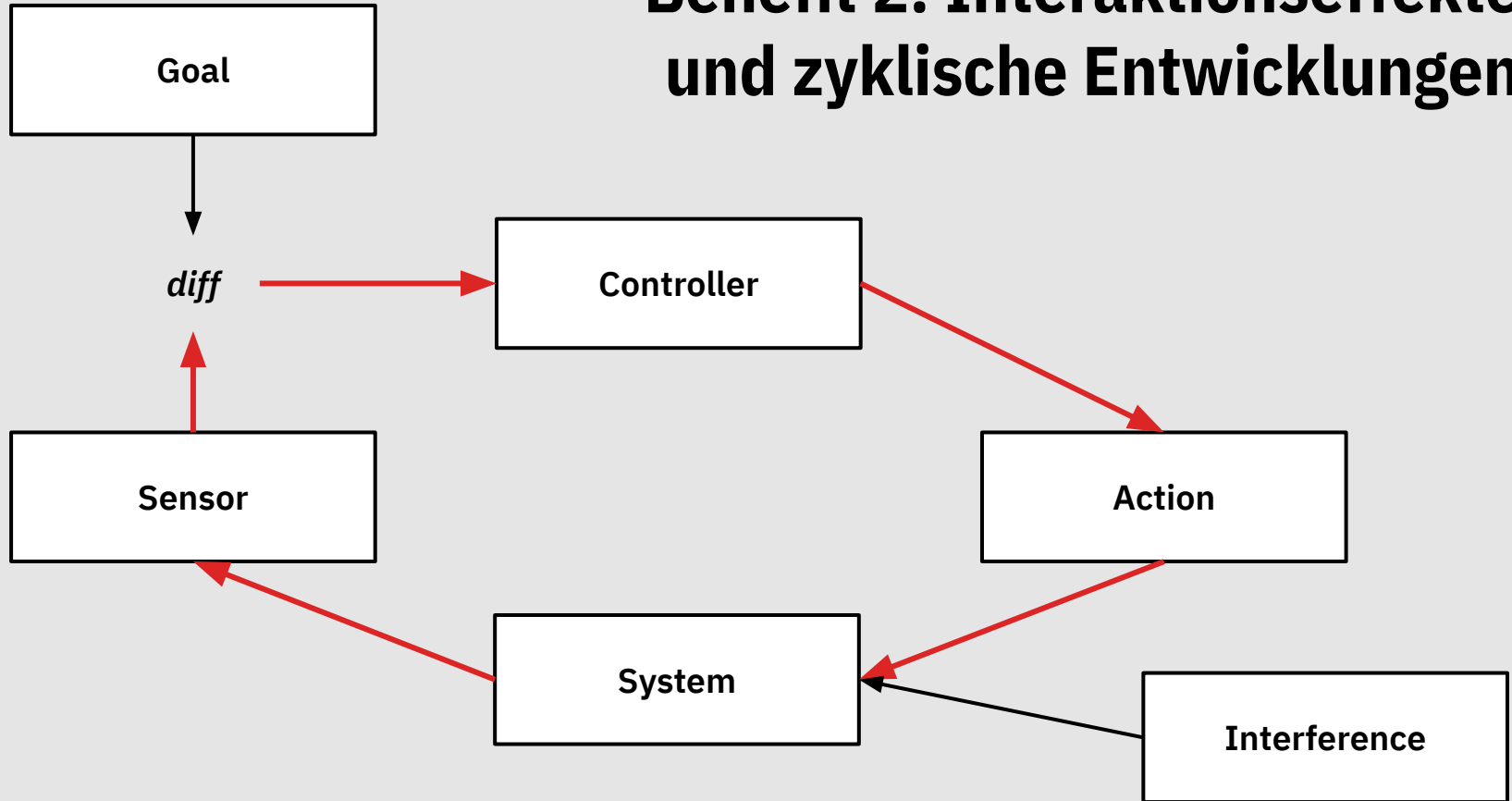




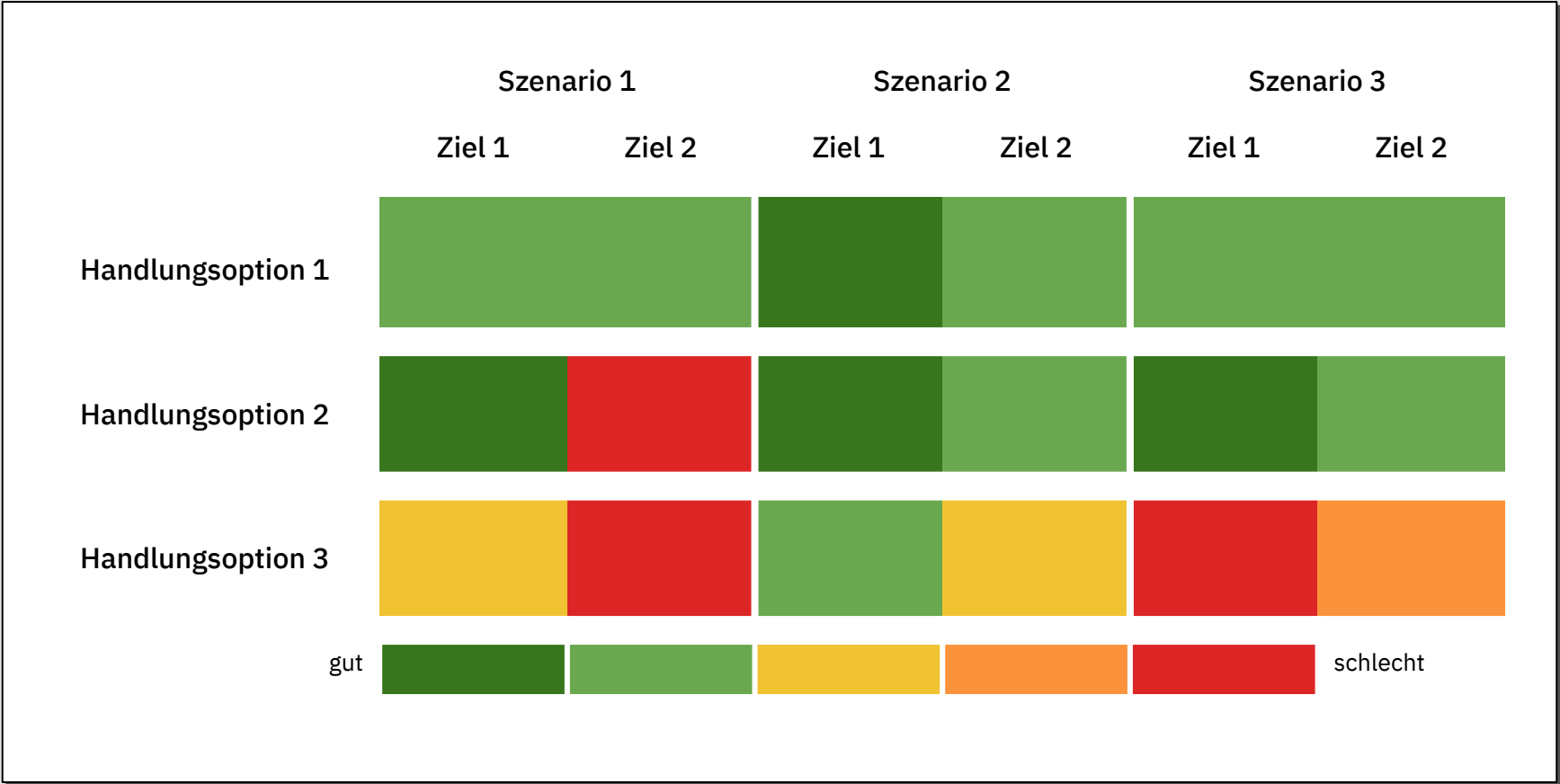
Mikrodaten
neue Erhebungen
Studien
Tabellenbände
Paper
Expertenwissen
...

**Benefit 1:
Stichprobenqualität**

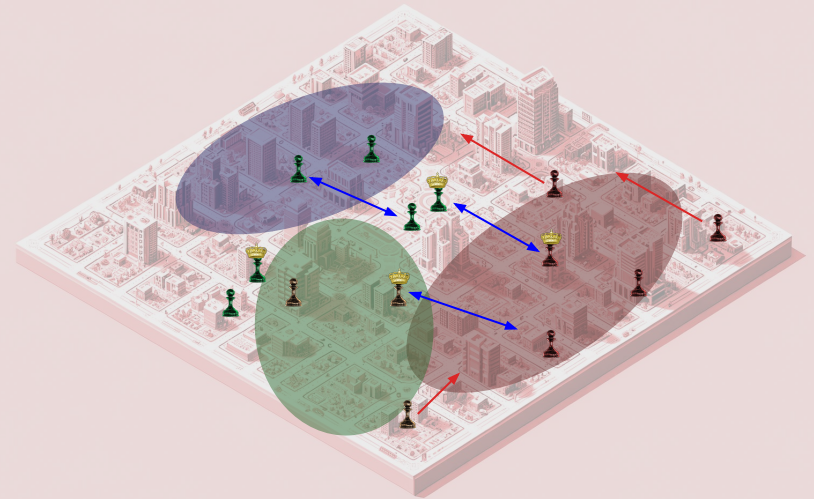
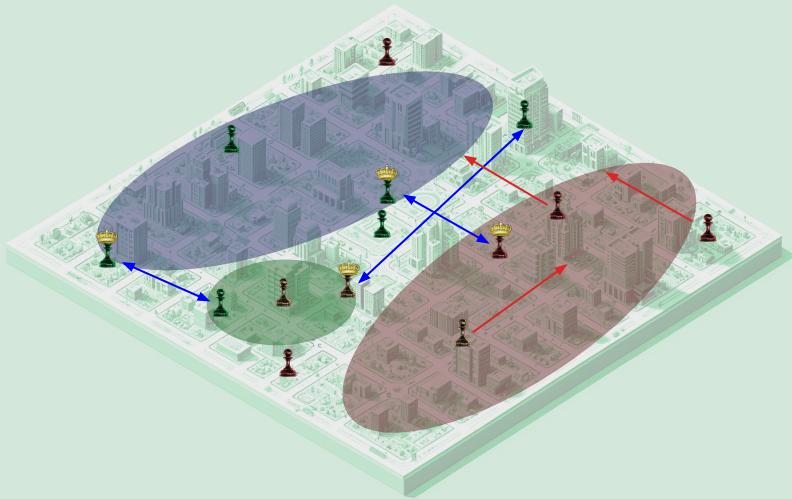
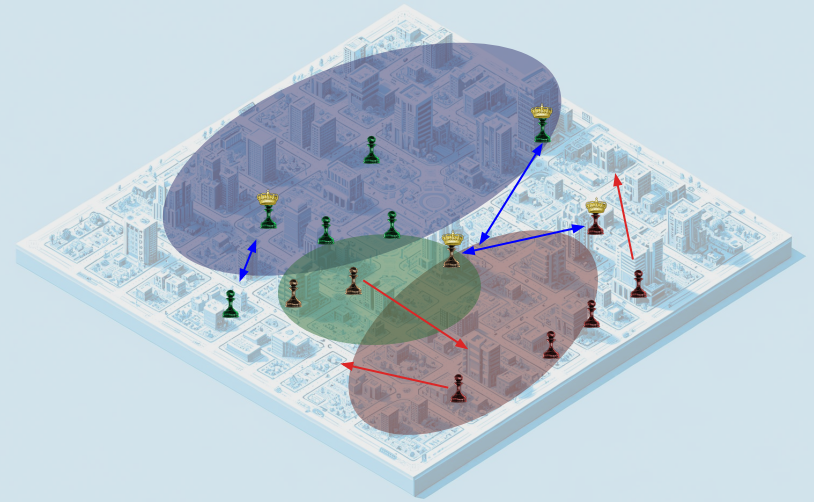
Benefit 2: Interaktionseffekte und zyklische Entwicklungen



Benefit 3: Explorative Modellierung

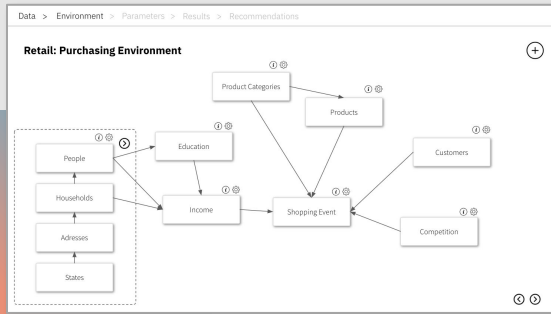


Benefit 4: Schnell und wiederverwendbar

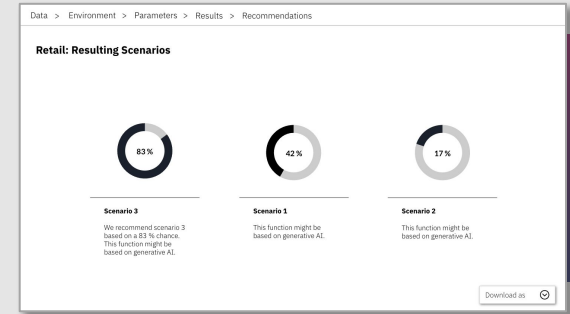


Frontend

Re-usable setups



Recommendations



Scenarios within minutes



kaleidemoskop

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Entwicklung des Frontends
Beratungsprojekte

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Vielen Dank!

Prof. Dr. Marcel Hebing

marcel.hebing@kaleidemoskop.de