

# **Abstract**

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## **The social component of building performance simulation Understanding Architects**

Building performance simulations (BPS) have a significant potential in informing architects' design decisions. However, architects seldom consider BPS as an integral element of their design processes. This paper reports on a combined qualitative-quantitative methodology aimed at exploring socio-cultural non-technical barriers discouraging BPS integration from UK architects' perspectives. A storyline of phenomena consisting of three levels architects' professional identities, attitudes towards BPS and collaboration with BPS specialists, is deduced using a grounded theory-inspired coding procedure. These are validated by way of descriptive statistics and frequencies from a quantitative follow-up. The paper concludes that long-term solutions, addressing differences in professional paradigms, are required rather than rapid response software level and/or interface improvements.