

Economics of Health Behaviors: Big Data and New Tech Measures

Faculty Member: [Jody Sindelar](#)

Proposal Description:

The focus is to continue to develop a line of research in Big Health Data; use of continuous monitoring wearable sensors; and to move forward an intervention/invention to reduce harmful behaviors.

One component of the project is a texting program to motivate male smokers of pregnant women in China to quit smoking. Men in China tend to smoke while women do not. But when women are pregnant, men do not smoke near their wives, thus presenting a window of opportunity for change.

Requisite Skills and Qualifications:

This overall project is in the development stage and skills related to online searches about Big Health Data; continuous monitoring wearable sensors; health startups; and economics literature applied to behavioral change and big data and tech are most relevant. A background in behavioral economics, psychology and/or neuroscience would be helpful. One component of the project is a texting program to motivate male smokers of pregnant women in China to quit smoking.

Interest in innovations would also be a plus.

Award: Jess Nadel

Julia Nadelmann

Tobin Application Link: [Tobin Application](#)

Project Type: Tobin RA

Project Year: 2019

Term: Fall 2019

Source URL: <https://economics.yale.edu/undergraduate/tobin-ra/fall-2019/economics-health-behaviors-big-data-and-new-tech-measures>