



## Lee Kuan Yew Centre for Innovative Cities

*cordially invite you to a Seminar*

### Measuring and Predicting Human Behaviour Using Online Data



**Professor Tobias Preis**

Professor of Behavioural Science & Finance,  
University of Warwick  
Faculty Fellow, The Alan Turing Institute

**Date:** Thursday, 23 August 2018  
**Time:** 12.00 pm to 1.00 pm  
**Venue:** Lee Kuan Yew Centre for Innovative Cities, Meeting Room 21, Building 3, Level 2  
~~Library Training Room~~  
~~Building 1, Level 1, Singapore University of Technology and Design~~  
8 Somapah Road, Singapore 487372 (see overleaf for map)

#### Synopsis

Mammoth amounts of data are now being generated through society's extensive interactions with technological systems, automatically documenting collective human behaviour in a previously unimaginable fashion. In this talk, I will outline recent results of our research programme at the Data Science Lab in which we investigate whether data from sources such as Google, Wikipedia, Twitter, Flickr and Instagram can be used to:

- (1) reduce delays in measurement of human behaviour
- (2) measure behaviour which previously could not be measured
- (3) improve predictions of future behaviour

#### About the Speaker

Professor Tobias Preis is Professor of Behavioural Science and Finance at the University of Warwick and a Faculty Fellow of The Alan Turing Institute. Together with his colleague Suzy Moat, he directs the Data Science Lab at Warwick Business School. His recent research has aimed to analyse and predict real world behaviour with the volumes of data being generated by our interactions with technology, using data from Google, Wikipedia, Flickr and other sources. His research is frequently featured in the news, by outlets including the BBC, the New York Times, the Financial Times, Science, Nature, Time Magazine, New Scientist and the Guardian. He has given a range of public talks including presentations at TEDx events in the UK and in Switzerland. More details can be found on his website <http://www.tobiaspreis.com>.

*This event is jointly organised with Engineering Systems and Design Pillar, SUTD*



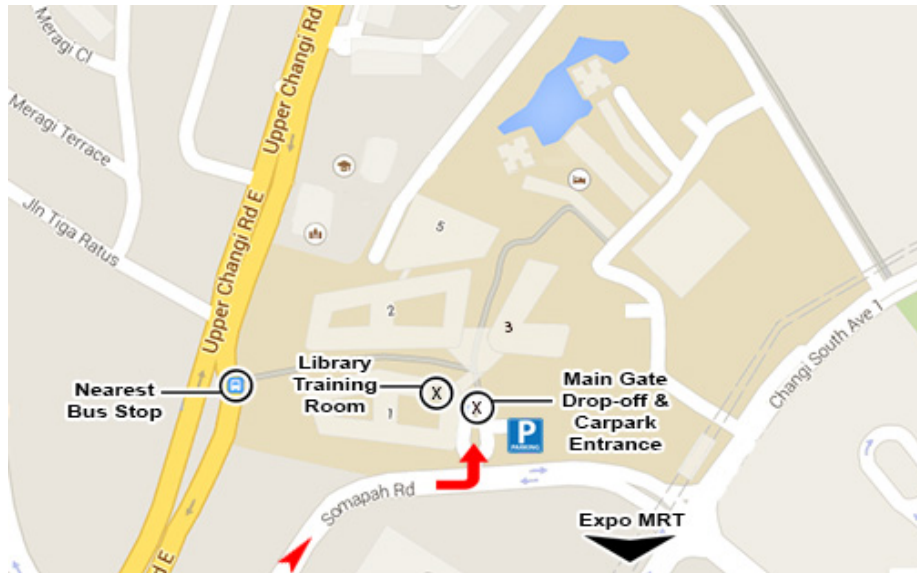
For more information on the event, please visit <https://lkycic.sutd.edu.sg/>

For enquiries, please email us ✉ [lkycic@sutd.edu.sg](mailto:lkycic@sutd.edu.sg)



SINGAPORE UNIVERSITY OF  
TECHNOLOGY AND DESIGN

## Singapore University of Technology and Design 8 Somapah Road Singapore 487372



### BY TRAIN

Alight at **Upper Changi MRT Station (DT34)** and take Exit B – our campus will be on your left when you exit the station

### BY BUS

Alight at one of the bus stops along Upper Changi Road East and walk to our Campus:

- B96041: Upper Changi Road East, Before Tropicana Condo. Service No: 2, 5, 24
- B96049: Upper Changi Road East, Opposite Tropicana Condo. Service No: 2, 5, 24
- B96449: SUTD - Along Somapah Road. Service No: 20
- B96441: Opposite SUTD - Along Somapah Road. Service No: 20

### BY CAR

Turn into Somapah Road via Upper Changi Road East. The entrance is on the left. Carpark charges apply.

[Click here](#) for the map.



The **Lee Kuan Yew Centre for Innovative Cities (LKY CIC)** at the Singapore University of Technology and Design (SUTD) focuses on the integrated use of technology, design and policy to study solutions for cities. The LKY CIC works with architects, designers, engineers, social scientists, and urban planners to understand the complex and critical issues of urbanisation, and to explore sustainable and innovative urban solutions.