FRIDAY, MAR. 15
RICHARD GONZALEZ
University of Michigan

Innovating Innovation with both Data Science and Behavioral Sciences

A key problem for business is to use data to inform innovation. I argue that data science and machine learning without attention to behavioral science models will likely be insufficient to support successful product innovation. I present three case studies from three diverse industries (automotive, consumer goods, and exercise apparel) showing our research program that combines data science methods with novel approaches from behavioral science to innovate in the product design space. I will also present preliminary research from a new HomeLab at the University of Michigan to study Internet of Things in a well-controlled home-like environment.

BIO

Dr. Gonzalez, the Amos N. Tversky Collegiate Professor of Psychology and Statistics, University of Michigan, received his PhD at Stanford University. He was an Associate Professor at the University of Washington, and for the last 21 years has been Professor of Psychology and Statistics at the University of Michigan, along with faculty appointments in Marketing at the Ross School of Business and the College of Engineering. He is currently director of the Research Center for Group Dynamics at the University of Michigan and runs the Biosocial Methods Collaborative, a group of over 120 faculty from a diverse set of disciplines working on developing new methods for integrating the biological and behavioral sciences.

UCLAAnderson
THINK IN THE NEXT

BEHAVIORAL DECISION MAKING COLLOQUIUM
UCLA Anderson
12:15 PM – 1:30 PM
Cornell Hall, Room D-310