

# "Personal" Big Data: Knowing Our Own Selves Better



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## CURRENT RESEARCH

### Analyzing human behavior through quantifiable personal data

Most recent "big data"-driven research on social systems focus on online social networks. While providing a rich source of human behavioral data, social media is only representative of what we want to *portray* ourselves to be, and cannot reflect the objective data of how we truly are. Dr. Vivek Singh, Assistant Professor of Communication and Information at Rutgers University, uses quantifiable, personal "big data" to understand human behavior and analyzes "quantified-self" technologies like sensors and smartphones that can track much more continuous, richer, and more objective physical data in an unobtrusive manner. Asking new questions based on traditional statistical machine learning and standardized software, Dr. Singh is verifying and refining multiple theories concerning health and wellbeing, cooperation, and social psychology, to create practical solutions in informing individuals to take action for individual and social good. To this end, potential applications involve improved health, organizational effectiveness, economic welfare, emergency response, and enhanced quality of life.

"Quantified-self" data include billions of call logs, proximity scans, and heart-rate measurements amongst many others. Dr. Singh and his students ran a preliminary study called Rutgers Wellbeing Study earlier in 2015, where they collected call, SMS, mobility logs and survey inputs on multiple facets like general health, wellbeing, trust, cooperation, and privacy for about 60 participants to run analysis and test multiple hypotheses. In the near future, Dr. Singh hopes to assimilate these findings to building the next round of designing community interventions to help participants support each other and enhance their...

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## AFFILIATION



Rutgers University

## EDUCATION

- Postdoctoral Research in Media, Arts, and Sciences 2014, Massachusetts Institute of Technology
- Ph.D. in Information and Computer Science 2012, University of California, Irvine

## RESEARCH AREAS

Technology, Informational Sciences / Internet

## FUNDING REQUEST

Your contributions will support the continued research of Dr. Vivek Singh at Rutgers University as he utilizes quantified-self data to study human behavior. Donations will help fund the \$400K/year required to support two Ph.D. students and two graduate students, participant payment incentives, and other experiment costs. Help understand human behavior through objective computational data and create practical solutions; fund Dr. Singh.

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