

Special Guest Presentation followed by a Discussion

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The Butler Auditorium, [Technion](#)

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Behavioral Big Data Research in Healthcare: Challenges and Opportunities

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**The discussion following the talk will include
Prof Ron Kenett and Dr Avigdor Zonnenshain**

Abstract

Behavioral big data (BBD) refers to very large and rich multidimensional data sets on human and social behaviors, actions, and interactions, which have become available to companies, governments, and researchers. A growing number of researchers in social science and management fields acquire and analyze BBD for the purpose of extracting knowledge and scientific discoveries. However, the relationships between the researcher, data, subjects, and research questions differ in the BBD context compared to traditional behavioral data. Also, the landscape of risks and harm to human subjects has greatly changed, as evidenced by the new European Union's General Data Protection Regulation (GDPR) that comes into action in May 2018, and the revision of the Common Rule (Final Rule) in the USA. Behavioral researchers using BBD face not only methodological and technical challenges but also ethical and moral dilemmas. These issues also affect industry-academia collaborations. In this talk I will discuss several dilemmas, challenges, and trade-offs related to acquiring and analyzing BBD for causal behavioral research.

Galit Shmueli is Tsing Hua Distinguished Professor at the Institute of Service Science at the College of Technology Management, National Tsing Hua University, Taiwan. Dr. Shmueli's research focuses on statistical and data mining methods for modern data structures, with a focus on statistical strategy issues related to how data analytics are used in scientific research. Her main fields of application are information systems and healthcare, collaborating with researchers in various fields and from different parts of the world. Dr. Shmueli's research has been published in the statistics, information systems, management, and marketing literature. She has authored over 80 journal articles, books, and book chapters including [Information Quality: The Potential of Data and Analytics to Generate Knowledge](#), with Ron Kenett, published by Wiley in 2017. Galit holds a PhD and MSc in Statistics from the Technion.