



Publication: Channel NewsAsia

Date: 7 March 2011

Headline: SMU, US varsity to set up Living Analytics Research Centre

## **SMU, US varsity to set up Living Analytics Research Centre**

SINGAPORE: The Singapore Management University (SMU) and Carnegie Mellon University (CMU) in the US have teamed up to set up a centre in Singapore which will develop new techniques in understanding consumer and social behaviour.

In a joint statement, the two institutions said the pervasive use of social and digital media, personal digital devices and smart infrastructure has created rapidly expanding streams of data that provide more complete information about people's behaviours as they live, consume and interact.

These data, they said, can be used to eventually develop new types of practical applications for individual consumers, business service providers and public sector service providers across a range of lifestyle, consumer and industry settings.

The S\$60 million Living Analytics Research Centre (LARC) will also study the complex trade-offs between privacy protection and the benefits of sharing one's information with a broader social network.

Part of the funding for the centre came from Singapore's National Research Foundation (NRF).

- CNA/ir