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Carnegie Mellon University and Singapore Management University Monday announced a partnership for a center that will develop new ways to get and analyze data on consumer and social behavior.

The new initiative, called the Living Analytics Research Center, received a \$20 million grant over five years from the National Research Foundation in Singapore. Funding for the center is expected to be \$47 million, counting cash and in-kind contributions from the universities and "third party funding," according to a news release.

CMU President Jared Cohon noted the two institutions have collaborated over the years and said the new center "has great potential for groundbreaking work in the emerging field of computational social science."