

### **Centre to study human behaviour to be set up**

THE Agency for Science, Technology and Research (A\*Star) and the Singapore Management University (SMU) will establish a centre, tapping high-performance computing technology, Big Data analytics and behavioural sciences, to study human behaviour.

Called the Centre for Technology and Social-Behavioural Insights (CTSBI), it will study people-centric issues and human behaviour, including how people think, feel and act in different settings. Such information can be used to enhance planning and address issues in different areas, A\*Star and SMU said yesterday.

The centre will be officially operational from July 1 and is funded by A\*Star's Joint Council Office (JCO). SMU will contribute manpower and other research resources. It will be helmed by two co-directors, Victor Tong from A\*Star and David Chan from SMU.