**Date**
Thurs 06 Feb

**Time**
12.30pm - 1.50pm

**Venue**
Room 165 | Bloomberg Center
Cornell Tech | Roosevelt Island

**Speaker**
Michael Sobolev
Cornell Tech

**Title**
Behavioral Science in the Digital Economy

**Biography**
Michael Sobolev is a behavioral scientist and a technologist. He is currently a postdoctoral fellow at Cornell Tech and Northwell in New York City. Michael completed his PhD in Behavioral Science in 2017 from the Technion - Israeli Institute of Technology.

**Abstract**
Over the last decade, behavioral science made significant progress and impact in academic research as well as impacted policy in commercial organizations and governments. At the same time, the rise of digital technologies and the digital economy provides exciting opportunities and presents challenges for the next decade of behavioral science. In this talk, Sobolev will explore novel avenues for behavioral science research in the digital economy. Specifically, he will focus on designing behavior change technologies and digital nudging for good, enhancing digital wellbeing, and recommendation systems.