Erasmus Centre for Data Analytics

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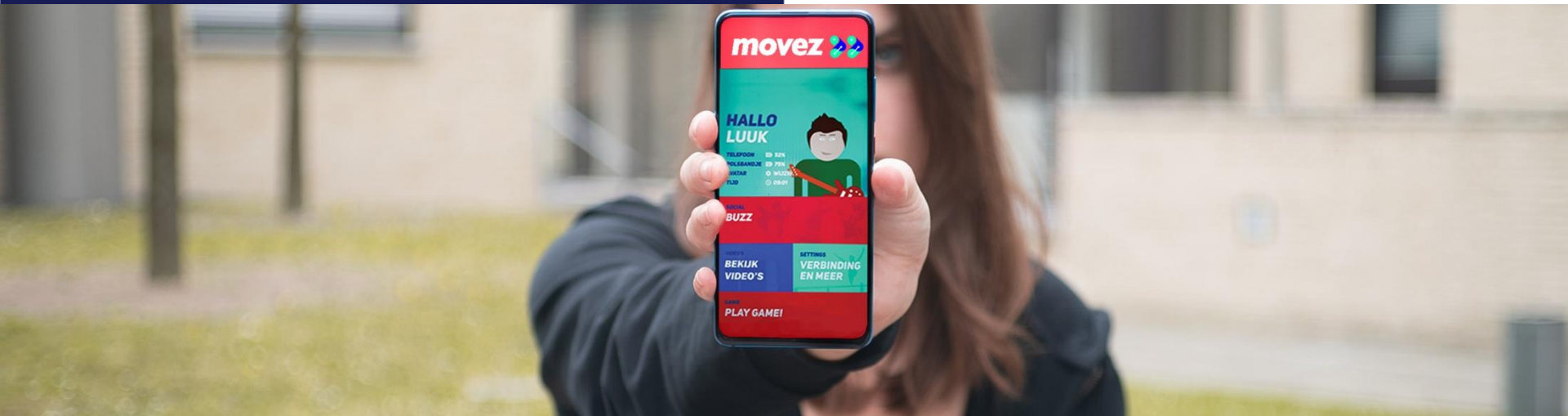
AI, digital communication and behavioural change

Movez-network | ECDA expert practice | AI initiative



Mission of the Movez-network

Erasmus Centre for Data Analytics
AI, digital communications & behavioral change

Developments in communication technology open up unprecedented opportunities for healthy and sustainable behavioural change. We study how the benefits of digital technology can be optimally used for a healthy and sustainable lifestyle, while keeping potential risks at a minimum. In a human-centered approach, we focus on young people, the next generations of AI users.

“We see AI as an object of study,
as well as a tool for innovative research and behavioural interventions”

We aim for a continuous interaction between the development of theory, methodological advances, and innovative technological applications. Our approach is interdisciplinary, uniting elements from the fields of social sciences, humanities, health sciences, computer sciences, and law.

Our co-creative “stakeholder science” approach blends research, education, and societal impact. This means that we structurally involve students, scholars, citizens and societal partners in all stages of our projects.

Movez-team

Erasmus Centre for Data Analytics
AI, digital communications & behavioral change

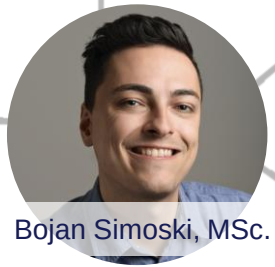
Crystal Smit, MSc.

Dr. David Blok

Dr. Esther Rozendaal

Vacancy ‘20-’21

Prof. Moniek Buijzen


Bojan Simoski, MSc.

Dr. Thabo van Woudenberg

Jonas Schlicht, MSc.

Vacancy ‘20-’21

Projects & digital media labs

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Socialmovez

SocialMovez Weblab

(to be developed, funded)
OSN-based data collection, analysis &

my movez

MyMovez WearableLab

(in use, needs update)
Smartphone app for data collection &

Media movez

Digital Media Empowerment (DME) Lab

(to be developed)
Adaptive game-based research technology

my movez WearableLab

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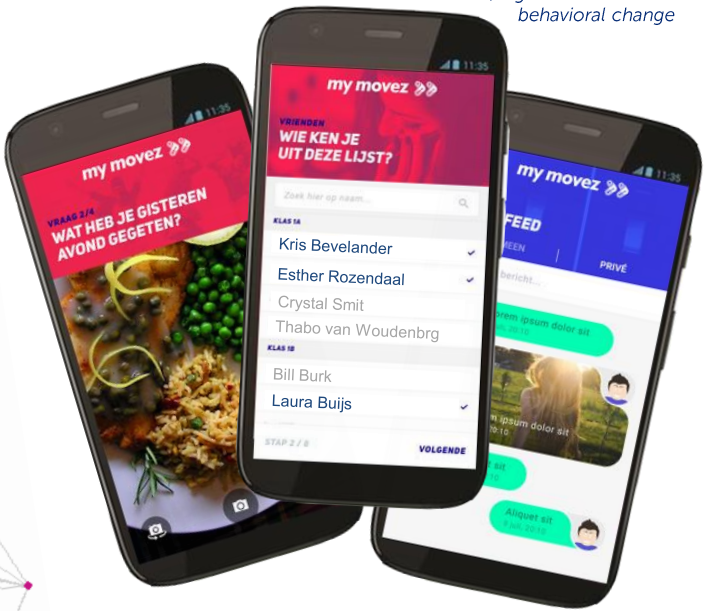

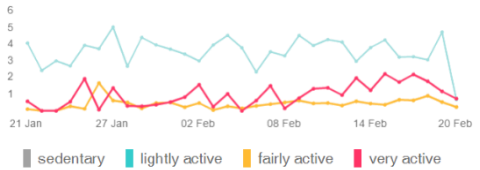

Watch project video at www.mymovez.eu

AI as an alternative lab

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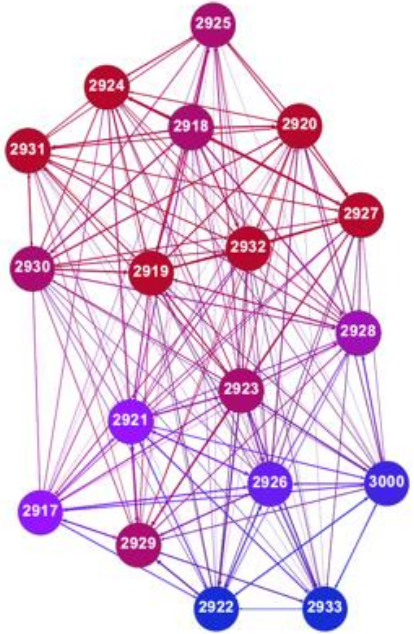
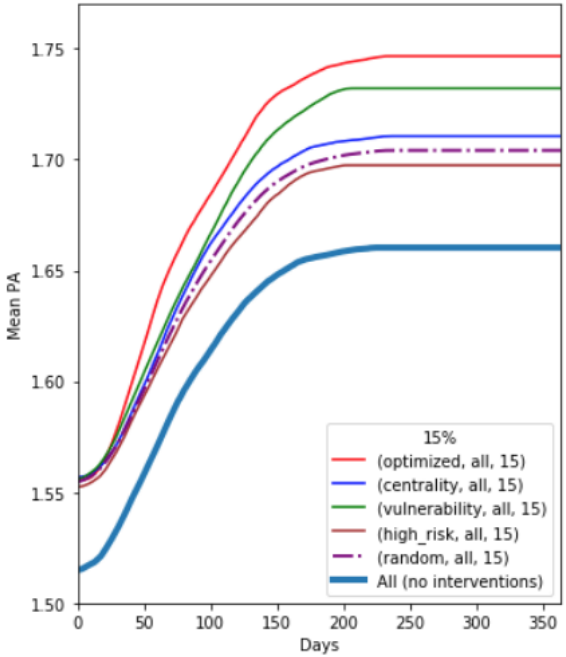
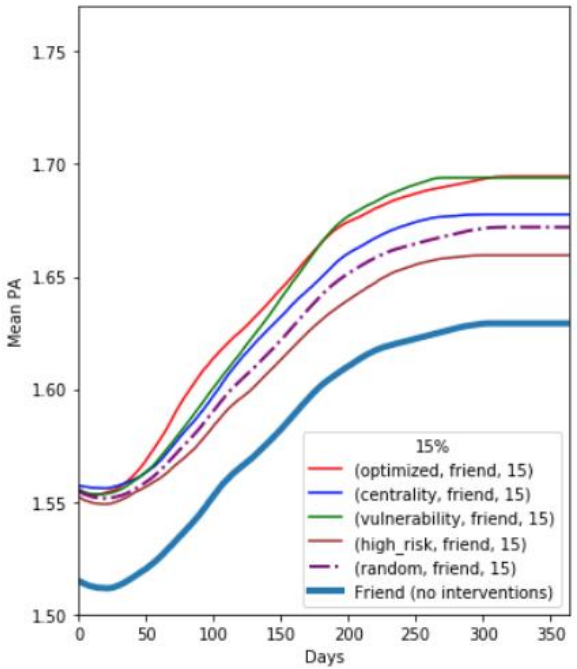
Computational models simulating campaign diffusion in a social network







Co-creative blended science approach

Ministerie van Volksgezondheid, Welzijn en Sport

Samenwerkende GezondheidsFondsen SGF

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"stakeholder science"
integrating research-teaching-valorisation & tech innovation

Youth

Tailor research to their perceptions by involving them in every step of the research cycle.

Content creators

Collaborating with partners by helping each other getting the right message across to the targeted audience.

Students

Integrating research in teaching by using our knowledge in lectures and invite students to be part of the Movez network.

Our dream (to share):

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A three-spaces Erasmus Living Lab

Web

Facilitates network, communication, collaboration, data collection, analysis and intervention

City @zuid/west

link to schools, young urban citizens, caretakers, local culture & partners

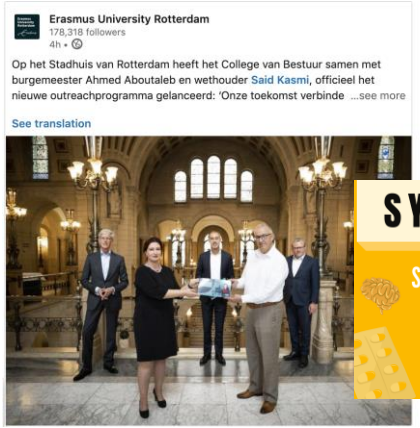
Campus @ECDA

link to students, scholars, tech innovators; business and academic partners

Our dream (to share):

eLAW LEIDEN

Community for Learning & Innovation



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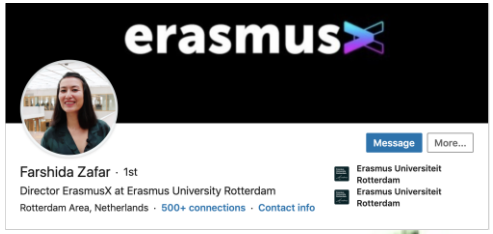

Leiden•Delft•Erasmus

Working together for science & society

Leiden•Delft•Erasmus

Centre for BOLD Cities

Get in Touch

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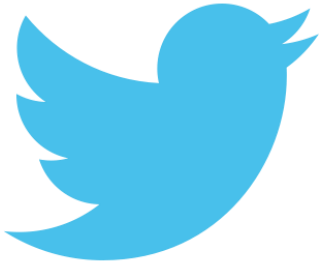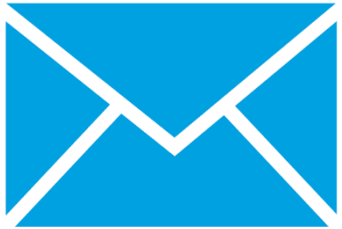
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