

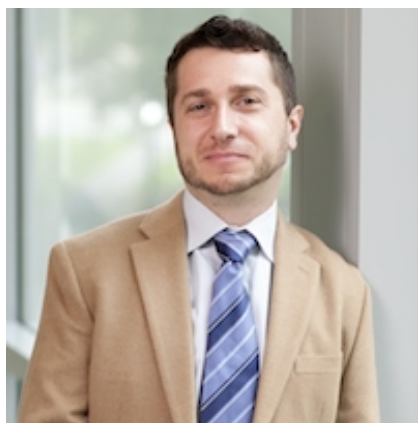
**Center on Diabetes, Obesity and Metabolism
Seminar Series Presents:**

Drugs and Gluttony: The Impact of Prescription Initiation on Healthy Food Purchases

Matthew Harding, PhD

Assistant Professor of Public Policy and Economics

**Director, Duke-UNC USDA Center for Behavioral Economics and
Healthy Food Choice Research (BECR Center)**



Dr. Harding is an Economist and Data Scientist who uses Big Data to answer crucial policy questions in Energy/Environment and Health/Nutrition. He explores the potential of Big Data to estimate better models and predict the choices made by individuals, while taking into account both traditional economic models and recent developments in behavioral economics. His research aims to understand the unintended social consequences of individual choices and the extent to which prices, nudges, and technology can be used as cost-effective means of improving individual and social welfare.

Monday, February 15, 2016

4:00 – 5:00 p.m.

Comprehensive Cancer Center, 10th floor, Room 10B