Contact Information:

Yikun Jiang

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Research Summary:

I am very much interested in Economics of AI, and my current research leverages modern machine learning techniques and big data analytics to draw behavioral economic insights from large-scale data. I am also interested in how AI could influence our world in various aspects and how we could harness it for a better world. More specifically, I would like to explore whether AI could help consumers and companies achieve better outcomes.

In one of my current projects, I work with a mobile phone application company that helps users lose weight. We use a novel machine learning method for flexible instrumental variable discovery to show that greater consistency in calorie tracking (i.e., frequency and continuity) leads to greater weight loss in the long-term and test between several Psychology theories that explains the user behavior. The findings could help the company design a better product.

In another ongoing work, I work with another mobile phone application company that helps users alleviate mobile phone addiction. In my preliminary analysis, I find that the individuals have a very high marginal propensity to stop using mobile phone as they get closer to daily goal limit in terms of total number of unlocks, have a discrete jump at the goal, and a drastic decrease of the marginal propensity once they exceed the usage goal. This indicates the importance of setting appropriate goals for individuals to reach better outcomes. I am willing to explore whether smart goals constructed with AI could motivate the users for better outcomes that may also benefit the company.

To summarize, I am interested in conducting research using machine learning method and exploring how AI could improve welfare. I am also thinking of possible future research on this.

Curriculum Vitae

Yikun Jiang

Education

08/2019- **University of California, Berkeley** **California, USA**

PhD student in Economics

Relevant graduate coursework: PhD Econometrics 1&2 (A+), Microeconomics 1&2 (A-), Macroeconomics 1 (A-), Semiparametric Econometric Theory (A)

09/2018- 07/2019 **University of Toronto, Rotman School of Management** **Ontario, Canada**

PhD student in Quantitative Marketing

Relevant graduate coursework: PhD Econometrics 1 (A+), Statistical Methods in Machine Learning (A+), Marketing Theory II: Strategy (A-)

09/2016- 08/2018 **McGill University** **Quebec, Canada**

Bachelor of Arts

Majors: First Class Honors in Economics and Major Concentration in Mathematics **(CGPA: 3.96)**

Graduated from Honors Economics program with Hubert Marleau Prize as one of the top students.

1st place in Faculty of Arts with Dean's Convocation Prize.

Working Paper

Mobile Health Behavior Tracking: Health Effects of Tracking Consistency and Its Prediction, with Hagen, Linda, Bärbel Knäuper, Kosuke Uetake, and Nathan Yang.

- Presented at Southern Ontario Behavioral Decision Research (SOBDR) Conference (poster), University of Toronto, the Inaugural GW Intelligence of Things Conference, and Marketing Science (2020, scheduled).

Research Assistant Experience

09/2018- 08/2019 Research Assistant in Rotman School of Management in University of Toronto

12/2016- 12/2018 Research Assistant in Desautels Faculty of Management in McGill University

09/2017- 01/2018 Independent Economics Research Project to fulfill Honors Economics degree requirement

07/2015- 08/2015 Young Economists' Summer Intern Program in Harvard Economics Department

03/2015- 06/2015 China Economy Data Analysis Project of Harvard Economics Department

Skills

VBA, MS Office, Python, R, SQL, Matlab and STATA.