

New Frontiers in Public Health



John Ayers
Assistant Research Professor, Public Health


CURRENT RESEARCH

We can improve public health with big data

The leading cause of death in the United States isn't disease but the behaviors that lead to a disease—such as, exercise and heart disease, diet and cancer, or vaccination and infection. Therefore, changing behavior and leading a healthy lifestyle can prevent more deaths than any other public health effort. The things we do or don't do to ourselves can prolong or deteriorate our health. Measuring how behavior impacts our bodies can offer profound insight into how to take care of ourselves better. Drs. John Ayers and Mark Dredze, Assistant Research Professor of Epidemiology at San Diego State University and Assistant Research Professor of Computer Science at Johns Hopkins University, respectively, are building a host of big data tools based on web data to read trends in public health and address a myriad of questions regarding behavioral medicine. By aggregating and analyzing public online data—whether it is on smoking, weight loss routines, or drug use—on a number of platforms like the search engines, social media, and the news media, Drs. Ayers and Dredze are revolutionizing public health by answering new questions that we've never been able to ask.

Drs. Ayers and Dredze are internationally recognized leaders in public health and computer science who collaborate with numerous doctors and public health workers. The two of them form a true partnership bridging the cutting-edge in public health thinking and the cutting-edge in computer science methods. They have produced highly respected works across public health, including in cancer control, health economics, health policy, infectious disease, obesity,...

AFFILIATION

 San Diego State University

EDUCATION

- Ph.D. in Public Health, Johns Hopkins Bloomberg School of Public Health

RESEARCH AREAS

Life Science, Neurological / Cognitive, Health IT, IOT, Devices, Data

FUNDING REQUEST

Your contributions will support Drs. Ayers and Dredze as they revolutionize public health by building publicly available tools to open web data for doctors and public health workers. A typical project requires \$50K-150K annually. By mining online big data, Drs. Ayers and Dredze are opening up a whole new set of questions; things that we could otherwise never have answered. Partner with them as they explore the limits of these groundbreaking solutions!

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