



Professor Naohiro Matsumura

Graduate School of Economics
Osaka University

matumura@econ.osaka-u.ac.jp

<http://mtmr.jp/en/>

Professor Naohiro Matsumura is Professor of Behavior Change at Graduate School of Economics, Osaka University.

He was born in Osaka in 1975, grown up in Osaka, sometimes lived in Tokyo, US-IL and US-CA, and currently lives in Osaka. He received B.S. and M.S. in Engineering Science from Osaka University in 1998 and 2000 respectively, and Ph.D. in Engineering from the University of Tokyo in 2003, where he studied artificial intelligence. He joined the faculty of Osaka University in 2004 after spending a year as a post-doc at the University of Tokyo.

He advocated a new research field “Shikakeology”. A shikake (originally a Japanese word) is an embodied trigger for behavior change to solve a problem. Shikakeology is the study to validate effects of shikakes to motivate people to behave. He collects hundreds of shikake cases to understand the mechanisms.

In 2017, he was awarded the Osaka University Award in recognition of his pioneering contribution on Shikakeology and Data Science education.