

William (Bill) Riley, PhD, is chief of the Science of Research and Technology Branch, Behavioral Research Program in the Division of Cancer Control and Population Sciences at the National Cancer Institute. Dr. Riley's research interests include behavioral assessment, psychosocial health risk factors, tobacco use/cessation, and the application of technology to preventive health behaviors and chronic disease management. He has been interested in applying new technologies, particularly mobile and wireless technologies, in behavioral measurement and intervention, and the potential of these technologies to assess and intervene adaptively, in the context of the behavior, and with broad reach and scalability. His research has included the use of mobile phones and other mobile computer devices to assess and intervene on tobacco use, dietary intake, physical activity, sleep, and medication adherence. He also is interested in the application of engineering and computer science methodologies to the behavioral sciences.