In 1972, Yale economists William Nordhaus and James Tobin introduced their Measure of Economic Welfare (MEW)* as an alternative to crude GDP. It was at this time that the adverse environmental effects of uncontrolled economic growth began to be considered, prompting the search for a wider measure of welfare, not exclusively based on raw GDP figures. Nordhaus and Tobin. In 1972, Yale economists William Nordhaus and James Tobin introduced their Measure of Economic Welfare (MEW)* as an alternative to crude GDP. MEW took national output as a starting point, but adjusted it to include an assessment of the value of leisure time and the amount of unpaid work in an economy, hence increasing the welfare value of GDP.