

Reality Mining

Changing Behavior



Alex 'Sandy' Pentland



copyright Alex Pentland, 2008, all rights reserved

Where are the people? What are they doing?

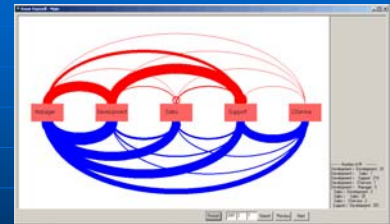


Location, proximity, motion, voice, images

copyright Alex Pentland, 2008, all rights reserved



Sensing Organizations



Automatic measurement of information flow, interest, attention!

copyright Alex Pentland, 2008, all rights reserved

(Waber, Gloor, Pentland)

Productivity

Star information network helps discovery

➡ improves productivity by up to 7%

Connected face-to-face helps integration

➡ improves productivity by up to 30%



- Rich media (face-to-face) for tacit 'how to'
- Abstract media (email) for 'do what' and 'what is'

copyright Alex Pentland, 2008, all rights reserved (Wu, Waber, Aral, Brinolfsson, Pentland)

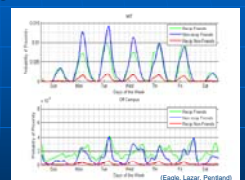
Creativity

Connected Support networks

working with

Star Information networks

to improve productivity, job satisfaction



(Eggle, Lazer, Pentland)

Up to 40% of Creative Productivity?

copyright Alex Pentland, 2008, all rights reserved

Beyond Demographics

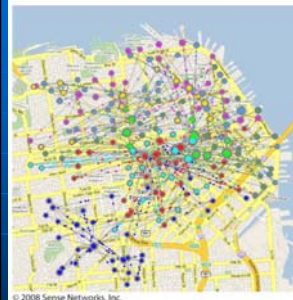


© 2008 Sense Networks, Inc.

Sense Networks

copyright Alex Pentland, 2008, all rights reserved

Tribes



© 2008 Sense Networks, Inc.

Sense Networks



© 2008 Sense Networks, Inc.

copyright Alex Pentland, 2008, all rights reserved

CitySense

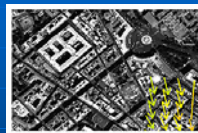


Answering "Where are people like me"
...but without knowing identity!

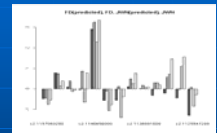
Sense Networks

copyright Alex Pentland, 2008, all rights reserved

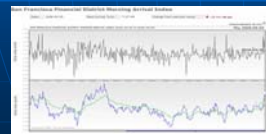
BusinessSense



Who walks by here?



How is this store doing?



How is business?

Sense Networks

copyright Alex Pentland, 2008, all rights reserved

A flood of information about people



"A Technology Poised to Change the World"

The New Deal On Data: You Own Your Data

1. You have the right to *possess* your data.
2. You control the *use* of your data.
3. You have the right to *dispose* or *distribute* your data.

copyright Alex Pentland, 2008, all rights reserved