Patterns of Health

The Next Google - cover Newsweek

Top 10 Internet of Things Product – NY Times

CitySense

CabSense

City Patterns

Personal Patterns:
The Quantified Self

Common Colds,
Influenza and Stress

Changes in Communication Style,
Location & Movement

Automatic Health Monitoring

When you know the patterns
you can shape behavior

Forbes, 8/10, Mining Human Behavior
Shaping Groups

Science 9/10
woolsey, hashmi, pentland, chabris, malone

A Performance Meter for Groups
Copyright alex pentland 2010, all rights reserved

Shaping Organizations

$15M/yr savings
BAC Call Center
Productivity Study
Copyright alex pentland 2010, all rights reserved

Shaping Companies

Organizational Patterns Account for 40% to 60% of Performance
Harvard Business Review: Breakthrough Idea of the Year

Shaping Markets

Winner, 40th Anniversary of the Internet Grand Challenge

Incentives for both:
1. Finding balloons
2. Telling friends

Shaping Politics

Santa Maria, Costa Rica

Shaping On-Line Social Networks

fair markets through personal information ownership

⇒fair,
⇒stable dynamics,
⇒no collusion

On-Line Social Networks
Fair Information Practices

The personal information industry in the US is primarily self-regulated, based on the so-called Fair Information Practices. These include:

• There shall be no personal record systems whose existence is secret;
• Individuals have rights of access, inspection, review, and amendment to systems containing information about them;
• There must be a way for individuals to prevent the use of information about themselves gathered for one purpose for another purpose without their consent;
• Organizations and managers of systems are responsible for the damage done by systems for their reliability and security;
• Governments have the right to intervene in the information relationships among private parties.

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.

….but there are always ‘taxes’ to support the common good.