


# Rich Identity and The Next Net

An aerial photograph of a dense urban landscape, likely São Paulo, Brazil, showing a vast expanse of high-rise buildings under a cloudy sky. A semi-transparent white rectangular box is overlaid on the middle of the image, containing text.

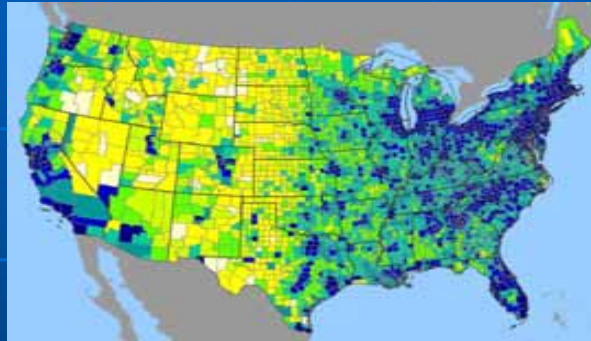
Indexing the real world using location data  
for predictive analytics.

Alex Pentland MIT and Sense Networks

October, 2009

# TODAY:

## Demographics Drives Commerce, Government



Identity is codes, scores, stereotypes

# The Foundation for Identity and Discovery is Broken



**“Demographics is broken”**



**“Demography’s dead”**

Birth rates, death rates, life expectancy and gender ratios will remain the mainstays of demography, but long-held benchmarking assumptions are fast becoming irrelevant. Policymakers and marketers can no longer look at a set of age cohorts and come to meaningful conclusions about life stage.

(as printed in JWT’s Top 10 Trends for 2008, Published in November 2007)



**“Of an estimated 900 Million new phone accounts to be added, more than three quarters will be prepaid...mobile operators do not have the traditional information to manage their customers”**

(McKinsey Quarterly, Nov. 2008)



**“Spatiotemporal context is a key disruptor for relevant discovery”**

# Where are the people? What are they doing?

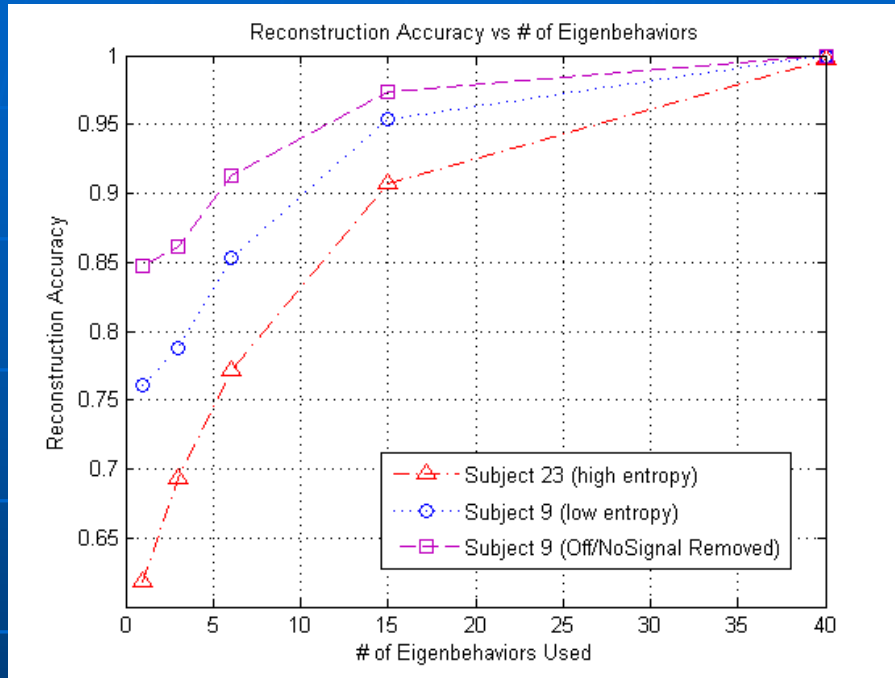


Location, proximity, motion, voice, images

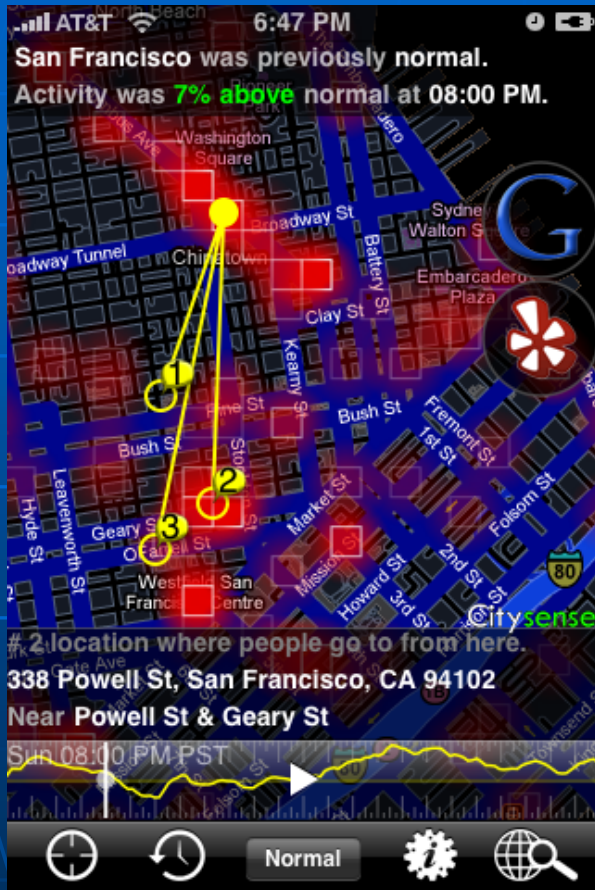


Reality Mining: A Technology Poised to Change the World"

# Personal Mobility Patterns



90% first-guess accuracy at predicting where you are, and who you are with

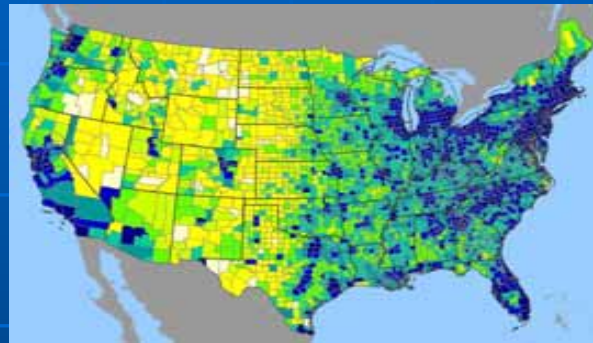


# Dynamic Transportation Networks

# TOMMORROW:

Dynamic Demographics, Based on Behavior

NOT THIS



THIS

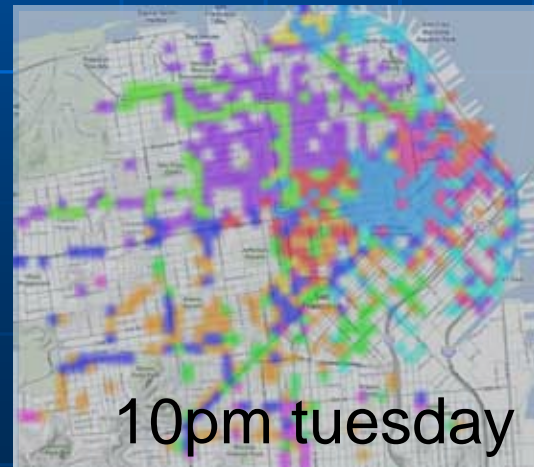
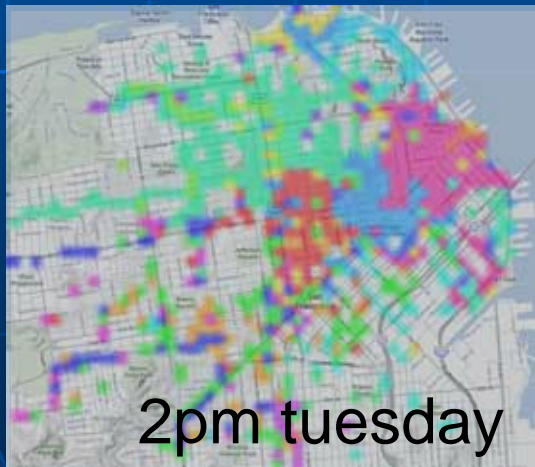
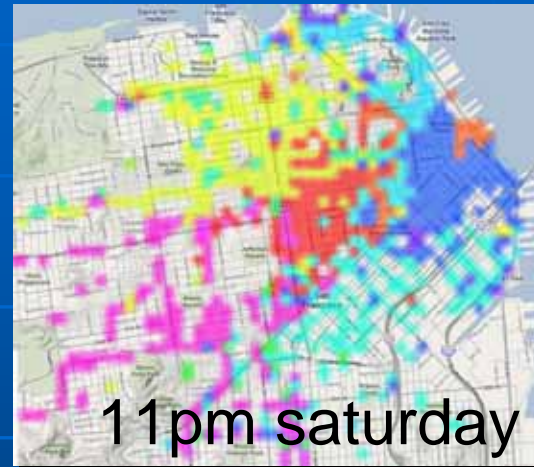


Rich Identity, Based on Relationships

# Tribes



# Dynamic Neighborhoods



# Dynamic Demographics...

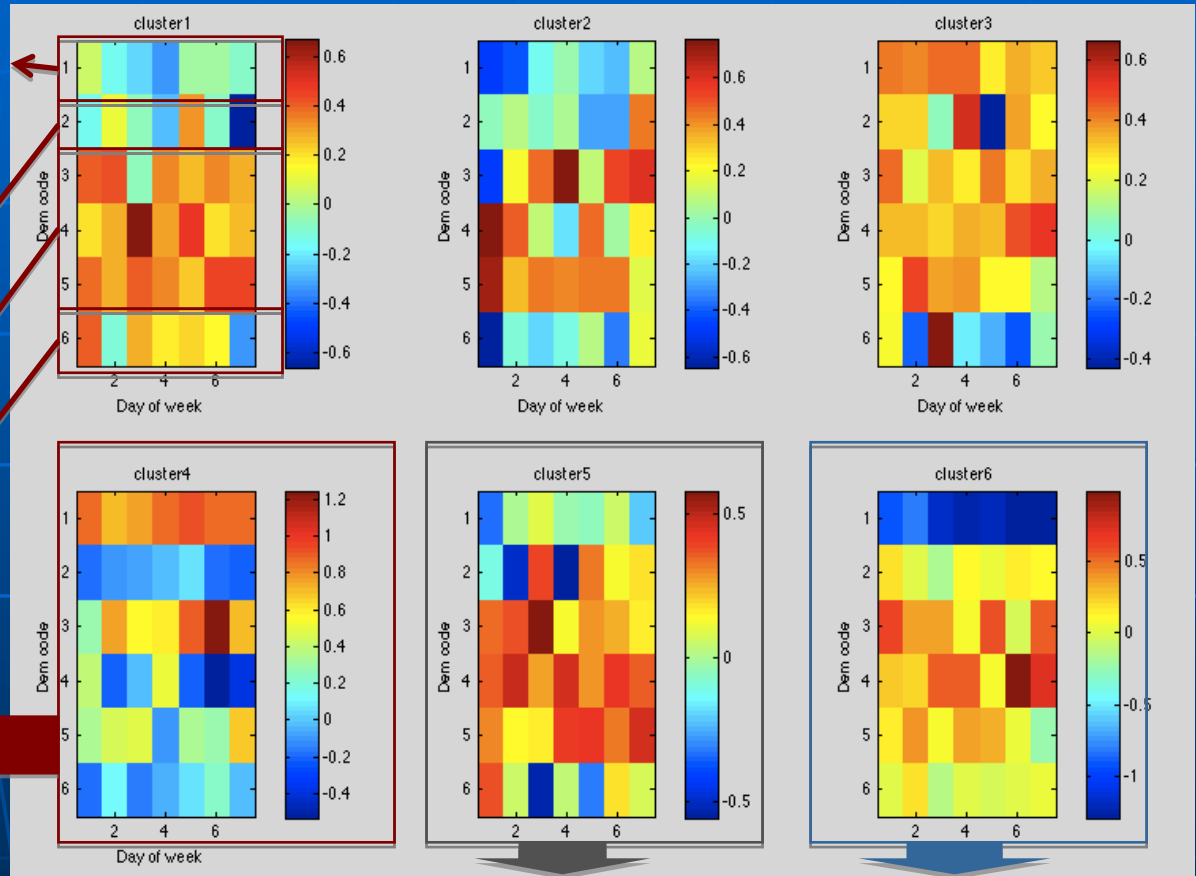
How often do they go out each day of the week?

Where do they hang out?

What is the avg age in the neighborhoods they spend time in?

How racially diverse are the neighborhoods they spend time in?

What is avg wealth in neighborhoods they spend time in?

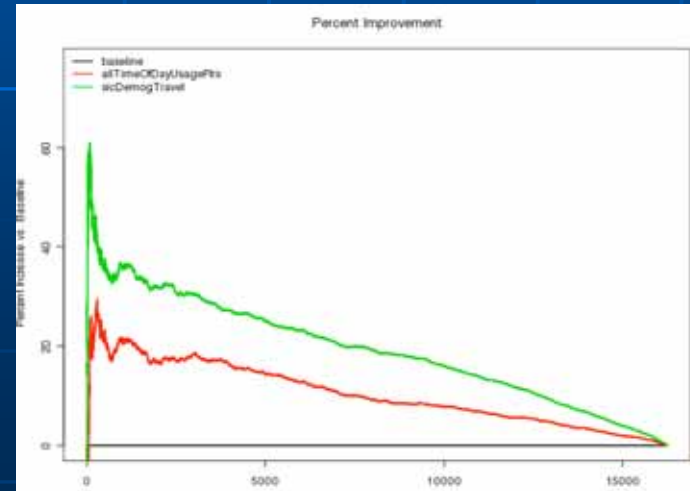
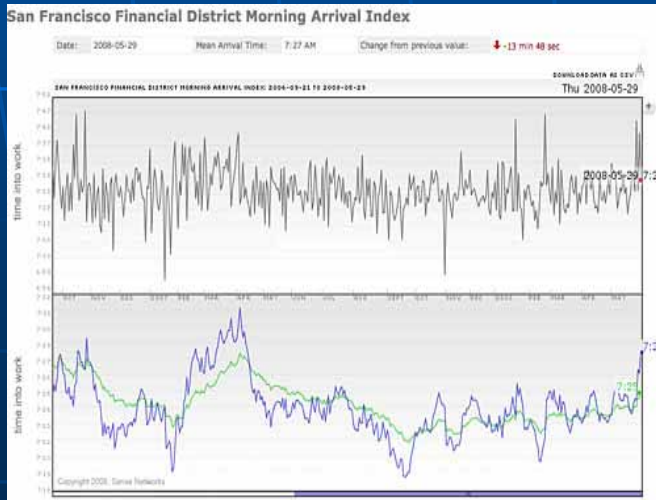
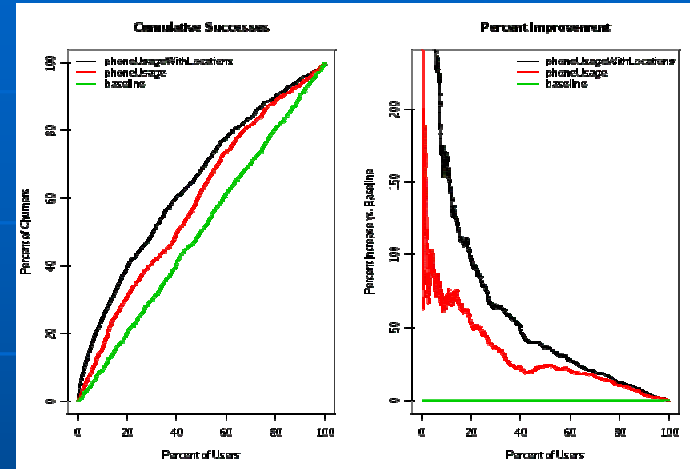


**“Young & Edgy”**  
 •Out every night in young, racially diverse, low income neighborhoods

**“Weekend Mole”**  
 •Out occasionally on weeknights, typically middle-aged, Latino, middle-income neighborhoods

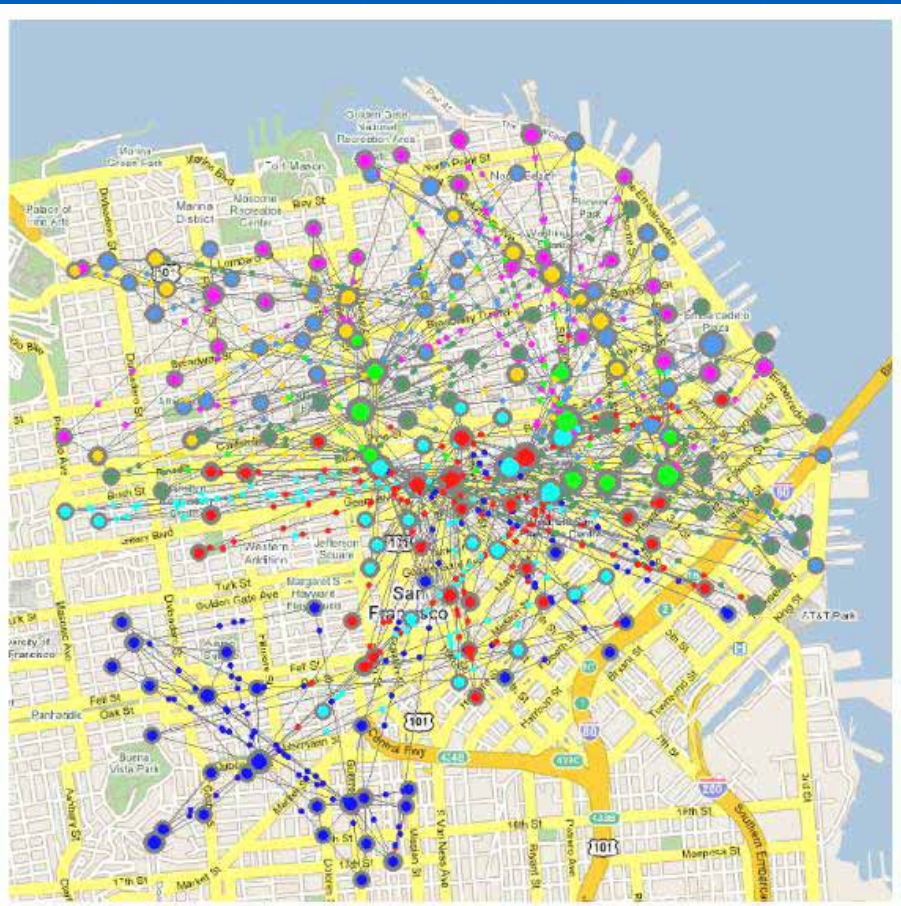
**“Mature Homebody”**  
 •Rarely goes out, typically spends nights in mature, white, higher income neighborhoods

# ..with x 2 Increased Accuracy

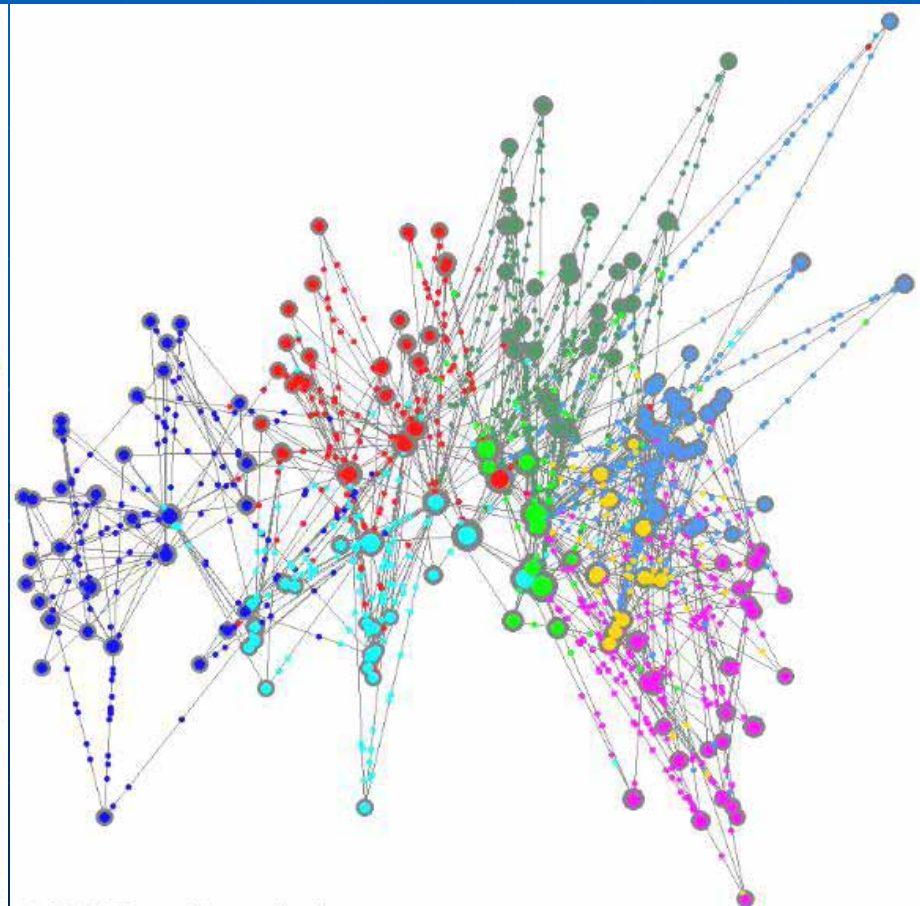


The Next Net – cover BusinessWeek

The Next Google – cover NewsWeek



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# Trust Is Political

- Most threats are trusted humans, not technical flaws
- Trusted 3d Parties need watchdogs
- Obvious watchdogs are others with skin in the game

# Appropriate Information

- Aggregate parametric models held by 3d party
- Raw and individual data held individually
- Individual data surrendered only temporarily to obtain key

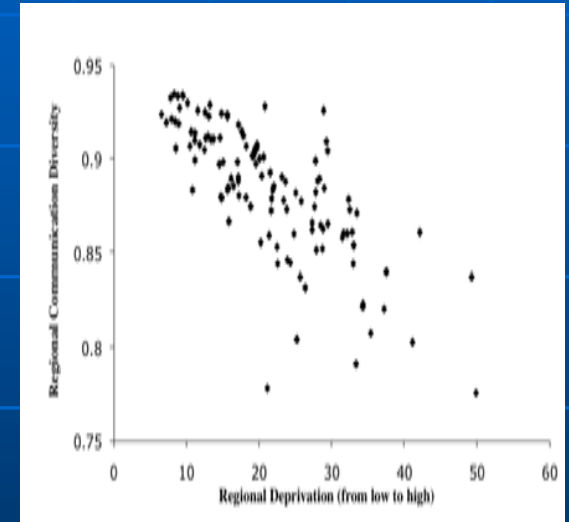
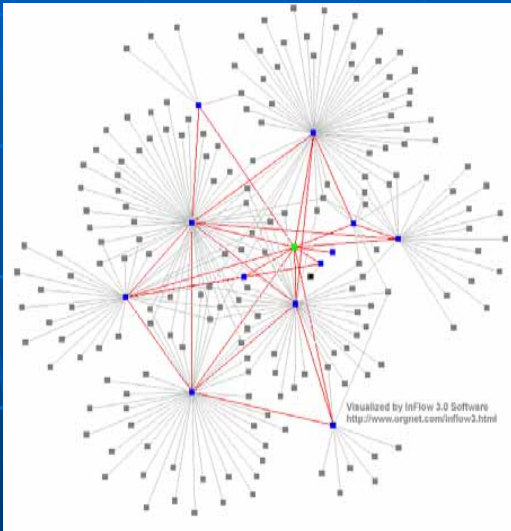
# The New Deal On Data: You Own Your Data

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

# Cohesive Communities Drive Learning Information Ghettos Are Poor and Sick

Healthy communities have both exploration and cohesion



(Eagle)

Breakthrough Idea of the Year  
Harvard Business Review



I AM NEXT



Building a  
'nervous system'  
for all of humanity



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