

Alex “Sandy” Pentland

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Alex “Sandy” Pentland tells us about the cornerstones of the partnership between the Trentino research center and one of the most important international research universities, the Massachusetts Institute of Technology in Boston.

In this short video, Alex “Sandy” Pentland tells us about the cornerstones of the partnership between the Trentino research center and one of the most important international research universities, the Massachusetts Institute of Technology in Boston, which has been strengthened today through an agreement that will create a joint laboratory in the field of Big Data.

Pentland answers our question about “social physics”, the topic of his latest book, in whose preface he writes: “This book marks the start of a broad discussion. The goal is to transpose the language of social physics into general use, so as to integrate its meaning nuances, increasingly significant, in the traditional language of market competition and regulation. In today’s hyper-connected planet, where social dynamics represent a determining element for the final outcome, it is critical to better understand the dynamics of social physics”.

Alex “Sandy” Pentland runs the “Human Dynamics” research group and the Connection Science Initiative at MIT and has recently been defined by Forbes as “one of the seven most influential data scientists in the world”.

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