



EXperimental
Learning

MASSACHUSETTS INSTITUTE OF TECHNOLOGY

Big Data and Social Analytics certificate course

MODULE 1 UNIT 1

The value of big data insights and applications

© 2016 MIT / getsmarter All Rights Reserved (not authorized for commercial use)



SA+P

Massachusetts Institute of Technology | School of Architecture + Planning

IN COLLABORATION WITH getsmarter



MIT BDA Module 1 Unit 1 Video

Learning outcomes:

LO2: Explain how social physics can be applied to better understand, predict and influence human networks and behaviors.

Title: The value of big data insights and applications

In video 5 below, Professor Alex Pentland discusses the value of big data and how it can be applied in the real world.



Video 5: Professor Alex Pentland - The value of big data insights and applications.
(To download this video, [click here.](#))



You are now ready to apply your knowledge

Now that you've engaged with Video 5, you are ready to apply your newly gained knowledge by completing the corresponding activity in the Apply unit. You can access this activity by navigating back to your module learning path, or click to access it directly from here:

1.5 Online activity submission: The value of social physics to various industries