



EXperimental
Learning

MASSACHUSETTS INSTITUTE OF TECHNOLOGY

Big Data and Social Analytics certificate course

MODULE 8 UNIT 1

The application of data in context and data policy in action

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SA+P

Massachusetts Institute of Technology | School of Architecture + Planning

IN COLLABORATION WITH  getSmarter



MIT BDA Module 8 Unit 1 Video Resource

Learning outcome:

LO1: Discuss examples of applications of data in context, and data policy in action.

In Video 1, Professor Alex Pentland discusses the application of data in context. He distinguishes between data analysis and strategic analysis, and talks about how employees can become more valuable within an organization.



Video 1: Professor Alex Pentland – The application of data in context.
(To download the video, [click here](#)).

In Video 2, Professor Pentland talks about showcasing data policy in action, and the benefits of creating living labs. He then goes on to introduce and explore an example of how a real-world company makes use of living labs.



Video 2: Professor Alex Pentland – Showcasing data policy in action.
(To download the video, [click here](#)).

You are now ready to apply your knowledge

Now that you've engaged with Videos 1 and 2 in this resource, 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:

8.3 Small Group Discussion Forum: Data in context and data policy in action