



EXperimental
Learning

MASSACHUSETTS INSTITUTE OF TECHNOLOGY

Big Data and Social Analytics certificate course

MODULE 2 UNIT 1
Understanding human interactions

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SA+P

Massachusetts Institute of Technology | School of Architecture + Planning

IN COLLABORATION WITH  getSmarter



MIT BDA Module 2 Unit 1 Video Resource

Learning outcome:

LO1: Discuss the implications of communication streams, idea flow, social networks, and social learning.

Title: Understanding human interactions

In Video 1 below, Professor Alex Pentland talks about how data scientists can begin to understand human interactions. He does this by touching on the concepts of communication streams, idea flow, social networks and social learning.



Video 1: Professor Alex Pentland - Understanding human interactions.

(To download the video, [click here](#).)

Understanding human behaviour and interaction is one of the key takeaways of the social physics aspect of big data analysis. This concept links to Video 2 in Module 1, in which Professor Pentland discusses examples of new applications of big data using new data sources.

The [Data for Development Challenge Senegal](#) resource takes this discussion a step further by going into the details of the respective studies. Of particular interest are the studies focusing on electricity, disease, poverty, and transport, which are on pages 10, 14, 28, and 35 respectively. Note, these readings will not be assessed, and are for your own enrichment only.



Resource 1: The Data for Development Challenge Senegal. (Source:

http://www.d4d.orange.com/fr/content/download/43452/406501/version/1/file/D4DChallengeSenegal_Book_of_Abstracts_Posters.pdf)

You are now ready to apply your knowledge

Now that you've engaged with Video 1, 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:

2.5 Small group discussion forum: What determines our behaviors?