



EXperimental
Learning

MASSACHUSETTS INSTITUTE OF TECHNOLOGY

Big Data and Social Analytics certificate course

MODULE 8 UNIT 1
Video 4 Transcript

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SA+P

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Speaker key

DS: David Shrrier

HY: Hapyak

DS: So, beyond the technical elements of building a living lab it's important to think about the policy and relationship framework. Living Labs are, by their very nature, local engagement with a particular community or country. What we find is that we need to assemble the key stakeholders to participate in this lab. Typically, a local government is involved, either in welcoming us in, or even helping construct the lab. We often need a data partner; this could be a telecommunications company, or a financial services company, or some other source of fine-grained information on people and their interactions with each other. In addition, we find it helpful to engage a local university. MIT is a fairly small school and a small program, so we look to extend our capabilities around the world by partnering with high-quality universities in different regions.

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Finally, we often have local business or local offices of global businesses involved in the living lab. They can provide: on the ground support; data analysis, and financial support to make the living lab possible. So, this multi-stakeholder engagement enables us to put together a robust living lab that has local engagement, academic integrity, and the support of government officials.

HY: Which stakeholder do you think would be the most valuable when constructing a Living Lab?

- a. Local government
- b. A data partner
- c. A local university
- d. A local/global business

We find living labs to be powerful tools for delivering society-scale solutions because those solutions have been tested on real people in the real world, rather than using agent-based modeling. So living labs are a novel construct for you to think about in your own data analytics work.

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