

# Maps of Industry

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**Problem:** The government classifies different industries using SIC codes. These have several limitations. Most notably, emerging industries fail to be mapped correctly and have saturated the ‘web platform’ category. Moreover, companies may correspond to multiple SIC codes so it is not clear what the basic unit of an industry should be.

**Methodology:** The atoms of industry are people. In this project, we will interview people working in different positions to understand how their day to day activities relate to their intrinsic goals and objectives. This data will then be used to construct a data and text-based artificial intelligence model that will reflect the structure of industry. Of particular interest are what people value, what problems they face, what is missing from current industry, and how distinct clusters of industry are connected.

## References

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