Social Physics How Good Ideas Spread The Lessons From A New Science

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the Business Model - Alex \"Sandy\" Pentland

Social Physics How Good Ideas

At every level of interaction, from small groups to large cities, social networks can be tuned to increase exploration and engagement, thus vastly improving idea flow. Social Physics will change the way we think about how we learn and how our social groups work--and can be made to work better, at every level of society. Pentland leads readers to the edge of the most important revolution in the study of social behavior in a generation, an entirely new way to look at life itself.

Social Physics: How Good Ideas Spread-The Lessons

from a ...

And in his new book Social Physics: How Good Ideas Spread—The Lessons from a New Science Pentland takes time out to catch us up on his findings. One of Pentlands's main findings thus far has to do with the importance of social interaction in influencing our behavior.

Social Physics: how good ideas spread - the lessons from a ...

From one of the world's leading data scientists, a landmark tour of the new science of idea flow, offering revolutionary insights into the mysteries of colle...

Social Physics: How Good Ideas Spread | Sandy Pentland ...

Used correctly, in other words, social physics can be an instrument for creating organizations that are more efficient, more adaptive, and more productive. In the third and fourth parts of the book, Pentland extends that idea to argue that social physics can help us build “data-driven cities” and “data-driven societies.”

Social Physics: How Good Ideas Spread—The Lessons From a ...

Social Physics: How Good Ideas Spread— The Lessons

from a New Science Sep 03, 2020 - 20:31 PM Alex Pentland Social Physics How Good Ideas Spread The Lessons from a New Science From one of the world s leading data scientists a landmark tour ofthe new science of idea flow offering revolutionary insights into the mysteries of collective intelligence and social influence If t

[PDF] Download ☆ Social Physics: How Good Ideas Spread ...

Social Physics: How Good Ideas Spread--the Lessons from a New Science. Around 2014, two books were released that are most relevant for social simulation and complexity science; one by Joshua Epstein (2013)

"Agent_Zero: Toward Neurocognitive Foundations of Generative Social Science" and this one by Alex Pentland on human behavior and social networks capable of collecting and refining decision strategies.

Review of Pentland, Alex: Social Physics: How Good Ideas ...

Social physics helps us understand how ideas flow from one person to another through the mechanism of social learning and how this flow of ideas ends up shaping the norms, productibvity, and creative output of companies, cities, and societies.

Amazon.com: Social Physics: How Good Ideas Spread

- The ...

In his latest book, Social Physics: How Good Ideas Spread – the Lessons from a New Science he outlines his vision of a discipline that has a history of infighting and intellectual land-grabbing. The term “social physics” was originally coined in the early 1800s by the philosopher Auguste Comte, who hoped that a mechanistic science could help to unravel society’s complexities.

Social physics and antisocial science – Physics World

Social physics or sociophysics is a field of science which uses mathematical tools inspired by physics to understand the behavior of human crowds. In a

modern commercial use, it can also refer to the analysis of social phenomena with big data. Social physics is closely related to econophysics which uses physics methods to describe economics. History

Social physics - Wikipedia

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Amazon.com: Social Physics: How Social Networks Can Make ...

“Put another way, social physics is about how human behavior is driven by the exchange of ideas—how people cooperate to discover, select, and learn strategies and coordinate their actions—rather than how markets are driven by the exchange of money.” ― Alex Pentland, Social Physics: How Good Ideas Spread-The Lessons from a New Science

Social Physics Quotes by Alex Pentland - Goodreads

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"From one of the world's leading data scientists, a

landmark tour of the new science of idea flow, offering revolutionary insights into the mysteries of collective intelligence and social influence" If the Big Data revolution has a presiding genius, it is MIT's Alex "Sandy" Pentland. Over years of groundbreaking experiments, he has distilled remarkable discoveries significant enough to become the bedrock of a whole new scientific field: social physics. Humans have more in common with bees than we like to admit: We're social creatures first and foremost. Our most important habits of action--and most basic notions of common sense--are wired into us through our coordination in social groups. Social physics is about "idea flow," the way human social networks spread

ideas and transform those ideas into behaviors. Thanks to the millions of digital bread crumbs people leave behind via smartphones, GPS devices, and the Internet, the amount of new information we have about human activity is truly profound. Until now, sociologists have depended on limited data sets and surveys that tell us how people "say" they think and behave, rather than what they actually "do." As a result, we've been stuck with the same stale social structures--classes, markets--and a focus on individual actors, data snapshots, and steady states. Pentland shows that, in fact, humans respond much more powerfully to social incentives that involve rewarding others and strengthening the ties that bind

than incentives that involve only their own economic self-interest. Pentland and his teams have found that they can study "patterns "of information exchange in a social network without any knowledge of the actual "content "of the information and predict with stunning accuracy how productive and effective that network is, whether it's a business or an entire city. We can maximize a group's collective intelligence to improve performance and use social incentives to create new organizations and guide them through disruptive change in a way that maximizes the good. At every level of interaction, from small groups to large cities, social networks can be tuned to increase exploration and engagement, thus vastly improving idea flow.

"Social Physics" will change the way we think about how we learn and how our social groups work--and can be made to work better, at every level of society. Pentland leads readers to the edge of the most important revolution in the study of social behavior in a generation, an entirely new way to look at life itself.

Where do ideas come from? How do they get put into action? How can we create social structures that are productive and creative? If the Big Data revolution has a presiding genius, it is MIT's Alex Pentland. Over years of groundbreaking experiments, he has distilled remarkable discoveries that have become the bedrock of a new scientific field: social physics. This

revolutionary science shows that innovation doesn't come from a few exceptionally bright people, but from the flow of ideas — especially how our social networks spread ideas and turn those ideas into behaviours. Thanks to the rise of smartphones, GPS devices, and the internet, Pentland and his teams can study patterns of information exchange in a social network, without any knowledge of the content of the information. Using this data, they can tell with stunning accuracy how effective that network is, whether it's a business or an entire city. Pentland shows us how to fine-tune these networks to improve their performance — for instance, by maximising a group's collective intelligence, or by using social

incentives to work through disruptive change. Social Physics will change the way we think about how we learn and how our social groups work — and can be made to work better, at every level of society. It is an entirely new way to look at life itself.

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"A thorough yet thoroughly digestible book on the ubiquity of data gathering and the unraveling of personal privacy." —Daniel Pink, author of Drive Thanks to recent advances in technology, prediction models for individual behavior grow more sophisticated by the day. Whether you'll marry, commit a crime or fall victim to one, or contract a disease are becoming easily accessible facts. The naked future is upon us, and the implications are staggering. Patrick Tucker draws on fascinating stories from health care to urban planning to online dating. He shows how scientists can predict your behavior based on your friends' Twitter updates, anticipate the weather a year from now, figure out the

time of day you're most likely to slip back into a bad habit, and guess how well you'll do on a test before you take it. Tucker knows that the rise of Big Data is not always a good thing. But he also shows how we've gained tremendous benefits that we have yet to fully realize.

How understanding the signaling within social networks can change the way we make decisions, work with others, and manage organizations. How can you know when someone is bluffing? Paying attention? Genuinely interested? The answer, writes Alex Pentland in Honest Signals, is that subtle patterns in how we interact with other people reveal

our attitudes toward them. These unconscious social signals are not just a back channel or a complement to our conscious language; they form a separate communication network. Biologically based “honest signaling,” evolved from ancient primate signaling mechanisms, offers an unmatched window into our intentions, goals, and values. If we understand this ancient channel of communication, Pentland claims, we can accurately predict the outcomes of situations ranging from job interviews to first dates. Pentland, an MIT professor, has used a specially designed digital sensor worn like an ID badge—a “sociometer”—to monitor and analyze the back-and-forth patterns of signaling among groups of people. He and his

researchers found that this second channel of communication, revolving not around words but around social relations, profoundly influences major decisions in our lives—even though we are largely unaware of it. Pentland presents the scientific background necessary for understanding this form of communication, applies it to examples of group behavior in real organizations, and shows how by "reading" our social networks we can become more successful at pitching an idea, getting a job, or closing a deal. Using this "network intelligence" theory of social signaling, Pentland describes how we can harness the intelligence of our social network to become better managers, workers, and

communicators.

More Heat Than Light is a history of how physics has drawn some inspiration from economics and also how economics has sought to emulate physics, especially with regard to the theory of value. It traces the development of the energy concept in Western physics and its subsequent effect upon the invention and promulgation of neoclassical economics. Any discussion of the standing of economics as a science must include the historical symbiosis between the two disciplines. Starting with the philosopher Emile Meyerson's discussion of the relationship between notions of invariance and causality in the history of

science, the book surveys the history of conservation principles in the Western discussion of motion. Recourse to the metaphors of the economy are frequent in physics, and the concepts of value, motion, and body reinforced each other throughout the development of both disciplines, especially with regard to practices of mathematical formalisation. However, in economics subsequent misuse of conservation principles led to serious blunders in the mathematical formalisation of economic theory. The book attempts to provide the reader with sufficient background in the history of physics in order to appreciate its theses. The discussion is technically detailed and complex, and familiarity with calculus is

required.

How to empower people and communities with user-centric data ownership, transparent and accountable algorithms, and secure digital transaction systems. Data is now central to the economy, government, and health systems—so why are data and the AI systems that interpret the data in the hands of so few people? Building the New Economy calls for us to reinvent the ways that data and artificial intelligence are used in civic and government systems. Arguing that we need to think about data as a new type of capital, the authors show that the use of data trusts and distributed ledgers can empower people and

communities with user-centric data ownership, transparent and accountable algorithms, machine learning fairness principles and methodologies, and secure digital transaction systems. It's well known that social media generate disinformation and that mobile phone tracking apps threaten privacy. But these same technologies may also enable the creation of more agile systems in which power and decision-making are distributed among stakeholders rather than concentrated in a few hands. Offering both big ideas and detailed blueprints, the authors describe such key building blocks as data cooperatives, tokenized funding mechanisms, and tradecoin architecture. They also discuss technical

issues, including how to build an ecosystem of trusted data, the implementation of digital currencies, and interoperability, and consider the evolution of computational law systems.

Ball shows how much can be understood of human behavior when we cease to predict and analyze the behavior of individuals and instead look to the impact of individual decisions--whether in circumstances of cooperation or conflict--on our laws, institutions and customs.

The authors seek to understand how insects and other arthropods use chemicals to defend themselves against predators and how some predators succeed in eating them anyway.