



# Social Physics: How Social Networks Can Make Us Smarter

By Alex Pentland

Download now

Read Online ➔

**Social Physics: How Social Networks Can Make Us Smarter** By Alex Pentland

*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.

 [Download Social Physics: How Social Networks Can Make Us Sm ...pdf](#)

 [Read Online Social Physics: How Social Networks Can Make Us ...pdf](#)

# Social Physics: How Social Networks Can Make Us Smarter

By Alex Pentland

## Social Physics: How Social Networks Can Make Us Smarter By Alex Pentland

*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.

## Social Physics: How Social Networks Can Make Us Smarter By Alex Pentland Bibliography

- Sales Rank: #91773 in Books
- Brand: Penguin Books
- Published on: 2015-01-27
- Released on: 2015-01-27
- Original language: English
- Number of items: 1
- Dimensions: 7.99" h x .70" w x 5.28" l, 1.00 pounds
- Binding: Paperback

- 320 pages

 [Download Social Physics: How Social Networks Can Make Us Sm ...pdf](#)

 [Read Online Social Physics: How Social Networks Can Make Us ...pdf](#)

## **Editorial Review**

Review

### **The Economist:**

“*Social Physics* is filled with rich findings about what makes people tick. Using millions of data points measured over a long period of time in real settings, which Pentland calls ‘living laboratories,’ the author has monitored human behavior on an unprecedented scale...Pentland’s research also offers lessons for policymakers and business people. He advances a new way to protect privacy by creating something of a property right for personal information...*Social Physics* is a fascinating look at a new field by one of its principal geeks.”

### **Kirkus Reviews**

“A fascinating view of the future of social networks that offers intriguing possibilities.”

### **John Abele, Co-Founder, Boston Scientific:**

“Understanding, predicting and influencing human behavior has been the goal of social scientists (and leaders anywhere) since the beginning of time. Pentland’s *Social Physics* is a major contribution to this field. By using communication tracking analysis and occasionally human sensors along with big data, he and his team are evolving a new discipline with a unique taxonomy and ontology that brings a higher level of quantification and rigor to a challenging and inherently complex field. Like Surowiecki’s *The Wisdom of Crowds* it will spawn further work and research in a rapidly expanding new body of knowledge.”

### **John Seely Brown, Former Chief Scientist, Xerox Corporation and director of Xerox Palo Alto Research Center (PARC):**

“Read this book and you will look at tomorrow differently. Reality mining is just the first step on an exciting new journey. *Social Physics* opens up the imagination to what might now be measurable and modifiable. It also hints at what may lie beyond Adam Smith’s invisible hand in helping groups, organizations and societies reach new levels of meaning creation. This is not just social analytics. It also offers pragmatic ways forward.”

### **Reed E. Hundt, former chairman of the Federal Communications Commission, CEO of the Coalition for Green Capital:**

“From his MIT aerie, eagle-eyed Alex Pentland has seen the future. His wise and stimulating book teaches us how ideas spring up, flow, and spread. Applying his lessons, we can act collectively to solve previously intractable social, economic and political problems. We can make organizations more productive. We can even have government achieve its proper purposes, with greater fairness and less cost. As challenges like widening inequality and runaway climate change seem to exceed our ability to design solutions, Pentland’s data-driven, reality-based, yet sunny optimism about tomorrow should be eagerly welcomed by all readers.”

### **Stephen M. Kosslyn, Former Dean of Social Science, Harvard University; Former Director, Center for Advanced Study in the Behavioral Sciences, Stanford University; Founding Dean, Minerva Schools at KGI:**

“Sandy Pentland lives in the future—and it shows. This book will not only whisk you up to speed on cutting-edge research at the interface of technology, behavioral science, and the social world, but it will also give you a good sense of what could be next. Professor Pentland brilliantly analyzes how new ideas flow and how, with the emergence of the ‘data-driven society,’ they will increasingly influence every aspect of our

lives.”

#### About the Author

**Alex "Sandy" Pentland** directs MIT's Human Dynamics Laboratory and the MIT Media Lab Entrepreneurship Program and co-leads the World Economic Forum Big Data and Personal Data initiatives. He helped create and direct MIT's Media Laboratory, the Media Lab Asia laboratories at the Indian Institutes of Technology, and Strong Hospital's Center for Future Health. His research group and entrepreneurship program have spun off more than thirty companies to date. In 2012 *Forbes* named Pentland one of the seven most powerful data scientists in the world. His research has been featured in *Nature*, *Science*, and *Harvard Business Review*.

#### Users Review

##### From reader reviews:

##### Eileen Lopez:

In other case, little folks like to read book *Social Physics: How Social Networks Can Make Us Smarter*. You can choose the best book if you like reading a book. Given that we know about how is important a book *Social Physics: How Social Networks Can Make Us Smarter*. You can add understanding and of course you can around the world by just a book. Absolutely right, simply because from book you can know everything! From your country right up until foreign or abroad you will end up known. About simple thing until wonderful thing you are able to know that. In this era, we can easily open a book or perhaps searching by internet system. It is called e-book. You need to use it when you feel fed up to go to the library. Let's study.

##### George Clark:

Book is usually written, printed, or highlighted for everything. You can understand everything you want by a reserve. Book has a different type. To be sure that book is important point to bring us around the world. Beside that you can your reading talent was fluently. A reserve *Social Physics: How Social Networks Can Make Us Smarter* will make you to always be smarter. You can feel more confidence if you can know about every thing. But some of you think that open or reading a book make you bored. It is not necessarily make you fun. Why they could be thought like that? Have you searching for best book or acceptable book with you?

##### Annmarie Windham:

This *Social Physics: How Social Networks Can Make Us Smarter* book is not ordinary book, you have after that it the world is in your hands. The benefit you receive by reading this book is definitely information inside this e-book incredible fresh, you will get details which is getting deeper you actually read a lot of information you will get. That *Social Physics: How Social Networks Can Make Us Smarter* without we understand teach the one who examining it become critical in thinking and analyzing. Don't be worry *Social Physics: How Social Networks Can Make Us Smarter* can bring any time you are and not make your case space or bookshelves' become full because you can have it in your lovely laptop even mobile phone. This *Social Physics: How Social Networks Can Make Us Smarter* having very good arrangement in word along with layout, so you will not feel uninterested in reading.

**Opal Moffett:**

The book untitled Social Physics: How Social Networks Can Make Us Smarter contain a lot of information on the idea. The writer explains your girlfriend idea with easy means. The language is very clear to see all the people, so do not necessarily worry, you can easy to read it. The book was compiled by famous author. The author will bring you in the new era of literary works. It is easy to read this book because you can continue reading your smart phone, or product, so you can read the book with anywhere and anytime. If you want to buy the e-book, you can wide open their official web-site along with order it. Have a nice examine.

**Download and Read Online Social Physics: How Social Networks Can Make Us Smarter By Alex Pentland #C1RB0KATV2Y**

# **Read Social Physics: How Social Networks Can Make Us Smarter By Alex Pentland for online ebook**

Social Physics: How Social Networks Can Make Us Smarter By Alex Pentland Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Social Physics: How Social Networks Can Make Us Smarter By Alex Pentland books to read online.

## **Online Social Physics: How Social Networks Can Make Us Smarter By Alex Pentland ebook PDF download**

### **Social Physics: How Social Networks Can Make Us Smarter By Alex Pentland Doc**

**Social Physics: How Social Networks Can Make Us Smarter By Alex Pentland Mobipocket**

**Social Physics: How Social Networks Can Make Us Smarter By Alex Pentland EPub**