

**Most designs have ignored our human nature and of course, they run into problems as a consequence.**

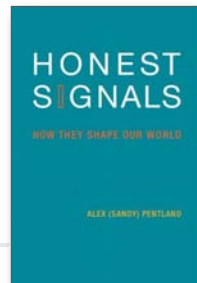


## Alex (Sandy) Pentland

□ *Leading authority on the innovation and implementation of human-centered technology.* □

Author of *Honest Signals: How They Shape Our World*—using new methods and technologies to measure human behavior and define the social networks that affect human and organizational performance. Developing human-centered technologies to make companies more productive and creative.

Toshiba Professor of Media, Arts, and Sciences, MIT.



Ahead of the Curve

## Highlights

Sandy Pentland is the acclaimed author of the new book *Honest Signals: How They Shape Our World*. Honest signals are the unconscious signals we give each other to indicate our real intentions and reactions.

Sandy has pioneered new ways of measuring these signals that yield astounding new insights into **what people's behavior really means**. He's explored how this second channel of communication **defines our social networks** and **influences our decisions**, and how to harness 'network intelligence' to become better managers, workers, and communicators.

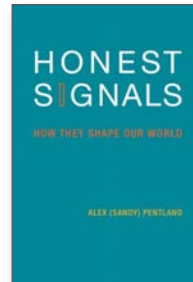
He's also developed new ways to **understand group behavior** using new techniques for "reality mining"—gathering data on human behavior in real life using sensors to track movement, among other things.

A pioneer in organizational engineering, mobile information systems and the social science of digital technology, Sandy also speaks more broadly on how to **develop human-centered technologies** and **bring them into the world** successfully.

Sandy Pentland is Toshiba Professor of Media, Arts and Sciences at the Massachusetts Institute of Technology. He directs the Human Dynamics Lab and oversees the Next Billion Network established to support aspiring entrepreneurs and emerging markets, and the EPROM Entrepreneurship Program in Africa.

Among the most cited computer scientists in the world, *Newsweek* named him one of the 100 Americans most likely to shape this century. He is the founding director of MediaLab Asia and co-director of the Digital Life Consortium.

*Nonverbal behavior is a large part of who we are and how we make decisions.*



## *Honest Signals*

□ *Using science and technology to understand human behavior and make organizations more creative and productive.* □

“Honest signals” are the nonverbal ways in which we unconsciously signal to each other our *true* feelings and intentions. (Think of the subtle signals at work in ‘speed dating’.) Sandy Pentland and his researchers at MIT have developed sensors (‘sociometers’) that register these signals and ways to systematically interpret the data from these sensors to read human behavior in all new ways. Honest signals reveal reactions that go deeper than the intentions we consciously communicate through words. They are much more accurate predictors of an interaction’s likely outcome and they can map social networks that would never appear in a chart of management structure.

## • Credentials

- □ Toshiba Professor of Media, Arts and Sciences, MIT
- □ Director, Human Dynamics Lab
- □ Oversees the Next Billion Network, EPROM Entrepreneurship Program in Africa
- □ Founding director, MediaLab Asia
- □ Former Academic Head, MIT MediaLab
- □ Co-director, Digital Life Consortium
- □ Co-founder, several research communities: Wearable Computing, Autonomous Mental Development, Digital Nations Consortium, Center for Future Health