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***MIT Media Lab's  
Alex Pentland to Speak on  
Unconscious Social Signals***

**Alex Pentland**, Toshiba Professor of Media Arts and Science at MIT's Media Lab and the author of the critically acclaimed book, *Honest Signals* (MIT Press), will speak in Room 112 at the Isenberg School on April 3 at 11:00 a.m. The public is invited to the lecture, which is part of the Spring 2009 INFORMS Speakers Series in Operations Research/Management Science.

Dr. Pentland's lecture, *Honest Signals and Reality Mining*, will describe a research framework based on the "reality mining" of unconscious social signals that comprise a separate communication network alongside conscious linguistic communication.

Biologically based "honest signaling," which evolved from ancient primate signaling mechanisms, offers an unmatched window into our intentions, goals, and values, observes Pentland. Understanding this ancient channel of communication allows us to accurately predict the outcomes of social situations ranging from job interviews to first dates. By analyzing these signals using data from mobile phones, electronic ID badges, or digital media, we can create, says Pentland, a *god's eye view* of how people in organizations interact. We can even see the rhythms of everyone's interactions throughout a city.

Dr. Pentland directs the Digital Life Consortium, a group of more than 20 multinational corporations exploring new ways to innovate. He also oversees the Next Billion Network, which supports aspiring entrepreneurs in emerging markets. His Ph.D. degree is from MIT; his bachelor's degree is from the University of Michigan. Before joining the MIT faculty, he was a senior computer scientist at SRI International and a visiting professor at Stanford University.

There will be a reception for Dr. Pentland at 10:30am in ISOM 112 and his book will be available for purchase and signing.