MIT Trust Data Alliance
 "this will change everything" UN Secretary General’s Office

- Analytics for your organization
- Blockchain-based data control
- AI on distributed, encrypted data

Participants in trust.mit.edu alliance

Medical Problem: reduce virus spread

central people have greatest risk

Standard Recommendations

- No unnecessary travel, no meetings
- No physical contact, clean surfaces, scheduling, video
- Personal Hygiene, handwashing, gloves, masks, gowns
- Maintain Distance: very generous spaces, no cueing
- Ubiquitous surveillance, treatment protocols
Problem: information spread and virus spread are similar

Everything flows to central people

Solution?
• Go virtual!
• But this is not so simple as it looks...

Problem: informal comms are half of decision quality

Harvard Business Review: Breakthrough idea of the Year
Problem: mental health needs informal comms

*mind health* depends on two-way, useful social interaction

just as

*body health* depends on repeated physical exertion

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Problem: Solidarity...are we all in this together?

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Problem: Trust is built on two-way interactions

Frequency of two-way interactions predicts trust behaviors

behavior change: social incentives far more effective than individual incentives
One more problem: facts don’t change behavior

So normal procedures have serious problems:

- No contact: hurts decisions, mental health, trust and solidarity
- Personal Hygiene: really hard, inadequate facilities
- Maintain Distance: expensive, often impractical
- Ubiquitous surveillance, rigid protocols:

A Wicked Problem: Flow of Ideas vs Flow of Virus vs Mental Health vs Trust, Solidarity

All depend on social interactions and in very similar ways

How can we maximize idea flow, minimize virus flow, and maintain mental health and trust?
Minimize Problems by Managing Trade-offs

Infection vs Idea Flow

• Keep track of both idea flow and infection flow
• Lower cost of idea flow: secret voting in groups

idea markets for innovation

Keep track of idea flow from business comms

http://humanyze.com

Idea flow: avoid silos, bottlenecks, isolates

Note: this company is spin-off of Pentland lab

Map crowded areas in real-time (MIT campus)
Minimize Problems by Managing Trade-offs

Infection vs Trust, Mental Health, Solidarity
• Everybody heard, engaged. Peer-to-peer rewards.
• “flu buddies,” maintain constant social support
• Motivate changes by making personal risk clear
• Consider local workspaces (e.g., WeWork)

Social Support: emotional support in less than 60 seconds
Immediate human interaction, personalized using behavior data, has very large effect on average depression scores

Make sure everyone feels heard, part of team

Video and audio instrumentation to determine sentiment and bias from volume, tone and time stamps
Personalized AI-generated interventions that nudge people to improve their interactions

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Engagement: “collision avoidance” in conversations

provides ~30% improvement in customer satisfaction
provides ~60% improvement in employee stress

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