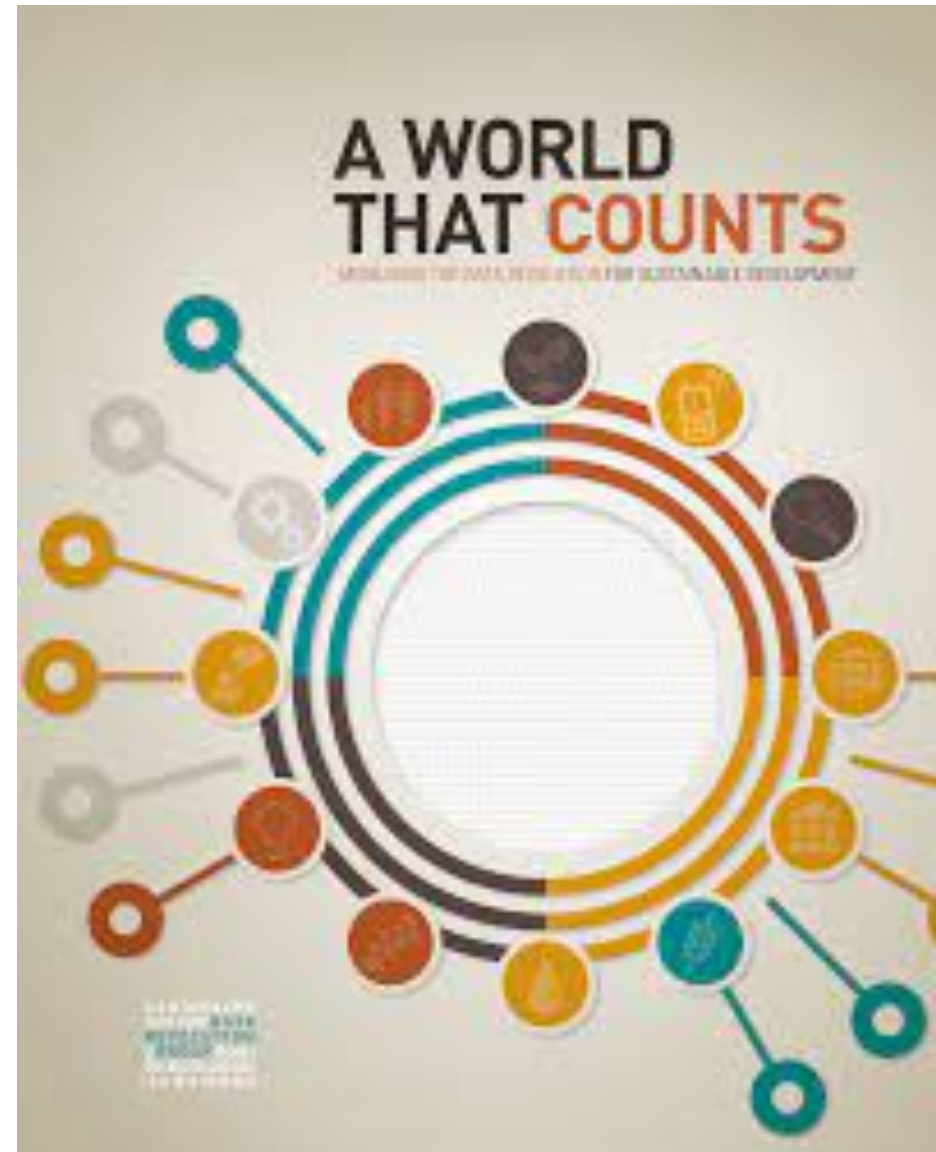# Data for Peace

Alex Pentland, MIT

UN Data Revolutionaries

Rich Census Data
Normal census data, plus

**connections: anonymous flows
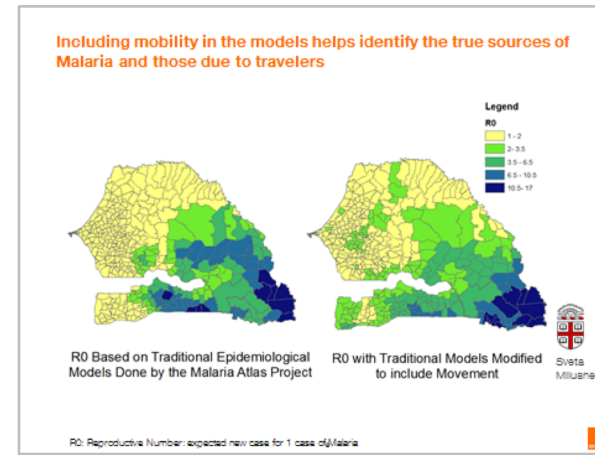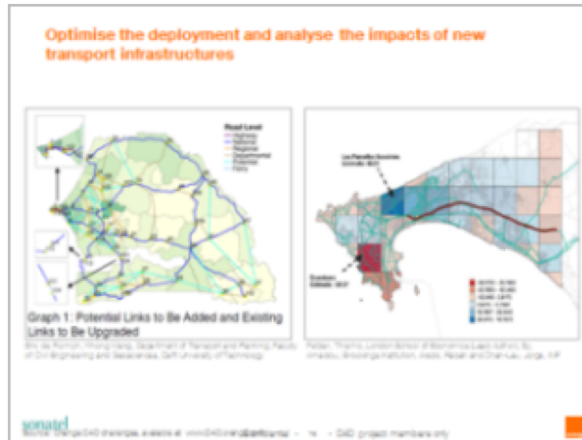where the community works, shops, plays**
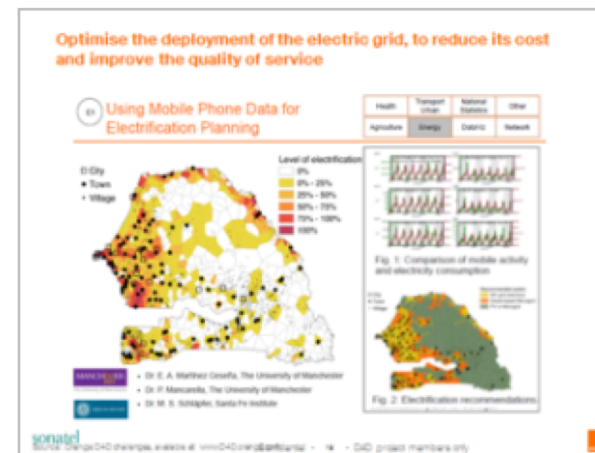
Sustainable Development Goals Metrics

poverty, inequality
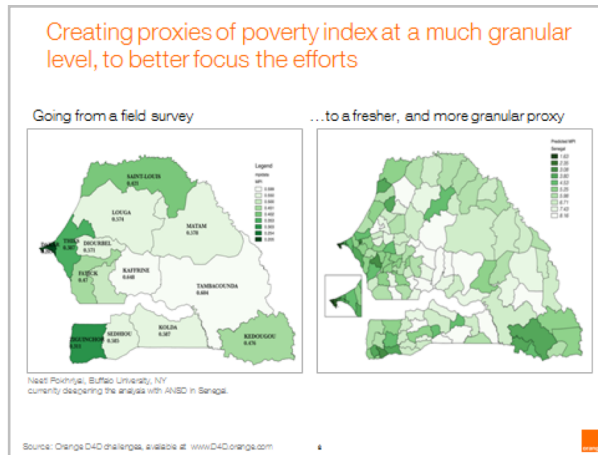
public health

transport

SDG optimized infrastructure investment

vs ESG metrics…unlocking $ Trillions of investment?

Data for peace?

- War often starts from mutual suspicion
- Politicians use suspicion to "rally the troops"
- Trusted information about the other side can calm fears
- This is the psychological strategy of the nuclear strategic arms treaty

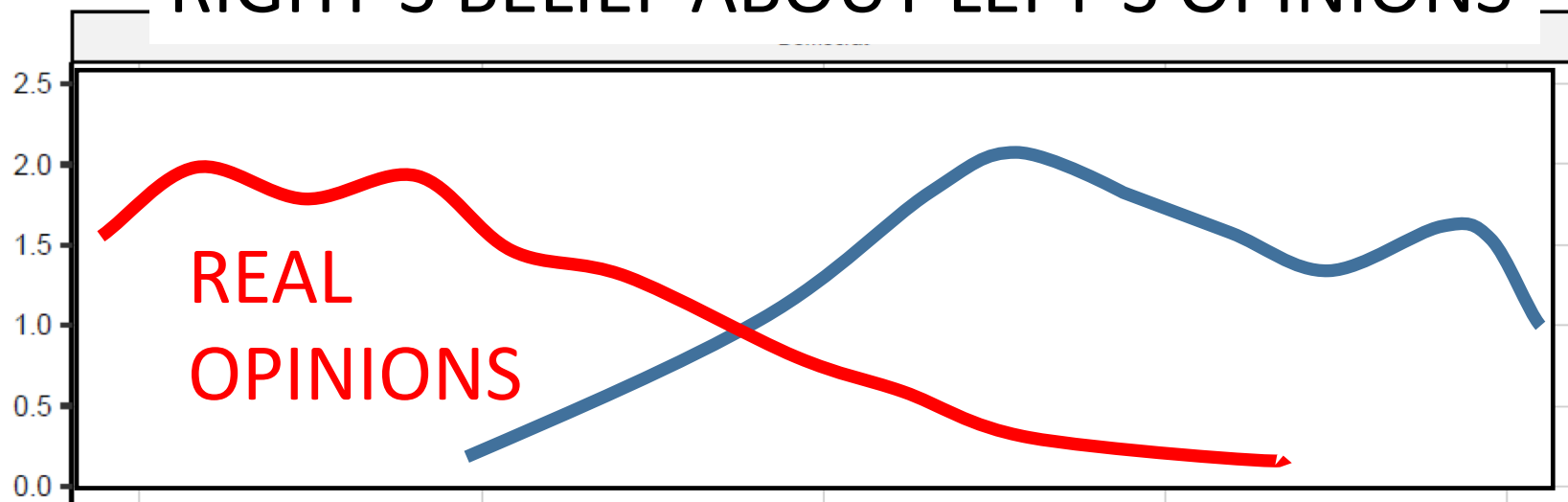## But does it work more generally?

LEFT'S BELIEF ABOUT RIGHT'S OPINIONS

REAL OPINIONS

RIGHT'S BELIEF ABOUT LEFT'S OPINIONS

REAL OPINIONS

PEACE

WAR
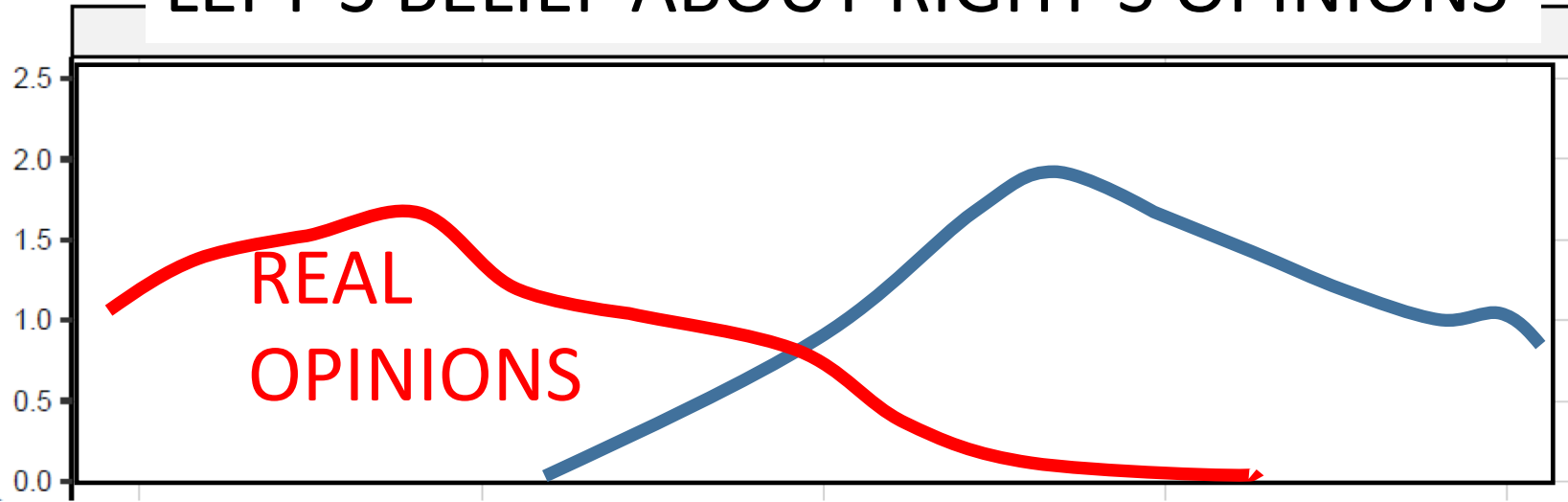
Political games: the other guys are cheating!

The Subversion Dilemma: Why Voters Who Cherish Democracy Vote it Away
G Lenz, A Braley, D Adjodah, H Rahnama, A Pentland OSF Preprints

one-shot attitude change

LEFT

RIGHT

PEACE

PEACE

WAR

WAR

AFTER

AFTER
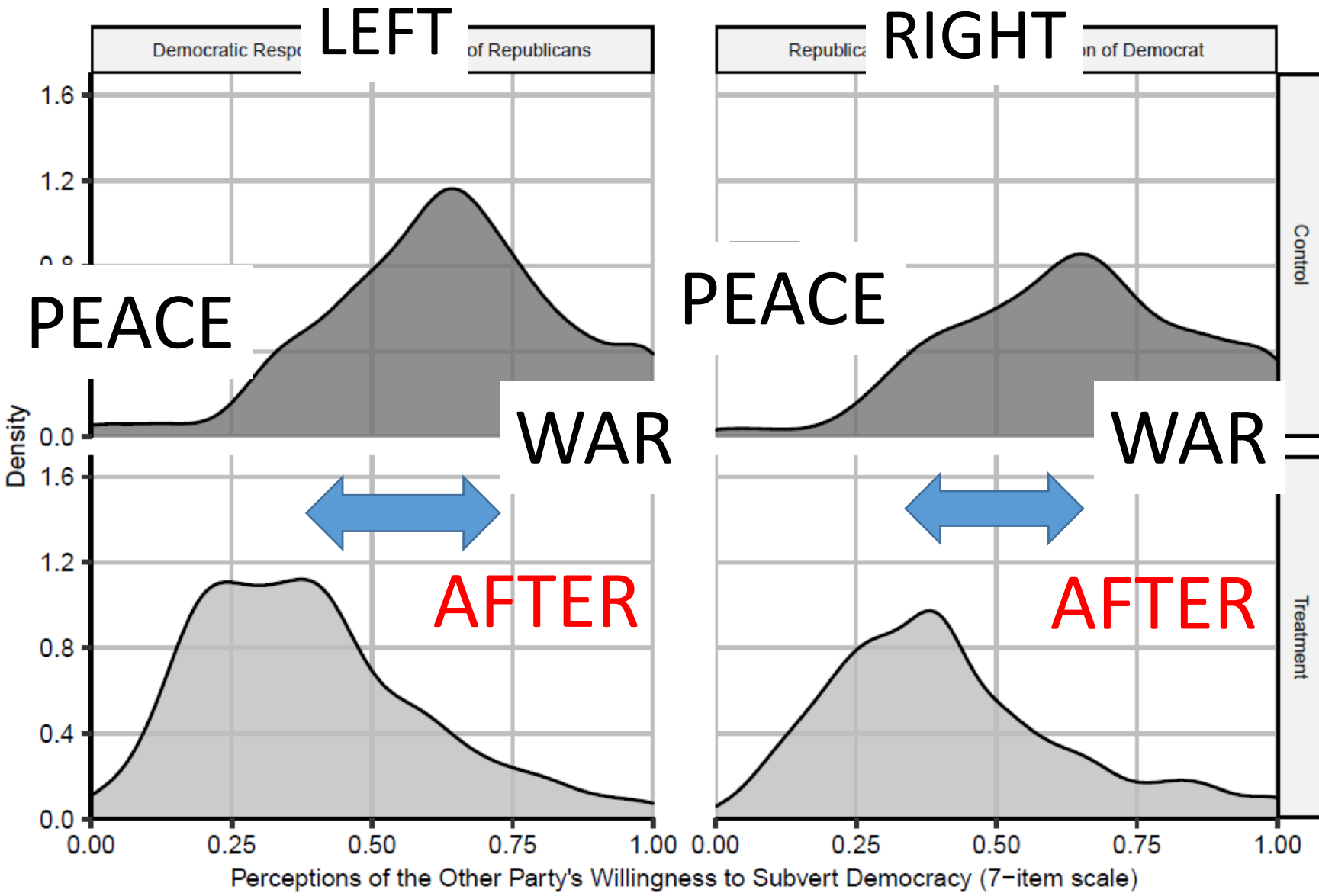
Huge effect of Trusted data about the other side

Perceptions of the Other Party's Willingness to Subvert Democracy (7−item scale)

average α=0.3