Big data is more than the increase in data itself. How will big data evolve, create new knowledge and value, and shift power and influence in the world?

What’s driving big data?
We increasingly live our social, economic, and intellectual lives in the digital realm, enabled by new tools and technologies. These activities generate massive data sets, which in turn refine the tools. How will this co-evolution of technology and data reshape society more broadly?

Creating new value
Big data changes what can be known about the world, transforming science, industries, and culture. It reveals solutions to social problems and allows products and services to be even more effective and targeted. Where will big data create the greatest sources of new value?

Shifting power and influence
As data becomes even more valuable, who will own and control access to it? Will big data create information oligarchs or reduce inequality by giving access to people at the margins? How will brokers of big data influence our purchases, behavior, and beliefs?

Managing the tradeoffs
The promise of big data also raises concerns about privacy, security, reputation, and social and economic disruption. How will we manage these tradeoffs individually and in business, government, and civil society?

FEATURED EXPERTS
Lucy Bernholz  
philanthropy, technology, and policy scholar at the Center on Philanthropy and Civil Society

Michal Kosinski  
researching humans in digital environments through big data mining at the Stanford Graduate School of Business

Sharad Goel  
computational social scientist analyzing social and political policies through big data

Margaret Levi  
political scientist specializing in governance, trust, and legitimacy

Jennifer Granick  
attorney and Director of Civil Liberties at the Stanford Center for Internet and Society

John Mitchell  
computer scientist, cybersecurity expert, and Vice Provost of Online Learning

Worldview Stanford creates interdisciplinary learning experiences for professionals about the forces shaping the future.

Our innovative approach combines flexible online content with an immersive experience at Stanford. We guide our participants—decision makers in business, government, philanthropy and nonprofits—through the knowledge they’ll need to manage the strategic challenges ahead.

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All events, materials, and most meals are included.
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15% discounts are available for government, nonprofits
and members of the Stanford Alumni Association.

TRANSPORTATION AND ACCOMMODATIONS

AIRPORTS
Stanford is roughly equidistant from San Francisco International Airport (SFO)
and San Jose International Airport (SJC). Oakland International Airport (OAK) also serves the Bay Area.

HOTELS
We have negotiated special discounted rates with the Sheraton Palo Alto to accommodate Worldview guests.
The Sheraton is located within walking distance of Stanford and downtown Palo Alto. A limited number of rooms
are also available at the Stanford Guest House, with priority given to
government and non-profit participants.
Both locations are served by Stanford’s free shuttle service.

Alternative Options
Other helpful lodging information
is available at Destination Palo Alto: