INITIATIVE ON THE DIGITAL ECONOMY

The MIT Initiative on the Digital Economy (IDE) (*http://ide.mit.edu*) examines the way people and businesses work, interact, and will ultimately prosper in a time of rapid digital transformation. Inventing effective organizations and optimizing the use of technology in our digital economy is a grand challenge of our time, and for MIT in particular. IDE's research helps companies adapt to new ways of doing business in the digital economy. It helps NGOs and other organizations understand how the digital transformation is affecting society and everyday life. It also helps people become more productive and thrive in a time of great and uncertain change. Activities include research, events, fellowships, and education—including the Analytics Lab (Fall) and the new GenAI Lab (Spring '25). IDE offers opportunities to participate in its work through the Undergraduate Research Opportunities Program (*https://catalog.mit.edu/mit/undergraduate-education/academic-research-options/undergraduate-research-opportunities-program*), research assistantships, and postdoctoral study. IDE is led by Professor Sinan Aral and Principal Research Scientist Andrew McAfee, with a total of eight research themes including: Generative AI and Decentralization, Human-First AI, Misinformation and Fake News, New Data Analytics, Building a Distributed Economy, Technology Driven Organizations and Digital Culture, and AI Quantum Computing and Beyond. At the IDE, we are shaping a brighter digital future, so join us. For further information, contact David L. Verrill (*dverrill@mit.edu*), IDE executive director, at 617-452-3216.