

Social Me

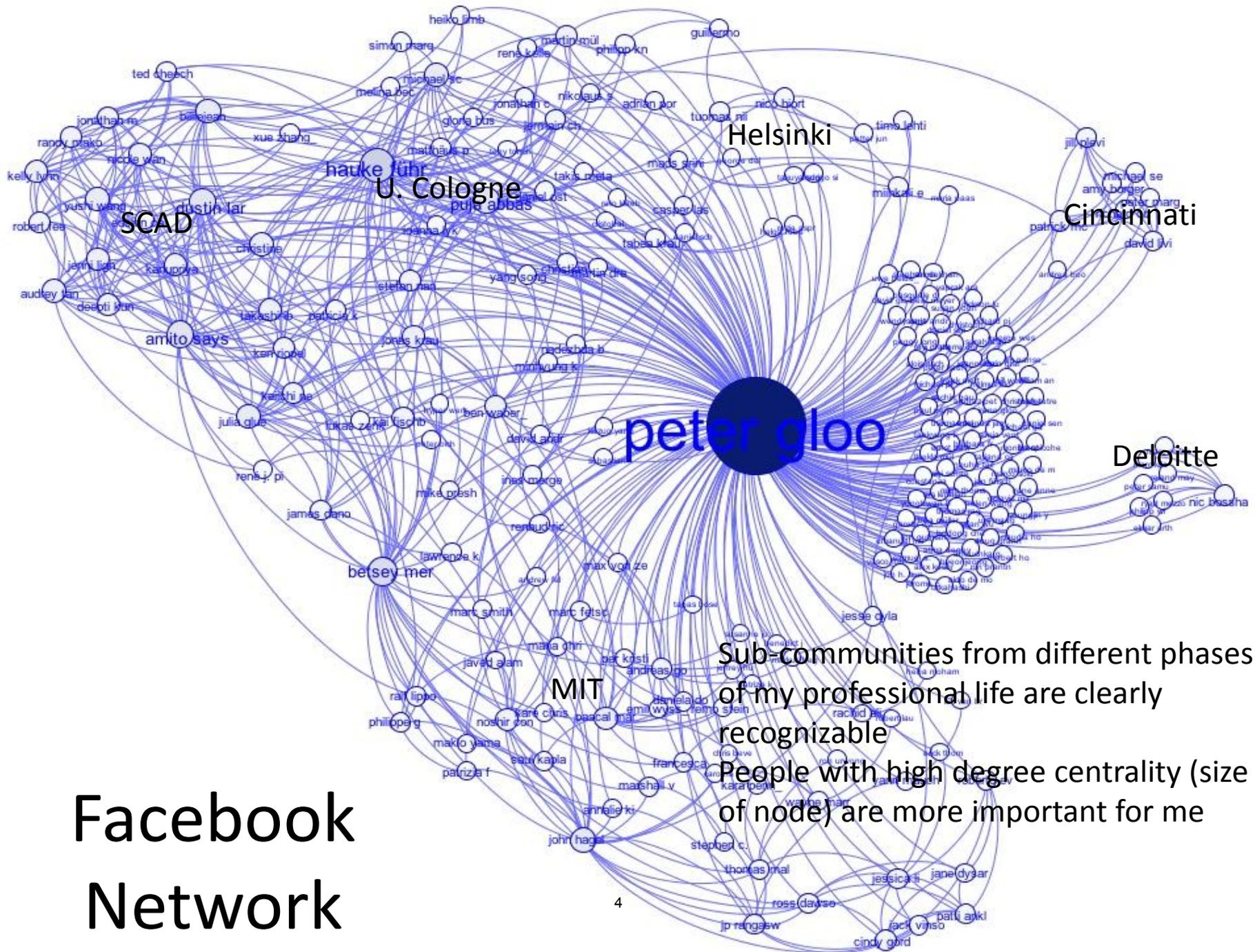
What your social network tells you

Analysis of Peter Gloor's Facebook
and E-Mail network

Contents

- Looking at my Facebook network
- Analyzing my Mailbox
- What the Web tells about me
- and the things dear to me
- Lessons for me

Facebook

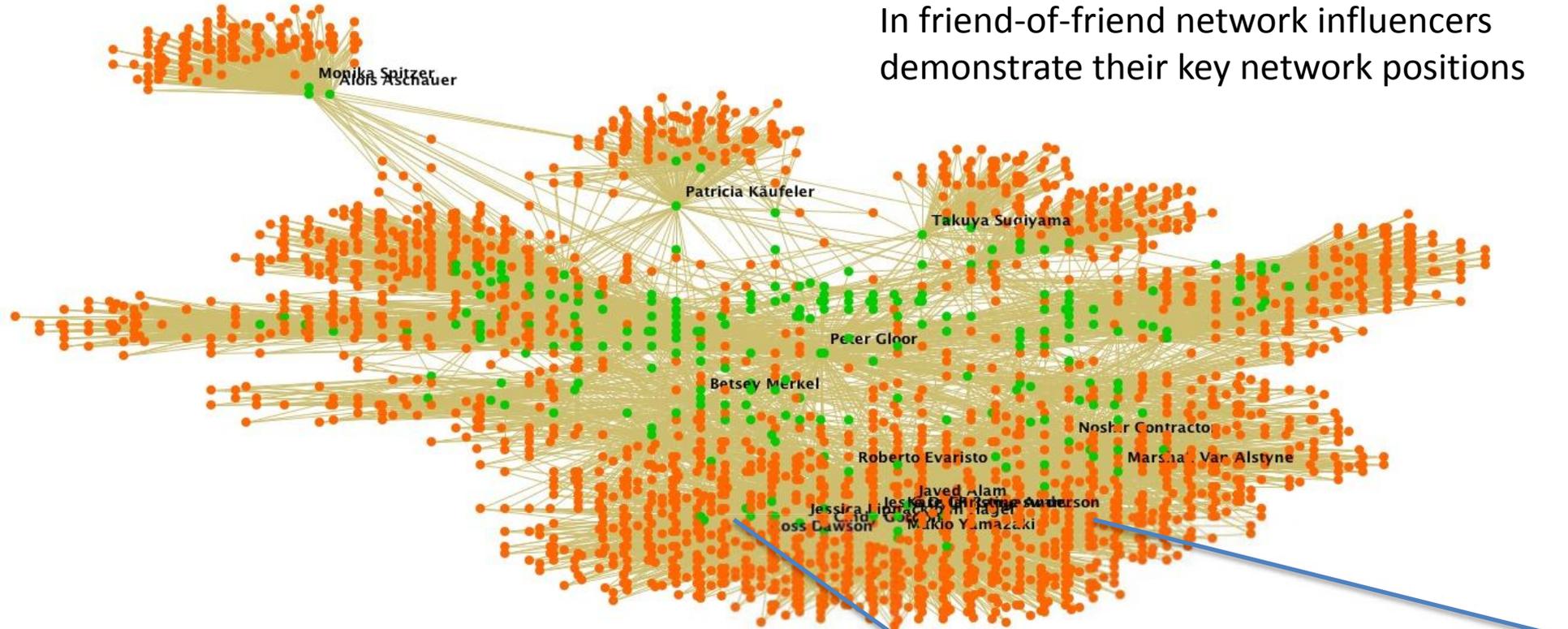


Facebook Network

Sub-communities from different phases of my professional life are clearly recognizable
 People with high degree centrality (size of node) are more important for me

Peter's friends, and their friends (only people with more than 3 links shown)

In friend-of-friend network influencers demonstrate their key network positions



green: direct friends orange: friends of friends

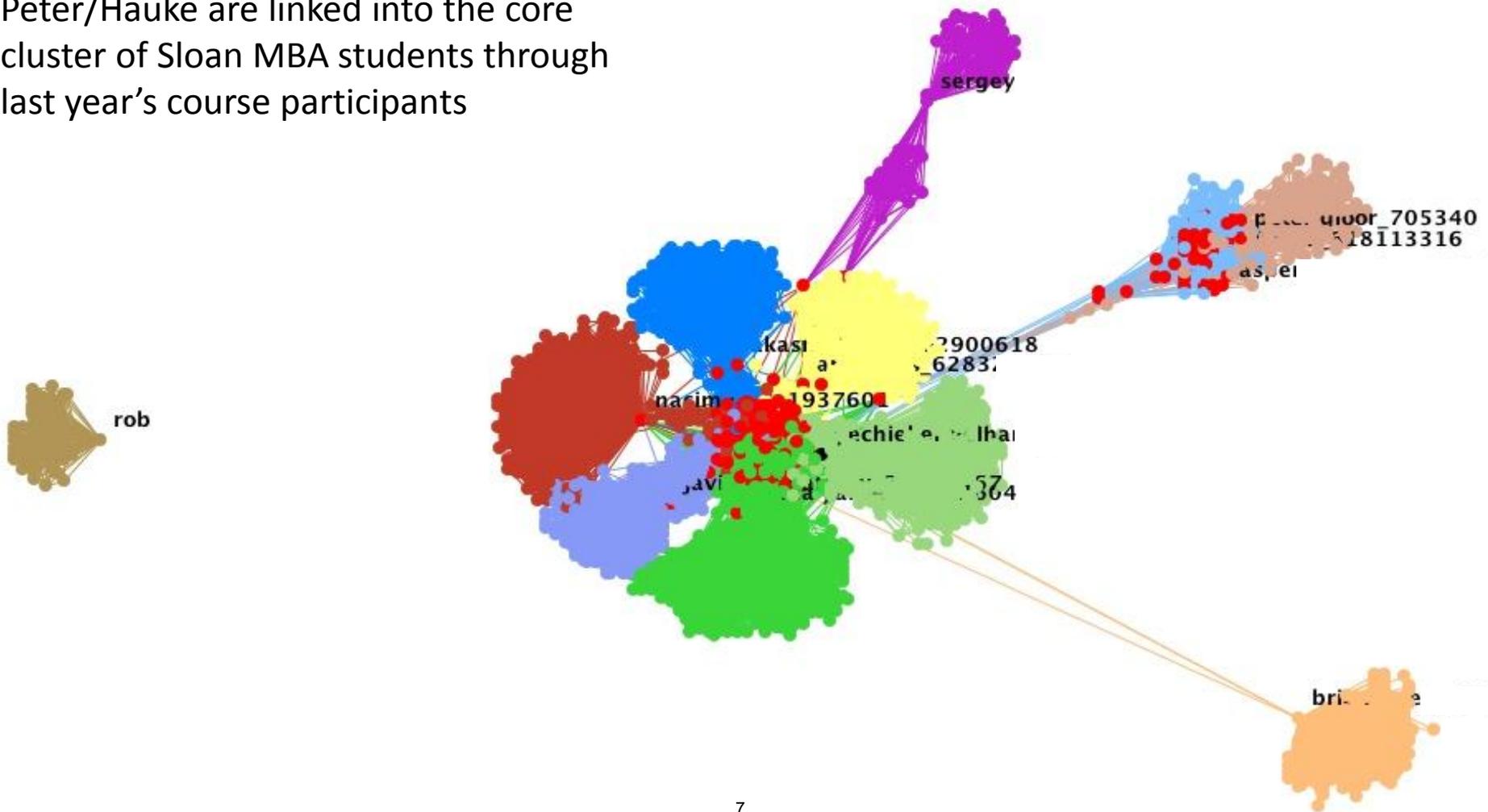


Peter's student network

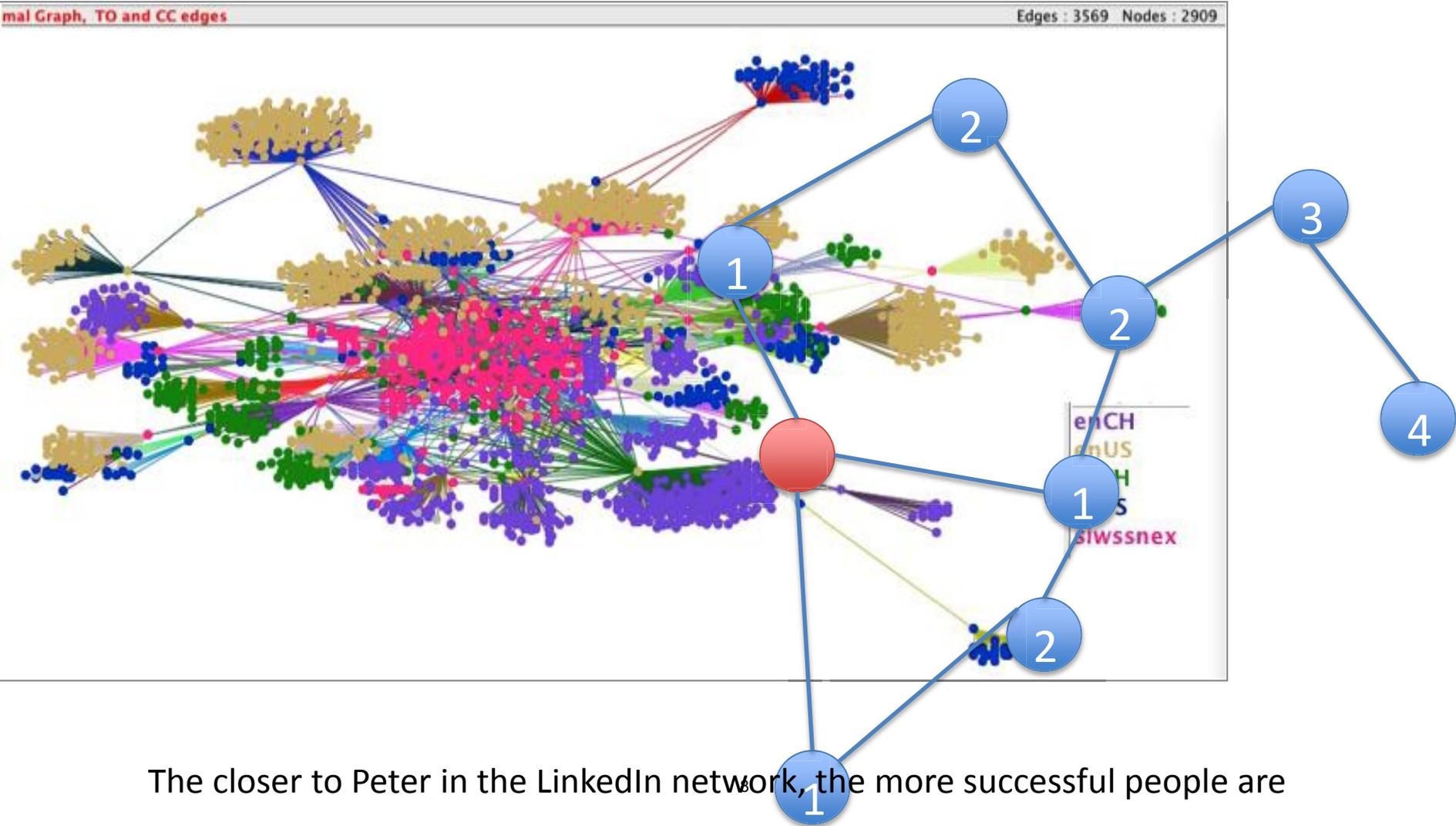
Normal Graph, TO and CC edges

Edges : 116750 Nodes : 4966

Peter/Hauke are linked into the core cluster of Sloan MBA students through last year's course participants



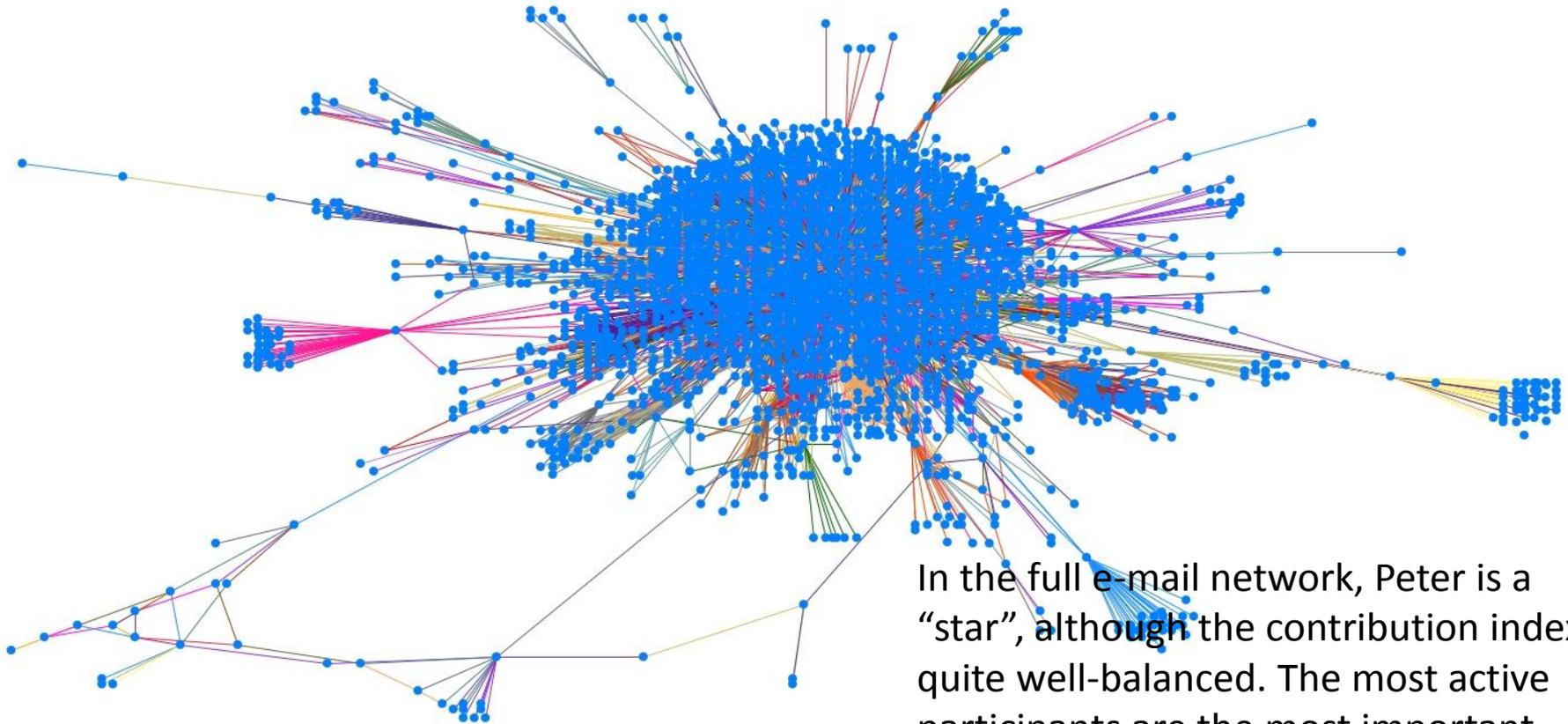
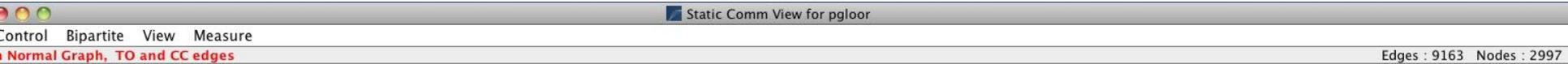
Close to the galaxy everybody is a star (LinkedIn network)



E-Mail

E-Mail Network

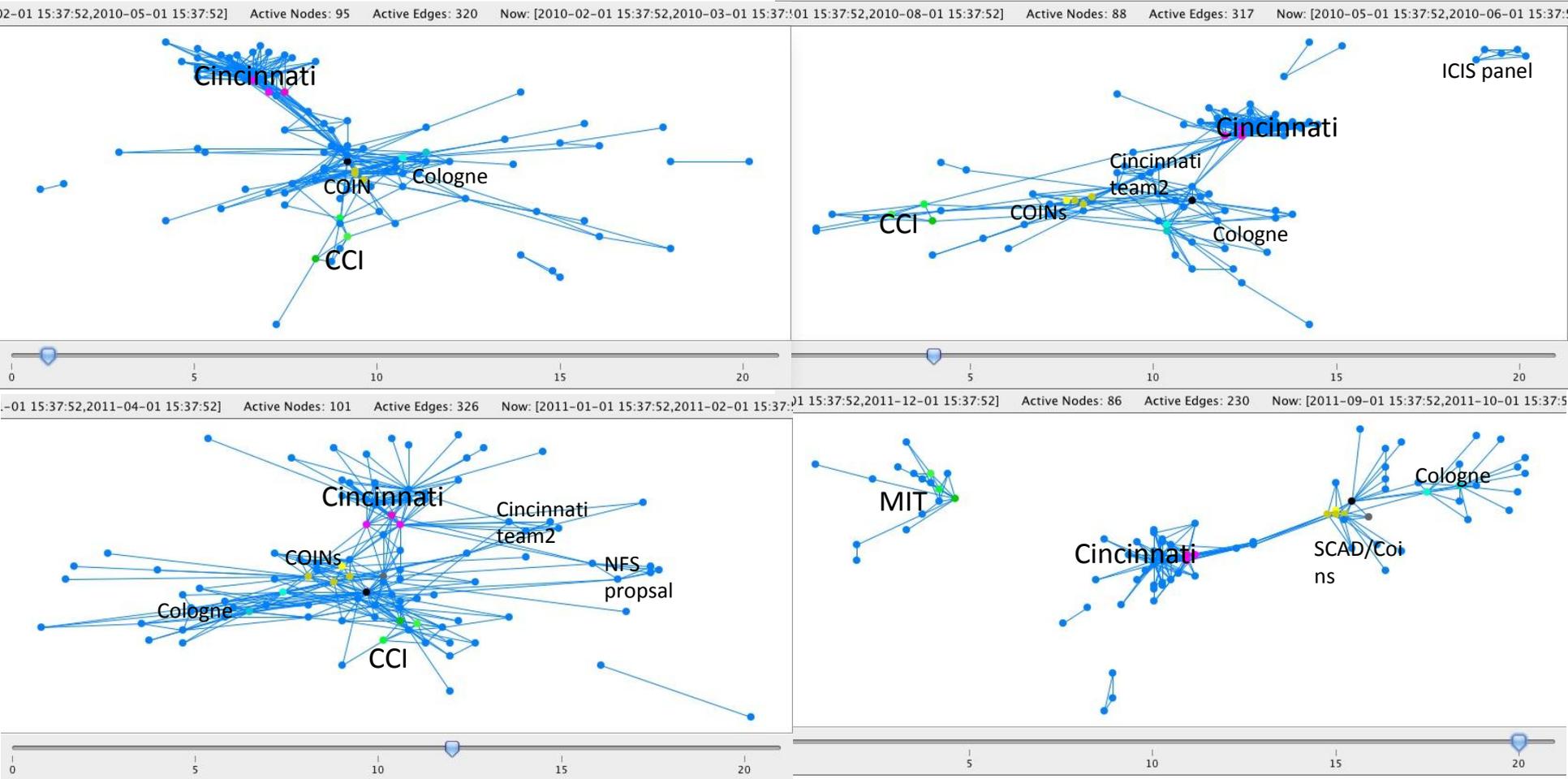
(Jan 1, 2009 to Oct 17, 2011, >2 msgs, 86,000 links)



In the full e-mail network, Peter is a “star”, although the contribution index is quite well-balanced. The most active participants are the most important collaborators

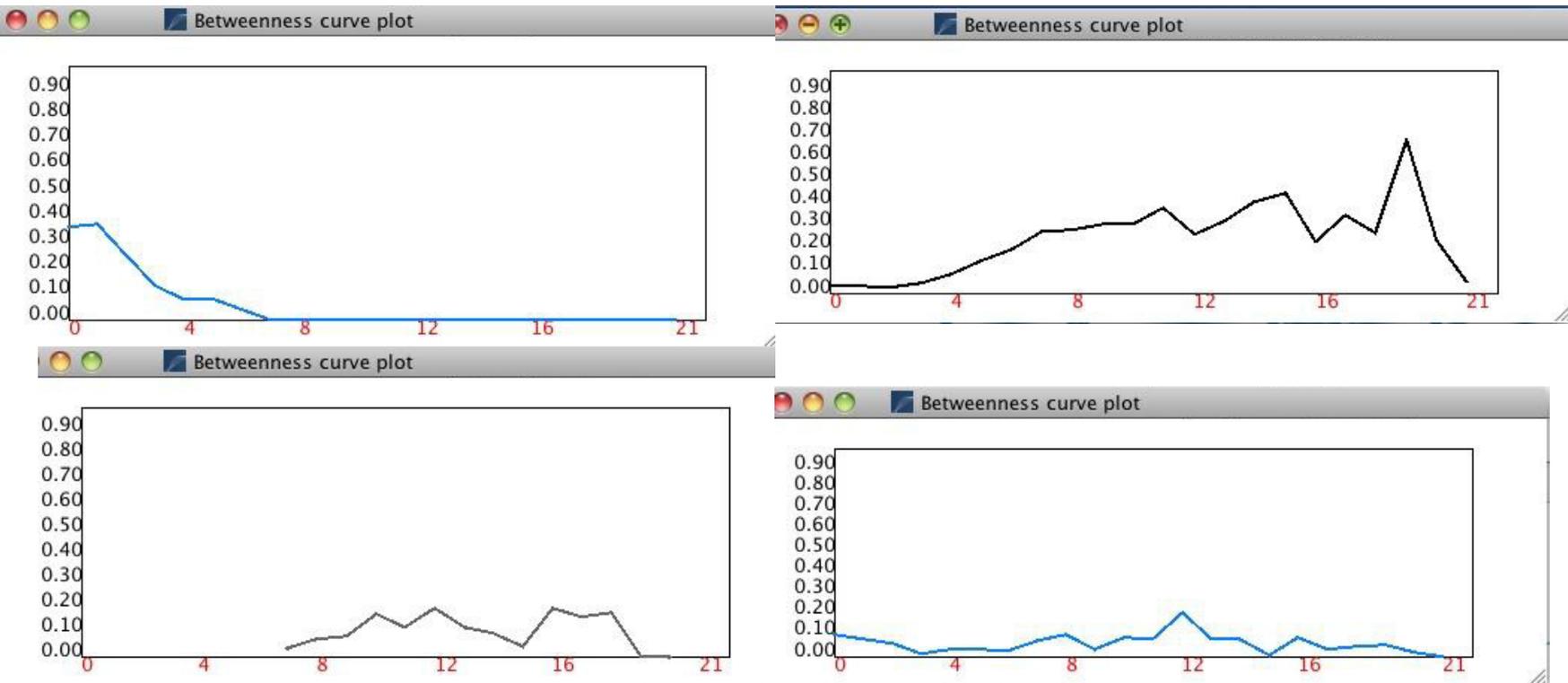
E-Mail from 1/1/2010 to 10/17/2011

(only > 50 msgs, actor "Peter Gloor" removed)



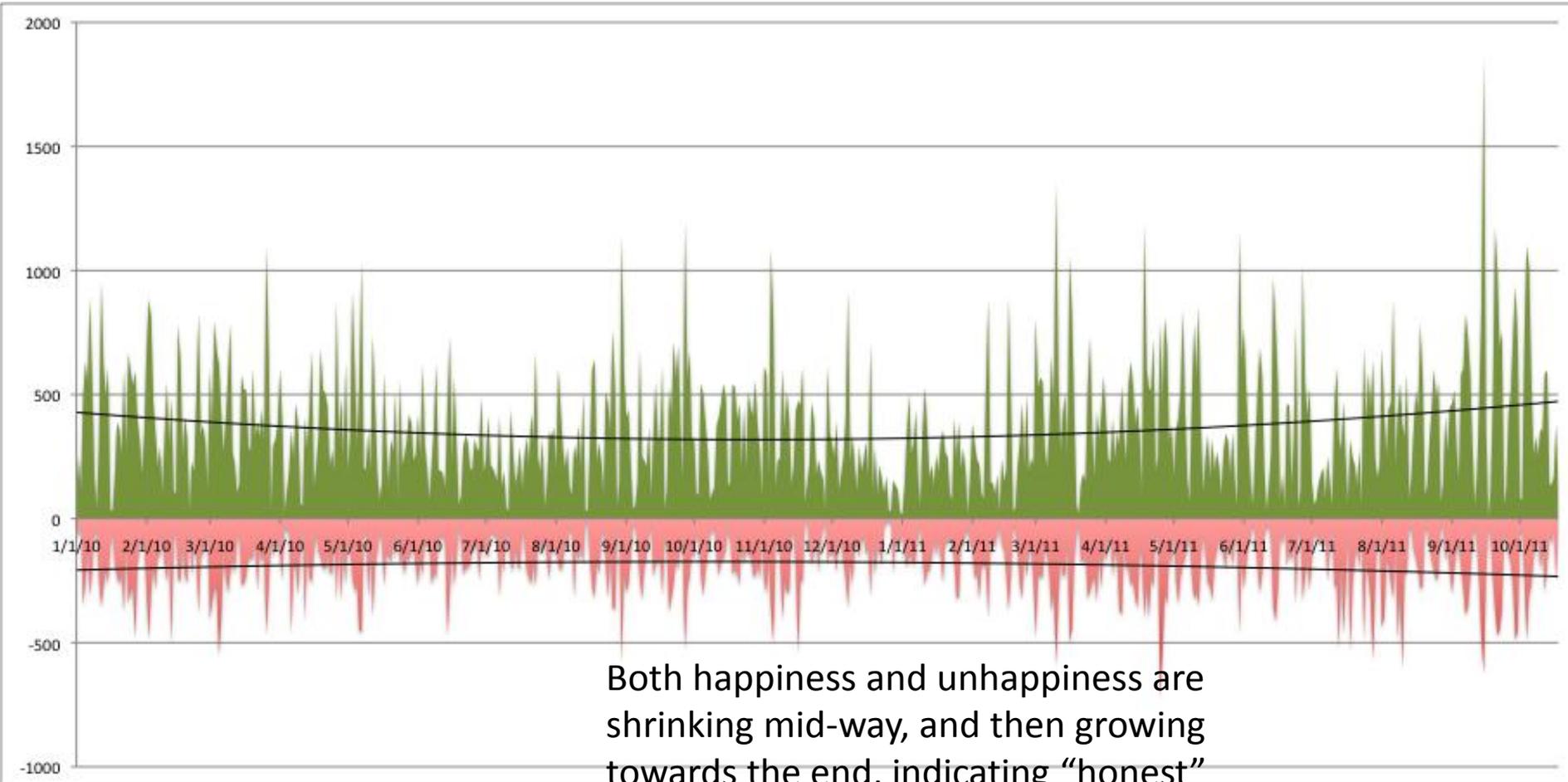
Clearly recognizable COINs staying together over 2 years

Some key collaborators 1/1/2010 – 10/17/2011



People winding down and ramping up their engagement are clearly recognizable through increasing/shrinking betweenness centrality

My E-Mail (Un)Happiness 2010/11



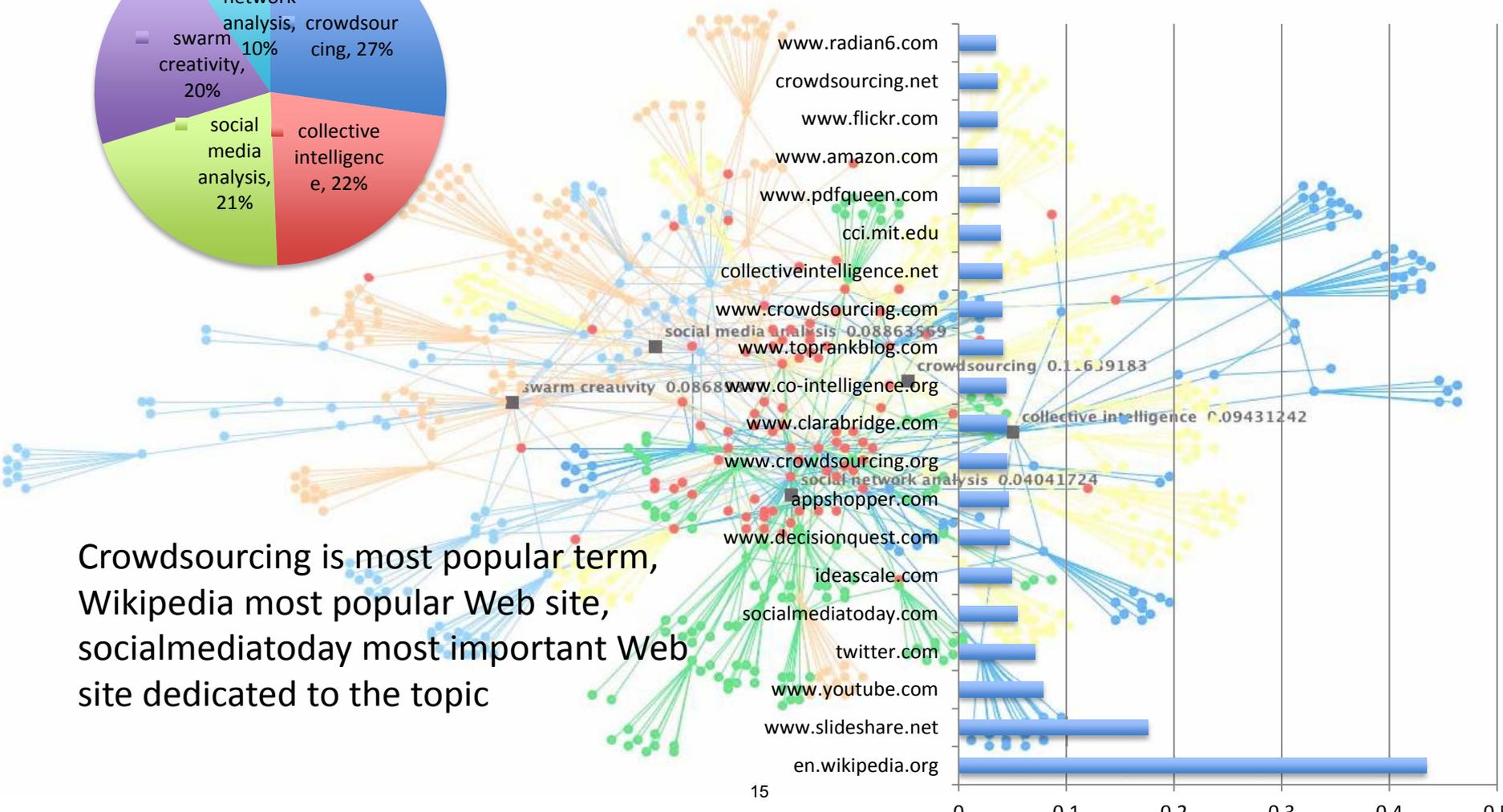
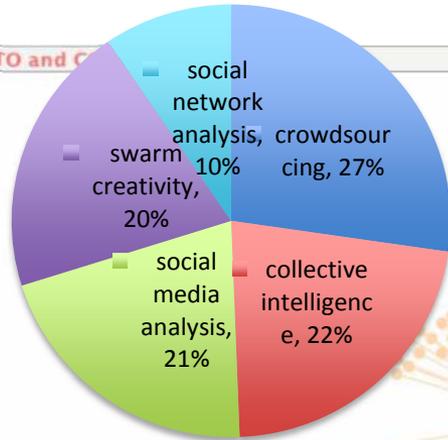
Both happiness and unhappiness are shrinking mid-way, and then growing towards the end, indicating “honest” language

Web

Key Websites about Swarm Creativity and related terms

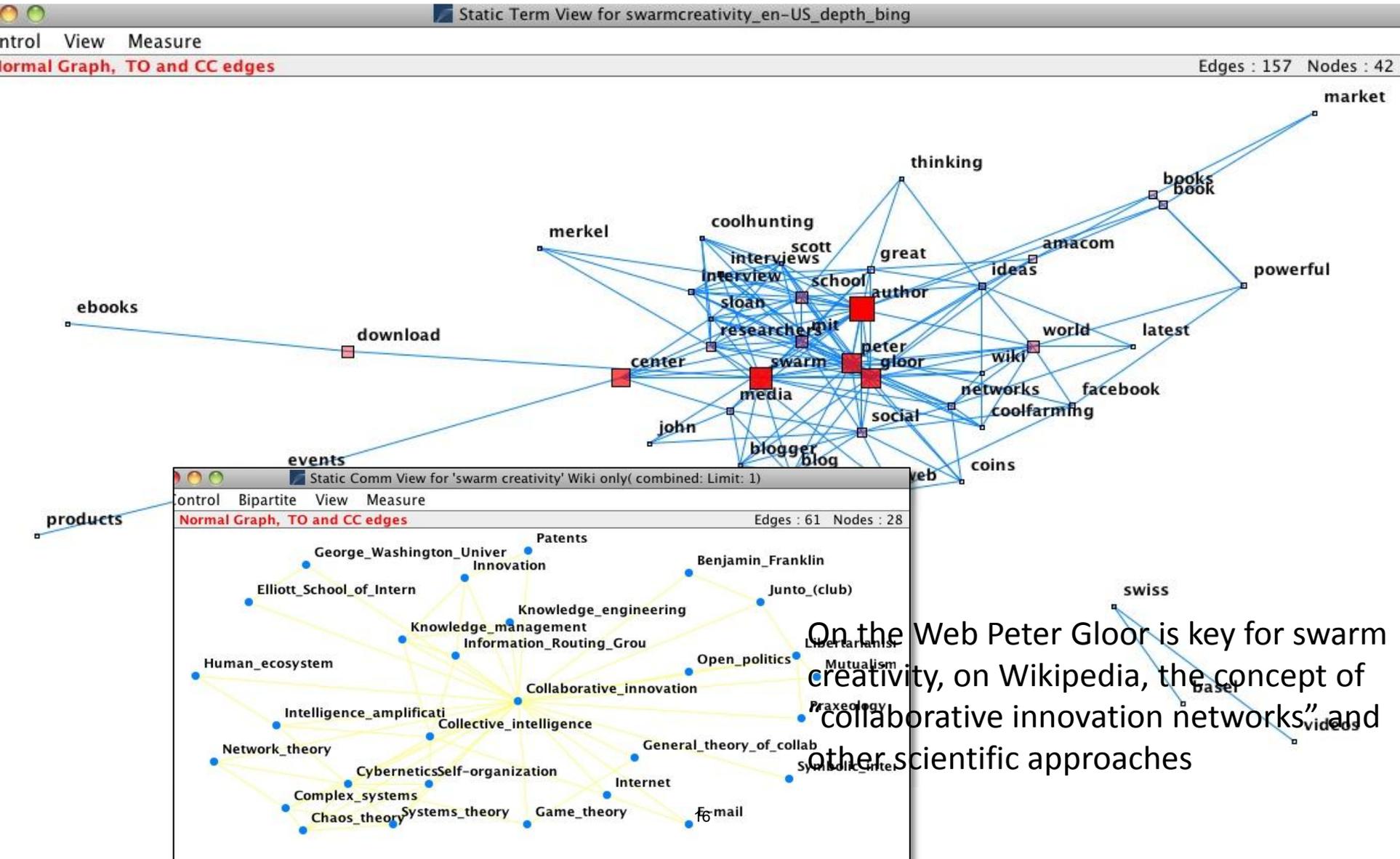
mal Graph, TO and C

Edges : 946 Nodes : 730

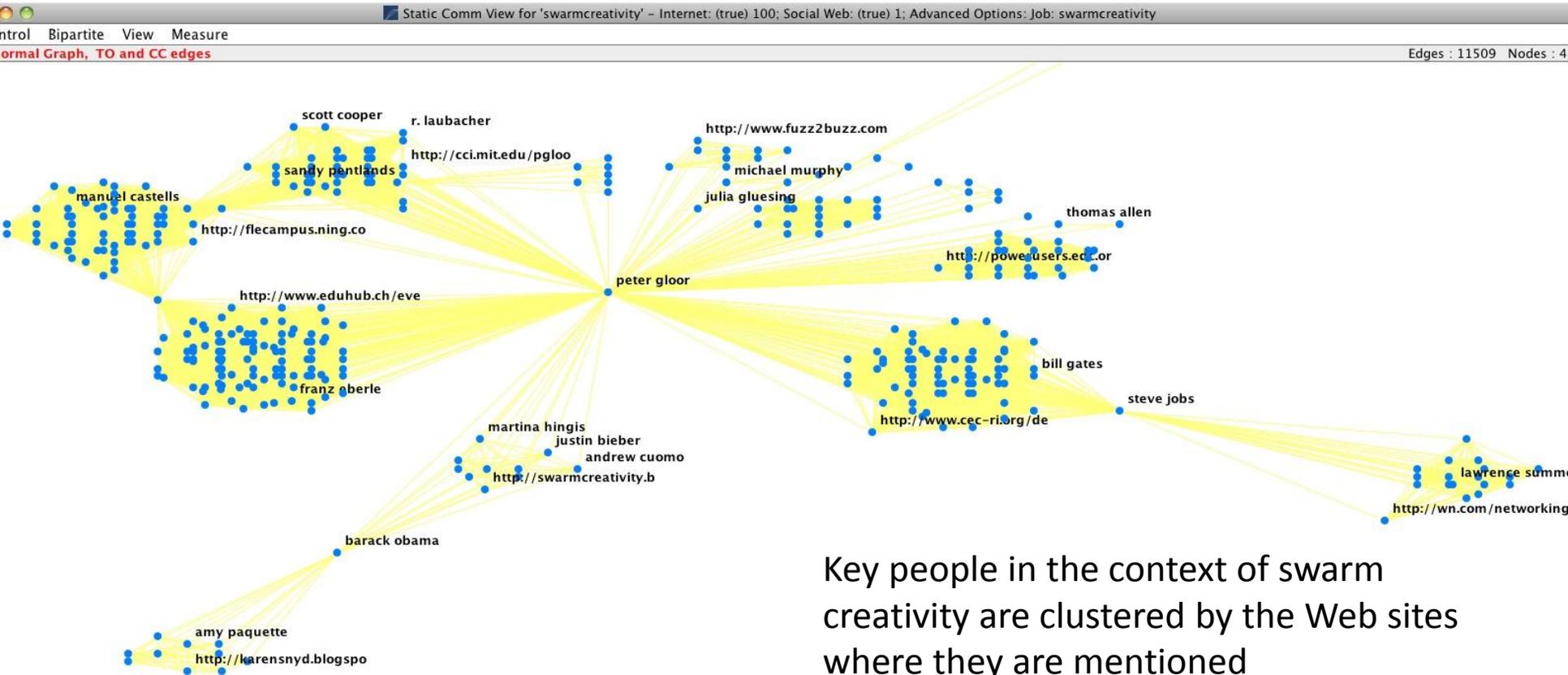


Crowdsourcing is most popular term,
 Wikipedia most popular Web site,
 socialmediatoday most important Web
 site dedicated to the topic

Key Terms on the Web about Swarm Creativity



Key People on Web about “Swarm Creativity”



Conclusions

Creative Innovators....

E-Mail

- Core/periphery
- Many COINs
- Balanced contribution index
- Oscillating betweenness (leadership)
- Low ART
- “Honest” (from very positive to very negative)

F2F

- Create trust (speak less, look into the eyes)
- Create flow (move in synch)

MIT OpenCourseWare
<http://ocw.mit.edu>

15.599 Workshop in IT: Collaborative Innovation Networks
Fall 2011

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