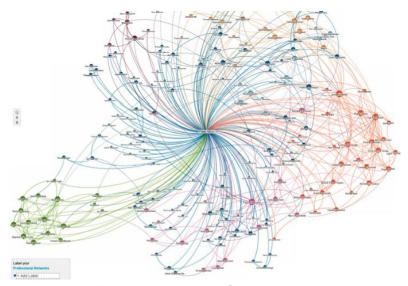
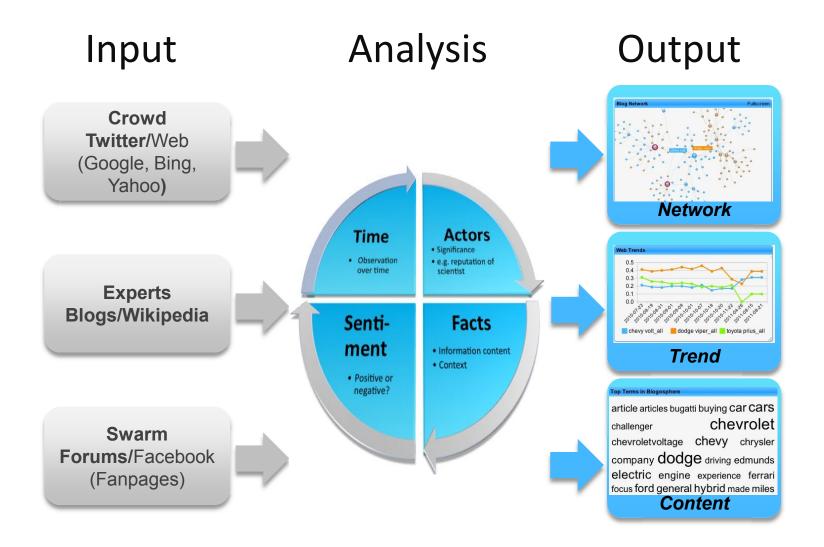
What is Coolhunting?



Peter A. Gloor

MIT Center for Collective Intelligence/galaxyadvisors

Coolhunting Process



Collaboration Science

Unit of Observation	Interaction Archives	Research Goals
World	Web/Blog/ Social Networking sites	Predict movie box office success Predict outcome of political elections Predict consumer sentiment
Organization	Intranet/E- Mail/phone log	Predict project success Predict startup success
Individual	Web/Blog/E- Mail/phone log/ sociometric badges	Predict personality characteristics Predict team success

CondorCore Architecture

Data Visualization & Analysis

Web Portal

Web Analysis & Visualization People & Concept Network Visualization **Trend Curves** Information Spheres

Condor

In-depth Analysis **Dynamic Visualization** People & Concept Network **Analysis**

3rd Party

R statistics SPSS, Matlab Excel Ucinet, Pajek SNA Gephi graph viz

Data &

Processing Filtering

> Data Collection

Prediction Genetic Algorithm

Regression **Neural Network** Kalman Filter **SVM**

Sentiment

Positivity Negativity **Dynamic BoW**

SNA

Betweenness Degree Contribution Index **Graph Layout**

IR

CondorCore

Lucene TF-IDF **BNC** Proper Noun Information **Templates**

Reputation

Decay **Temporalize** DoS **MVP**

Creativity COIN detection

Clique Core/Periphery ART

Export Excel MySQL PDF Txt

Wikipedia

Knowledge

Google/Yahoo/Bing

Crowds

Twitter

Crowds

News/Scholar/Medline

Experts

Forums/Blogs

Swarm

MailCollector

Swarm

Our probes measure....

- Organizational/company health
 - E-mail, f2f interaction, phone archives
- Brand, product, person's "footprint" on the Web
 - Facebook, Wikipedia, blogs, forums
- Population "temperature"
 - mood and sentiment, election, ballots, risk taking
 - twitter, blogs, forums, Web

Why does it work?

- We measure information creation (not information consumption)
- Online Trendsetters (bloggers, forum posters, journalists, etc.) set the trends (i.e. are representative for population in Western world)
- Find unknown unknowns (and not search terms)
- Find real users (and not what we think users are)
- Continuous monitoring and tracking (much cheaper, faster than focus group or phone poll)

Coolhunting Blueprint

- Cool People trendsetters, influencers,
 Opinion Makers
- Cool Trends associated attributes and new trends
- Cool Web Sites key Web sites and blogs
- Competitors
- The Future?

Coolhunting & Coolfarming Sources

	Demographics	Trend	Key Concerns	Action items
Popular Leaders (Facebook)	Pretty girls, moms, car addicts	5	Family, hobbies, politics, music	Focus group, viral marketing
Techno affine Leaders (Twitter)	Affluent, early adapters (except Philippines, Malaysia)	4	Stocks, politics, music, love	Spread info, learn trends
All (Web/Blog, Craigslist)	Everybody in Western World	3	Politics, science, business	Find broad trends
Educated elite (Wikipedia)	Knowledgeable, inform others	2	Science, politics, business	Spot long- term opportunity
Researchers/Sw arm (Forums)	Graduate students/Post- Docs at Universities	1	Science,	Research candidates

MIT OpenCourseWare http://ocw.mit.edu

15.599 Workshop in IT: Collaborative Innovation Networks Fall 2011

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