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Collaborative Innovation Networks

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Course goals - 1

• Predictive analytics (coolhunting)
• Online social marketing (coolfarming)
• Learn how to automatically analyze online social networks on the Web, Blogs, Forums, e-Mail, etc. using Condor and other tools
• Learn about swarm creativity, Collaborative Innovation Networks (COINs) social network analysis, coolhunting and coolfarming
• Demographics of Facebook, Twitter, Wikipedia
Course goals - 2

• Understand and optimize own communication
  – Watch a “virtual mirror” of your own communication behavior
  – See how team members perceive you, as a communicator, a collaborator, or a coordinator
Contents

1. Introduction to Swarm Creativity & COINs
2. Predicting the collective mind
3. Web Coolhunting with Condor
4. Social Network Analysis basics
5. Analyzing and Optimizing Organizational Networks
6. E-Mail analysis with Condor, gephi
7. Entrepreneurship networks
8. Individual SNA
9. Condor Wikisearch engine
10. Condor coolPeople search engine
11. Learning from Wikipedia(ns)
12. Coolfarming (viral marketing)
Schedule

• Classes
• Individual SNA project (e.g. personal mailbox)
• Midterm exam (MIT)
• In-class paper presentations
• Team project (MIT, SCAD, Aalto, Cologne)
Format

- In-class lectures
- In-class student presentations
- In-class exam
- In-class virtual meetings (all hands – MIT, SCAD, Cologne, Helsinki) (teams to full class at all sites)
- Team status update meetings (at least one member to instructor) Flashmeeting
2010 COIN course projects

- Building YouApp for Crohn's Disease (Cincinnati’s Children’s Hospital)
- Analyzing Facebook
- Analyzing TakingItGlobal (TIG) Toronto
- Coolfarming a carpet/artist town in Rural USA (Dalton)
- Coolhunting for “sustainability lifestyles” (GDI, Swiss Think Tank)
- Coolhunting for “drink trends” (GDI, Swiss Think Tank)
- Coolhunting for the next “Fashion City” (GDI, Swiss Think Tank)
Previous COIN projects

2009
• Analyzing Student Driven Innovation
• Coolhunting for Trends for Indian Outsourcing Company
• DSS for Airline Destination Management
• Coolhunting in Open Innovation Community (Atizo)
• Coolhunting for Music Artists on MySpace
• The rise of the iPhone and fall of Nokia/Symbian
• Seeding and Analyzing a Viral marketing Campaign
• Measuring Echo of Product Stories (DailyGromet)

2008
• Coolhunting the World Financial Crisis
• Visualizing Communications at SCAD life
• Sustainability and green technologies in the retail business
• Crunchbase
• Travel Analysis formerly bwin
• Last.FM
• Coolhunting for consumer business trends what’s our attitude to animals

2007
• KFO in SME
• Flickr photo sharing communities
• Netflix collaborative filtering competition
• Mobile phone user community
• Investment trends from online forums
• Trends in IT (for Austrian Think Tank)
• Amazon book trends

2006
• Music trends - MySpace
• Movie trends - imdb.com
• Search trends - AOL search log
• Linux community (Debian mailing list)
• Scientific trends (ISIWeb of Science) (also 2005)

2005
• eBAY abuse
• Enron e-mail archive
• Wikinews
• Oceancontrol online strategy multi-user computer game
• Ecoustic audio gadget community
• CSILE Online learning community
Month-by-Month (contents)

June 2010

August 2010

September 2010

October 2010

November 2010

December 2010
Thank You

http://www.ickn.org
http://www.swarmcreativity.net
www.galaxyadvisors.com

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