Cool Coolhunts
<table>
<thead>
<tr>
<th>Unit of Observation</th>
<th>Interaction Archives</th>
<th>Research Goals</th>
</tr>
</thead>
</table>
| World               | Web/Blog/ Social Networking sites | Predict movie box office success  
Predict political elections  
Predict consumer sentiment  
Predict stocks |
| 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 |
Web and Blogs correspond to Real World
Predicting US Presidential Elections, Nov. 4, 2008

On Election Night Blog Buzz metric:
47% McCain
53% Obama

Corresponds to popular vote!
Predicting Oscars and Box Offices Success
Investment Trends

Buzz-share

- investment stability USA (16%)
- investment stability Europe (23%)
- investment stability Russia (16%)
- investment stability Argentina (21%)
- investment stability Mexico (24%)

web query

Pharma ETF: Investment Stability In an Un...
http://seekingalpha.com/article/113330-pharma-etf-investment
http://www.reuters.com/article/marketViews/idUSALPHA1133
## F/X Trading

<table>
<thead>
<tr>
<th>EUR/USD returns</th>
<th>Baseline Model $R^2$ adjusted</th>
</tr>
</thead>
<tbody>
<tr>
<td>“USD”/”EURO”</td>
<td>0.13*</td>
</tr>
</tbody>
</table>
### S&P Trading

**VIX: Chicago Board Options Exchange Volatility Index**

(Blend of options for S&P stock) = magnitude of expected changes in S&P 500 index over the next 30-day

<table>
<thead>
<tr>
<th>S&amp;P returns</th>
<th>Baseline Model R² adjusted</th>
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<tbody>
<tr>
<td>VIX/VIX 1&lt;sup&gt;st&lt;/sup&gt; diff</td>
<td>0.064**</td>
</tr>
<tr>
<td>“United States” / “EURO”</td>
<td>0.042**</td>
</tr>
<tr>
<td>VIX/VIX 1&lt;sup&gt;st&lt;/sup&gt; diff, “United States” / “EURO”</td>
<td>0.169**</td>
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</table>
Twitter Stockprediction

hope, fear, worry

\[ r = 0.968 \]
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All founders of 12 Universities
The Digital Divide
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Creativity and Performance of Eclipse Developers
Individual Signals

Blue – drummer
Red – singer/leader
Green - audience
Social Network of Nurses in PACU

The leadership communicates with each other. RN 274 is by far the most between!
Thank You

Tom Allen
Robin Athey
Melina Becker
Hans Brechbuhl
Gloria Busche
Scott Cooper
Marius Cramer
Marco DeMaggio
Pierre Dorsaz
Lyric Doshi
Scott Dynes
Marc Egger
Eric Esser
Kai Fischbach
Hauke Führes
Julia Gluesing
Francesca Grippa
George Herman
Takashi Iba
Bill Ives
Eric Johnson
Adriaan Jooste
Jermain Kaminski
Min-Hyung Kang
Yared Kidane
Reto Kleeb
Jonas Krauss
Dustin Larimer
Casper Lassenius
Rob Laubacher
Charles Leiserson
Fillia Makedon
Tom Malone
Pascal Marmier
Chris Miller
Stefan Nann
Keiichi Nemoto
Tuomas Niinimäki
Daniel Olguin Olguin
Daniel Oster
Maria Paasivaara
Sandy Pentland
John Quimby
Johannes Putzke
Ornit Raz
Renaud Richardet
Ken Riopelle
Michael Schober
Detlef Schoder
Thomas Schmalberger
Shosta Sulonen
Masamichi Takahashi
David Verrill
Christoph Von Arb
Ben Waber
Andrew Westerdale
JoAnn Yates
Wayne Yuhasz
Xue Zhang
Antonio Zilli
Yan Zhao

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