Social Me
What your social network tells you

Analysis of Peter Gloor’s Facebook and E-Mail network
Contents

• Looking at my Facebook network
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Facebook
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.
Clusters still recognizable, but externally important people (e.g. Swiss Consul) obtain more prominent position.
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

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)

The closer to Peter in the LinkedIn network, the more successful people are
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.
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.
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

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

On the Web Peter Gloor is key for swarm creativity, on Wikipedia, the concept of "collaborative innovation networks" and other scientific approaches.
Key People on Web about “Swarm Creativity”

Key people in the context of swarm creativity are clustered by the Web sites where they are mentioned.
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)