Coolhunting Process

Input
- Crowd
  Twitter/Web (Google, Bing, Yahoo)
- Experts
  Blogs/Wikipedia
- Swarm
  Forums/Facebook (Fanpages)

Analysis
- Time
  - Observation over time
- Sentiment
  - Positive or negative?
- Facts
  - Information content
  - Context
- Actors
  - Significance
  - e.g., reputation of scientist

Output
- Network
- Trend
- Content

Examples of Coolhunting Topics:
- article articles bugatti buying car cars challenger chevrolet chevroletvoltage chevy chrysler company dodge driving edmunds electric engine experience ferrari focus ford general hybrid made miles
Steps

1. Top 20 Key topics for “searchterm” (=e.g. “vegetarian”)
   - oneDegree collector, 500 snippets
   - Term view, export by betweenness -> top 20 attributes & betweenness

2. Top 5 topics over time “searchterm”&&”attribute” (e.g. “vegetarian recipe”)
   - blogCollector, DOS 20 hits, with contents
   - Repeat every day
   - Dynamic view of content, , export betweenness
   - Dynamic view of terms, export betweenness

3. Sentiment
   - blogCollector, “great”&&”searchterm”, “searchterm”&&”sucks”
   - Prepare sentiment view
   - Static view of communication, color by neg_value, color by pos value
     (x>±100, ±100<x>±20, x<±20)

4. Key people
   - CoolPeople (internet, DoS 2, 50)
   - Parse people network (e.g. arXive, pubMed)

5. Repeat for Twitter
6. Repeat for Wikipedia/Forums
Key Topics – vegetarian
(one-degree collector “vegetarian”, bing 500 snippets)
Top 20 Key Topics – vegetarian
(one-degree collector “vegetarian”, bing 500 snippets)
Negativity – vegetarian
(blog collector “vegetarian” 20, collect content)
Positive sentiment – vegetarian (blog collector “vegetarian” 20, collect content)
Sentiment “vegetarian”
(blogs, 20 entries, DOS)
Sentiment “vegatarian” (top 500 snippets, bing) 8/20/11

totNeutral; 49%
TotPos; 41%
TotNeg; 10%
Key actors (blog collector)
Blog sentiment

Total Buzz

Veggie sentiment

Meat sentiment
CoolPeople “Lithium Ion Batteries” (internet only, 20, DOS 2)