Contents

- The Coolhunting Process
- Coolhunting the 3 Infospheres
  - Wisdom of Crowds (Web/Blogs)
  - Wisdom of Swarms (Wikipedia/Blogs)
  - Wisdom of Experts (Web of Science, Coolpeople)
Coolhunting Process

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

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

Output
- Network
- Trend
- Content
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## Coolhunting the 3 Infospheres

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WWF (World Wide Fund for Nature)
# Coolhunting the 3 Infospheres

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Top websites related with WWF
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en.wikipedia.org
www.youtube.com
www.facebook.com
www.wwf-uk.org
wwf.ca
www.ebay.com
www.wwf.org.uk
www.wwf.eu
www.sourcewatch.org
www.wwf.org.au
wwf.panda.org
www.worldwildlife.org
www.wwe.com
www.panda.org
wwf.org
www.arkive.org
assets.panda.org
bikevsworld.com
dictionary.reference.com
www.google.com
Top blogs related with WWF

- panda.org
- planetsave.com
- huffingtonpost.com/thenewswire
- rawstory.com/rs
- rtcc.org
- earthhour.wwf.org.uk
- asianscientist.com
Top blogs related with WWF

- ekathimerini.com
- cagesideseats.com
- ibelieveinadv.com
- panda.org
- theborneopost.com
- earthour.wwf.org.uk
- sandandgravel.com
- rawstory.com/rs
- flickr.com/photos/umdrums
- asianscientist.com
- larouchepac.com
- telly-tv.com
- wwfblogs.org/climate
- looktothestars.org
- rtcc.org
- xe.com/news
- wrestling.insidepulse.com
- planetsave.com
- 10and5.com
- thegreenfamilia.co.uk

Betweenness Centrality
Top terms in relation with WWF
Top terms in relation with WWF

- wwf
- climate
- world
- global
- chang
- green
- natur
- protect
- million
- china
- planet
- american
- australia
- obama
- africa
- anti
- india
- asia
- amazon
- focus

WEIGHT
Positivity/Negativity in blogs about WWF

- Positive: 73%
- Negative: 27%
# Coolhunting the 3 Infospheres

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WWF +Schweiz is not connected with other nodes in this graph.
Trend countries in blogs

Betweenness Centrality

wwf usa
wwf china
wwf schweiz
## Coolhunting the 3 Infospheres

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Top terms in relation with rainforest
Top terms in relation with rainforest

- wwf
- climat
- world
- green
- global
- scienc
- natur
- help
- rainforest
- log
- save
- planet
- amazon
- endang
- eco
- ecolog
- children
- india
- anti

WEIGHT
Positivity/Negativity in blogs about rainforest

- Positive: 62%
- Negative: 38%
Top terms in relation with agriculture
Positivity/Negativity in blogs about agriculture

- POSITIVE: 60%
- NEGATIVE: 40%
Top terms in relation with amazon
Top terms in relation with Amazon

- climate
- WWF
- world
- green
- global
- Amazon
- help
- nature
- earth
- protect
- planet
- rainforest
- America
- Brazil
- deforestation
- endangered
- Africa
- Arctic
- polar
- China

Weight scale:
- 0
- 5,000
- 10,000
- 15,000
- 20,000
- 25,000
- 30,000
- 35,000
- 40,000
- 45,000
Positivity/Negativity in blogs about Amazon

- **Positive**: 64%
- **Negative**: 36%
Trend topics in blogs

Betweenness Centrality

wwf agriculture
wwf amazon
wwf rainforest
Trend topics in blogs

Maximum BC

- wwf rainforest
- wwf amazon
- wwf agriculture

Minimum BC

- wwf rainforest
- wwf amazon
- wwf agriculture

Mean BC

- wwf rainforest
- wwf amazon
- wwf agriculture

Standard dev BC

- wwf rainforest
- wwf amazon
- wwf agriculture
Coolhunting the 3 Infospheres

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Wikipedia (Agriculture, Amazon, Rainforest, WWF)

WWF and key stakeholders in Wikipedia!
## Coolhunting the 3 Infospheres

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31
Publication stats of topics agriculture, rainforest, amazon - Years

% of 27843
Publication stats of topics agriculture, rainforest, amazon - Subjects

- Agriculture
- Environmental Sciences
- Ecology
- Engineering
- Business Economics
- Plant Sciences
- Water Resources
- Geology
- Computer Science
- Zoology
- Meteorology Atmospheric Sciences

% of 27843
Publication stats of topics agriculture, rainforest, amazon - Countries

- USA: 27843
- Brazil: 12431
- People's Republic of China: 7077
- England: 6458
- Germany: 5258
- France: 5184
- Canada: 3949
- Spain: 3496
- India: 3256
- Australia: 3163

% of 27843