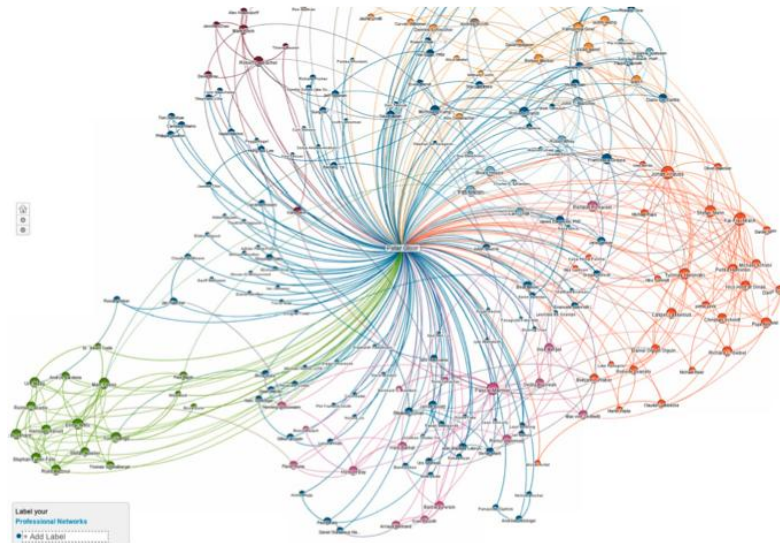


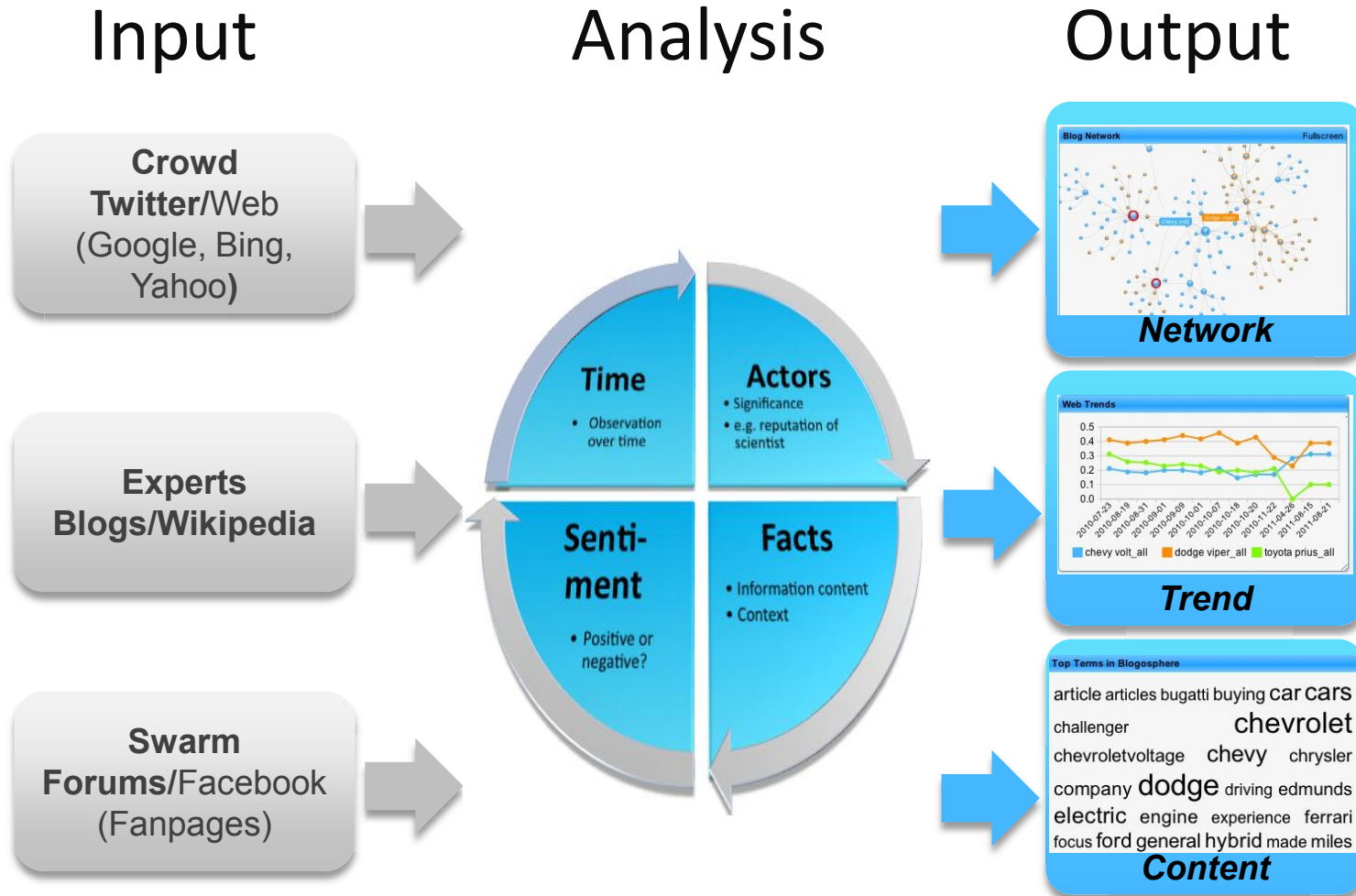
What is Coolhunting?



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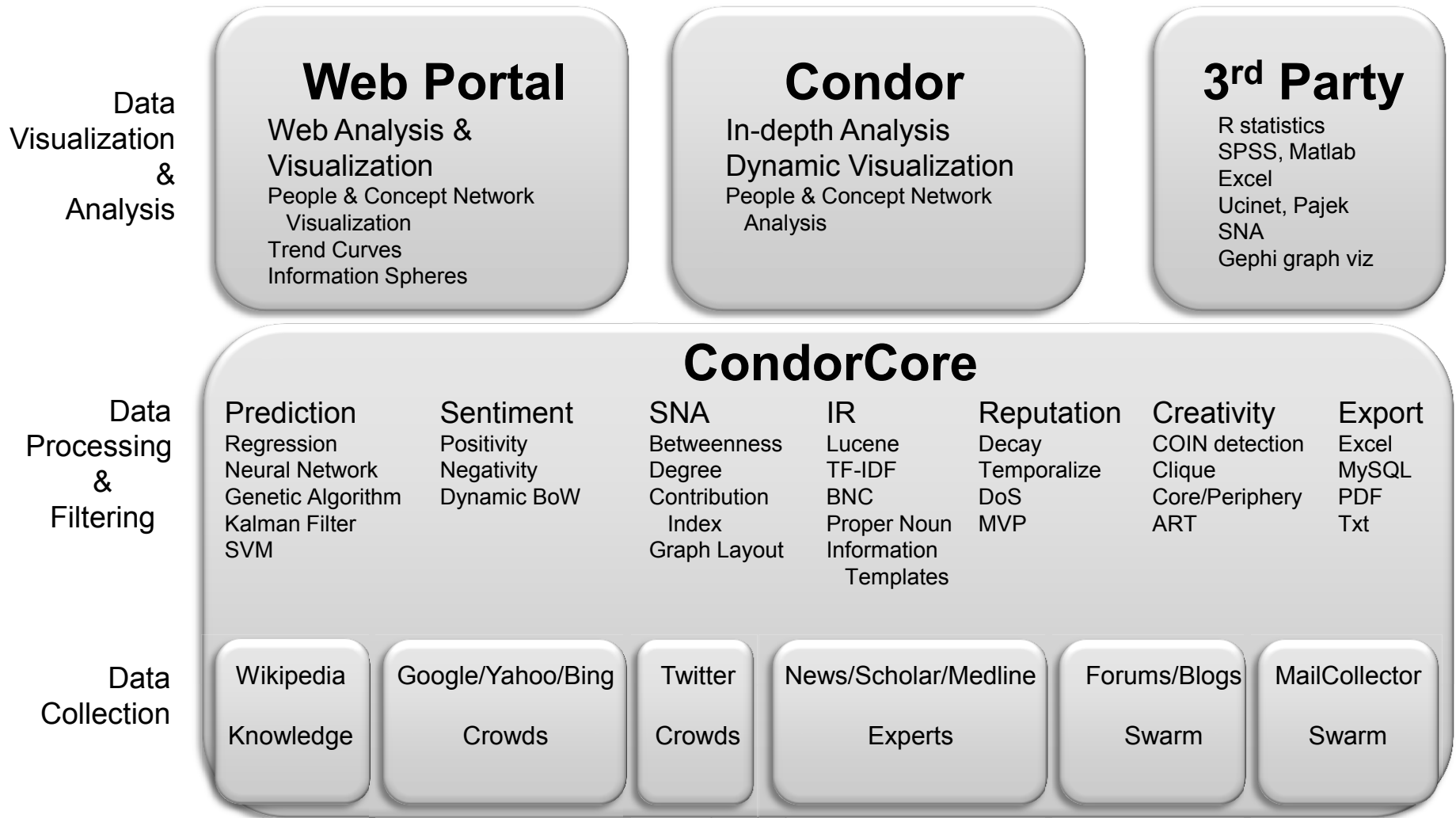
Coolhunting Process



Collaboration Science

Unit of Observation	Interaction Archives	Research Goals
World	Web/Blog/ Social Networking sites	Predict movie box office success Predict outcome of political elections Predict consumer sentiment
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

CondorCore Architecture



Our probes measure....

- Organizational/company health
 - E-mail, f2f interaction, phone archives
- Brand, product, person's "footprint" on the Web
 - Facebook, Wikipedia, blogs, forums
- Population "temperature"
 - mood and sentiment, election, ballots, risk taking
 - twitter, blogs, forums, Web

Why does it work?

- We measure information **creation** (not information consumption)
- **Online** Trendsetters (bloggers, forum posters, journalists, etc.) **set** the trends (i.e. are representative for population in Western world)
- Find **unknown** unknowns (and not search terms)
- Find **real** users (and not what we think users are)
- **Continuous** monitoring and tracking (much cheaper, faster than focus group or phone poll)

Coolhunting Blueprint

- Cool People – trendsetters, influencers, Opinion Makers
- Cool Trends – associated attributes and new trends
- Cool Web Sites – key Web sites and blogs
- Competitors
- The Future?

Coolhunting & Coolfarming Sources

	Demographics	Trend	Key Concerns	Action items
Popular Leaders (Facebook)	Pretty girls, moms, car addicts	5	Family, hobbies, politics, music	Focus group, viral marketing
Techno affine Leaders (Twitter)	Affluent, early adapters (except Philippines, Malaysia)	4	Stocks, politics, music, love	Spread info, learn trends
All (Web/Blog, Craigslist)	Everybody in Western World	3	Politics, science, business	Find broad trends
Educated elite (Wikipedia)	Knowledgeable, inform others	2	Science, politics, business	Spot long-term opportunity
Researchers/Swarm (Forums)	Graduate students/Post-Docs at Universities	1	Science,	Research candidates

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