

Coolhunting and Coolfarming through Swarm Creativity

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MIT IAP 2008 short course (not for credit)

Thu Jan 10, 2008: 03-06:00pm, and Thu Jan 17, 03-06:00pm

Course location: MIT Sloan, E51-145

This course will teach you how to:

coolhunt – find trends through analyzing online communities

coolfarm – develop trends through knowledge flow optimization

To experience the power of swarm creativity for yourself, we encourage you to engage in collaboration between different disciplines and different cultures. In this short course you will get the (optional) opportunity to virtually participate in an ongoing course with business and IT students in Germany, Finland, and Italy.

Our coolhunting and coolfarming method of choice will be dynamic social network analysis – modeling of interpersonal and inter-organizational relationships and links as graphs. To automatically mine and analyze those networks from communication archives, we will use Condor, a software tool combining social network analysis over time with semantic analysis of contents of large communication archives. Condor generates temporal movies of changes of social networks over time, and also automatically creates concept maps depicting changes in content of those temporal social networks.

You will be able to attend the course on four levels of active participation. It is up to you to decide in which of the optional modules (2), (3) and (4) you would like to participate.

- (1) You can attend the course as a listener, during the first two hours 3-5pm on both Thursdays (1/10; 1/17), instructors will cover the basics of coolhunting and coolfarming.
- (2) During the last hour 5-6pm on both Thursdays you can experiment with Condor on your own laptop, analyzing your own mailbox, and do some coolhunting with the online Condorview Web interface of Condor.
- (3) Optionally you also have the opportunity to do your own coolhunting or coolfarming project with support by the instructor and other team members, analyzing an online community of your choice with Condor.
- (4) You will also have the chance to participate through Web conferencing in the final presentations of 32 members of a coolhunting and coolfarming course currently underway at Helsinki University of Technology, University of Cologne, and University of Salento.

Syllabus

(1) Lecture part (1/10, 1/17, 3-5pm)

The lecture part in the two course half-days covers the following:

- COINs – Collaborative Innovation Networks
- Dynamic Social Network Analysis (dSNA)
- Condor

- Knowledge Flow Optimization
- Swarm Creativity examples
- COINs and dSNA to optimize workflows in health and medical applications
- Ethical behavior, trust, and transparency
- Introduction to Coolhunting
- Coolhunting with Condor
- Introduction to Coolfarming

(2) Optionally – Analyze your own mailbox with Condor (1/10, 1/17, 5-6pm)

The Condor social network analysis software will enable you to get an inside look at your social network by analyzing your own e-mail box. The social network will show you a virtual mirror, reflecting back to you your own communication behavior.

(3) Optionally – Analyze your own community

You are invited to do your own project, to either analyze trends within an online community (coolhunting) or analyze and optimize communication within an organization through their communication archives (coolfarming). You can do this project on your own, or you can do it as a team. If you do it as a team, you can additionally analyze your communication behavior within the team.

(4) Optionally – Experience the creativity of other swarms (1/29, 1/30, 9.30-12am)

Participate in an extended version of this course with 32 students from Helsinki University of Technology (Finland), University of Cologne (Germany), and University of Salento (Italy) (Course Web site: <http://www.soberit.hut.fi/T-76.5651/>). There are seven teams working on the following projects:

1. Knowledge Flow Optimization and coolfarming of a 50 people company analyzing their e-mail and phone logs, combined with management interviews.
2. Coolhunting for IT trends for an IT conference organizer and virtual think tank.
3. Analyzing the book network of Amazon based on “people who bought this book also bought these other books) to coolhunt for emerging theme clusters, book trends, and sales trends.
4. Analyzing online investor forums to coolhunt for stock market trends.
5. Using Condor to participate in the Netflix competition, trying to come up with better movie recommendations by discovering communities.
6. Analyzing Flickr to coolhunt for various photo sharing communities, and discover general trends and star photographers.
7. Analyzing phone logs of mobile phone users, combining location patterns, caller-to-caller patterns, and music download patterns to discover communities and shared tastes.

The final presentations of this multinational and multidisciplinary course will be January 29 and 30, at 9.30am (Boston)/15.30 (German/Italian)/16.30 (Finnish time) and last for 2 and a half hours on each day. You are welcome to participate in those meetings and give feedback to the student teams in Italy, Germany, and Finland using the Flashmeeting Web conferencing system.

Condor Coolhunting Software

If you intend to do (2) or (3), please download the Condor software on your laptop prior to the course following the instructions below, and bring your laptop to the course. Condor works on Windows, Mac, and Linux. It also needs MySQL and the Java VM und Java 3D installed (see manual).

1. You have to self-register as a user at the Web site first:

<http://tiger.soberit.hut.fi/virtualbrownbag/>

2. Then you can download the latest version of Condor:

http://tiger.soberit.hut.fi/virtualbrownbag/tiki-download_file.php?fileId=114

3. The Manual is here:

http://tiger.soberit.hut.fi/virtualbrownbag/tiki-download_file.php?fileId=9

4. The file gallery contains more stuff:

http://tiger.soberit.hut.fi/virtualbrownbag/tiki-list_file_gallery.php?galleryId=2

Condor key for January 2008: 2f-1b-15j28-1i31-1a-2e-7-163f-h2wb1s

To do Web Coolhunting, your laptop will need Internet connectivity. Non-MIT participants will be able to register as guests on the MIT Wifi campus network. The coolhunting URL is <http://www.condorview.com>, use either userid: “guest”, password: “galaxymap12” or userid “pgloor007@yahoo.com”, password “YcbfLT” (to store some queries and get trend curves).

Books

Gloor, P. Cooper, S. Coolhunting - Chasing Down The Next Big Thing? AMACOM, NY, spring 2007

Gloor, P. Swarm Creativity, Competitive Advantage Through Collaborative Innovation Networks. Oxford University Press, 2006 (an older version of the manuscript is available online: <http://www.ickn.org/COIN.pdf>)

Frankel, T. Trust and Honesty: America's Business Culture at a Crossroad. Oxford University Press; October, 2005