



# Coolnetworking 3.0

Peter A. Gloor  
pgloor@mit.edu

MIT Center for Collective Intelligence

# Course goals

- Learn how to be cool! (a better networker)
- Learn about swarmcreativity, Collaborative Innovation Networks (COINs), social network analysis
- Predictive analytics (coolhunting)
- Online social marketing (coolfarming)
- Learn how to automatically analyze online social networks on the Web, Blogs, Forums, e-Mail, etc. using Condor and other tools
- Demographics of Facebook, Twitter, Wikipedia

# Course goals - 2

The background of the slide is a close-up photograph of a honeycomb. The hexagonal cells are a golden-yellow color. Several bees are visible, some in the foreground and others in the background, appearing to be working on the honeycomb. The bees have black and yellow stripes and are scattered across the frame.

- Understand and optimize own communication
  - Watch a “virtual mirror” of your own communication behavior
  - See how team members perceive you, as a communicator, a collaborator, or a coordinator

# Contents – Block Course

## Wednesday

- (Online) networking rules
- Condor (E-Mail SNA, Facebook)

## Thursday

- Coolhunting
- SNA Introduction
- Condor (Web Coolhunting)

## Friday

- Coolfarming
- Condor (Twitter)
- Condor (Wikipedia)
- Sentiment Analysis
- Organizational SNA

# Thank You

Tom Allen  
Robin Athey  
Linda Bäbler  
Matias Barahona  
Melina Becker  
Hans Brechbuhl  
Gloria Busche  
John D. Collins  
Scott Cooper  
Marius Cramer  
Patrick DeBoer  
Arash Delijani  
Marco DeMaggio  
Pierre Dorsaz  
Lyric Doshi  
Scott Dynes  
Marc Egger  
Eric Esser  
Kai Fischbach  
Hauke Führes  
Cristobal Garcia  
Julia Gluesing  
Francesca Grippa  
Michael Henninger  
George Herman  
Takashi Iba  
Bill Ives  
Eric Johnson  
Adriaan Jooste  
Jermain Kaminski  
Min-Hyung Kang  
Yared Kidane  
Reto Kleeb  
Jonas Krauss  
Dustin Larimer

Casper Lassenius  
Rob Laubacher  
Charles Leiserson  
Fillia Makedon  
Tom Malone  
Pascal Marmier  
Chris Miller  
Stefan Nann  
Keiichi Nemoto  
Tuomas Niinimäki  
Daniel Olguin Olguin  
Daniel Oster  
Maria Paasivaara  
Sandy Pentland  
John Quimby  
Johannes Putzke  
Ornit Raz  
Renaud Richardet  
Ken Riopelle  
Michael Schober  
Detlef Schoder  
Thomas Schmalberger  
Shosta Sulonen  
Masamichi Takahashi  
David Verrill  
Christoph Von Arb  
Ben Waber  
Andrew Westerdale  
JoAnn Yates  
Wayne Yuhasz  
Qiaoyun Yun  
Xue Zhang  
Antonio Zilli  
Kang Zhang  
Yan Zhao  
Kevin Zogg



<http://www.ickn.org>  
<http://www.swarmcreativity.net>  
[www.galaxyadvisors.com](http://www.galaxyadvisors.com)  
[pgloor@mit.edu](mailto:pgloor@mit.edu)