15.599

Collaborative Innovation Networks

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Course goals - 1

- 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
- Learn about swarmcreativity, Collaborative Innovation Networks (COINs) social network analysis, coolhunting and coolfarming
- Demographics of Facebook, Twitter, Wikipedia

Course goals - 2

- 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

1. Introduction to Swarm Creativity & COINs
2. Predicting the collective mind
3. Web Coolhunting with Condor
4. Social Network Analysis basics
5. Analyzing and Optimizing Organizational Networks
6. E-Mail analysis with Condor, gephi
7. Entrepreneurship networks
8. Individual SNA
9. Condor Wikisearch engine
10. Condor coolPeople search engine
11. Learning from Wikipedia(ns)
12. Coolfarming (viral marketing)

Schedule

- Classes
- Individual SNA project (e.g. personal mailbox)
- Midterm exam (MIT)
- In-class paper presentations
- Team project (MIT, SCAD, Aalto, Cologne)

Format

- In-class lectures
- In-class student presentations
- In-class exam
- In-class virtual meetings (all hands – MIT, SCAD, Cologne, Helsinki) (teams to full class at all sites)
- Team status update meetings (at least one member to instructor) Flashmeeting

2010 COIN course projects

- Measuring Web Buzz on Global Warming (MIT CCI Collaboratorium http://www.climatecollaboratorium.org/)
- Building YouApp for Crohn's Disease (Cincinnati's Children's Hospital)
- Analyzing Facebook
- Analyzing TakingItGlobal (TIG) Toronto
- Coolfarming a carpet/artist town in Rural USA (Dalton)
- Coolhunting for "sustainability lifestyles" (GDI, Swiss Think Tank)
- Coolhunting for "drink trends" (GDI, Swiss Think Tank)
- Coolhunting for the next "Fashion City" (GDI, Swiss Think Tank)

Previous COIN projects

2009

- Analyzing Student Driven Innovation
- Coolhunting for Trends for Indian Outsourcing Company
- DSS for Airline Destination Management
- Coolhunting in Open Innovation Community (Atizo)
- Coolhunting for Music Artists on MySpace
- The rise of the iPhone and fall of Nokia/Symbian
- Seeding and Analyzing a Viral marketing Campaign
- Measuring Echo of Product Stories (DailyGromet)

2008

- Coolhunting the World Financial Crisis
- Visualizing Communications at SCAD life
- Sustainability and green technologies in the retail business
- Crunchbase
- Travel Analysis formerly
- bwin
- Last.FM
- Coolhunting for consumer business trends whats our attitude to animals

2007

- KFO in SME
- Flickr photo sharing communities
- Netflix collaborative filtering competition
- Mobile phone user community
- Investment trends from online forums
- Trends in IT (for Austrian Think Tank)
- Amazon book trends

2006

- Music trends - MySpace
- Movie trends - imdb.com
- Search trends - AOL search log
- Linux community (Debian mailing list)
- Scientific trends (ISIWeb of Science) (also 2005)

2005

- eBAY abuse
- Enron e-mail archive
- Wikinews
- Oceancontrol online strategy multi-user computer game
- Ecoustic audio gadget community
- CSILE Online learning community

Month-by-Month (contents)

June 2010

August 2010

September 2010

October 2010

November 2010

December 2010
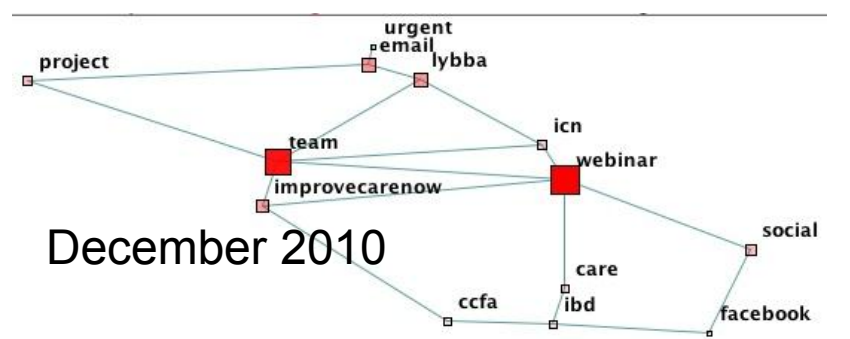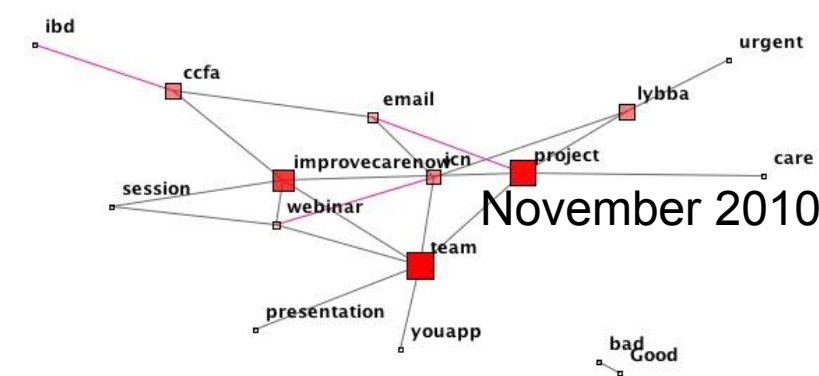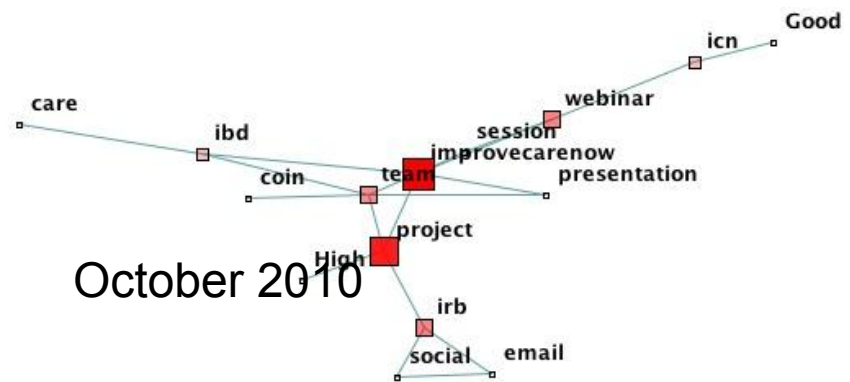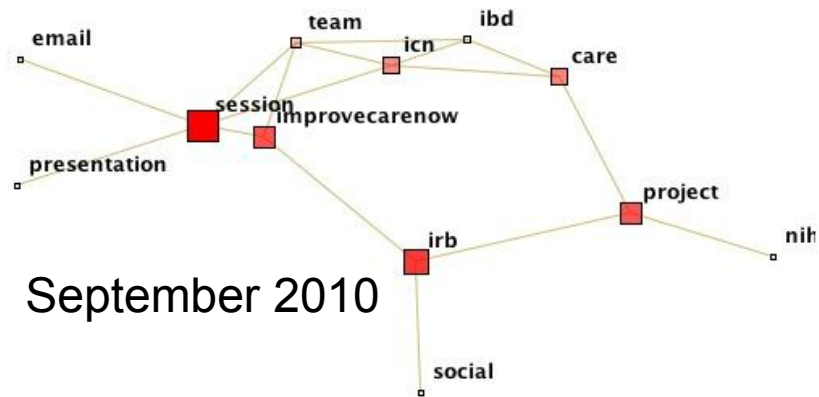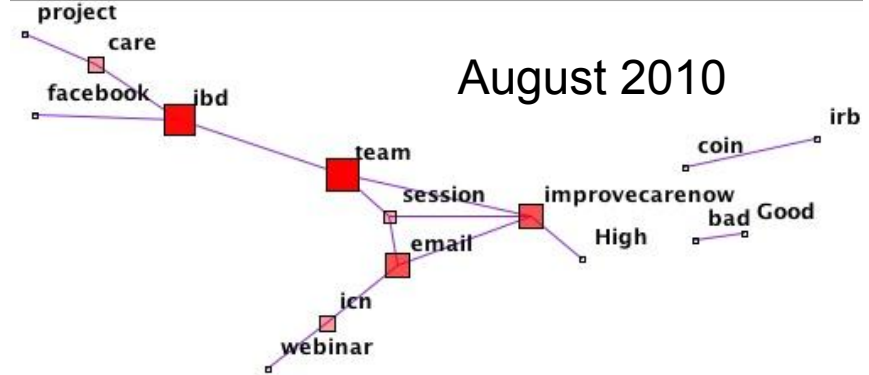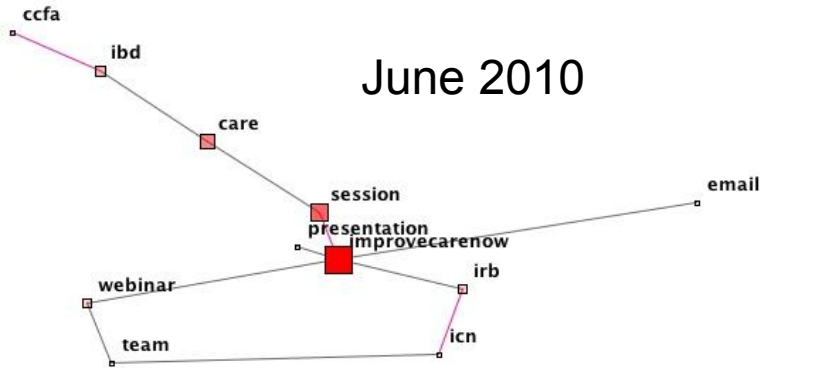
Thank You

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Antonio Zilli
Yan Zhao

http://www.ickn.org
http://www.swarmcreativity.net
www.galaxyadvisors.com

MIT OpenCourseWare
http://ocw.mit.edu

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