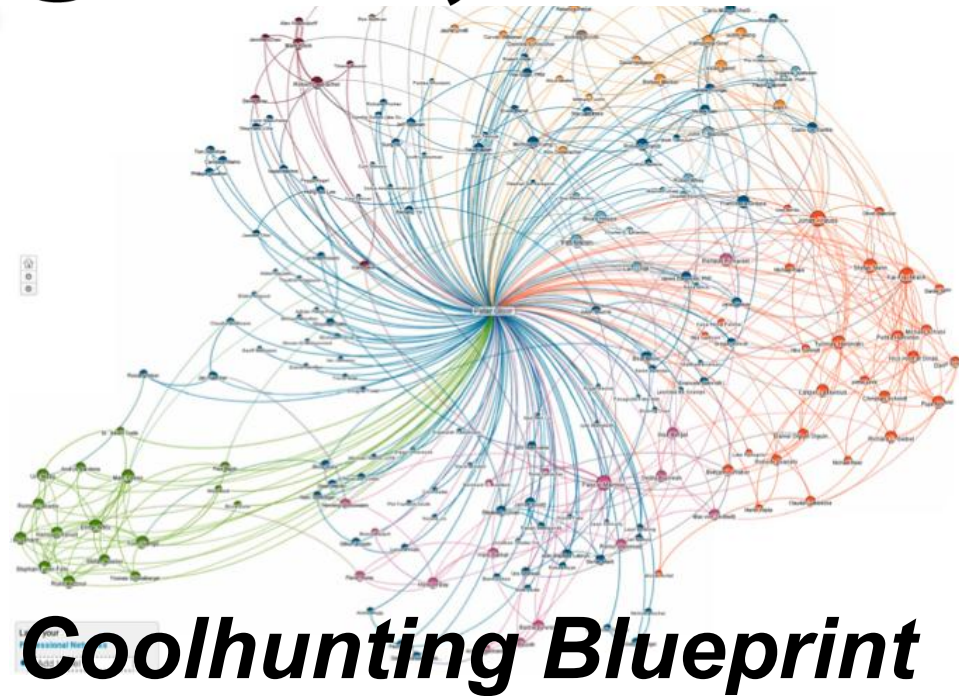


galaxyadvisors



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Coolhunting Process

Input

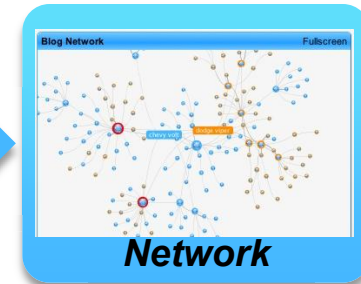
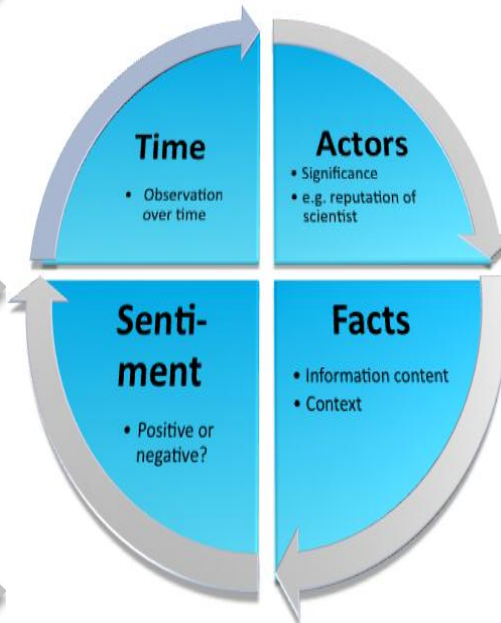
Analysis

Output

Crowd
Twitter/Web
(Google, Bing,
Yahoo)

Experts
Blogs/Wikipedia

Swarm
Forums/Facebook
(Fanpages)



Top Terms in Blogosphere

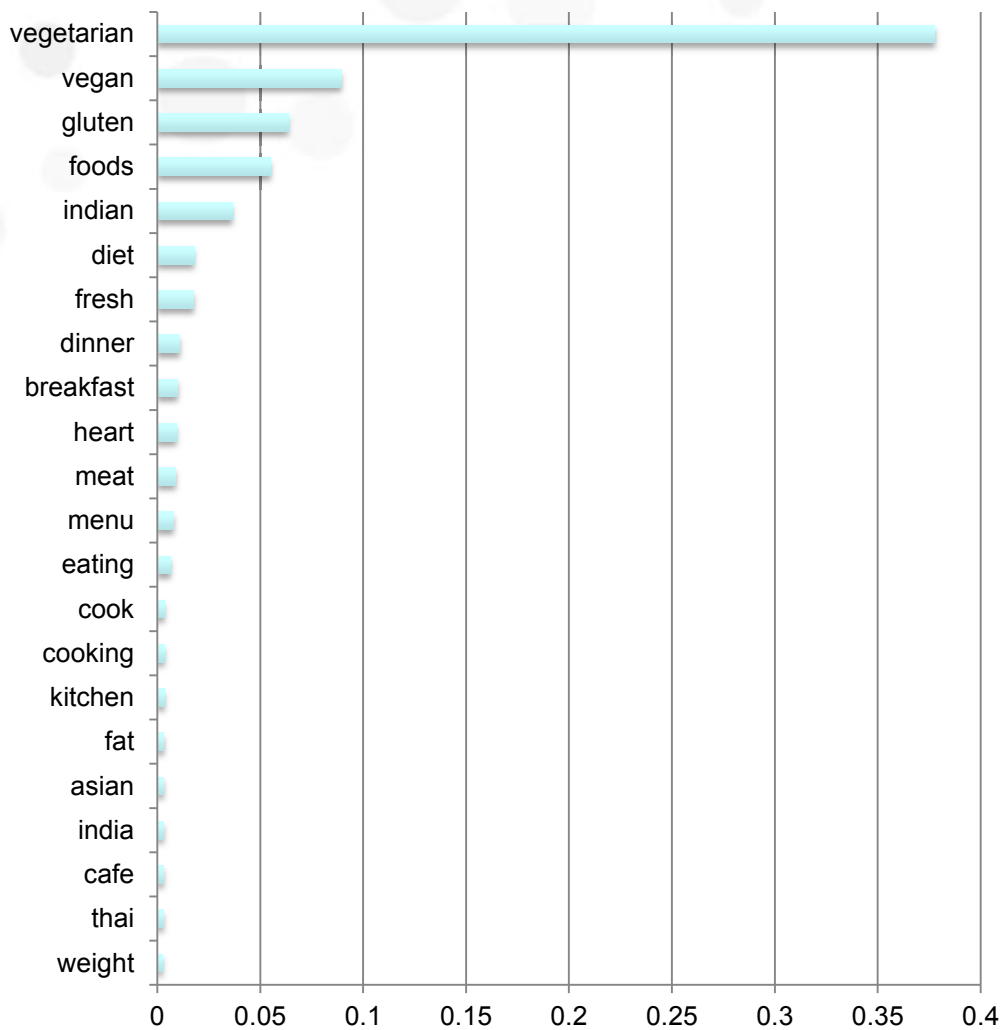
article articles bugatti buying car cars
challenger chevrolet
chevroletvoltage chevy chrysler
company dodge driving edmunds
electric engine experience ferrari focus ford general hybrid made miles

Content

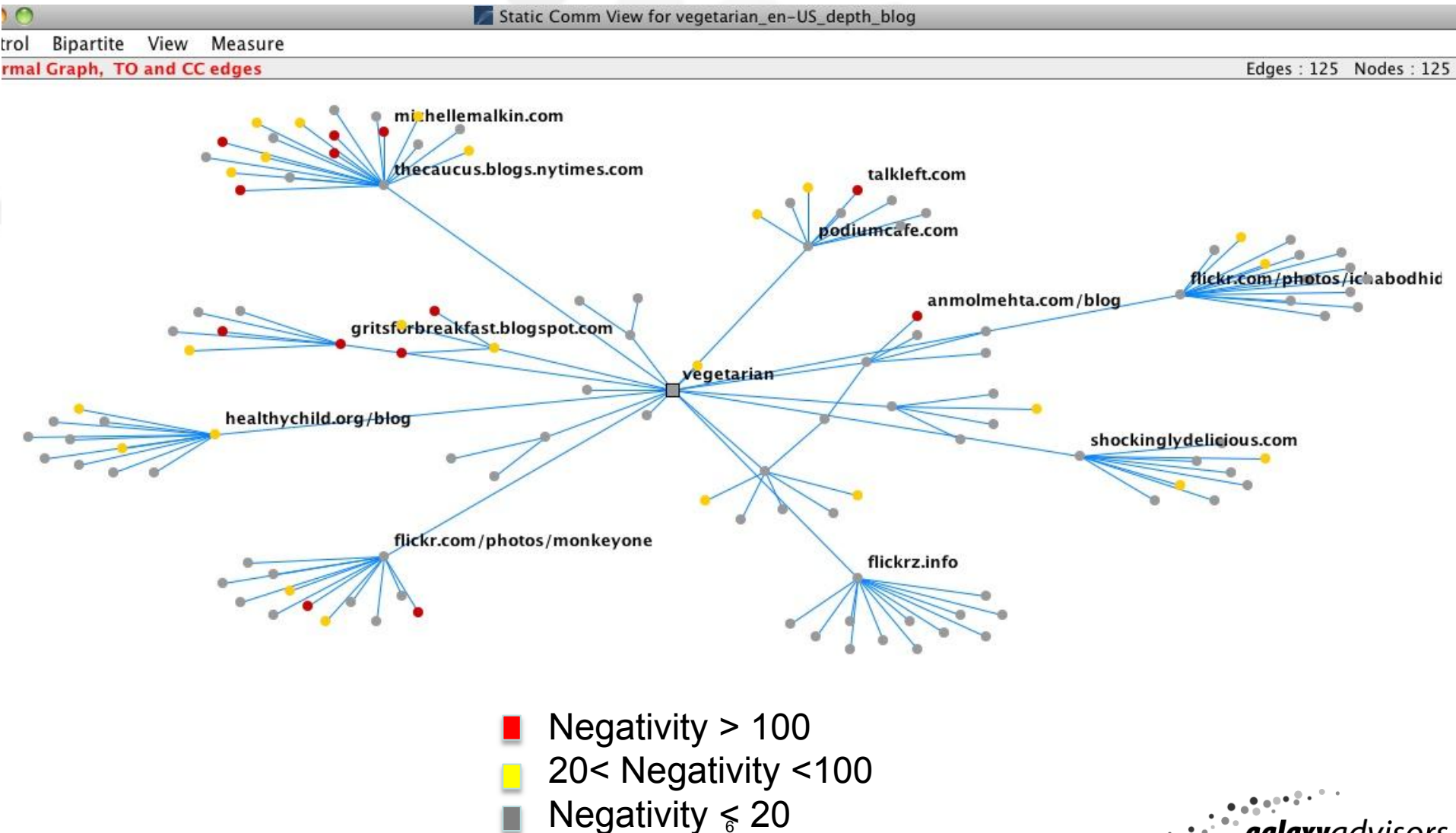
Steps

1. Top 20 Key topics for “searchterm” (=e.g. “vegetarian”)
 - oneDegree collector, 500 snippets
 - Term view, export by betweenness -> top 20 attributes & betweenness
2. Top 5 topics over time “searchterm”&&”attribute” (e.g. “vegetarian recipe”)
 - blogCollector, DOS 20 hits, with contents
 - Repeat every day
 - Dynamic view of content, , export betweenness
 - Dynamic view of terms, export betweenness
3. Sentiment
 - blogCollector, “great”&&”searchterm”, “searchterm”&&”sucks”
 - Prepare sentiment view
 - Static view of communication, color by neg_value, color by pos value
($x > \pm 100$, $\pm 100 < x < \pm 20$, $x < \pm 20$)
4. Key people
 - CoolPeople (internet, DoS 2, 50)
 - Parse people network (e.g. arXive, pubMed)
5. Repeat for Twitter
6. Repeat for Wikipedia/Forums

Top 20 Key Topics – vegetarian (one-degree collector “vegetarian”, bing 500 snippets)

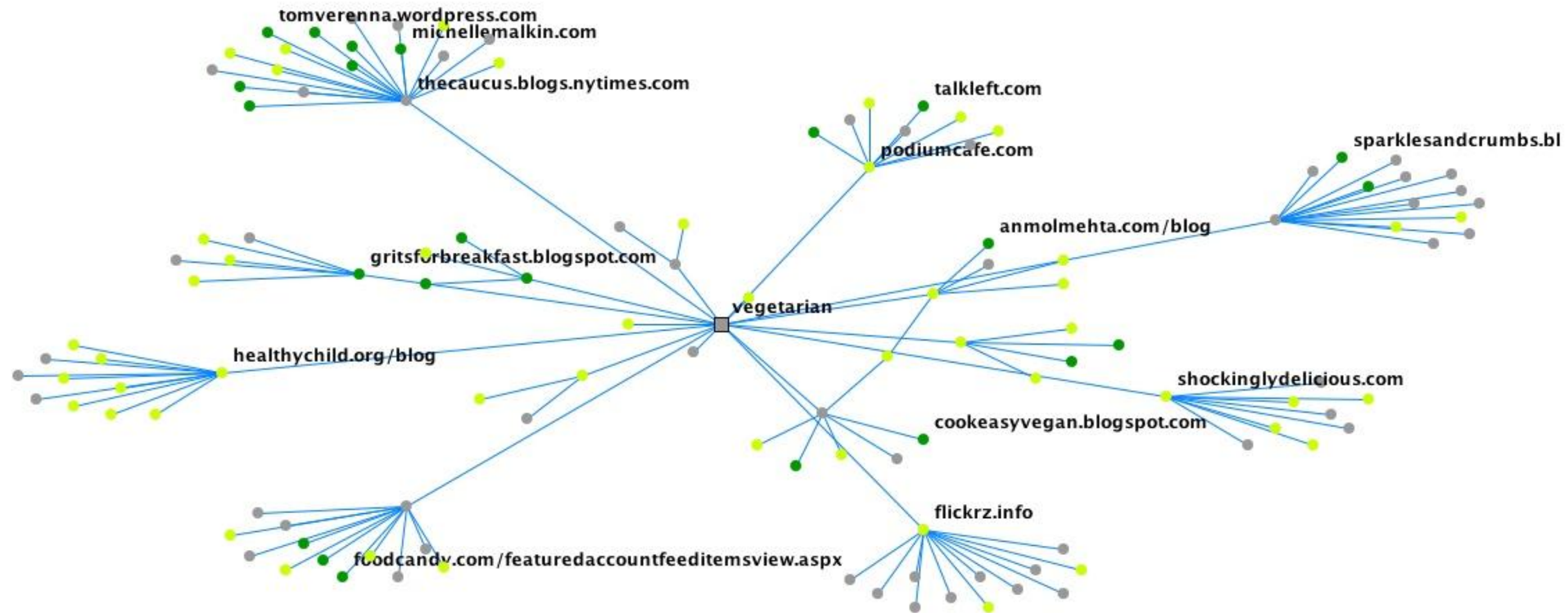


Negative sentiment – vegetarian (blog collector “vegetarian” 20, collect content)



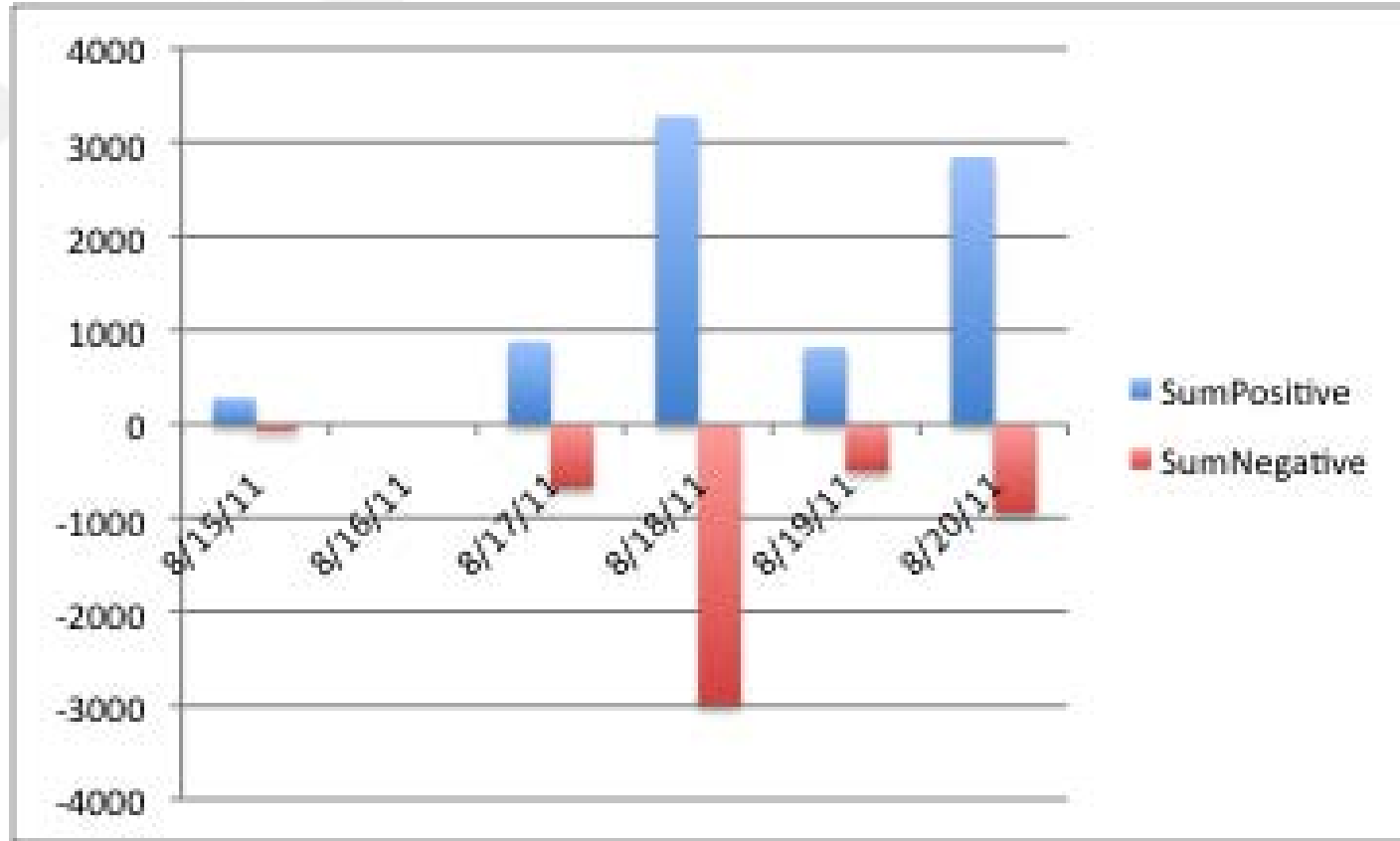
Positive sentiment – vegetarian (blog collector “vegetarian” 20, collect content)

Static Comm View for vegetarian_en-US_depth_blog
ol Bipartite View Measure
mal Graph, TO and CC edges Edges : 125 Nodes : 125

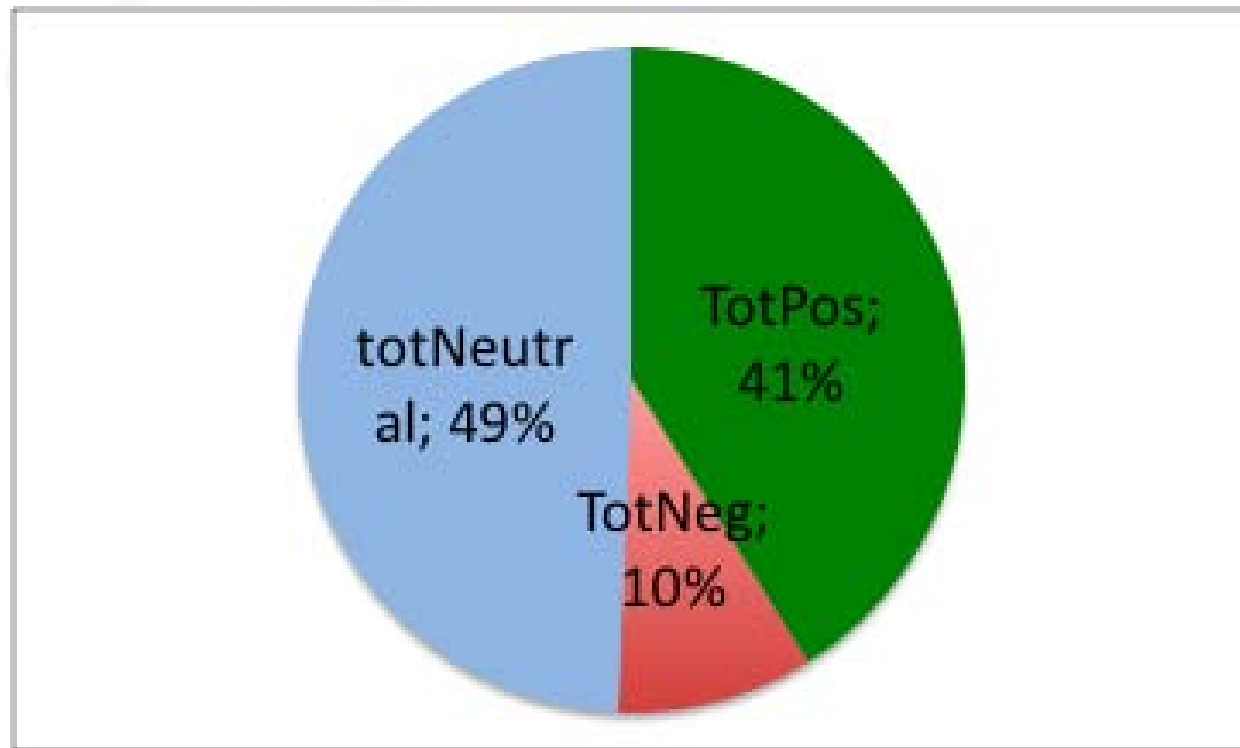


- Positivity > 100
- 20 < Positivity < 100
- Positivity < 20

Sentiment “vegetarian” (blogs, 20 entries, DOS)

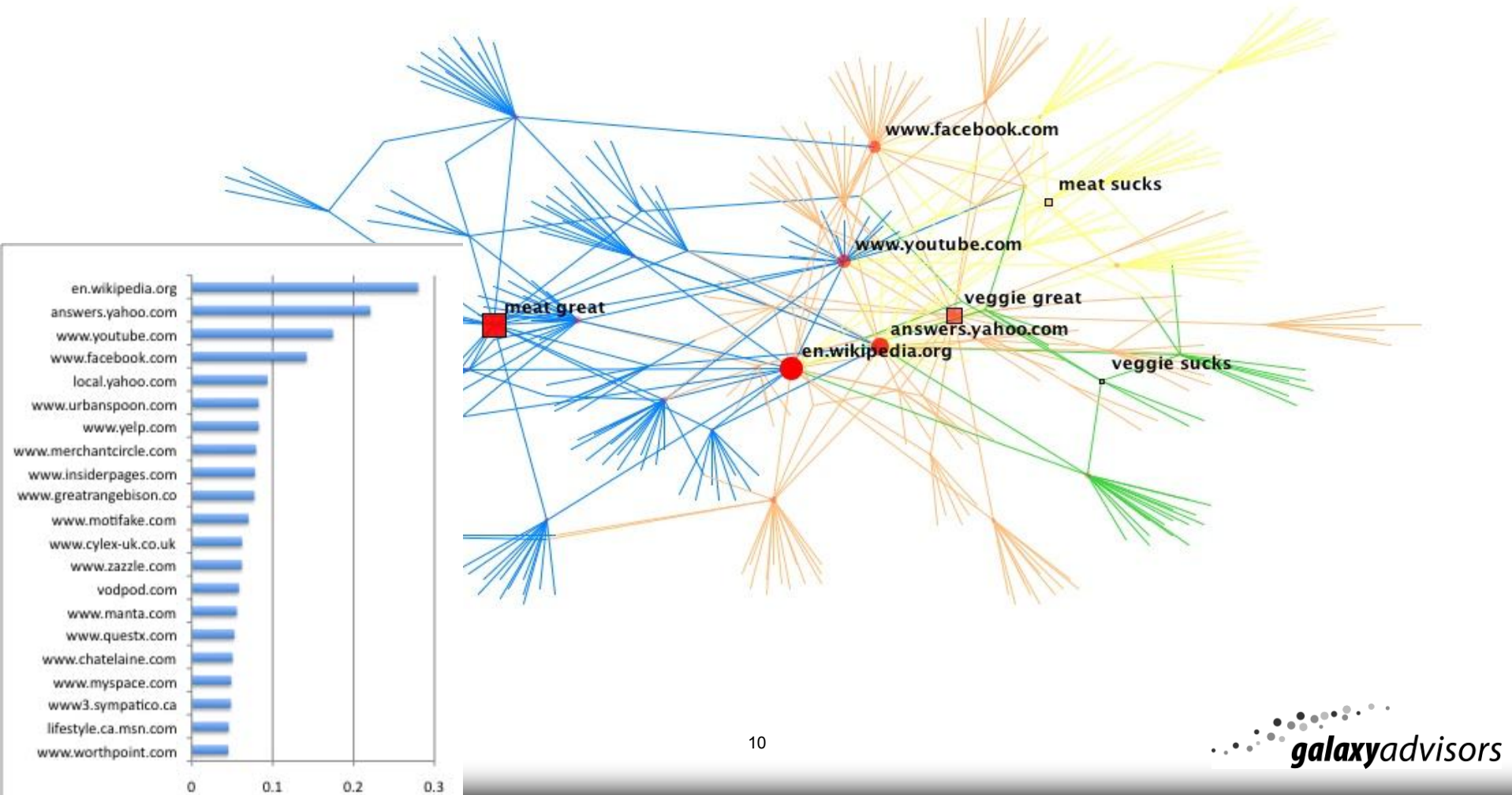


Sentiment “vegatarian” (top 500 snippets, bing) 8/20/11

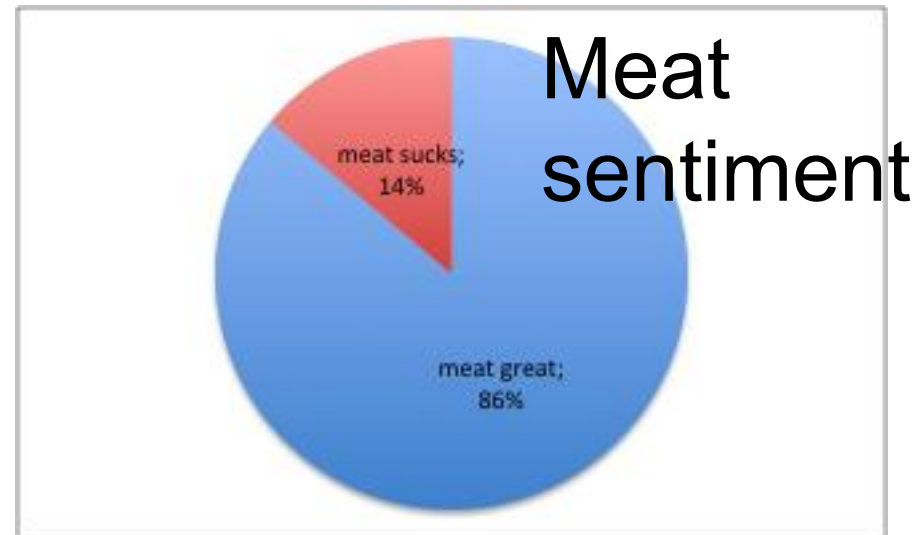
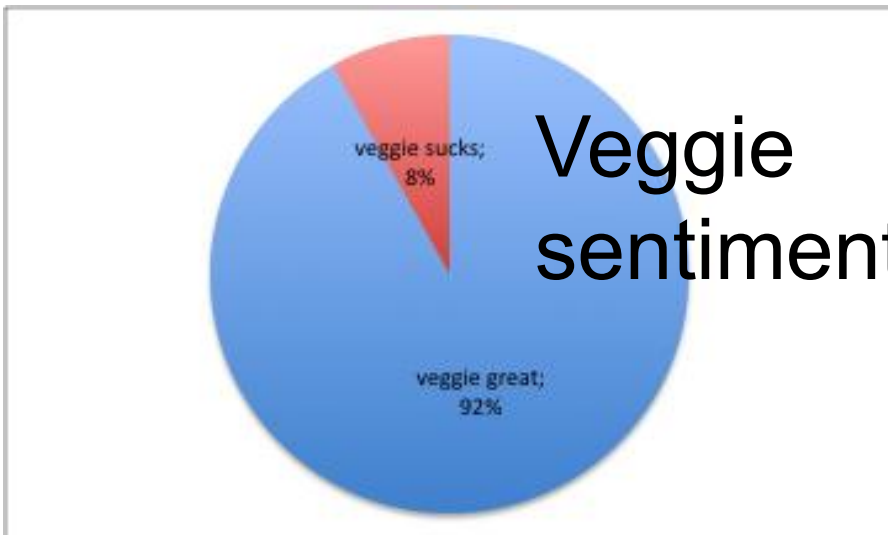
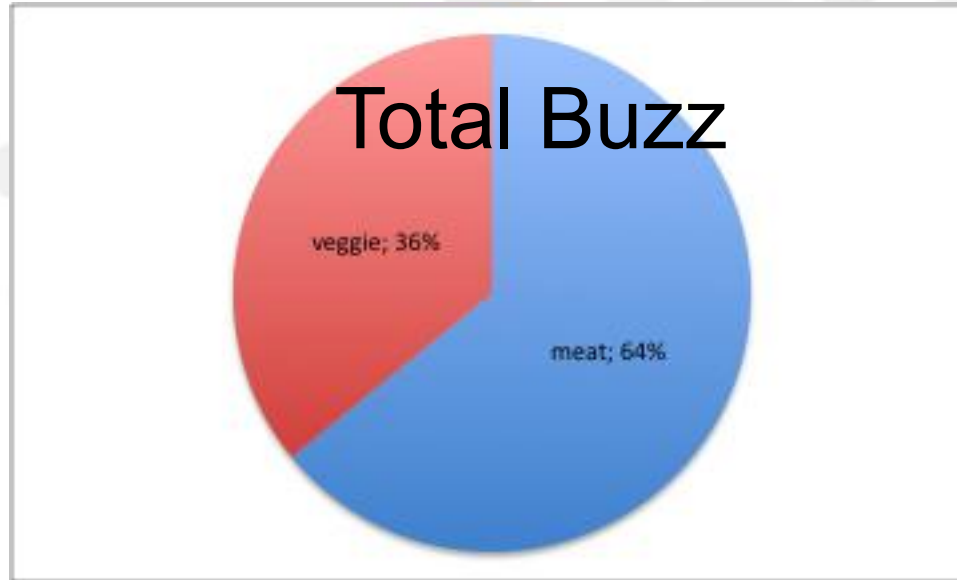


Key actors (blog collector)

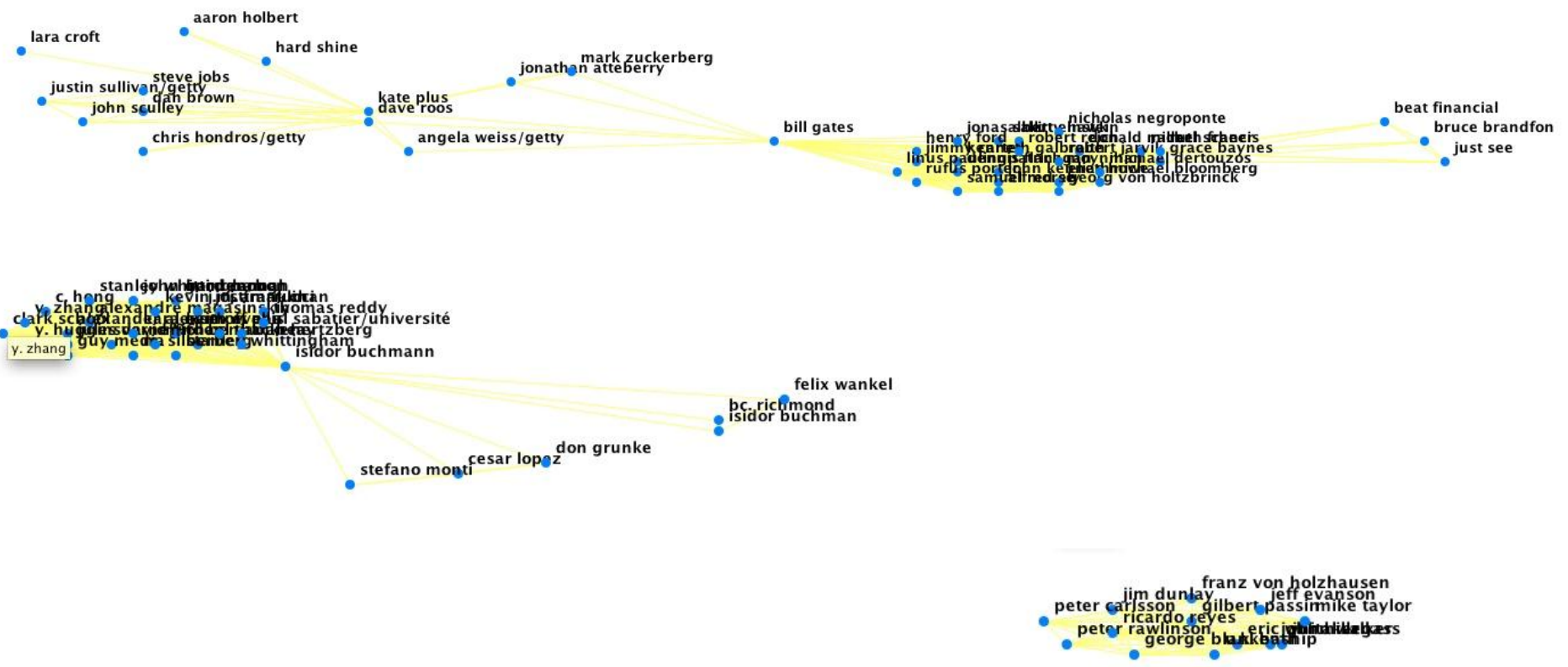
Static Comm View for meat_great_en-US_depth_bing meat_sucks_en-US_depth_bing veggie_great_en-US_depth_bing veggie_sucks_en-US_depth_bing
Bipartite View Measure
Graph, TO and CC edges Edges : 529 Nodes : 429



Blog sentiment



CoolPeople “Lithium Ion Batteries” (internet only, 20, DOS 2)



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