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Coolhunting Blueprint

Coolhunting Process

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 $(x>\pm100, \pm100<x>\pm20, x<\pm20$
4. Key people
    - CoolPeople (internet, DoS 2, 50)
    - Parse people network (e.g. arXive, pubMed)
5. Repeat for Twitter
6. Repeat for Wikipedia/Forums

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Key Topics – vegetarian
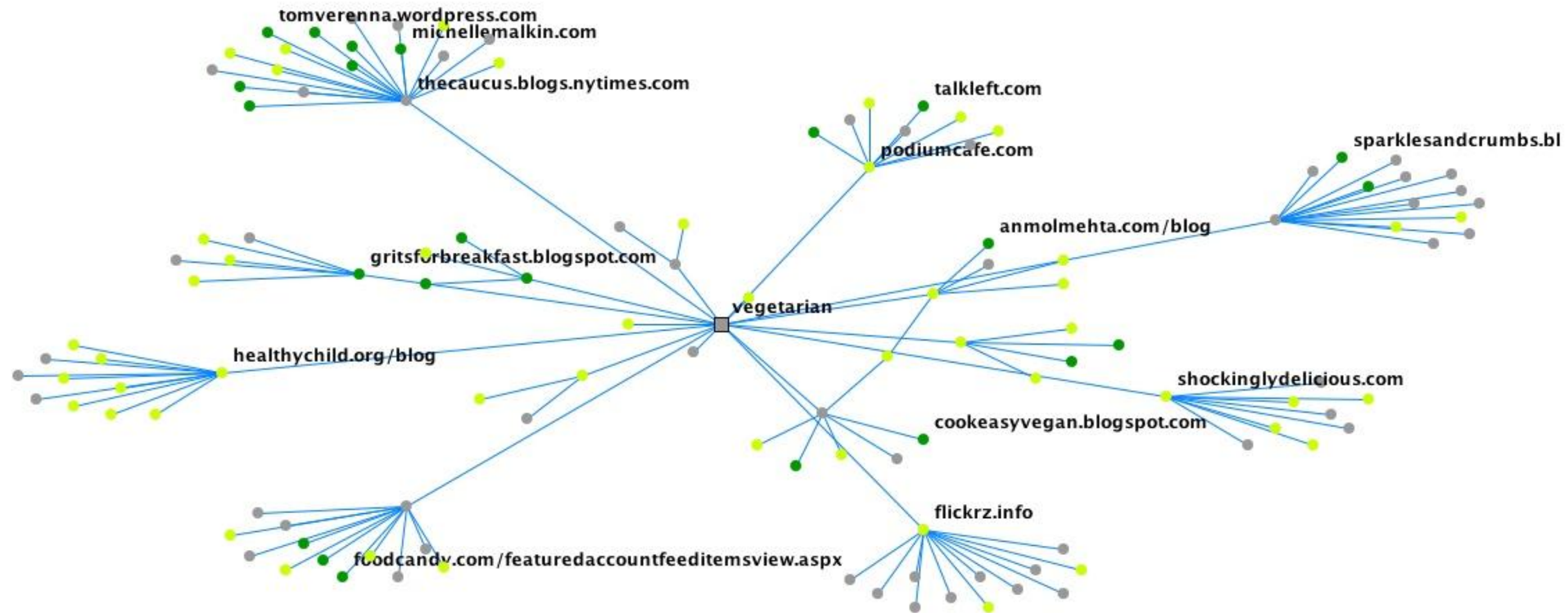# (one-degree collector "vegetarian", bing 500 snippets)

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

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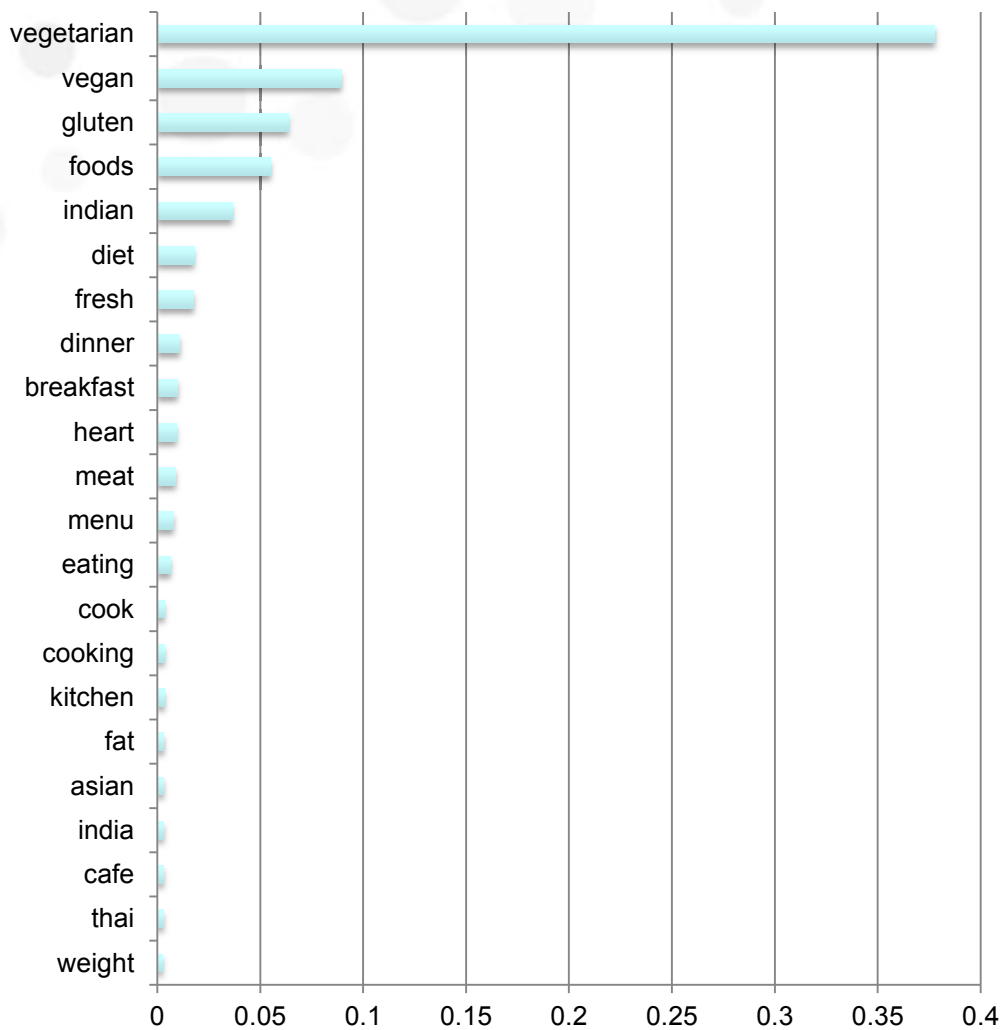
Negative sentiment – vegetarian
(blog collector "vegetarian" 20, collect content)
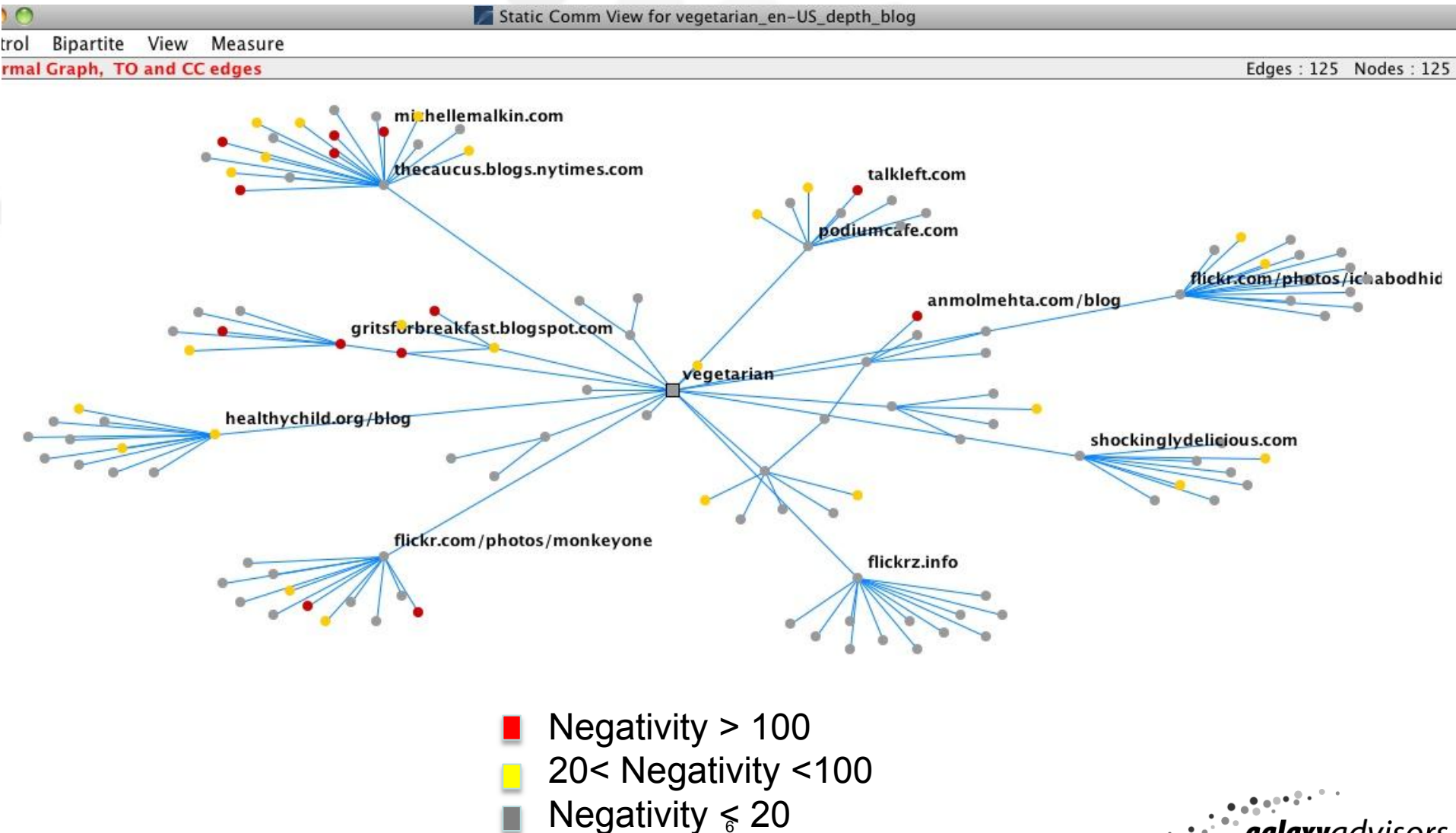
Negativity > 100
20< Negativity <100
Negativity ≤ 20

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

Positivity> 100
20< Positivity<100
Positivity< 20

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Sentiment "vegetarian" (blogs, 20 entries, DOS)

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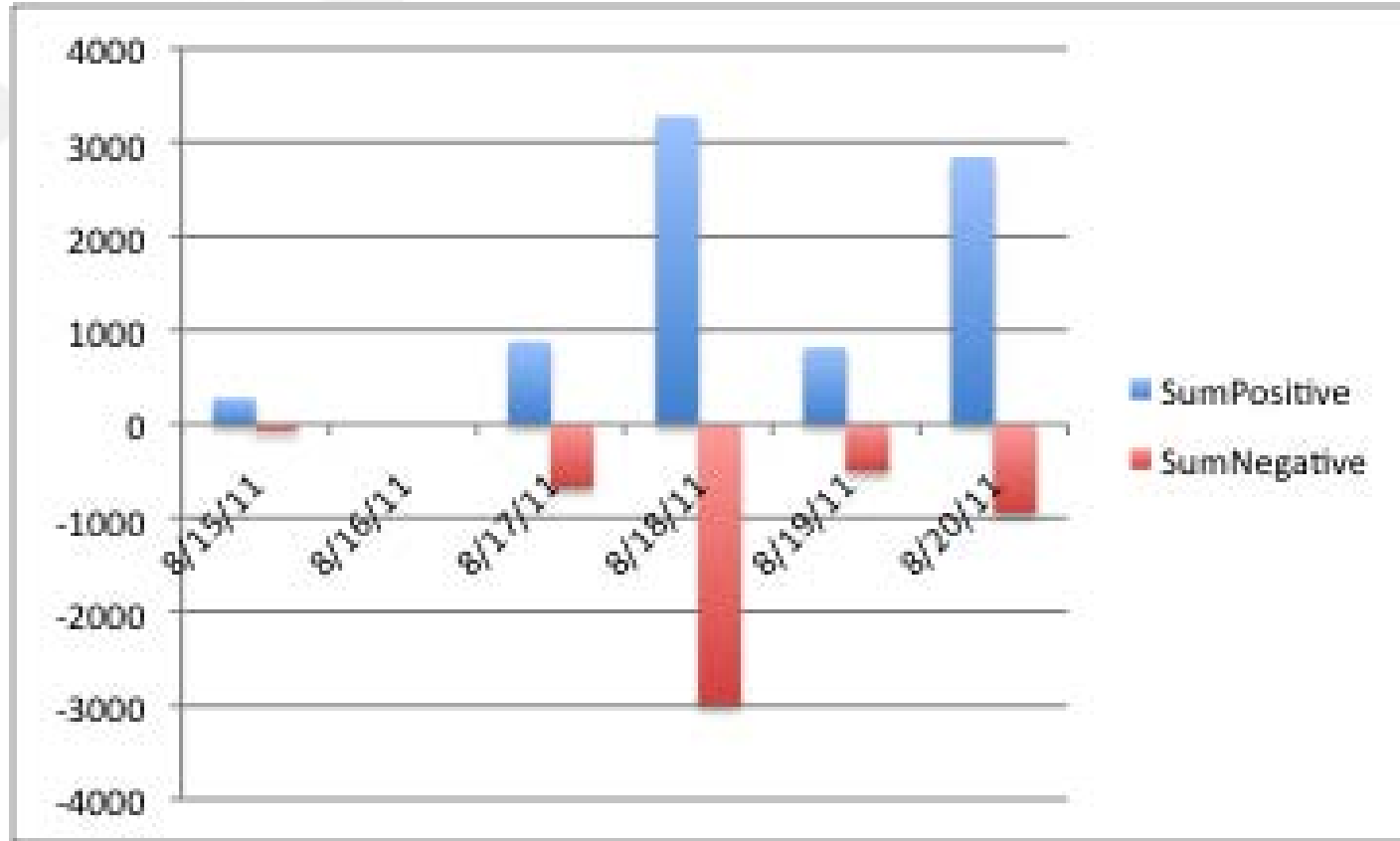
Sentiment "vegatarian"
(top 500 snippets, bing) 8/20/11

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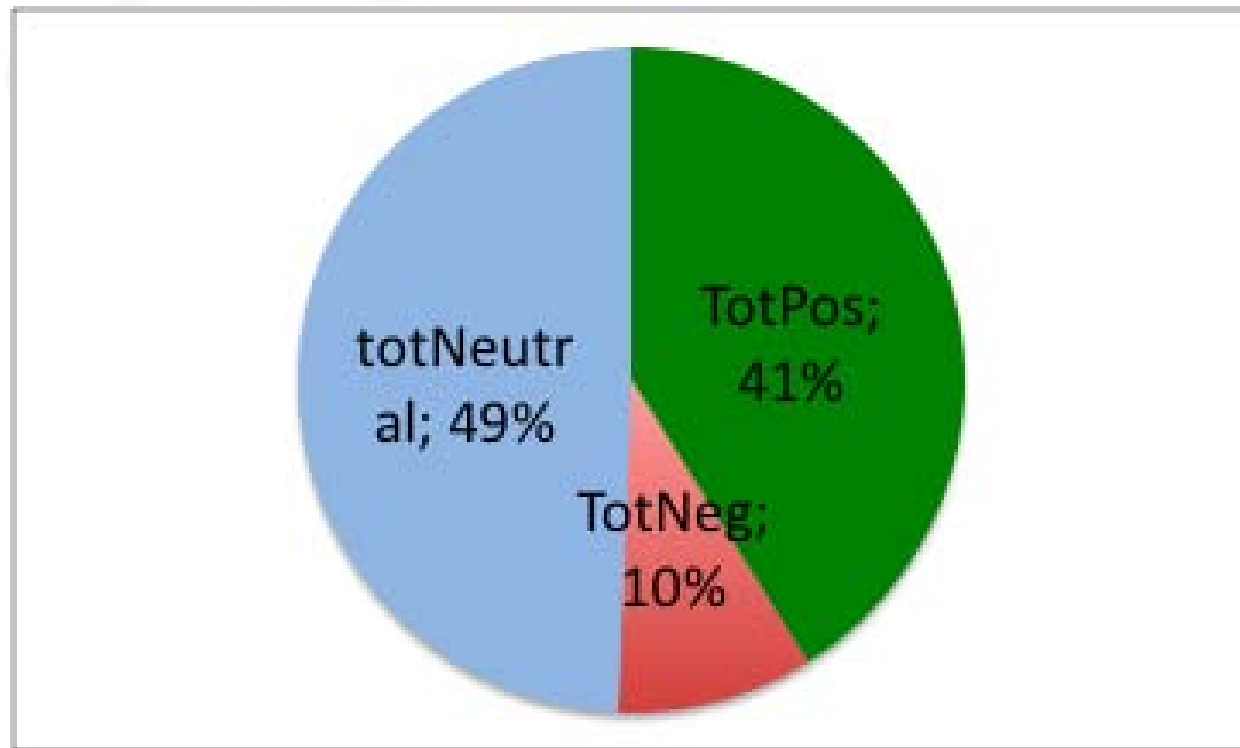
Key actors (blog collector)

Blog sentiment

Total Buzz

veggie; 36%

meat; 64%

Veggie sentiment

veggie sucks; 8%

veggie great; 92%

Meat sentiment

meat sucks; 14%

meat great; 86%

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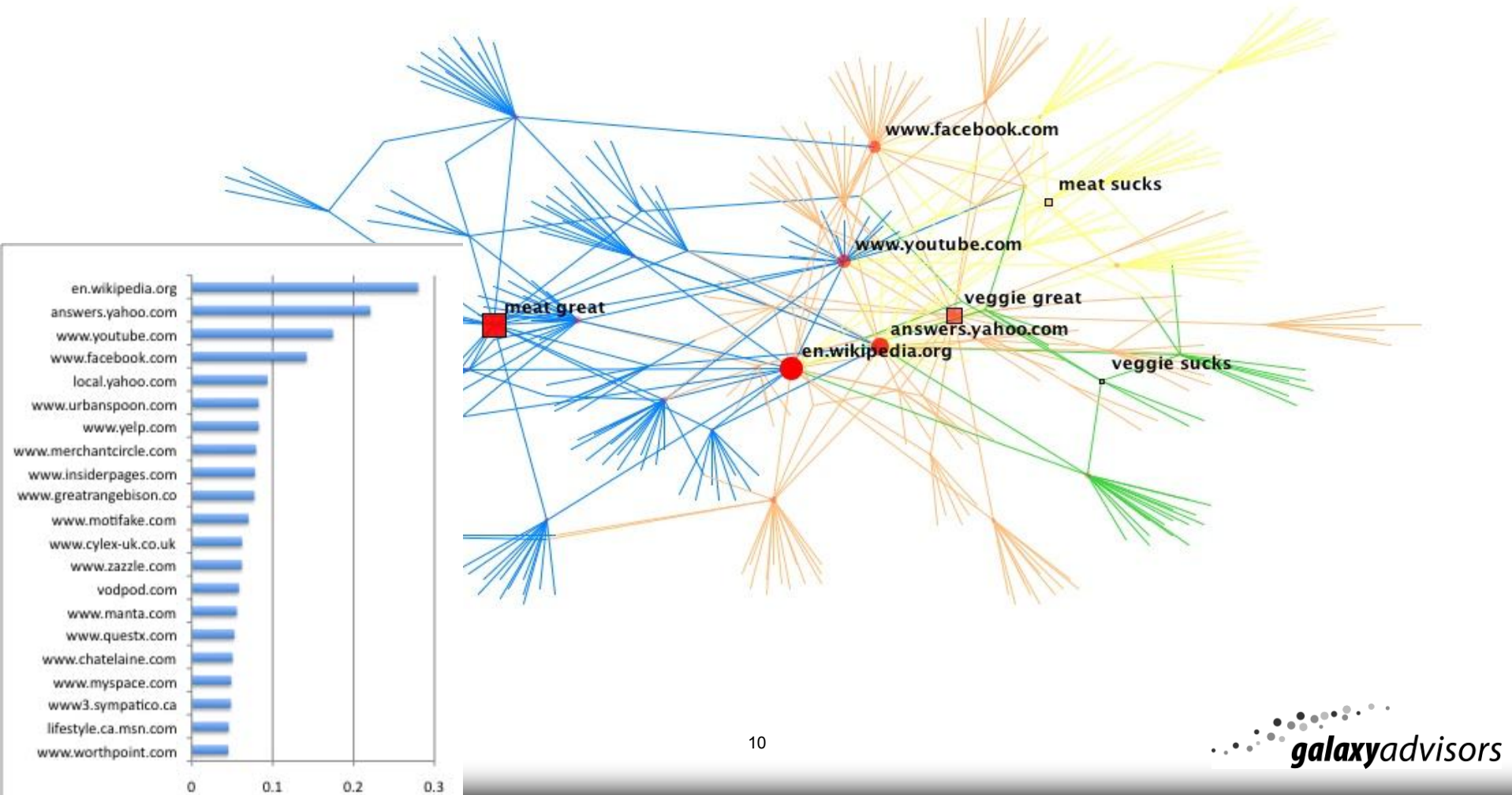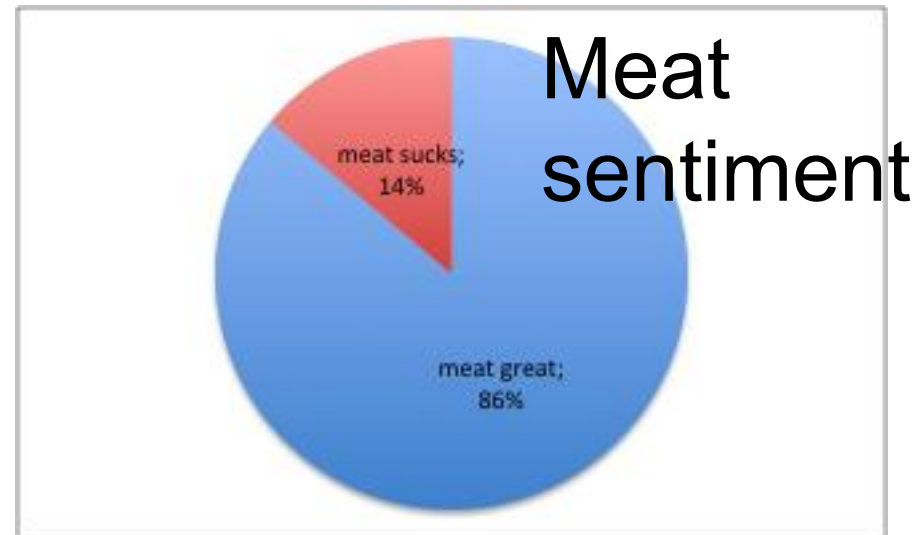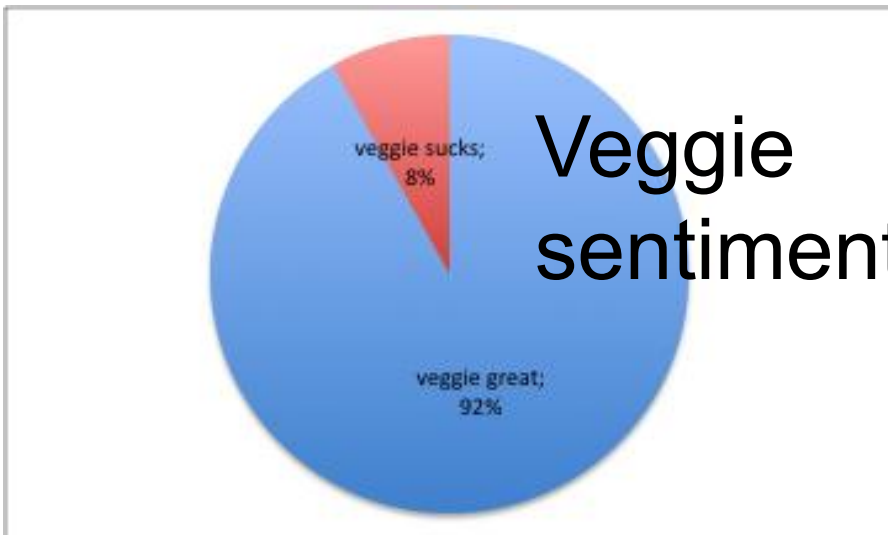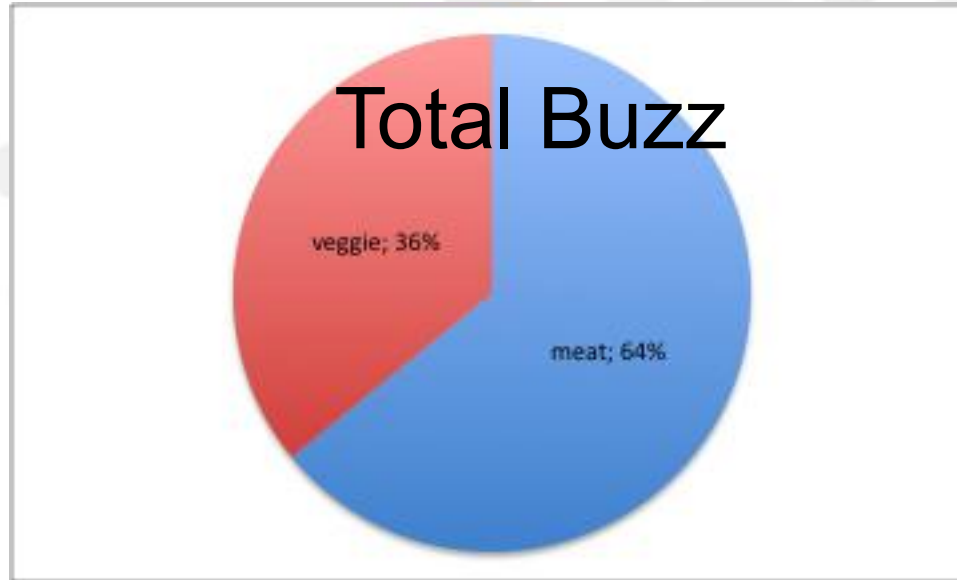
CoolPeople "Lithium Ion Batteries" (internet only, 20, DOS 2)

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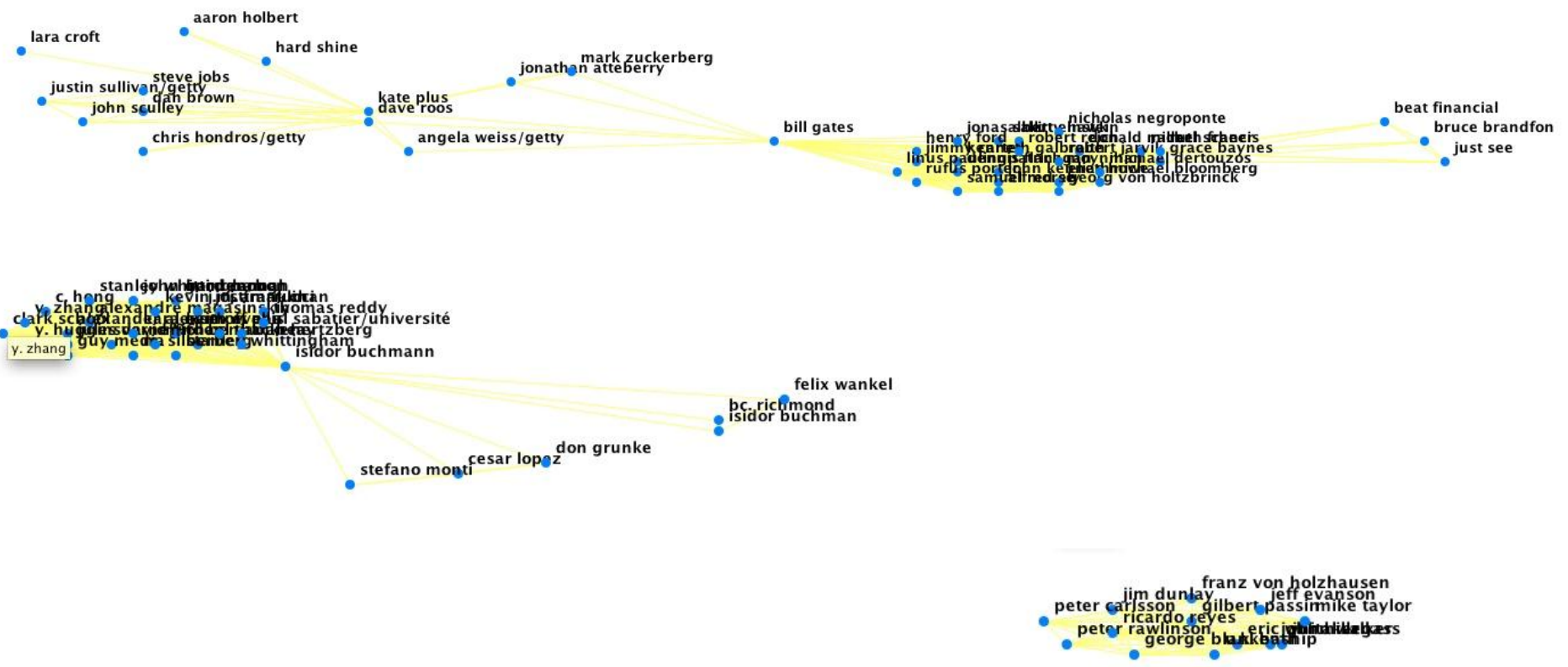
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