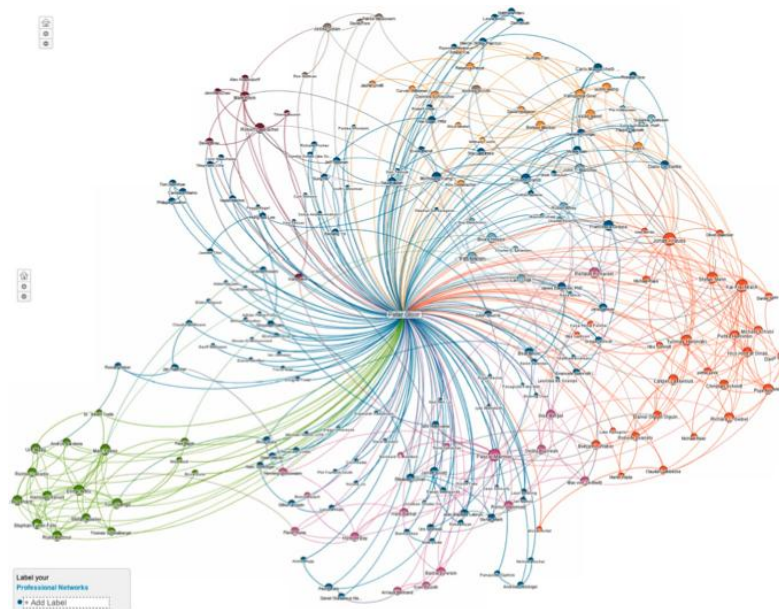


GALAXYADVISORS



Coolhunting WWF

Contents

- The Coolhunting Process
- Coolhunting the 3 Infospheres
 - Wisdom of Crowds (Web/Blogs)
 - Wisdom of Swarms (Wikipedia/Blogs)
 - Wisdom of Experts (Web of Science, Coolpeople)

Coolhunting Process

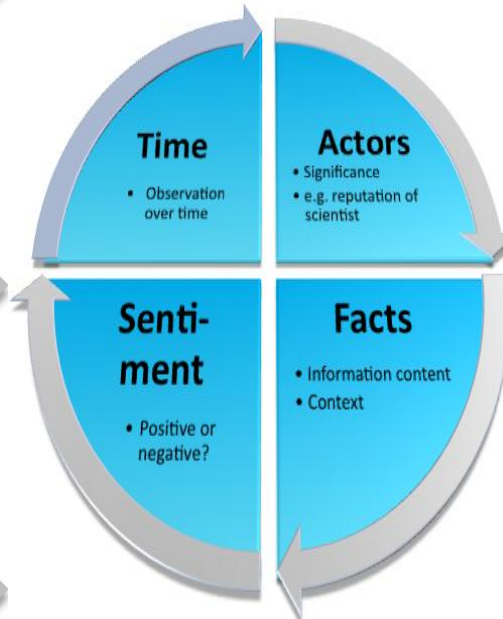
Input

Crowd
Twitter/Web
(Google, Bing,
Yahoo)

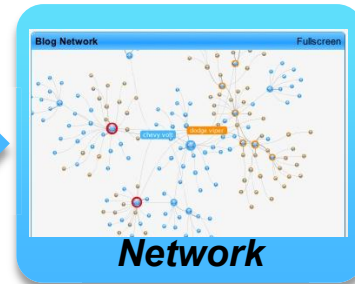
Experts
Blogs/Wikipedia

Swarm
Forums/Facebook
(Fanpages)

Analysis



Output



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

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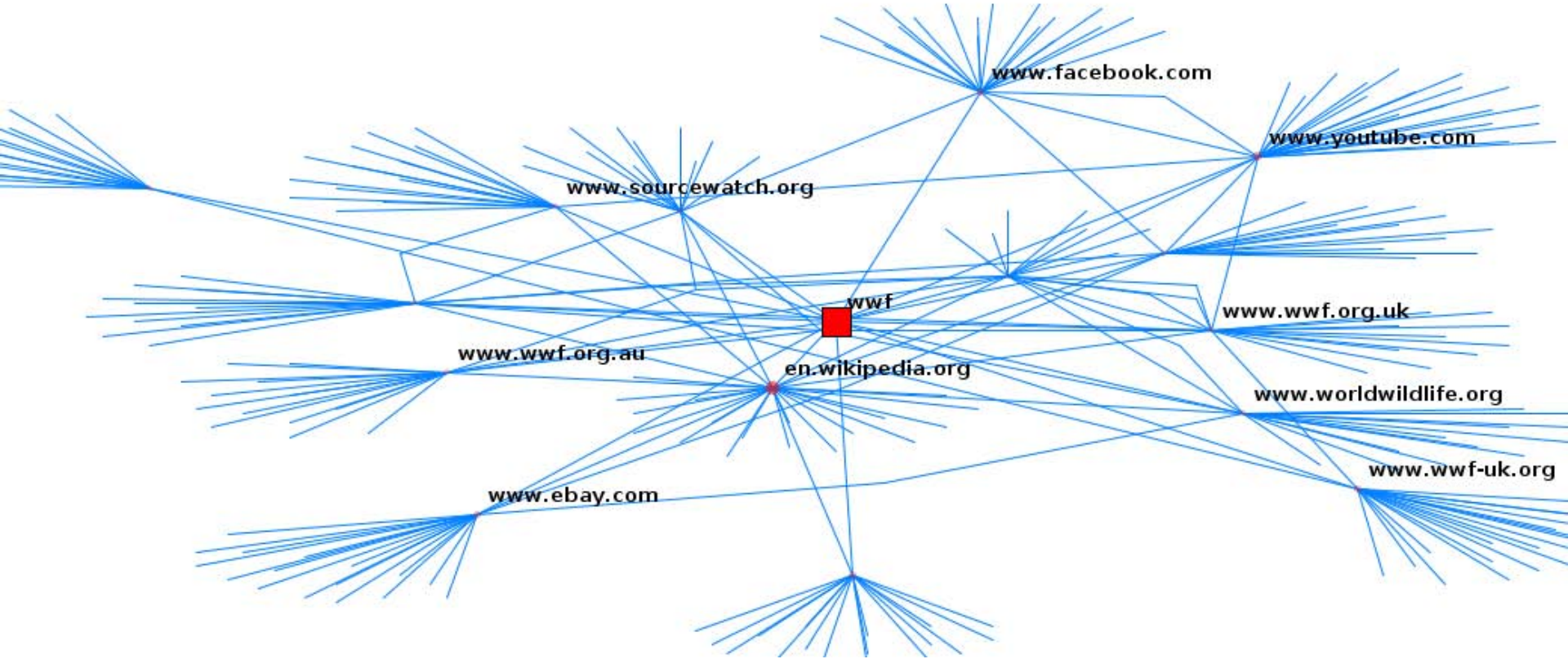
Coolhunting the 3 Infospheres

	Crowd (Blogsearch & Bing)	Swarm (Wikipedia)	Expert (Coolpeople & Web Of Science)
General overview	WWF	WWF	WWF
Compare key countries	Schweiz, China, USA	Schweiz, China, USA	Schweiz, China, USA
Compare key stakeholders	Rainforest, amazon, agriculture	Rainforest, amazon, agriculture	Rainforest, amazon, agriculture

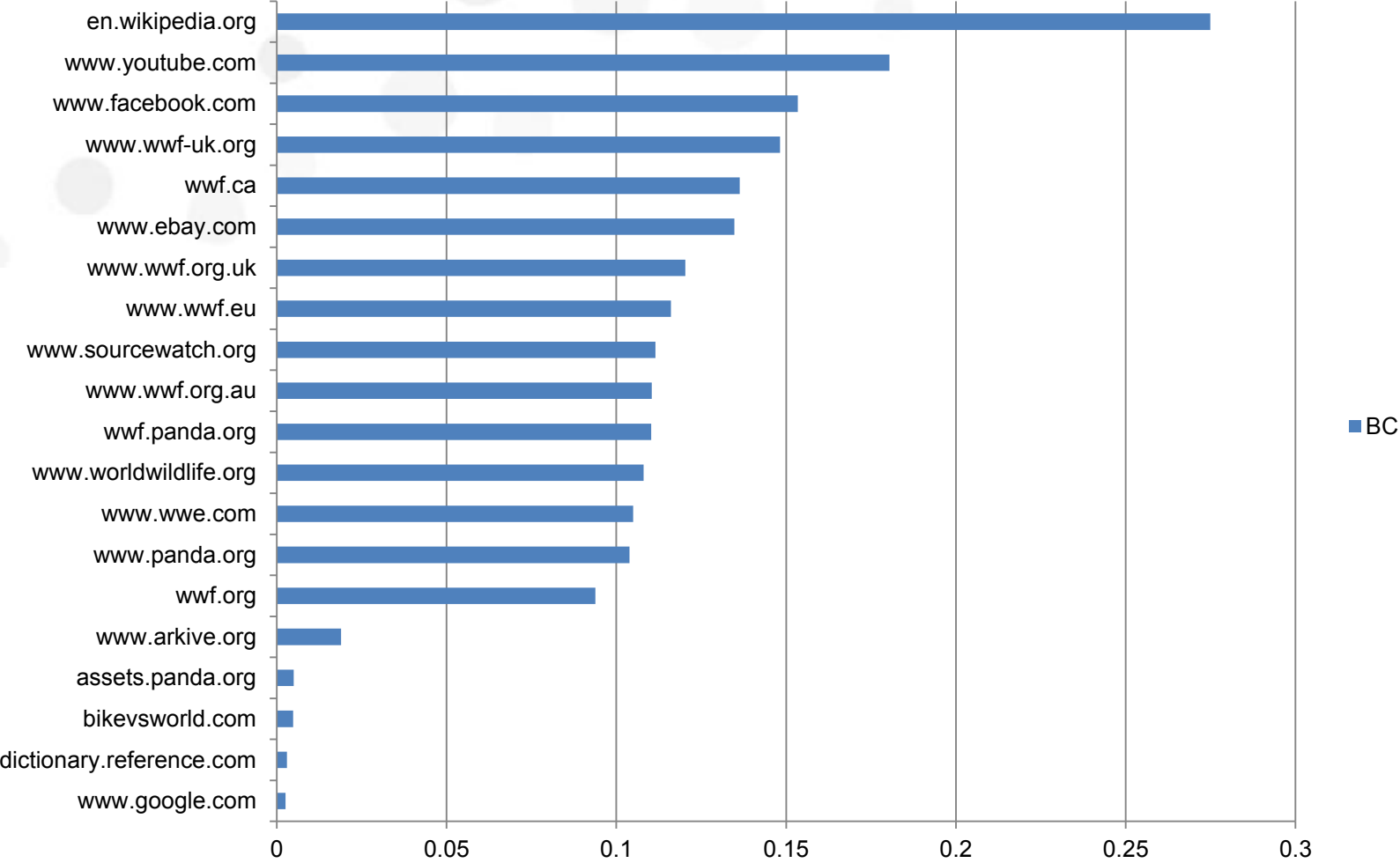
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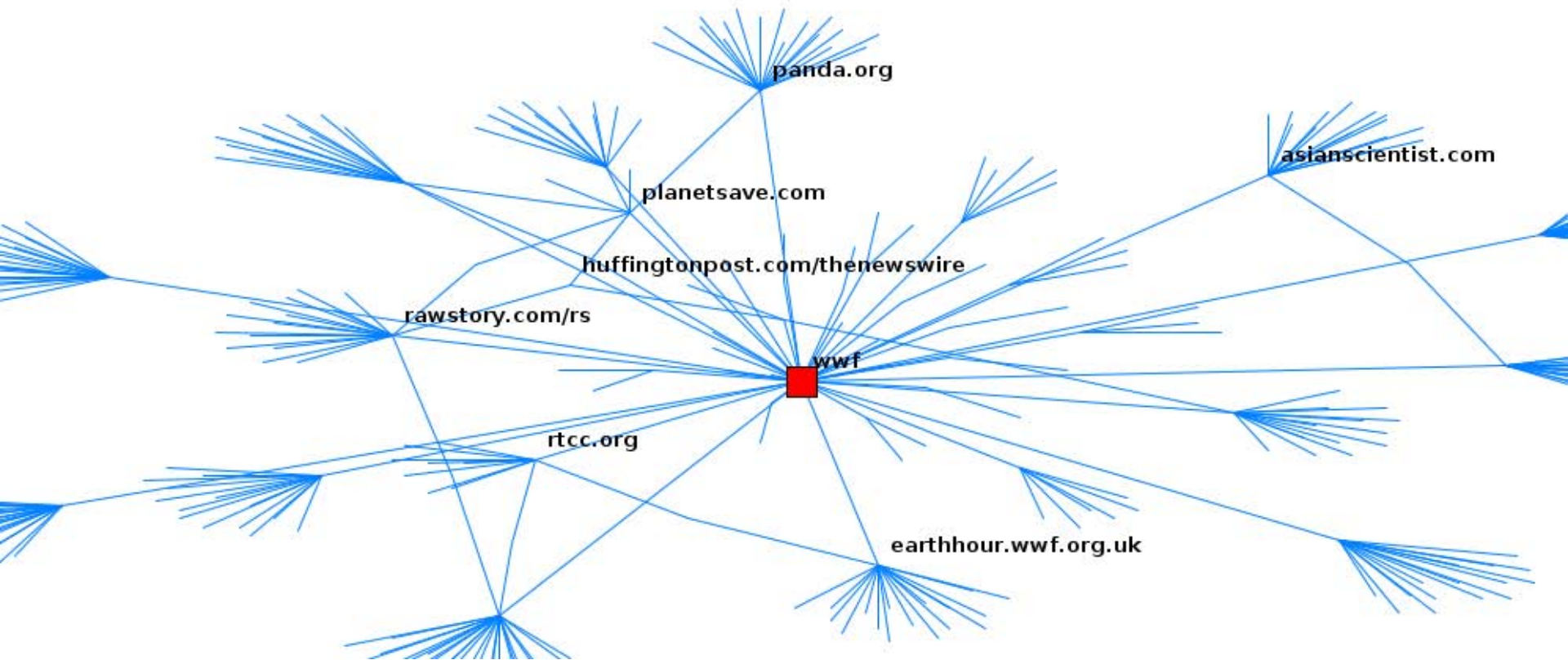
Top websites related with WWF



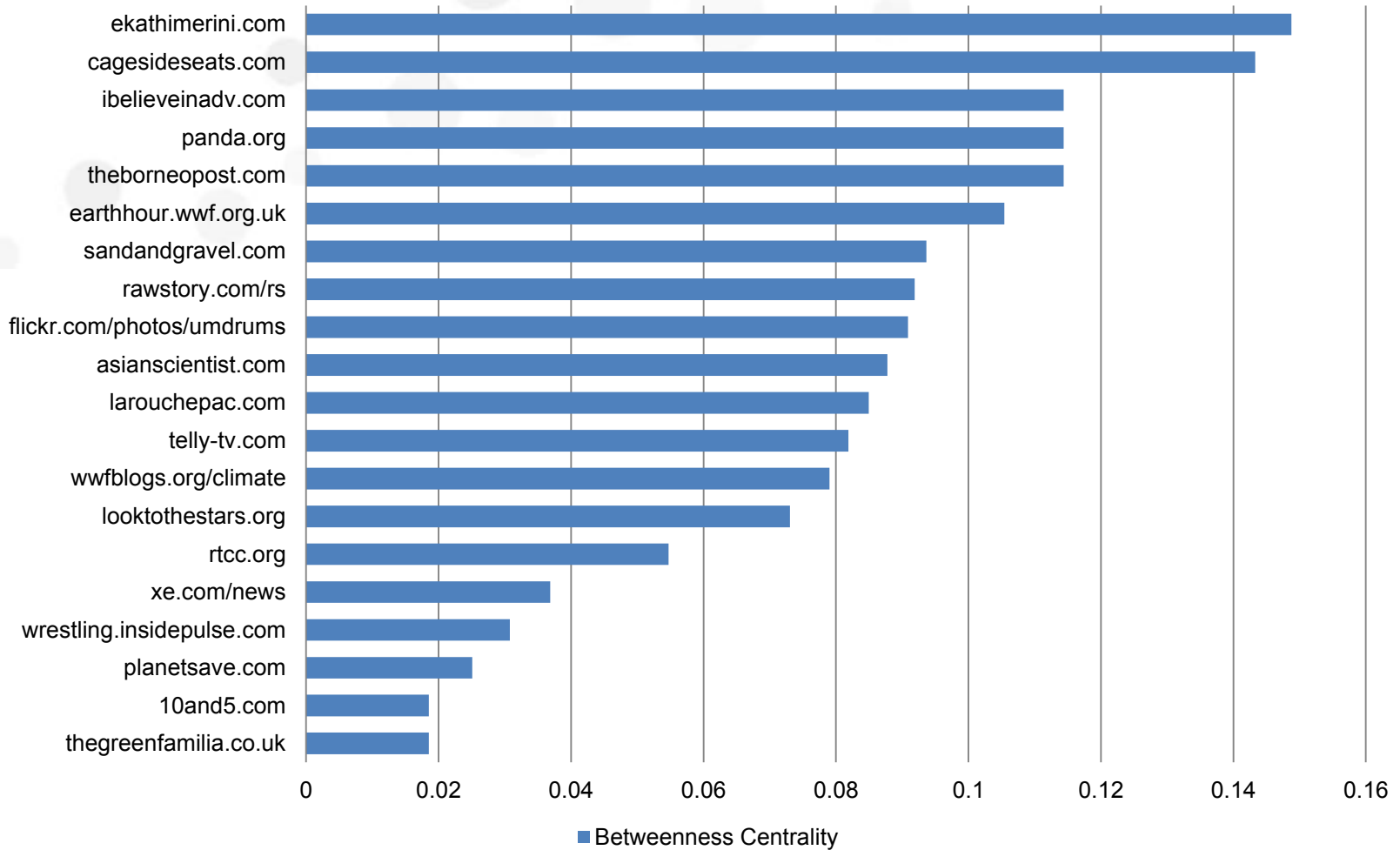
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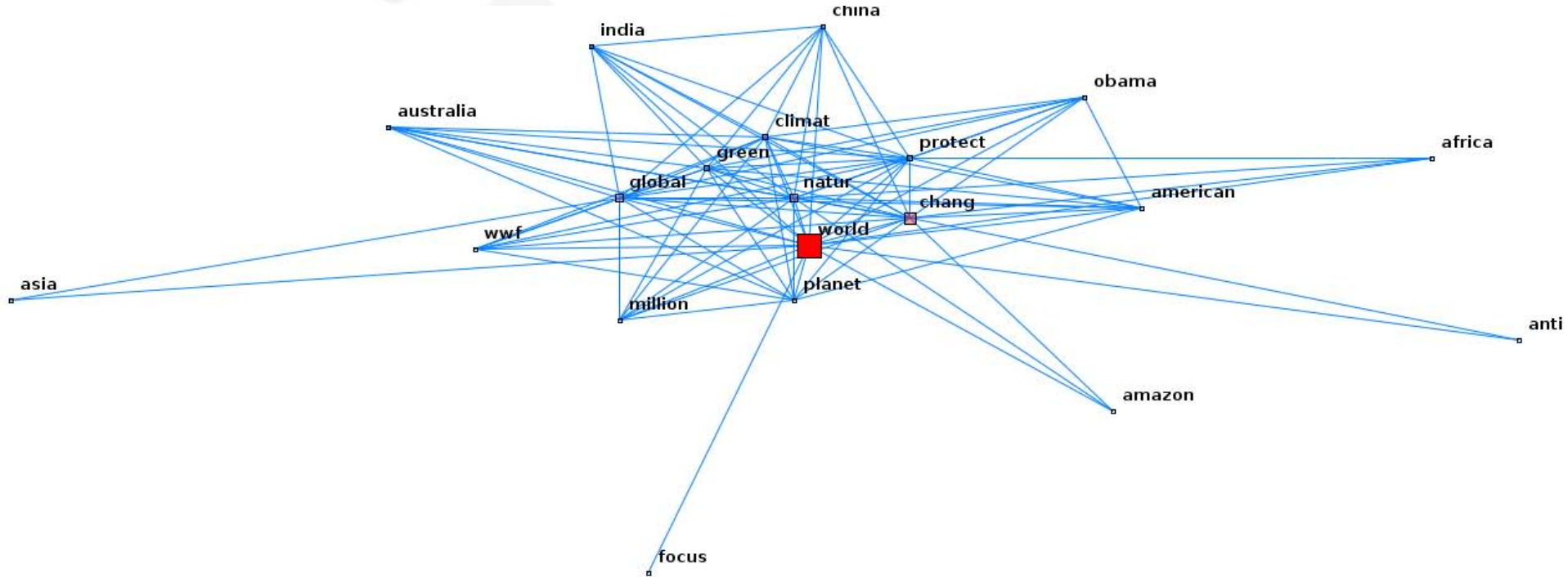
Top blogs related with WWF



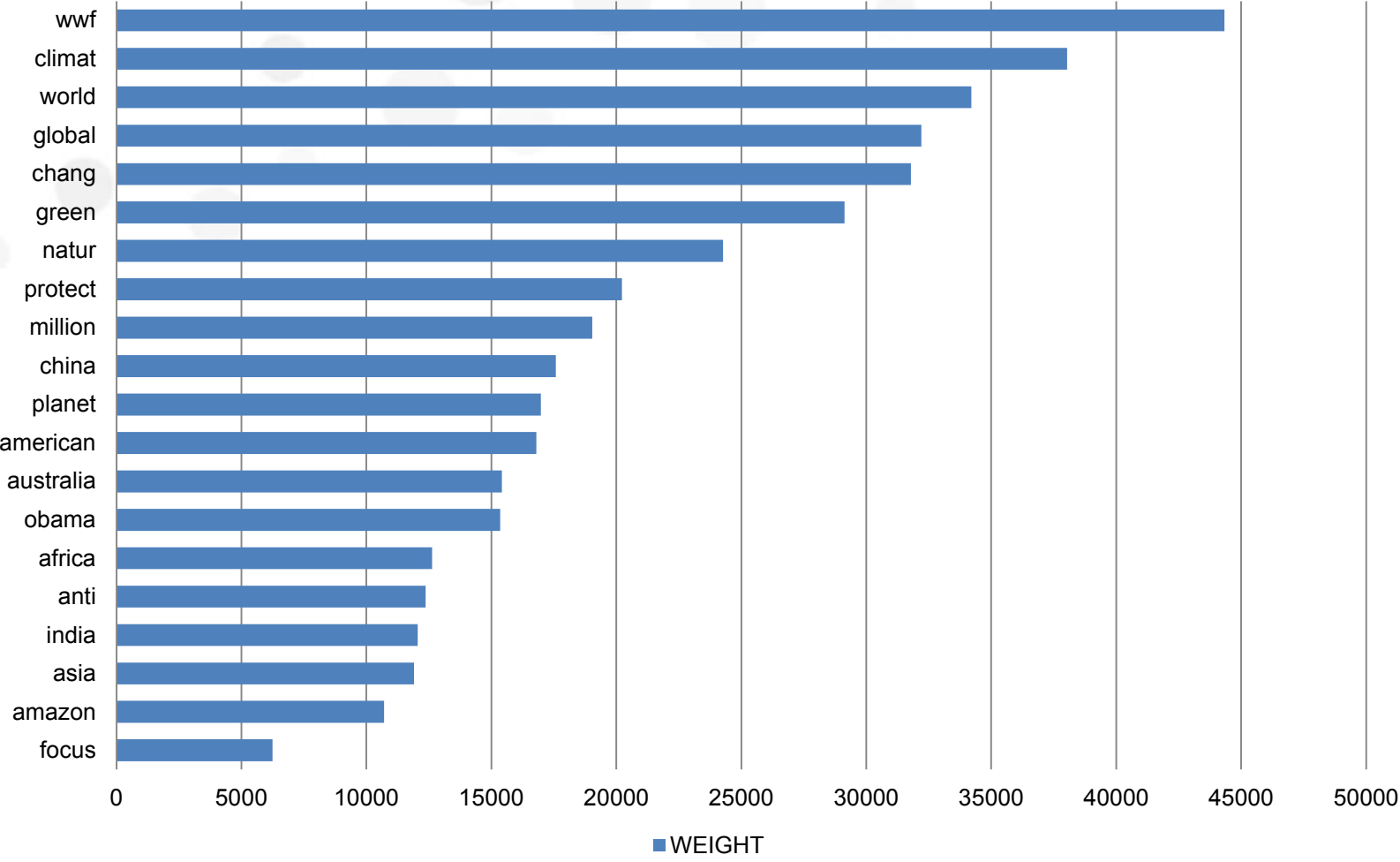
Top blogs related with WWF



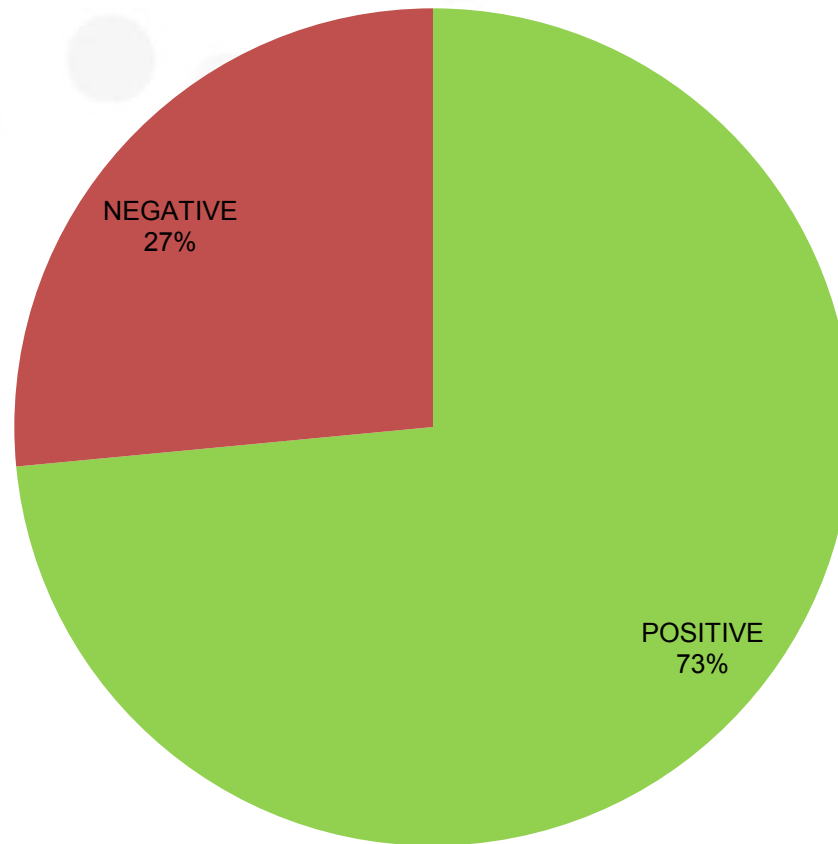
Top terms in relation with WWF



Top terms in relation with WWF



Positivity/Negativity in blogs about WWF

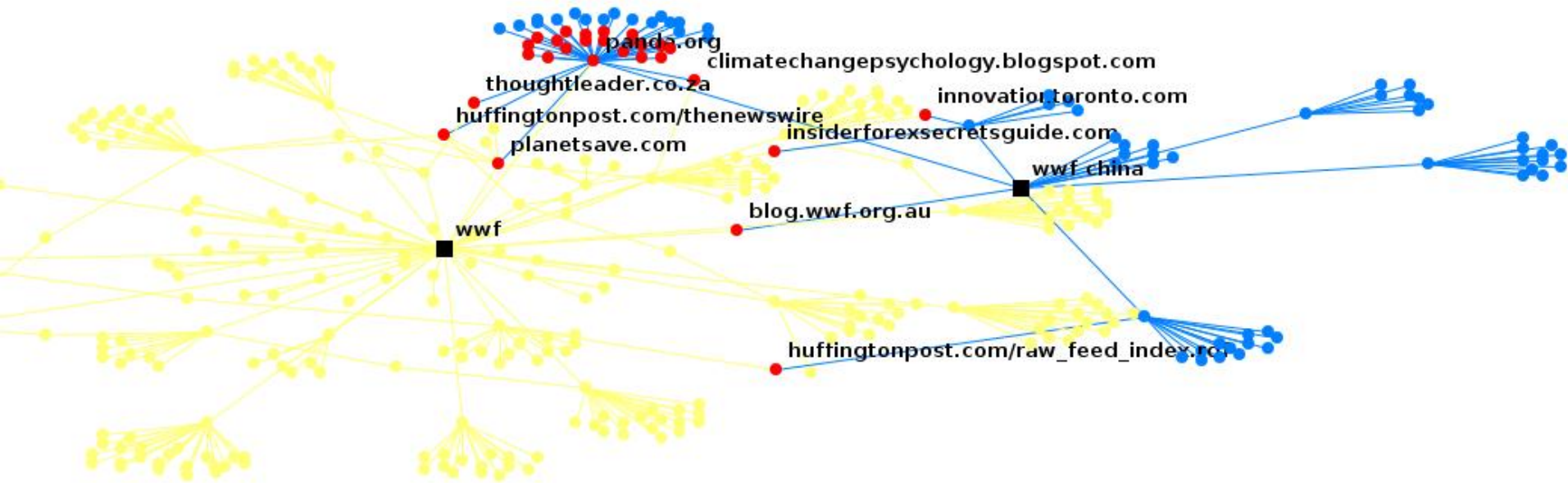


Coolhunting the 3 Infospheres

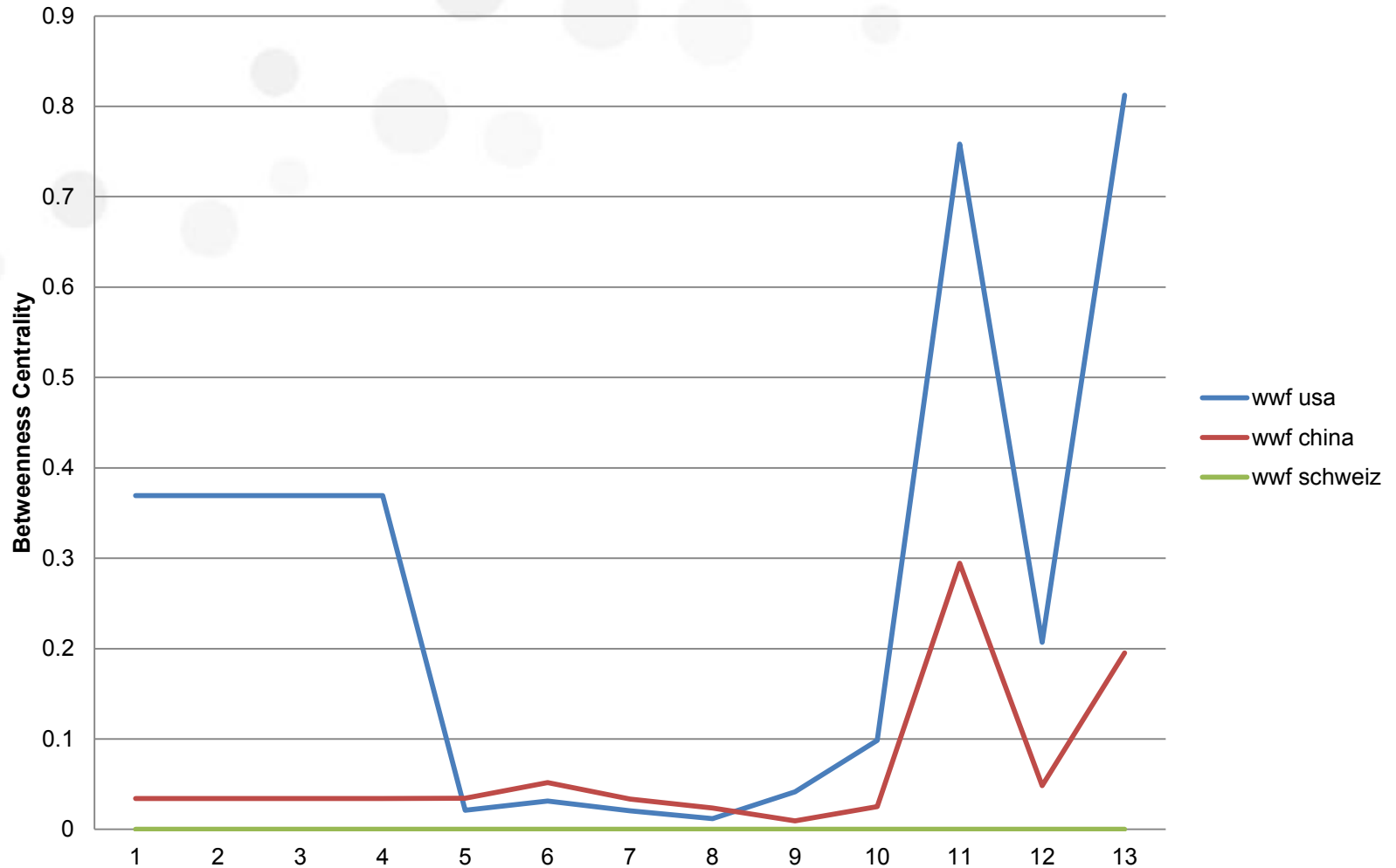
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WWF +Schweiz is not connected with other nodes in this graph



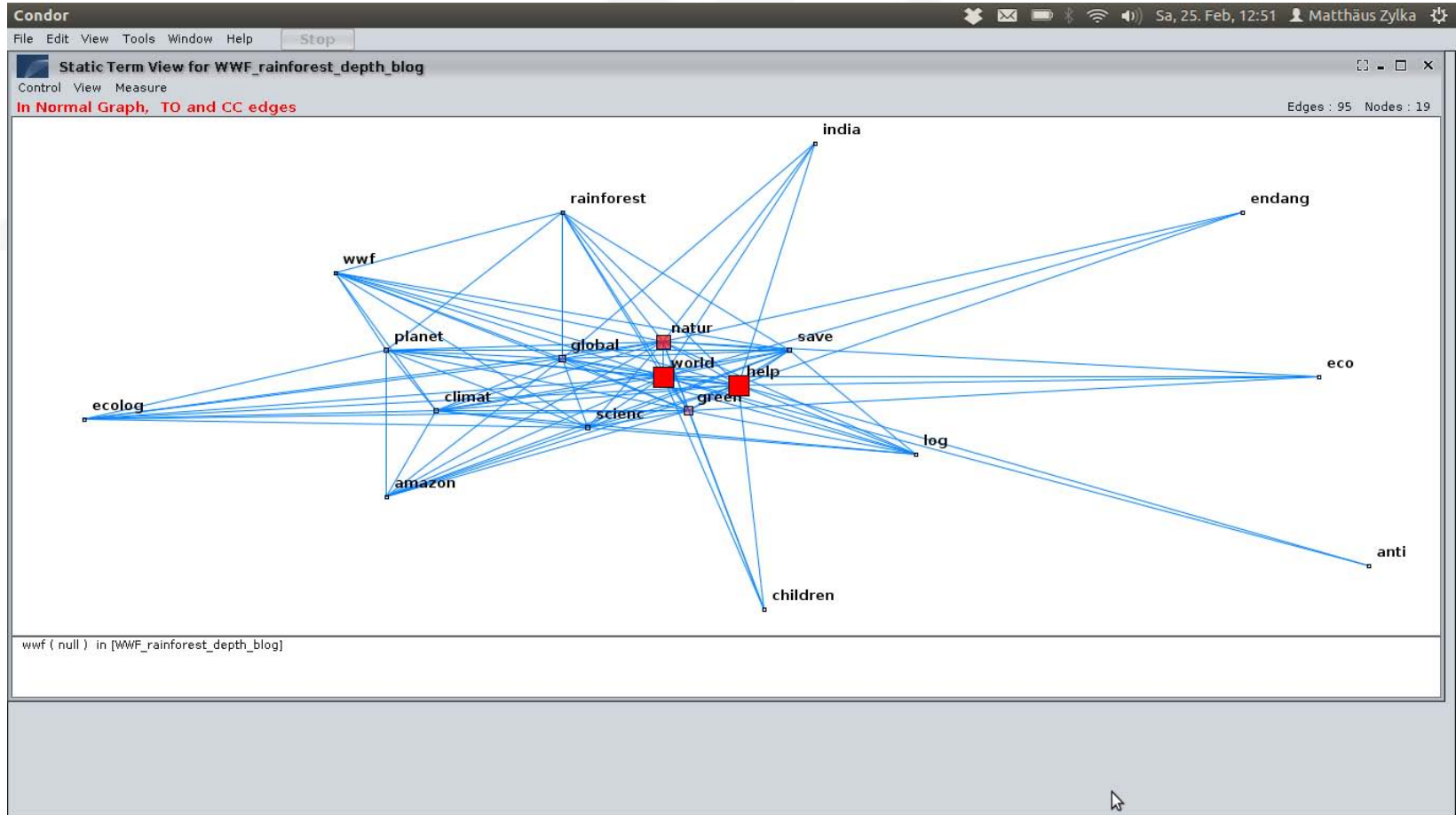
Trend countries in blogs



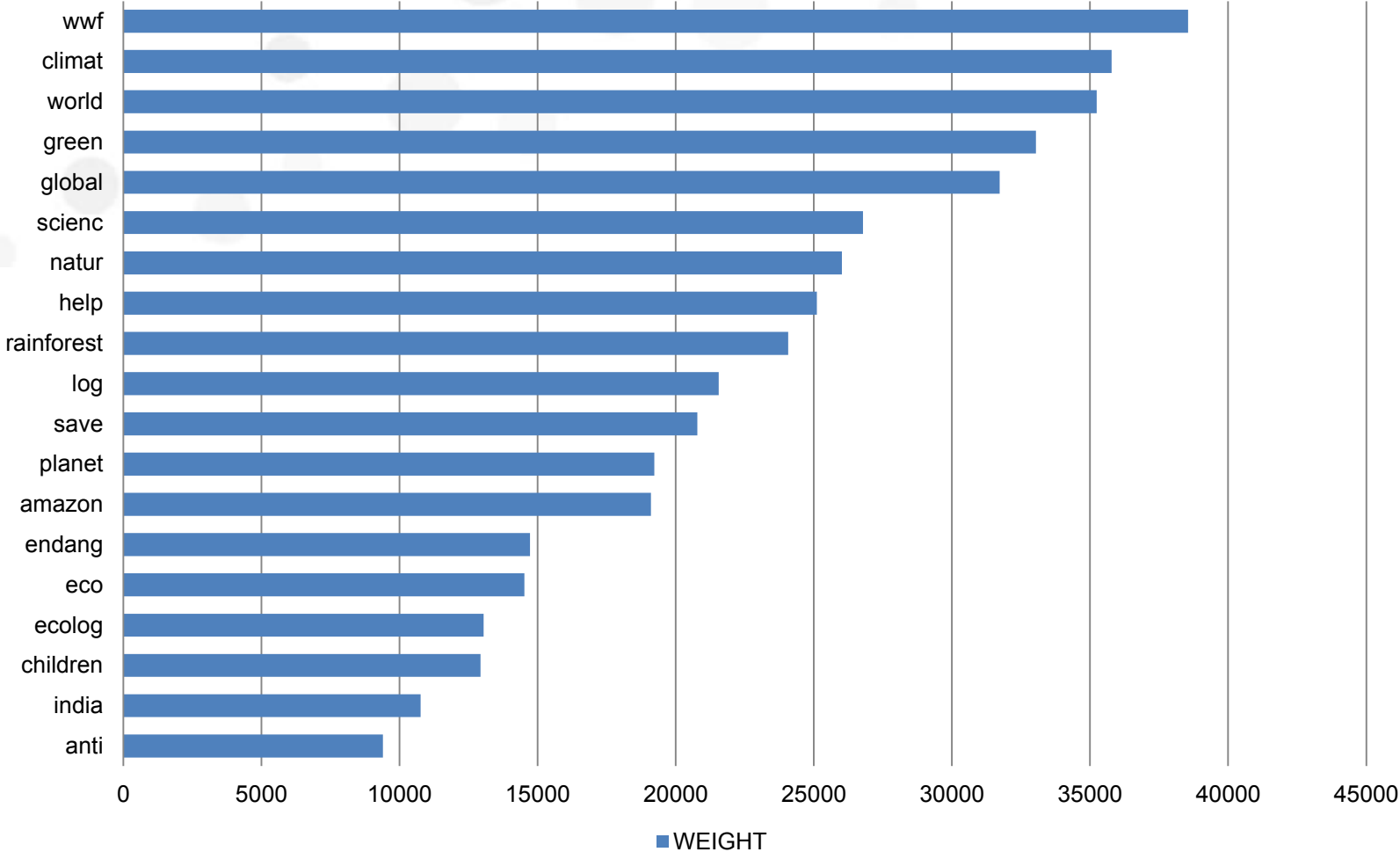
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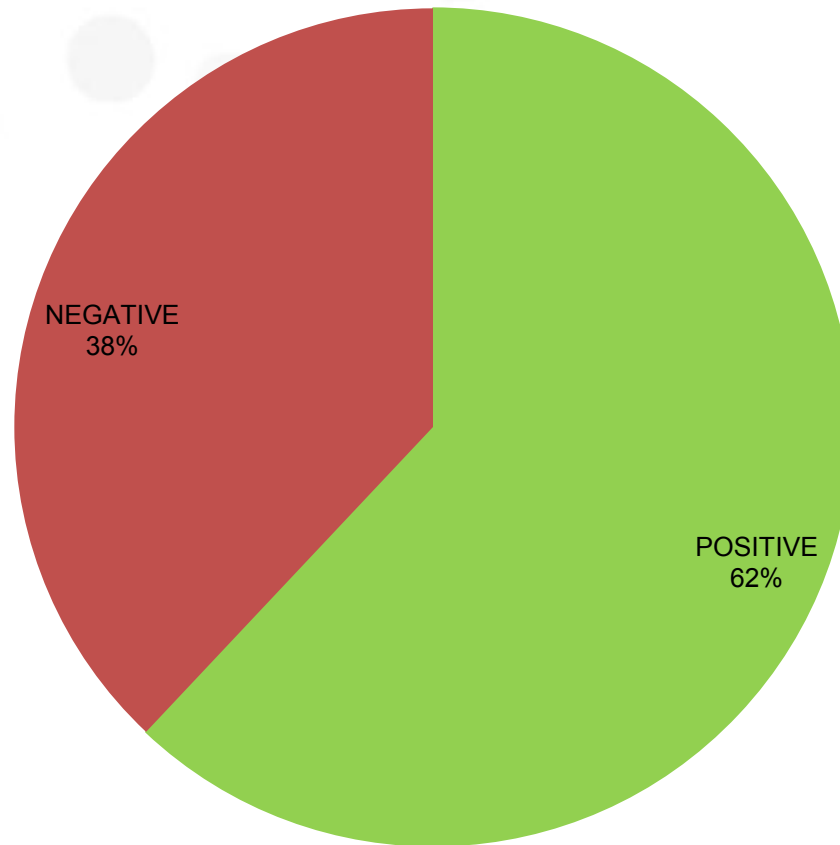
Top terms in relation with rainforest



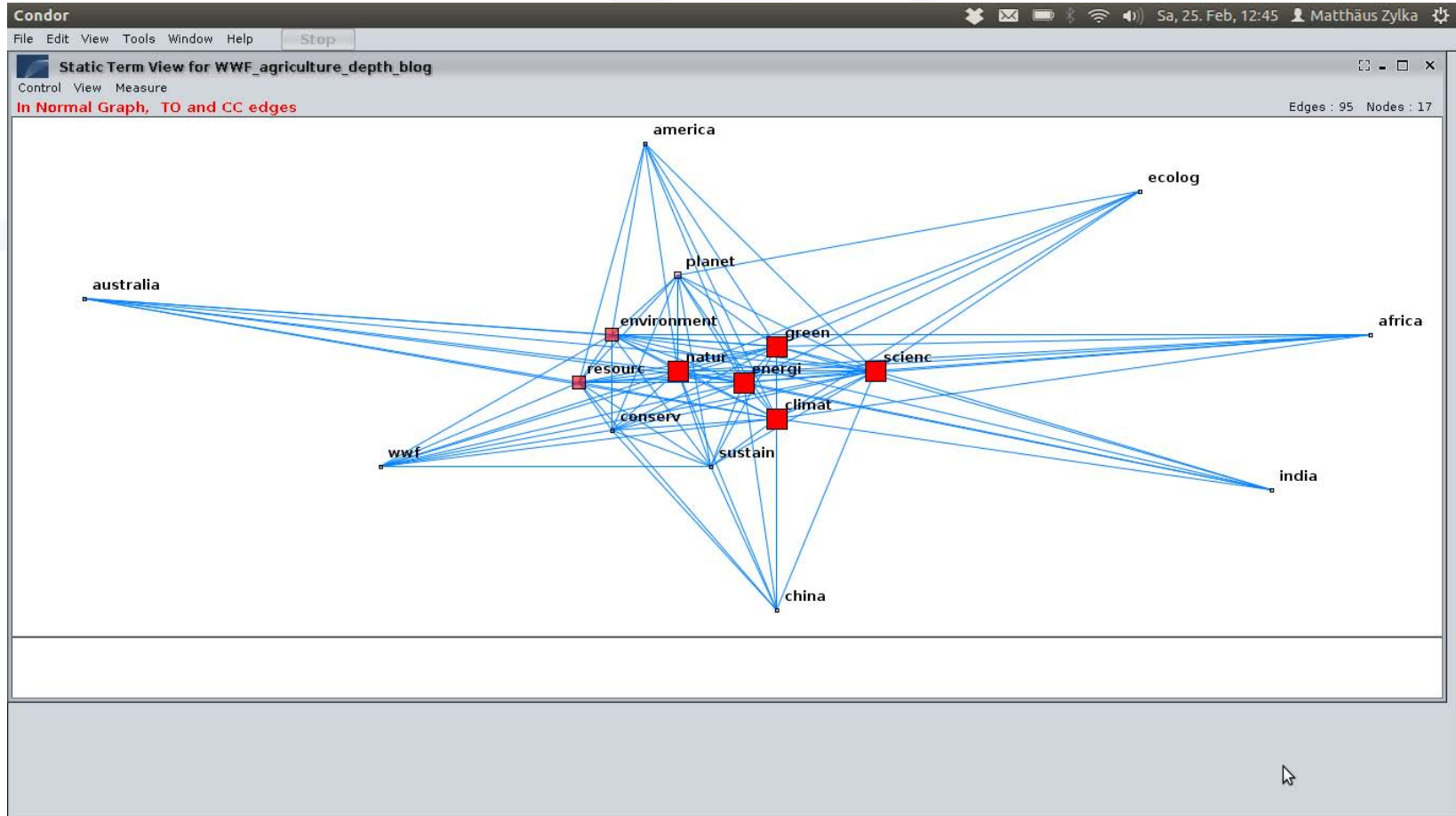
Top terms in relation with rainforest



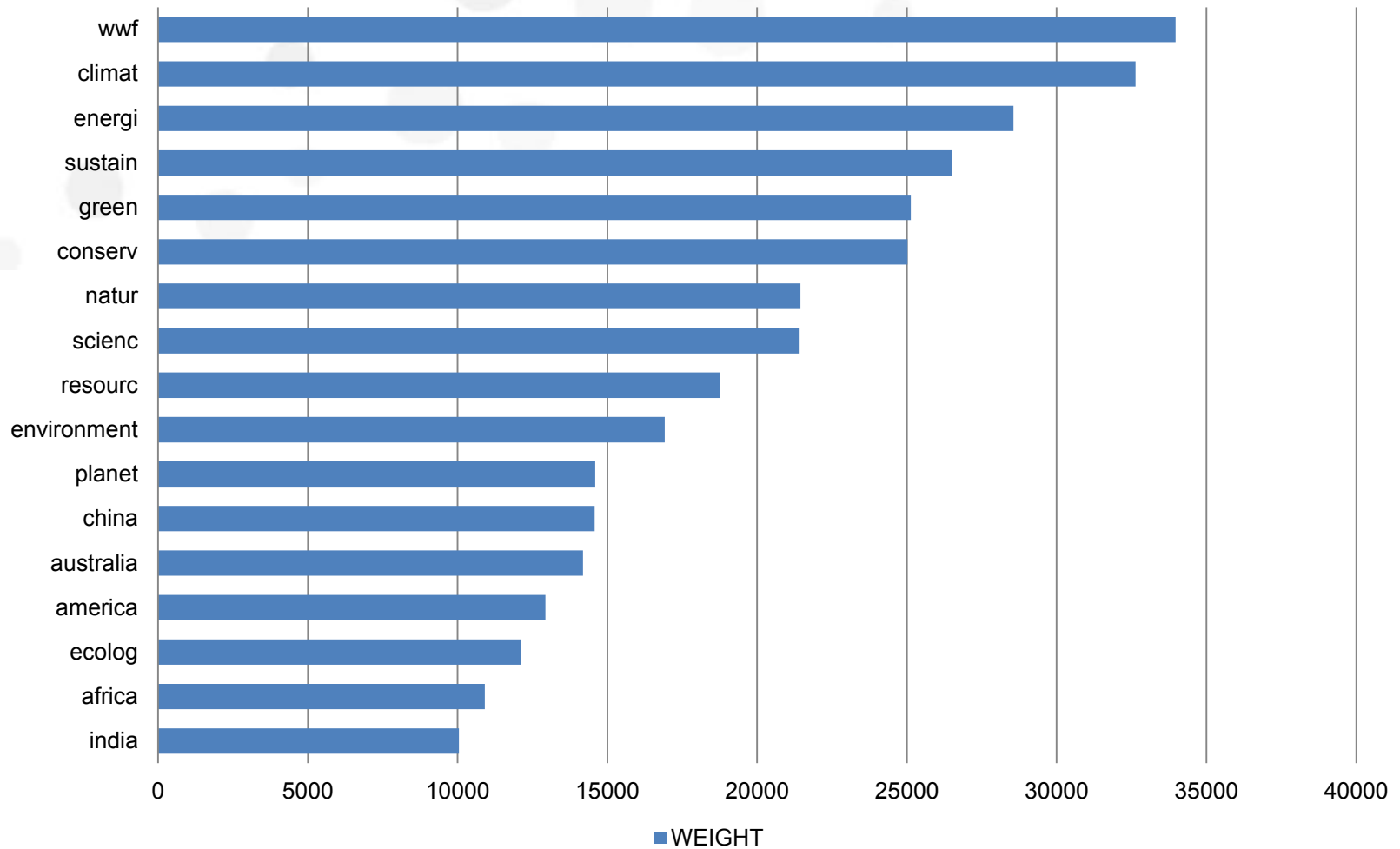
Positivity/Negativity in blogs about rainforest



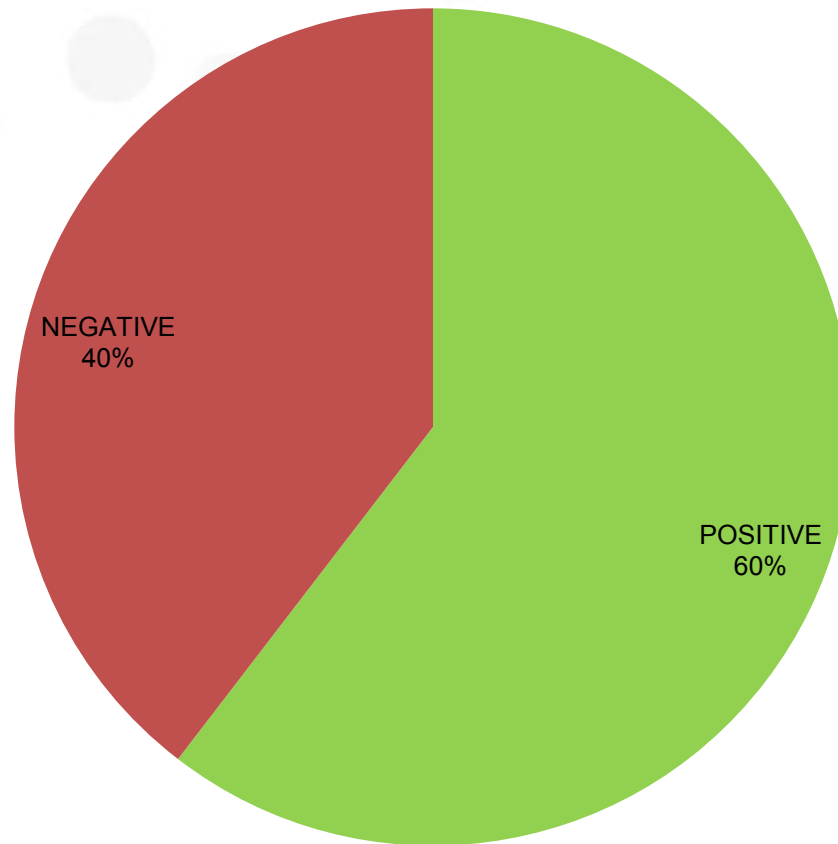
Top terms in relation with agriculture



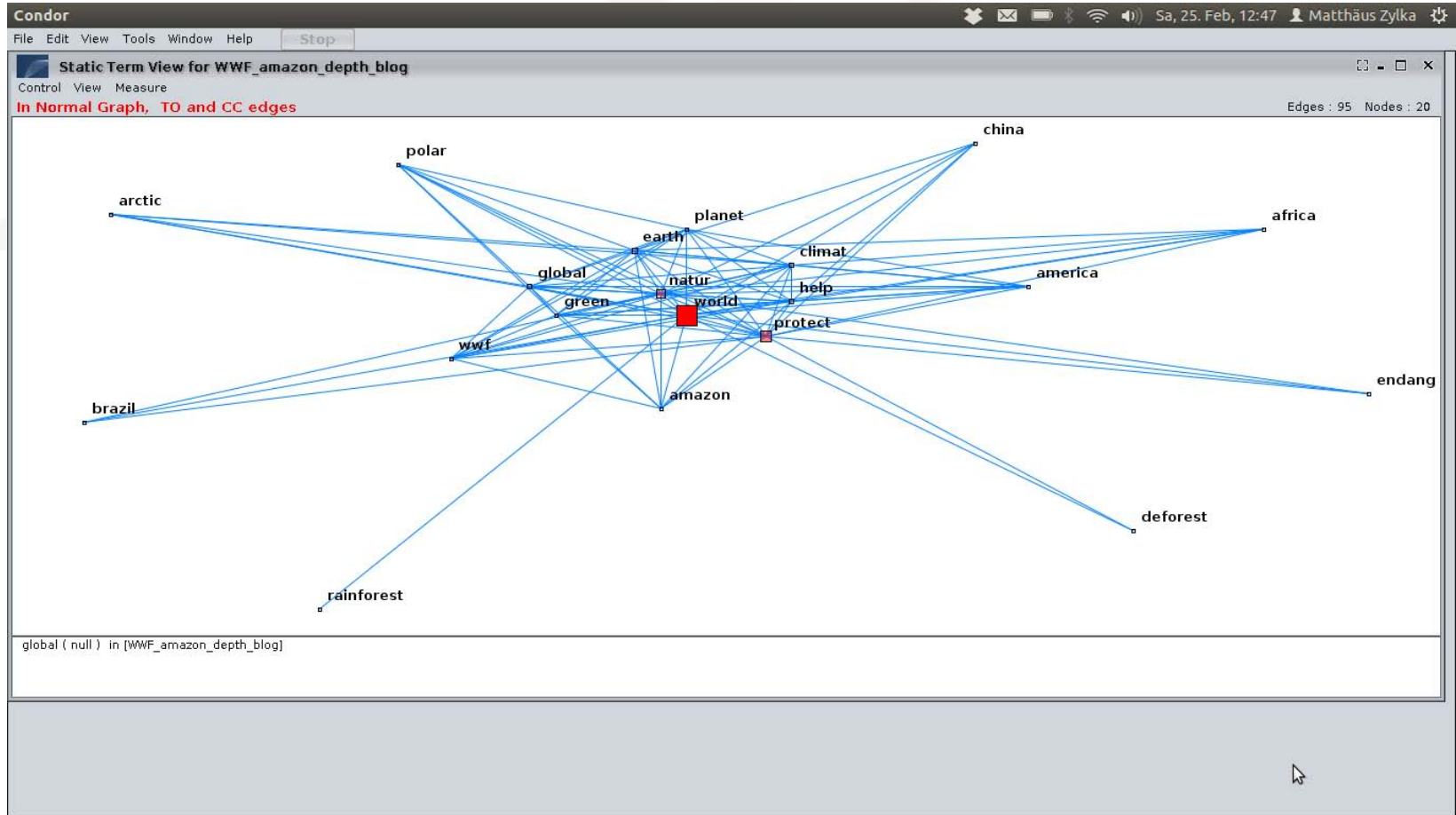
Top terms in relation with agriculture



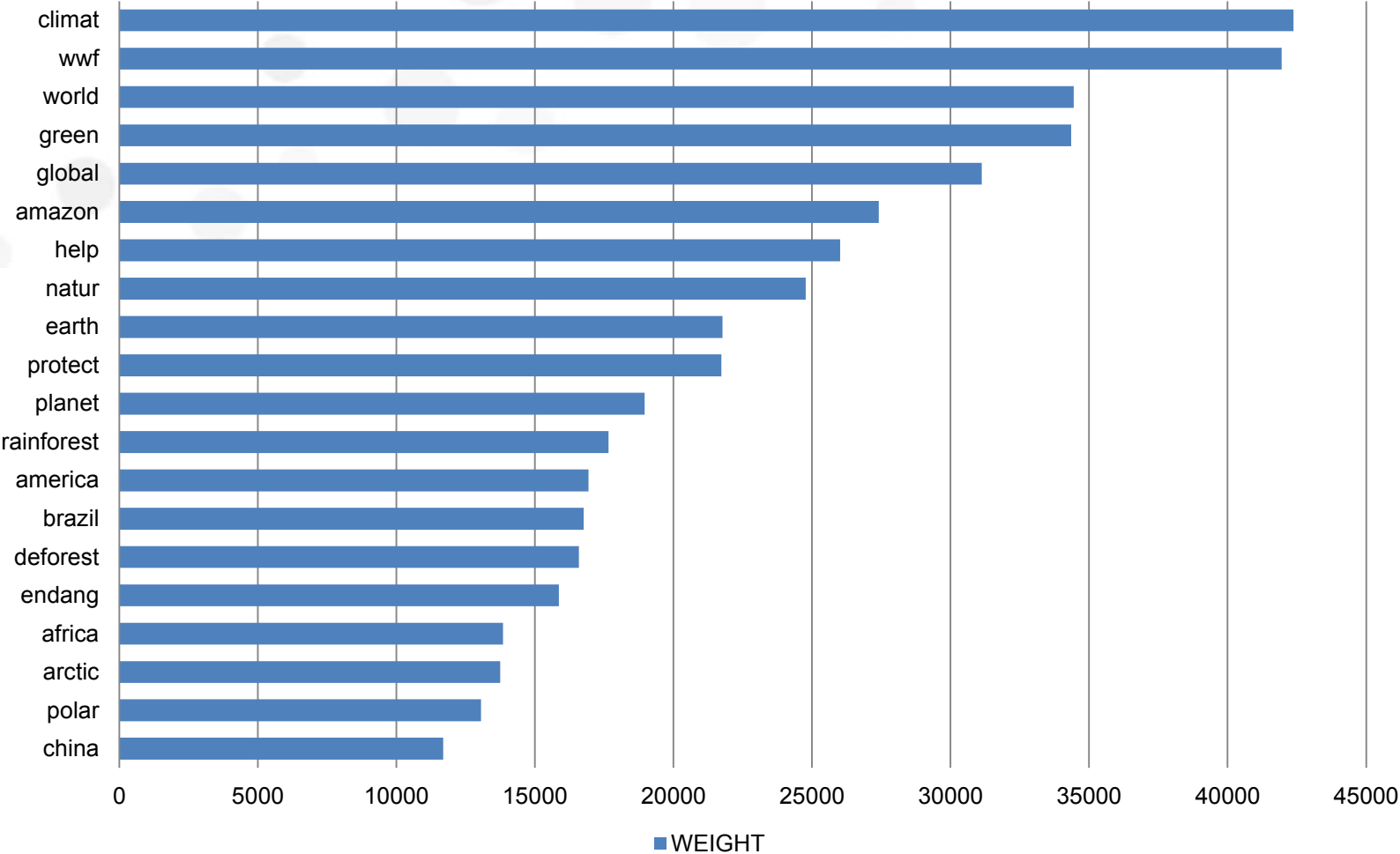
Positivity/Negativity in blogs about agriculture



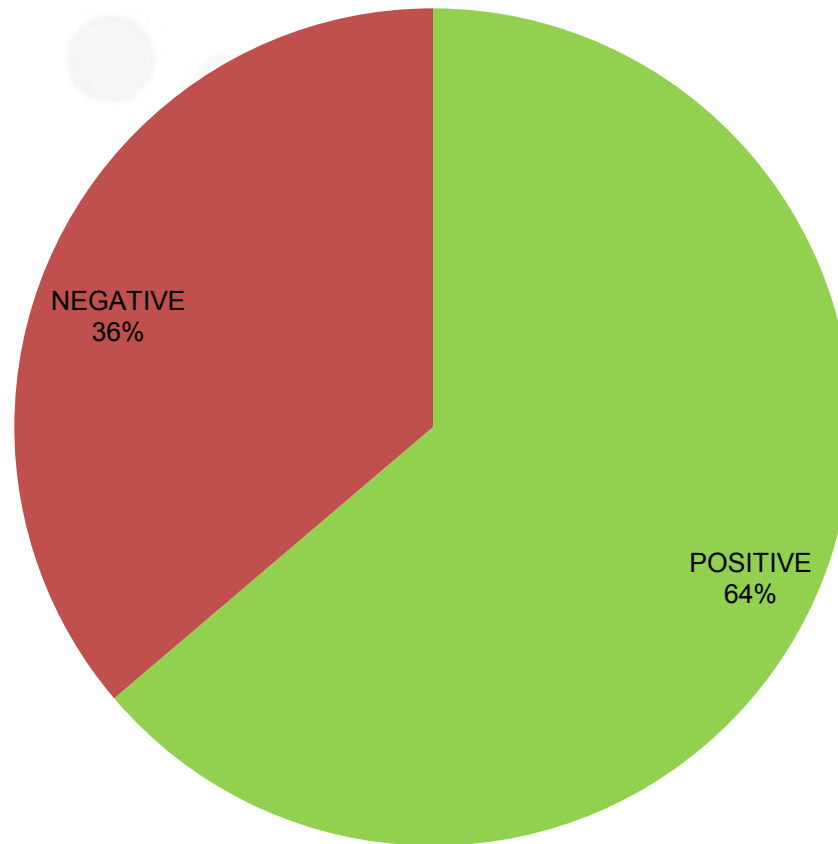
Top terms in relation with amazon



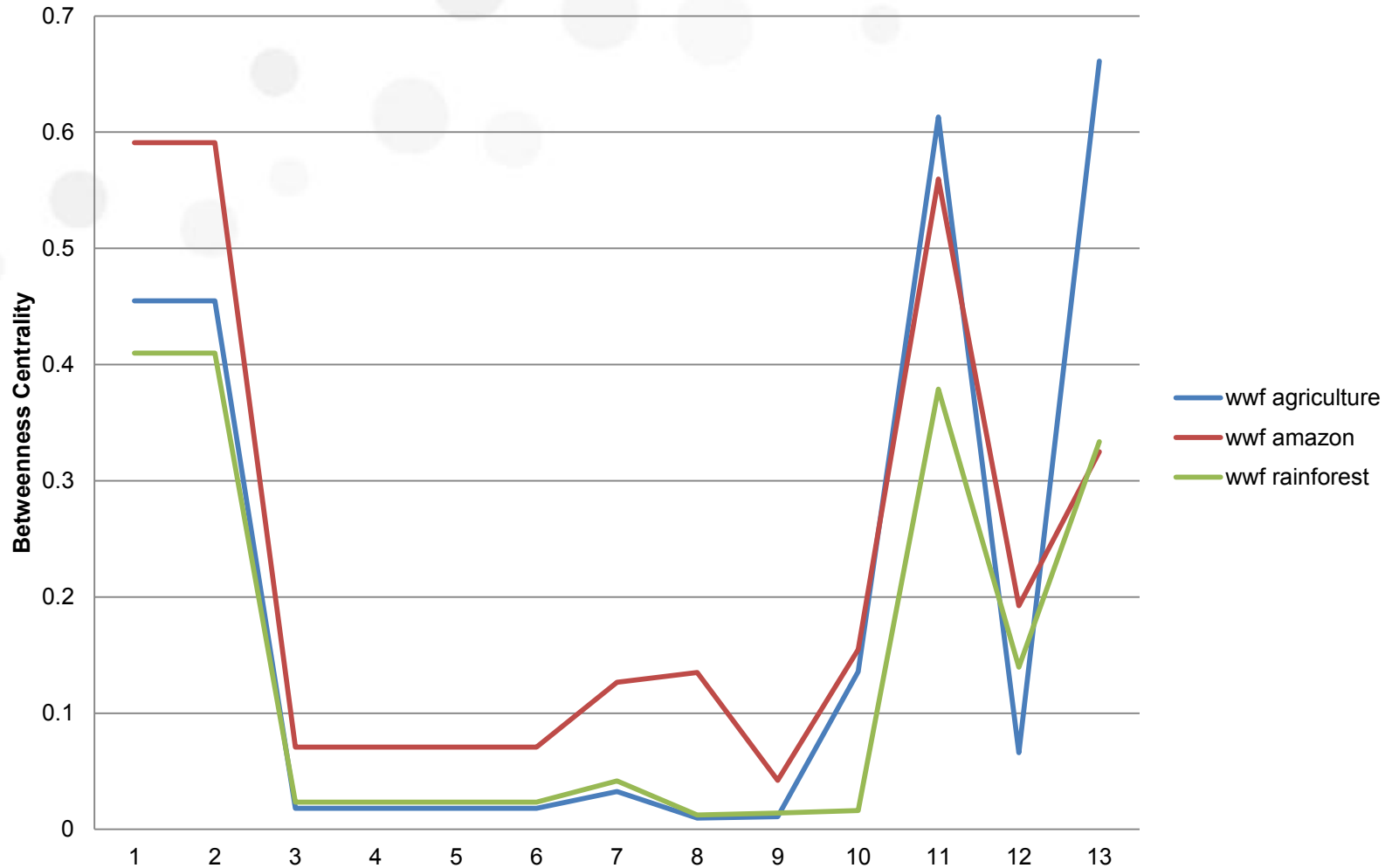
Top terms in relation with amazon



Positivity/Negativity in blogs about amazon

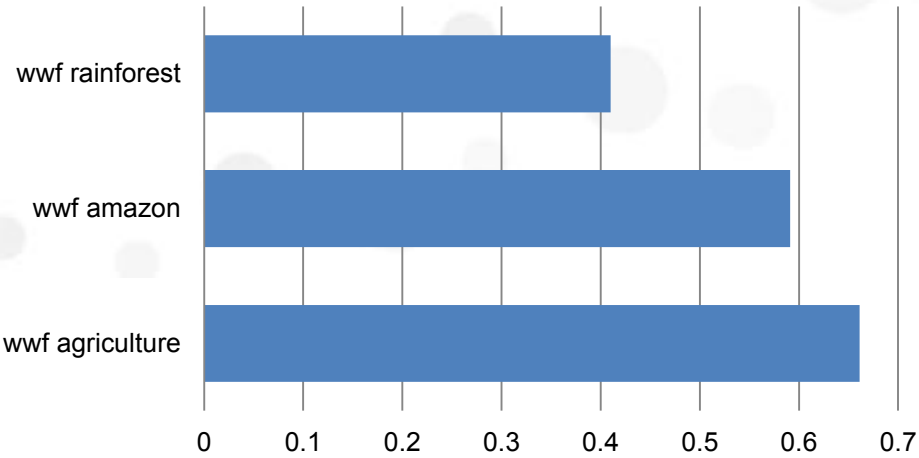


Trend topics in blogs

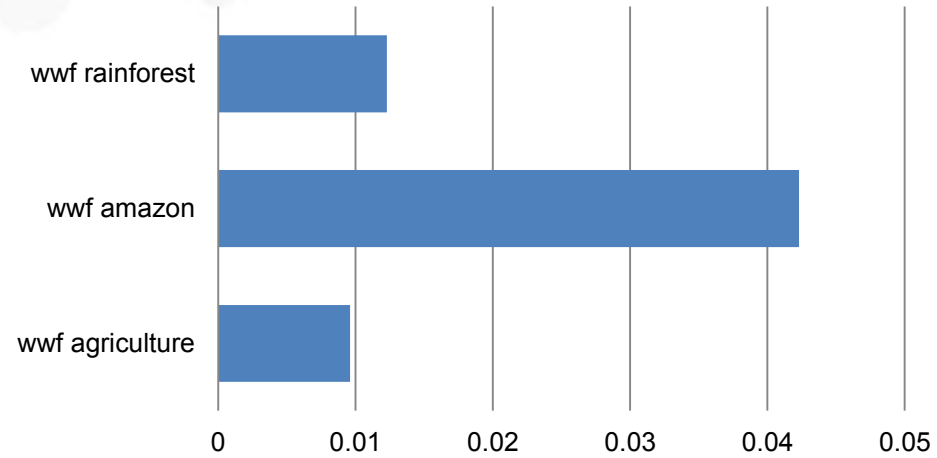


Trend topics in blogs

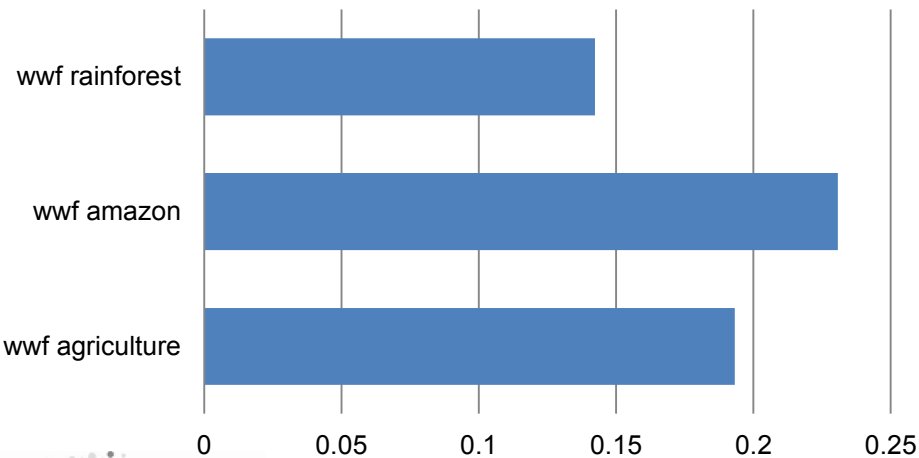
Maximum BC



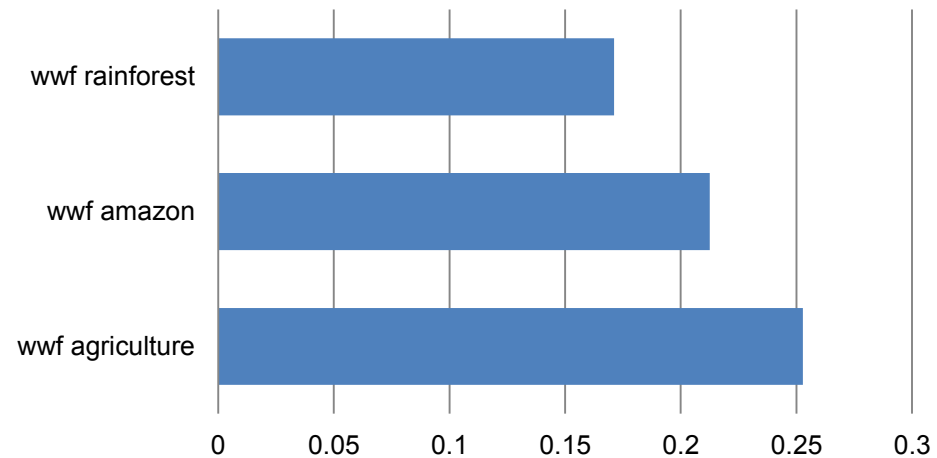
Minimum BC



Mean BC



Standard dev BC



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Wikipedia (Agriculture, Amazon, Rainforest, WWF)

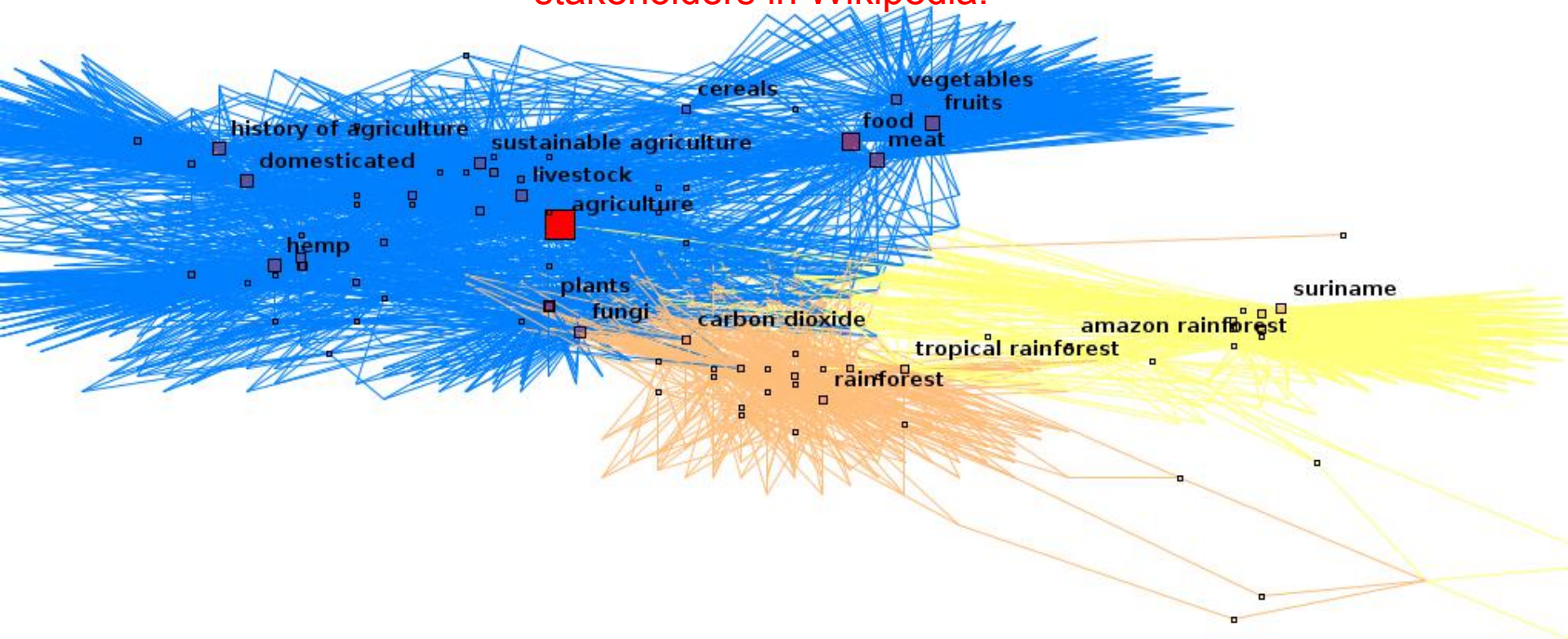
Agriculture Amazon Rainforest

WWF

ure
CC edges

WWF and key stakeholders in Wikipedia!

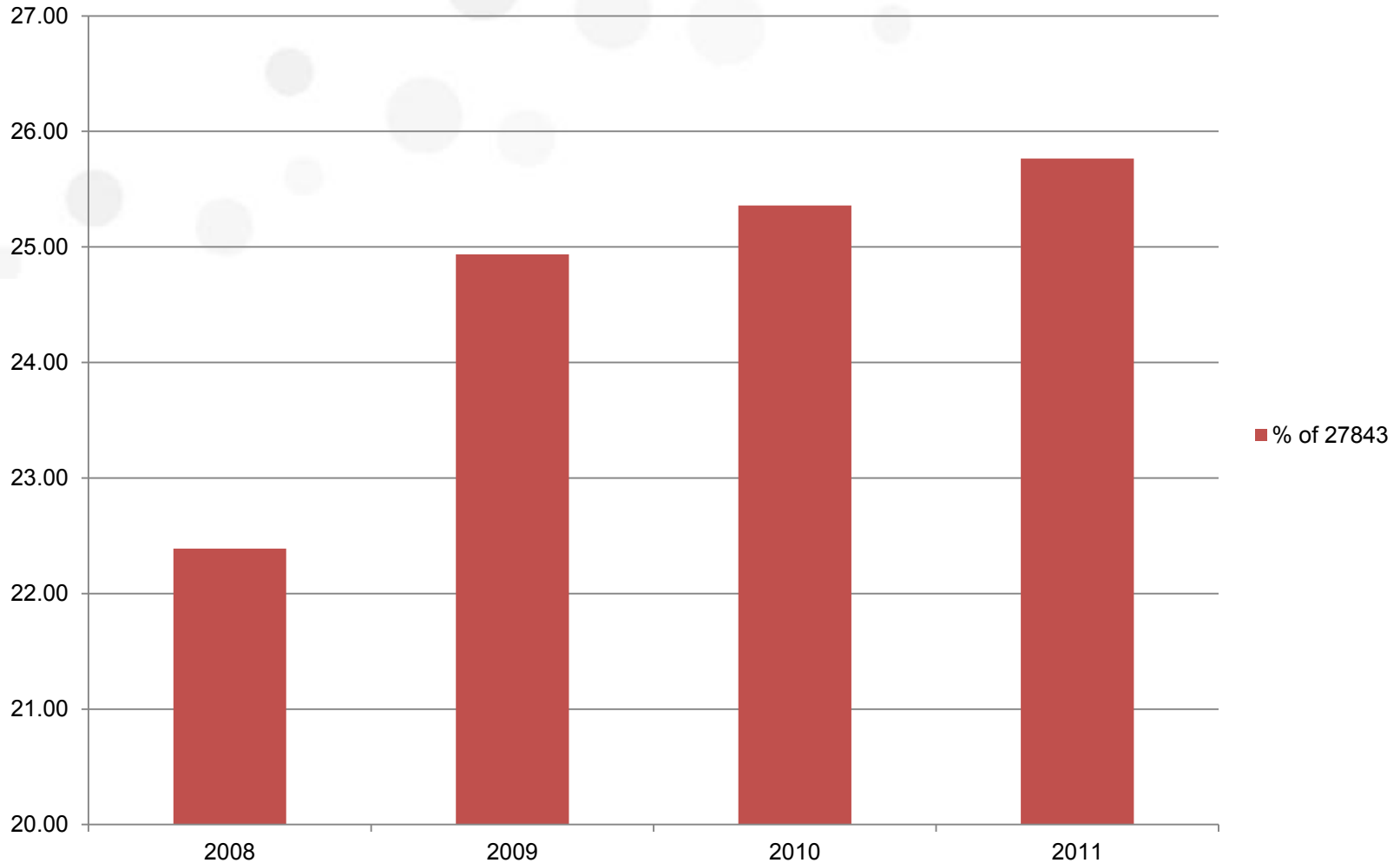
Edges



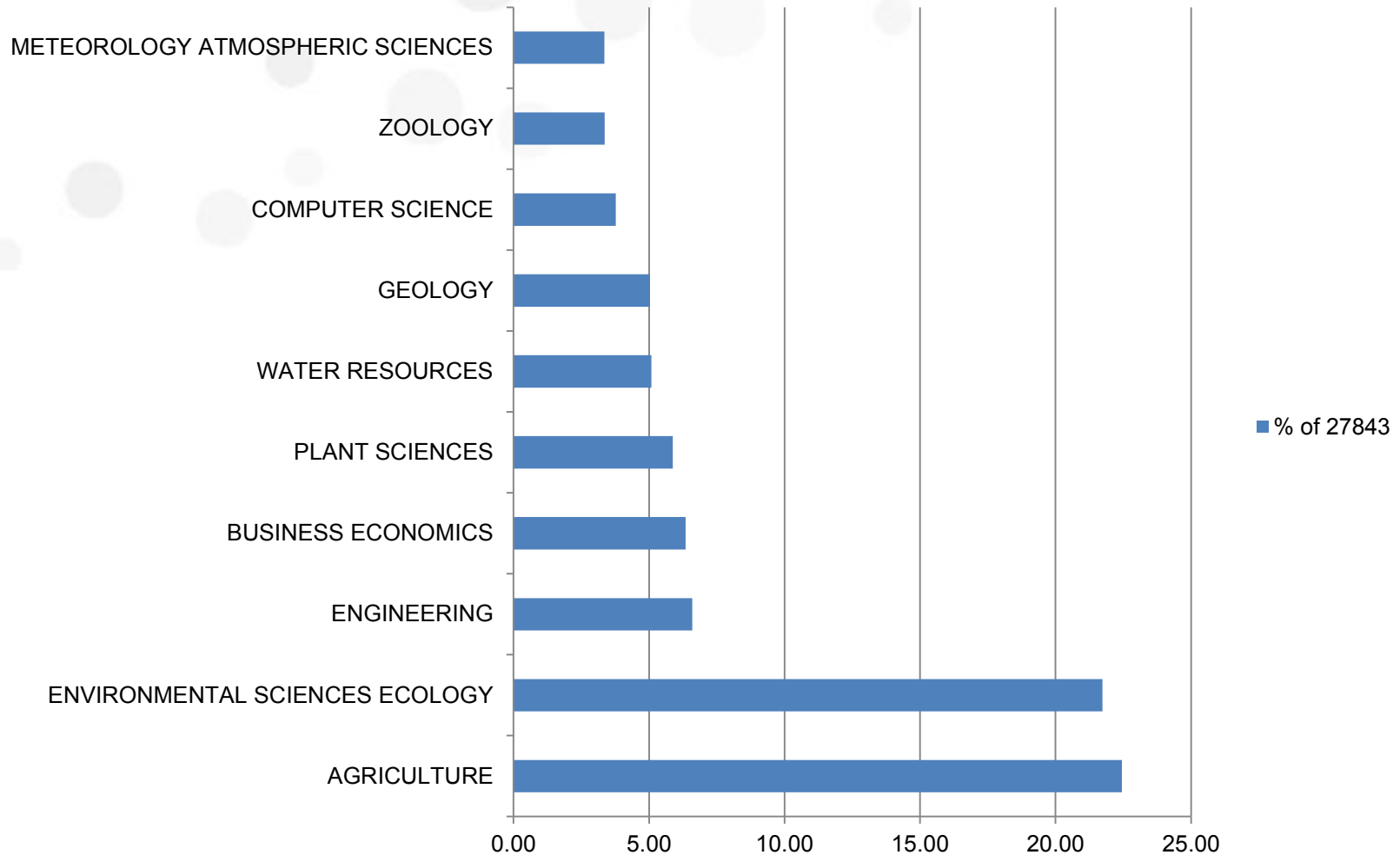
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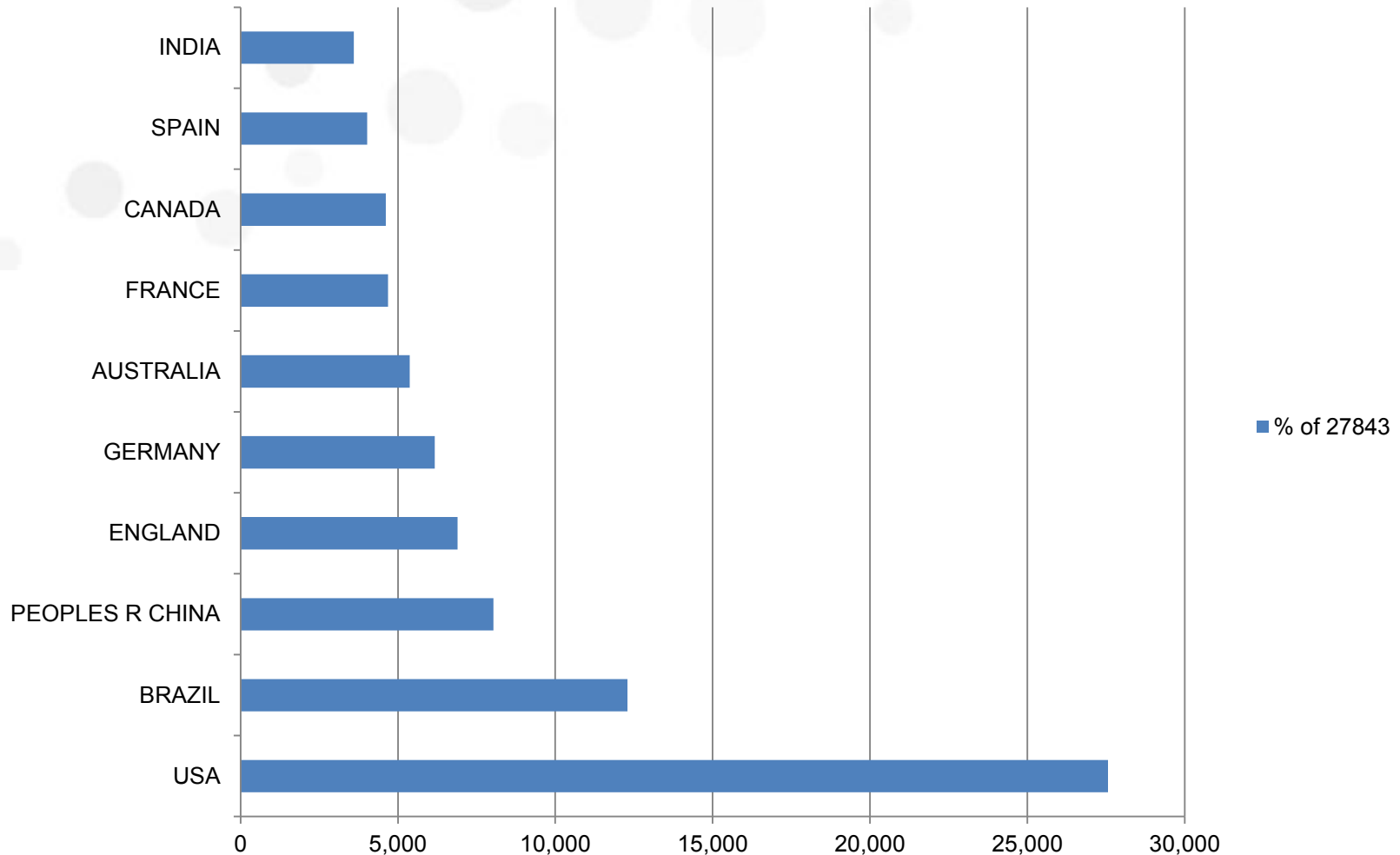
Publication stats of topics agriculture, rainforest, amazon - Years



Publication stats of topics agriculture, rainforest, amazon - Subjects



Publication stats of topics agriculture, rainforest, amazon - Countries



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