Coolhunting through Swarm Creativity – Trend Discovery by Reading the Collective Mind

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The age of swarms
10 Forums

1. Creativity
2. Technology drives trends
3. Coach, not teacher
4. Self-directed learning
5. Social Media (Google, Facebook, Twitter)
6. Global learning
7. Learning as a business
8. Non-institutional learning
9. Systematic knowledge
10. E-Portfolio
Social Network Analysis (SNA)
Swarm Creativity
How Cool ideas develop

COINs
(groups of creators)

Creators
(creative experts)

CLNs
(swarms - ecosystems of COINs)

CINs
(crowds - ecosystems of CLNs)
The COIN (Collaborative Innovation Network)
High-Performing Organizations operate as Collaborative Innovation Networks

- **COIN**: Collaborative Innovation Network
- **CLN**: Collaborative Learning Network
- **CIN**: Collaborative Interest Network

Example:
- Linux Creators
- Linux Maintainers
- Linux Users
Characteristics of Trendsetters
Characteristics of COINs members

Don’t be a star, be a galaxy!
Social Network of a Model Teacher
Well-connected student
COIN Course MIT/Savannah/Cologne/Helsinki

2005

2009
Course Components

1. Coolhunting Academy (block course)
   - Swarm Creativity, Social Network Analysis, Condor, Coolhunting, Coolfarming concepts

2. Virtual Mirror (Nov)
   - Increase individual and team collaboration

3. Coolhunting (Nov)
   - Analyze online communication archives

4. Coolfarming (Dec-Jan)
   - Optimize community, develop results
It’s about EQ, not IQ
Results – Neo-FFI

- More central people (BC) are more agreeable (0.544*)
- People with more friends (DC) are more agreeable (0.539*)
- More central people (BC) are more open (0.544*)
- People with more friends (DC) are more open (0.605*)
- More responsive people (ART) are more conscientious (-0.635*)
- The more people receive mail compared to sending mail (CI) the more neurotic they are (-0.551*)
Trust Results

- The more trusting people are, the more central (BC) they are (0.674***)
- The more trusting people are, the more they are being looked at (IR CI) (-0.692**) 
- The more trusting people are, the less they talk (-0.535*) 
- The more stable their energy levels (the lower stdev of energy), the more trusting they are (-0.610*)
Collective Intelligence (Wooley, Chabris, Pentland, Malone, Hashimi)
Thank You

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