SOCIOMETRICS AND HUMAN RELATIONSHIPS

Analyzing Social Networks to Manage Brands, Predict Trends, and Improve Organizational Performance

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INVESTOR IN PEOPLE

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ACKNOWLEDGMENTS

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INTRODUCTION

Imagine being able to spot if a customer is becoming really unhappy with your product and service — and do something about it before they actually leave you.

Imagine finding out what the constituency of a politician or political party really thinks.

Imagine finding out what your customers love and hate about your product.

Imagine being able to identify your most creative employees, your external innovators, and lead users — and help them become even more creative.

Imagine being able to predict who wants to leave your company, your department, or your project team — and not just identify them, but help them become happy and motivated workers again.

Imagine identifying potentially fraudulent or risky behavior among your employees before they actually commit anything illegal.

If you are looking for answers to these and similar questions, read on. This book gives you a framework to analyze your organization from the inside, by mining e-mail, skype, and calendar data, and from the outside, by crunching Twitter, Wikipedia, and blog data.

From your and your organization's e-mail, skype, and calendar data, you can:

– Find out about the happiness of your employees (see Section 9.3).

– Find out about the satisfaction of your customers (see Section 9.3).

– Find out who might be leaving your company (see Section 9.3).

– Find your most creative and motivated employees (see Chapter 10).

– Find out about the willingness of your employees to take unnecessary risks (see Section 11.3).

From Twitter, Wikipedia, and blog interaction data, you can:

– Find out about what your customers and prospects really think about your company and your brands (see Chapter 12).

– Measure the strength of your brand (see Chapter 12).

— Find out about the demographic profile of the custo-
mers and aficionados of your company and brands
(see Section 14.3).

— Forecast the popularity and voter share of a politician
(see Section 14.2).

— Find out about the demographic profile of the voters
of a politician (see Section 14.3).

These are just a few use cases that we will address to study
how humans communicate and collaborate inside the orga-
nization, through e-mail, chat, videoconferencing, and face-
to-face communication, and outside on online social media.
Better communication leads to better collaboration, which
leads to more and better innovation! This book describes
algorithms and tools to find and support collaboration
within and between organizations. Our approach puts a
lens to the organization by mining electronic communica-
tions such as e-mail, sociometric badges, telephone, chat,
online meeting, Web/videoconferencing, and calendars to
make existing communication patterns visible. The Condor
software tool, which has been developed over the past
decade at the MIT Center for Collective Intelligence and the
University of Applied Sciences Northwestern Switzerland,
mines these electronic archives and generates a broad range
of structural, temporal, and content-based social network
metrics which can be used to calculate and forecast all of
these real-world insights mentioned above (Figure 1).

This book provides a practical guide to Coolhunting
and Coolfarming on online social media. It explains
how to "Coolhunt" — to find cool trends by finding
the trendsetters on Twitter, Facebook, Wikipedia, blogs,