Hanze Honours Lecture
19-12-12
Prof. Frank Willems

Lecture about Crowdsourcing and Social Media
Who is Frank Willems?

Director Leadership at Lean Management Institute and Professor at Hanze University of Applied Sciences Groningen, Innovator in directing and (crowd)sourcing, TEDx speaker, Founding father of Village Council Werkhoven, Developing Leadership Master, PhD researcher at Groningen University, Regattasailor, Jazz lover former 80’s disco DJ
1. Change management and leadership
2. Social Networks as background or playground?
3. What is Crowdsourcing, Tribes and Co-creation?
4. Social Media as trigger for change
5. Hanze Socia Media Lab and ProjectxHaren
Fasttrack on change management and leadership
## The five change colours at a glance

<table>
<thead>
<tr>
<th>Yellow-print</th>
<th>Blue-print</th>
<th>Red-print</th>
<th>Green-print</th>
<th>White-print</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Something changes when you</strong></td>
<td>bring common interests together</td>
<td>think first and then act according to a plan</td>
<td>stimulate people in the right way</td>
<td>create space for spontaneous evolution</td>
</tr>
<tr>
<td><strong>in a/an</strong></td>
<td>power game</td>
<td>rational process</td>
<td>exchange exercise</td>
<td>learning process</td>
</tr>
<tr>
<td><strong>and create</strong></td>
<td>a feasible solution, a win-win situation</td>
<td>the best solution, a brave new world</td>
<td>a motivating solution, the best ‘fit’</td>
<td>a solution that releases energy</td>
</tr>
<tr>
<td><strong>The result is...</strong></td>
<td>forming coalitions, changing topstructures</td>
<td>project management</td>
<td>assessment &amp; reward, social gatherings</td>
<td>training and coaching, open systems planning</td>
</tr>
<tr>
<td><strong>by a/an...</strong></td>
<td>facilitator who uses his own power base</td>
<td>strategic analysis</td>
<td>HRM expert</td>
<td>facilitator who supports people</td>
</tr>
<tr>
<td><strong>aimed at...</strong></td>
<td>positions and context</td>
<td>expert in the field</td>
<td>procedures and working climate</td>
<td>the setting and communication</td>
</tr>
<tr>
<td><strong>Result is...</strong></td>
<td>partly unknown and shifting</td>
<td>described and guaranteed</td>
<td>outlined but not guaranteed</td>
<td>envisaged but not guaranteed</td>
</tr>
<tr>
<td><strong>Safeguarded by...</strong></td>
<td>decision documents and power balances</td>
<td>benchmarking and iso systems</td>
<td>HRM systems</td>
<td>a learning organisation</td>
</tr>
<tr>
<td><strong>The pit-falls lie in...</strong></td>
<td>dreaming and lose-lose</td>
<td>ignoring external and irrational aspects</td>
<td>ignoring power and smothering brilliance</td>
<td>excluding no-one and lack of action</td>
</tr>
</tbody>
</table>

Source: Change Management Approach Prof. De Caluwé, Twynstra Gudde
People connect better with you when it is clear why you do it, not what you do.

From inside to outside:

- Feeling, Trust and intuition (Lymbic brain)
- Rationality and analytical mind (Neocortex)

Why

How

What
Theory U as ‘toolkit’ for leaders

LISTENING 1: from habits
Downloading habits of judgment

LISTENING 2: from outside
Factual listening noticing differences

LISTENING 3: from within
Empathic listening

LISTENING 4: from Source
Generative listening (from the future wanting to emerge)

Open Mind
reconfirming old opinions & judgments

Open Heart
seeing through another person’s eyes emotional connection

Open Will
connecting to an emerging future whole; shift in identity and self

disconfirming [new] data

LISTENING 2:
From outside

LISTENING 3:
From within

LISTENING 1:
From habits

LISTENING 4:
From Source

Theory U as ‘toolkit’ for leaders

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<table>
<thead>
<tr>
<th>Level</th>
<th>Intervention</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>2. Seeing</td>
<td>Community Building</td>
<td>Group Agree and setting conditions for unifying group communications</td>
</tr>
<tr>
<td>2. Seeing</td>
<td>Attentive observation</td>
<td>Sensation and experience what you really see and hear</td>
</tr>
<tr>
<td>2. Seeing</td>
<td>Future Search</td>
<td>Sharing past, present, future dreams and map common interests</td>
</tr>
<tr>
<td>3. Sensing</td>
<td>Nature walk</td>
<td>Silence Walk, nature experience</td>
</tr>
<tr>
<td>4. Presencing</td>
<td>Meditation</td>
<td>Strengthening coordination in team</td>
</tr>
<tr>
<td>4. Presencing</td>
<td>Social dreaming</td>
<td>Share parts of dreams and collective dreams to come</td>
</tr>
</tbody>
</table>
Social Networks
What is a network

• A network exists of a collection of actors which are connected by ‘ties’. These actors, so called ‘nodes’ can be persons, teams, organisations and concepts.

• A social network is a social structure made up of individuals (or organisations) called ‘nodes’, which are tied (connected) by one or more specific types of interdependency, such as friendship, kinship, common interest, financial exchange, dislike, sexual relationship, or beliefs, knowledge or prestige
Type of networks

Formal networks

Informal networks
Social networks: LinkedIn visualisation

http://inmaps.linkedinlabs.com/network
Concepts from social network analysis

- Nicholas Christakis: Our experience with the world depends on the factual structure of our networks and all what flows in these networks.
- Ronald Burt: People focus on activities within their own group and that causes ‘structural holes’ in information flow between these groups.

Bridging the structural holes

- Will lead to new ideas, innovations and borderless opportunities

- How to bridge the structural holes?

- How can change management and leadership support this?
Social Capital

• Social Capital is a sociological concept, which refers to connections within and between social networks
• The concept of Social Capital highlights the value of social relations and the role of cooperation and confidence to get collective or economic results
• The modern emergence of Social Capital concept renewed the academic interest for an old debate in social science: the relationship between trust, social networks and the development of modern industrial society.
• Social Capital is the strategy of getting relations
• Great thinkers are Robert Putnam, Pierre Bourdieu and James Coleman
Connecting Social Capital

• Connecting Social Capital is about the relations between people within groups that are homogeneous
• Best examples are family, good friends and direct neighbours
• Social Capital is the superglue in social networks
Crowdsourcing
Crowdsourcing, Tribes and Co-creation

- Crowdsourcing is the act of outsourcing tasks, traditionally performed by an employee or contractor, to an undefined, large group of people or community (a crowd), through an open call.
- A tribe is a group of people connected to one another, connected to a leader and connected to an idea.
- Co-creation is a form of market or business strategy that emphasizes the development and ongoing realization of mutual firm-customer value.
The sourcing solutions plotted on this model

Purchasing Risk
Is it a standard or a specialized product?

Standard
Specialized

1st generation sourcing
2nd generation sourcing
3rd generation sourcing
4th generation sourcing

Large added value
Less added value

What is the extent to which the product/service adds value for the business?

Leverage
Strategic

Bottleneck
Routine

Business Process Outsourcing
Back Office Outsourcing

Operations Outsourcing
Facilities Outsourcing

Crowd Sourcing
Outsourcing

Workinnovation
Shared Service Centers

Direction for innovative way of organizing capacity together with your customer
Crowdsourcing

• The Crowdsourcing philosophy was first introduced at the turn of the 21st century with James Surowiecki's book The Wisdom of Crowds.

• The term 'Crowdsourcing' was used for the first time in 2006 by Jeff Howe, a portmanteau of the words 'crowd' and 'sourcing'

• Other important thought leaders on Crowdsourcing are Don Tapscott with Wikinomics and Marcowikinomics and Charlene Li and Josh Bernoff with Groundswell

• A more detailed definition was introduced on Wikipedia by Henk van Ess in September 2010 "Crowdsourcing is channeling the experts desire to solve a problem and then freely sharing the answer with everyone"
The most famous peer production with crowd

Wikipedia: About

A general introduction for visitors to Wikipedia. The project also has an encyclopedia article about itself: Wikipedia, and some introductions for aspiring contributors.

Wikipedia (pronounced /ˈwɪkápiːd.i/) is a multilingual, web-based, free-content encyclopedia project based on an openly editable model. The name "Wikipedia" is a portmanteau of the words wiki (a technology for creating collaborative websites, from the Hawaiian word wiki, meaning "quick") and encyclopedia. Wikipedia's articles provide links to guide the user to related pages with additional information.

Wikipedia is written collaboratively by largely anonymous Internet volunteers who write without pay. Anyone with Internet access can write and make changes to Wikipedia articles (except in certain cases where editing is restricted to prevent disruption or vandalism). Users can contribute anonymously, under a pseudonym, or with their real identity, if they choose.

The fundamental principles by which Wikipedia operates are the Five pillars. The Wikipedia community has developed many policies and guidelines to improve the encyclopedia; however, it is not a formal requirement to be familiar with them before contributing.

Since its creation in 2001, Wikipedia has grown rapidly into one of the largest reference websites, attracting nearly 70 million visitors monthly as of January 2010. There are more than 91,000 active contributors working on more than 17,000,000 articles in more than 270 languages. As of today, there are 3,521,051 articles in English. Every day, hundreds of thousands of visitors from around the world collectively make tens of thousands of edits and create thousands of new articles to augment the knowledge held by the Wikipedia encyclopedia. (See also: Wikipedia: Statistics.)

People of all ages, cultures and backgrounds can add or edit article prose, references, images and other media here. What is contributed is more important than the expertise or qualifications of the contributor. What will remain depends upon whether it fits within Wikipedia's policies, including being verifiable against a published reliable source, so excluding editors' opinions and beliefs and unreviewed research, and is free of copyright restrictions and contentious material about living people. Contributions cannot damage Wikipedia because the software allows easy reversal of mistakes and many experienced editors are watching to help and ensure that edits are cumulative improvements. Begin by simply clicking the edit link at the top of any editable page.

Wikipedia is a live collaboration differing from paper-based reference sources in important ways. Unlike printed encyclopedias, Wikipedia is continually created and updated, with articles on historic events appearing within minutes, rather than months or years. Older articles tend to grow more comprehensive and balanced; newer articles may contain misinformation, unencyclopedic content, or vandalism. Awareness of this aids obtaining valid information and avoiding recently added misinformation (see Researching with Wikipedia).

What Wikipedia is not circumscribes Wikipedia's scope. Further information on key topics appears below. Further advice is at Frequently asked questions, advice for parents, or see Whose to ask questions. For help getting started with editing or other issues, see Help:Contents.
LEGO design with crowdsourcing
The results of LEGO crowdsourcing

- 100 LEGO designers ave. age 29
- 300 new LEGO sets p.a.
- Predefined, individual LEGO (play) experiences
- Trying to understand Consumers
- Only product innovation
- Product revenue streams

- 1,000,000 LEGO designers ave. age 9
- 3,000,000 new LEGO sets p.a.
- Self-selected, interactive and social LEGO (play) experiences
- KNOWING the consumer
- Also PROCESS innovation
- Product & SERVICE and EXPERIENCE revenue streams
Fishermen community for collecting data

Vangstenregistratie.nl, 7000 professional fishermen provide the Ministry of Agriculture valuable information on water quality and share their knowledge with 350,000 other fishers.
lens.nl: 70,000 restaurant visitors review 17,000 restaurants, 3,5 million unique visitors, 1 million euro turnover on services
Millions of amateur birdwatchers count birds to analyse collective bird movements
Last.fm online radio station for community members and legally (3euro/mnd) based on your music preferences. Scrobble your iPod with iTunes and last.fm and find new music and get connected with members of the same flavor.
And our Datema Wikipilot project

In 2010/2011 we have worked on a nautical information project with 40 students from three Hanze University schools, Datema development teams, and managers and researchers from the university, with support from Syntens and a community of seafarers as our sounding board. Both the technology and the community are being created in parallel, using an open source approach and the very latest development methodologies, all in a short space of time. At the beginning of 2011 the first prototype applications where ready, and we will be able to begin introducing them and build up the community to use the prototypes and share nautical data.
Four basic principles for developing your Crowdsourcing strategy

Principle 1: People

Is your community ready and how will they participate?
Tip: Use the Change colours and the Groundswell Social Technographic profile
Basic principles for Crowdsourcing

Principle 2: Objectives

What are your goals? Do you want to talk or listen to the community or create energy for solving a problem?

- **Listening**: Listen to your community for research and better understanding of your customers. This goal suits for marketing development.
- **Talking**: Use your community to spread messages about your idea, brand or company. This goal suits to extend digital marketing initiatives and interactive channels.
- **Energizing**: Connect with your most enthusiastic customers and use the community to supercharge the power of their word of mouth. Suits for energizing your brand.
- **Supporting**: Setup a community where customers help and support you and each other. Suits for lowering supports costs or to share limited knowledge or experience.
- **Embracing**: Integrate the ideas of the community into your business and let them help to improve your services and products. Most challenging goal and experience with other goals is needed.
Exercise on crowdsourcing objectives

- Wikipedia is....
- Lego is....
- Fishermen Community is....
- lens is...
- Gardenbird counting is...
- Last.fm is...
- Wikipilot is....

- Supporting, talking, supporting, supporting, talking, embracing and supporting
Basic principles for Crowdsourcing

Principle 3: Strategy

• How do you want to fill in the relationship with you and your community and how will this lead to changes?
• Crowdsourcing works best in steady Social networks and professional peergroups
• How do you reach a higher level of participation?
• What is your role?

- Create a blog
- Publish your own Web pages
- Upload video you created
- Upload audio/music you created
- Write articles or stories and post them

- Post ratings/reviews of products or services
- Comment on someone else’s blog
- Contribute to online forums
- Contribute to/edit articles in a wiki

- Use RSS feeds
- “Vote” for Web sites online
- Add “tags” to Web pages or photos

- Maintain profile on a social networking site
- Visit social networking sites

- Read blogs
- Listen to podcasts
- Watch video from other users
- Read online forums
- Read customer ratings/reviews

Groups include consumers participating in at least one of the indicated activities at least monthly
Basic principles for Crowdsourcing
Principle 4: Technology

What applications are useful and effective?

• Built yourself
  – Socialtext….praktical and fast to use
  – Wordpress….you need patience and to do a lot yourself, but it is nice
  – Sharepoint 2010….is coming, but expensive
  – …

• Ready to use
  – Ning…Easy to step in, but commercial
  – Google…Low entrance and common in use but….where is my data?
  – Winkwaves Kenniscafé..smart in usage but not free. Several pilots at Hanze University at this moment
  – …
How do you direct crowdsourcing?

In crowdsourcing you can not manage all and get full grip: the community is leading.
Seth Godin’s Tribes principles
Basic information for creating communities and tribes

• A group needs only two things to be a tribe: a shared interest and a way to communicate
• There’s an explosion of tools to help lead the tribes we’re forming. All of it is worthless if you don’t decide to lead.
• Everyone is a leader. Without leaders, there are no followers. You’re a leader. We need you!
• Managers make widgets, leaders make change
• Leaders use passion and ideas to lead people. They don’t care much for organizational structure

http://www.ted.com/talks/seth_godin_on_the_tribes_we_lead.html
You can create a micromovement ...

1. Publish a manifesto
2. Make it easy for your followers to connect with you
3. Make it easy for your followers to connect with one another
4. Realize that money is not the point of a movement
5. Track your progress
Set Godin’s rules for Tribes

- Connect
- Create meaning
- Make a difference
- Be noticed
- Matter
- Be missed
Video on Leadership and creating a Tribe

http://www.youtube.com/watch?v=fW8amMCVAJQ
Change Management and Crowdsourcing

- It is important to know your own color and profile and the one for the crowd
- Crowdsourcing is mostly green and white and will collide with dark yellow and blue
- The art lies in taking into account the differences and look for the passions and bond subjects (peering)
- And thus create confidence and energy
- Small steps with visible results
- Release and share a lot, it takes time
# Something about birth generations

<table>
<thead>
<tr>
<th>Characteristics</th>
<th>Baby boomers</th>
<th>Generation X</th>
<th>Generation Einstein</th>
</tr>
</thead>
<tbody>
<tr>
<td>Outlook</td>
<td>Protesters</td>
<td>Critical and cynical</td>
<td>Positive</td>
</tr>
<tr>
<td>Background circumstances</td>
<td>Post-war reconstruction</td>
<td>Economic depression and rise of consumer society</td>
<td>Growth, advancement and prosperity</td>
</tr>
<tr>
<td>Ideals</td>
<td>Many ideals</td>
<td>Ideological vacuum</td>
<td>Traditional ideals</td>
</tr>
<tr>
<td>Spirit</td>
<td>Enthusiastic</td>
<td>Put things into perspective</td>
<td>Serious</td>
</tr>
<tr>
<td>Personality development</td>
<td>Search for personality</td>
<td>Personality is construct</td>
<td>Personality is real</td>
</tr>
<tr>
<td>Identity</td>
<td>Separate from parents and authority</td>
<td>Need to belong</td>
<td>True to themselves</td>
</tr>
<tr>
<td>Computer use</td>
<td>Later in life. Searches, e-mails, surfing</td>
<td>Involved in its launch. Surfing, e-mailing, applications, searches</td>
<td>Grown up with it. Computer is a social tool</td>
</tr>
<tr>
<td>Social media use</td>
<td>Beginning to develop communities with peer group. Becoming important crowdsourcing target group re: lack of knowledge</td>
<td>Beginning to share knowledge and the trendsetters are adopting social media</td>
<td>Chatting, blogging, gaming, sharing and continuously online and using social media</td>
</tr>
</tbody>
</table>
Some conclusions on the birth generation

• Generation Einstein paves the way in community formation via the internet
• Generation Babyboom will follow fast because of lots of free time and needs for social connection and peergroup
• And a quick indication on the change colors
  – Generation Babyboom: Average Change color Yellow and Blue
  – Generation X: Average Change color Blue, Red and Green
  – Generation Y: Average Change color Red, Green and White
• Creating a Tribe or Crowdsourcsource community is dominant change colour white and green
  – so now you can figure out what interventions and attraction strategy you should make to get the crowd of different generations involved in your Tribe or Crowdsourcsource community
Social Media
Social Media is supportive to Crowdsourcing

- Experiment yourself, starting is simple but long term usage is hard to keep on doing (70% Twitter users hooked after a few weeks off or only have few followers)
- Essential in supporting and for contact with members of your community, tribe and peer
- Essential in gathering trend information and data (lots of tools)
- You will see how similar your own groundswell and change profile will work
What is Social Media

- Social Media is any tool or service that uses the internet to facilitate conversations

Or better

- Social Media is the democratization of information, transforming people from content readers into publishers. It is the shift from a broadcast mechanism, on-to-many, to a many-to-many model, rooted in conversations between authors, people and peers

Brian Solis
Social Media is all about change!
Which social media most worldwide

An improvement to our geographical assignment was applied retroactively from 1/1/2011. Learn more

Facebook, Twitter, Hyves, Google+
Which social media most regional (Netherlands)

Link to Google Trend analysis
Gartner analyse emerging technologies

Expectations

Activity Streams
Wireless Power
Social Analytics
Group Buying
Gamification
3D Printing
Image Recognition
Context-Enriched Services
Speech-to-Speech Translation
Internet of Things
Natural Language Question Answering
Mobile Robots

"Big Data" and Extreme Information Processing and Management

Social TV

Video Analytics for Customer Service
Computer-Brain Interface
Quantum Computing
Human Augmentation
3D Bioprinting

Technology Trigger
Peak of Inflated Expectations
Trough of Disillusionment
Slope of Enlightenment
Plateau of Productivity

Years to mainstream adoption:

- less than 2 years
- 2 to 5 years
- 5 to 10 years
- more than 10 years
- obsolete

Source: Gartner (July 2011)
The law of diffusion of innovation

Prof. Everett Rogers 1962
And the law of participation inequality

In Internet culture, a lurker is a person who reads discussions on a message board, newsgroup, chatroom, file sharing, listening to people in VOIP calls such as Skype and Ventrilo or other interactive system, but rarely or never participates actively (Ridings, Gefen & Arinze, Psychological Barriers: Lurker and Poster Motivation and Behavior in Online Communities 2006)
Combine the law of innovation and participation levels
The Social Media prism of Brian Solis

http://www.theconversationprism.com/high-res/
The Social Media prism of Brian Solis

http://www.theconversationprism.com/high-res/
Research with Social Media

- Twitter Mood research Prof. Johan Bollen: http://www.youtube.com/watch?v=r5dxYc3pD5Y
The Golden circle and your Social Media Brand

1. How to find the right information?
2. How to connect to the right networks with valuable data?
So what is your social media brand?

Finding the Right Presence

<table>
<thead>
<tr>
<th>PERSONAL &amp; PRIVATE</th>
<th>PROFESSIONAL &amp; PRIVATE</th>
<th>PERSONAL &amp; PUBLIC</th>
<th>PROFESSIONAL &amp; PUBLIC</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Family &amp; Friends</strong></td>
<td><strong>Work Colleagues</strong></td>
<td><strong>Society</strong></td>
<td><strong>Professional Peers</strong></td>
</tr>
<tr>
<td><strong>MESSAGE</strong></td>
<td><strong>MESSAGE</strong></td>
<td><strong>MESSAGE</strong></td>
<td><strong>MESSAGE</strong></td>
</tr>
<tr>
<td>I want to keep in touch with you.</td>
<td>I am a team player, and I want to collaborate with you.</td>
<td>I am passionate about ideas and want to share them with you.</td>
<td>I am competent and growing professionally.</td>
</tr>
<tr>
<td><strong>GOALS</strong></td>
<td><strong>GOALS</strong></td>
<td><strong>GOALS</strong></td>
<td><strong>GOALS</strong></td>
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<tr>
<td><strong>SAMPLE SOCIAL MEDIA TOOLS</strong></td>
<td><strong>SAMPLE SOCIAL MEDIA TOOLS</strong></td>
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<td><strong>SAMPLE SOCIAL MEDIA TOOLS</strong></td>
</tr>
<tr>
<td>Facebook</td>
<td>Yammer and other corporate platforms</td>
<td>blogs, YouTube, Twitter</td>
<td>LinkedIn, Twitter, and sector-specific communities</td>
</tr>
</tbody>
</table>

Source: HBR article November 2010; What’s Your Personal Social Media Strategy, Soumitra Dutta
And our first analysis of ProjectxHaren
Harvest of 2012:
Two research projects, two reports

Social Media Lab
The benefits of monitoring social media
Walter Oosterhof & Dirk Pieter van Dis
4/26/2012

The road to the Social Media Lab
From talk to action
Eemde Jan Rijnaas & Walter Oosterhof
7/4/2012
Model of the Social Media Lab

**Phase 1**
- What's the source?
- Source collecting
  - LinkedIn
  - Platforms
  - Twitter

**Phase 2**
- How do you obtain the data?
- Monitoring
  - Tools

**Phase 3**
- What do you want to know?
- Analyse
  1. Listen
  2. Measure
     - Analysis
     - Understand
  3. Engagement
     - Response

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Action

Governance policy
# Overview of SML tooling

<table>
<thead>
<tr>
<th></th>
<th>Brand React</th>
<th>Social media check</th>
<th>Alterian SM2</th>
<th>Tweet reach</th>
<th>iMonitoring</th>
<th>Clipit</th>
<th>Trace buzz</th>
<th>OBI4wan</th>
<th>Buzzcapture</th>
<th>Coosto</th>
<th>Radian6</th>
</tr>
</thead>
<tbody>
<tr>
<td>Real time</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
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<td>Yes</td>
<td>Yes</td>
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<td>Geographic filter</td>
<td>Yes</td>
<td>No</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
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<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
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<tr>
<td>Demographic filter</td>
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<td>Yes</td>
<td>Yes</td>
<td>No</td>
<td>Yes</td>
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<td>Sentiment</td>
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<td>Keyword filtering</td>
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<td>Yes</td>
<td>Yes</td>
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<td>Yes</td>
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<tr>
<td>Social Media</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Only Twitter</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
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<td>filtering</td>
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SML as accelerator for education

Knowledge and insight of open (public) data

Social Media Adoption Curve

1-way → 2-way

education

observation

broadcast

participation

relationships

take value → add value

collaboration

SML research area
First results at september 21th
#projectxharen
Retweets from 4 to 5 pm

About 12 minutes
Twitter mentions

Open Data and The Social Media Lab
Project X Haren

Mediavolume over de tijd

23 september 2012

nieuws

social media

Twitter

social media

2 dagen

Twitter

2 dagen

By Olga Kruidhof (Social Matters)
Most retweeted

#projectx
#haren
#projectxharen
#bieber
#slechtegrappen
#project
#ns
#facebook
#merthe
#feestje
Male or female?
Where do tweets come from?

- Netherlands
- Groningen, Provincie Groningen, Netherlands
- Amsterdam, North Holland, Netherlands
- Rotterdam, South Holland, Netherlands
- North Holland, Netherlands
- Provincie Groningen, Netherlands
- Assen, Provincie Drenthe, Netherlands
- Utrecht, Provincie Utrecht, Netherlands
Dare to Ask…

• We are now starting stage two of Hanze Socia Media Lab with implementing tooling and analyzing methods

• Who will join us with research the next months?
Learning and sharing is essential

The illiterate of the 21st century are not those who can not read and write, but those who can not unlearn, share and collaborate

Alvin Toffler
Chaos is needed for breakthrough!

If a cluttered desk says something about a messy mind what does a blank desk say then?

Einstein
Feedback on yourself is good!

Work hard, play hard, rest hard.
Life with passion

Anthony Robbins