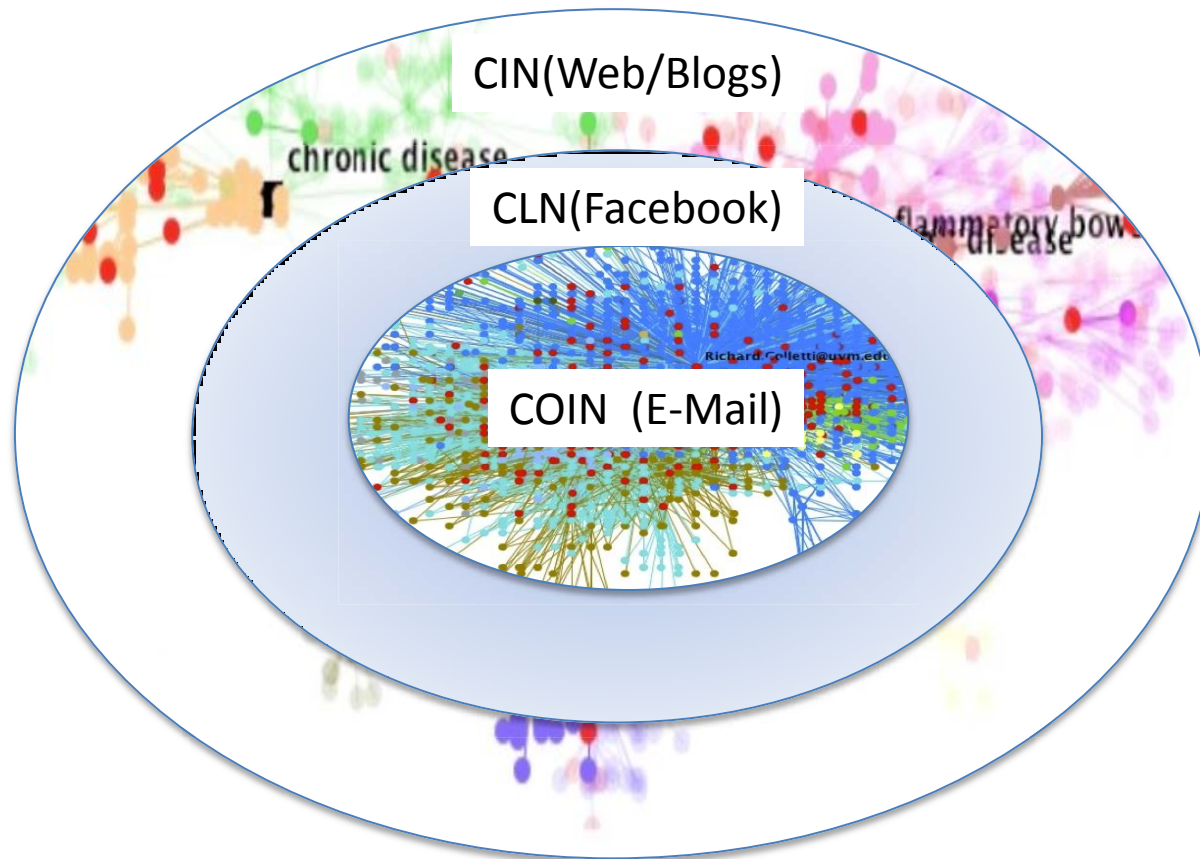


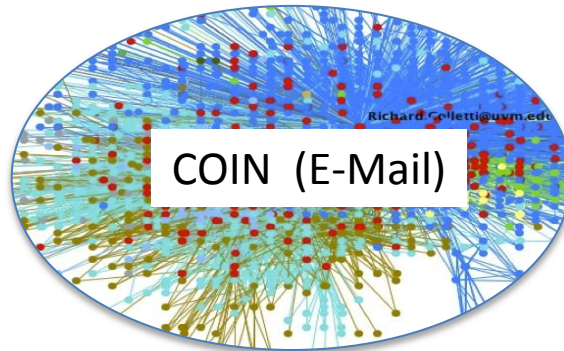
# **COINs<sup>3</sup>**

## **Analyzing Collaborative Care Networks (C3N)**

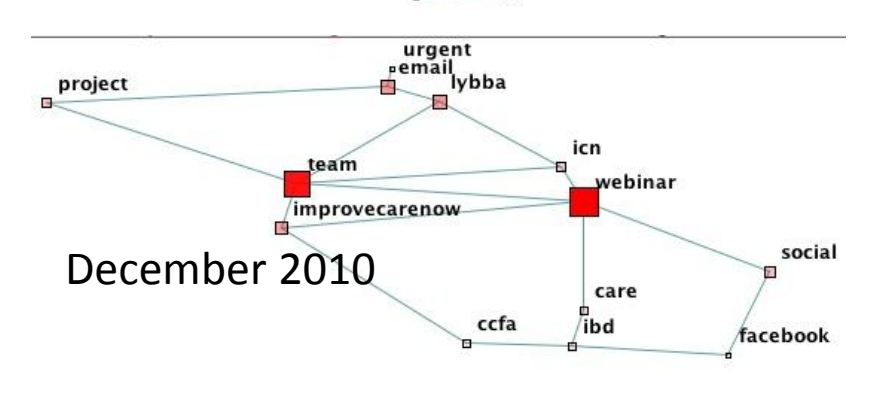
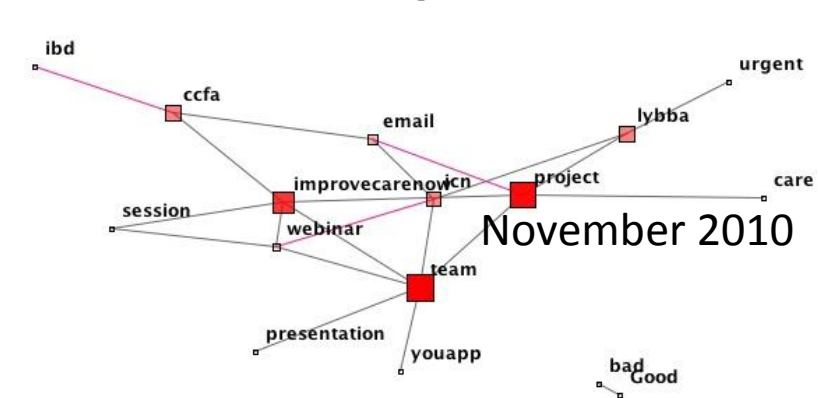
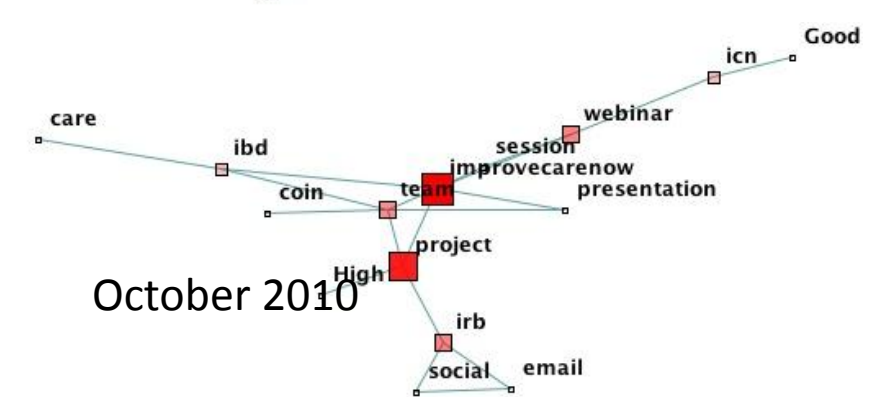
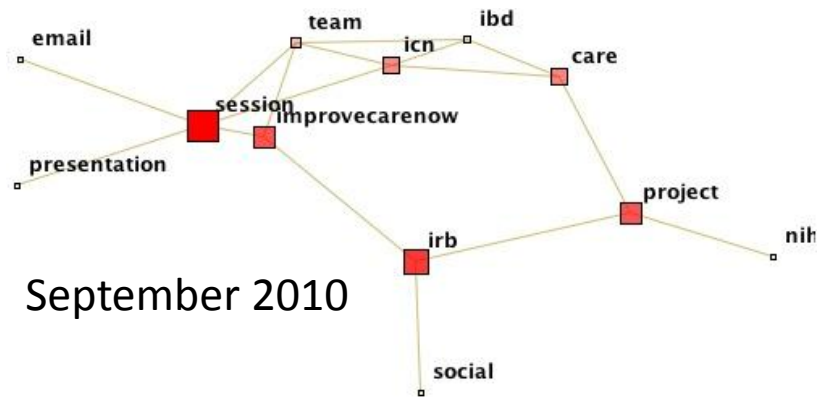
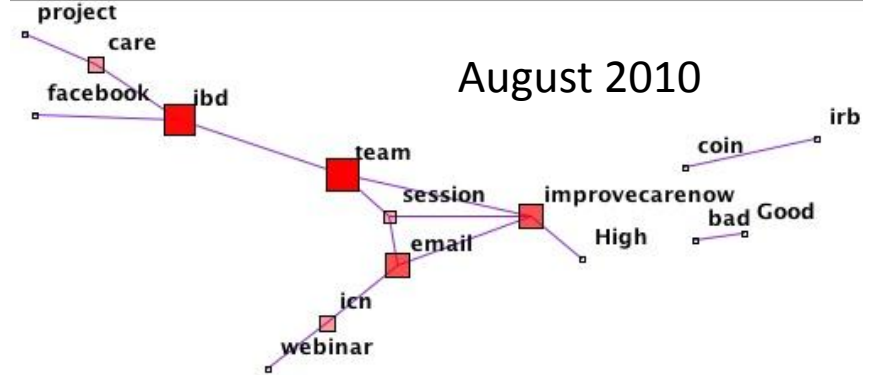
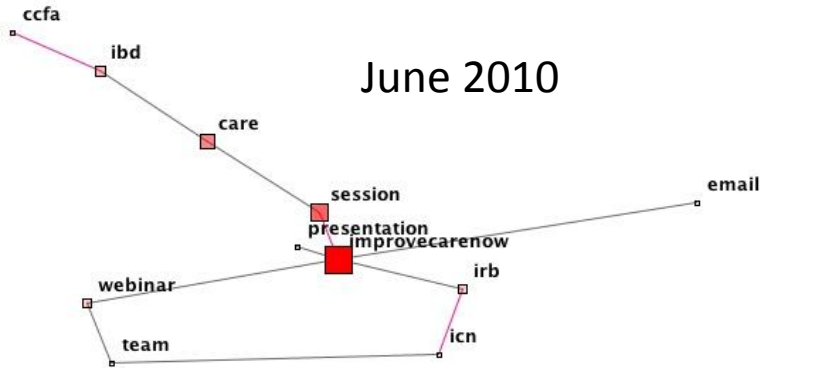
**Peter A. Gloor**



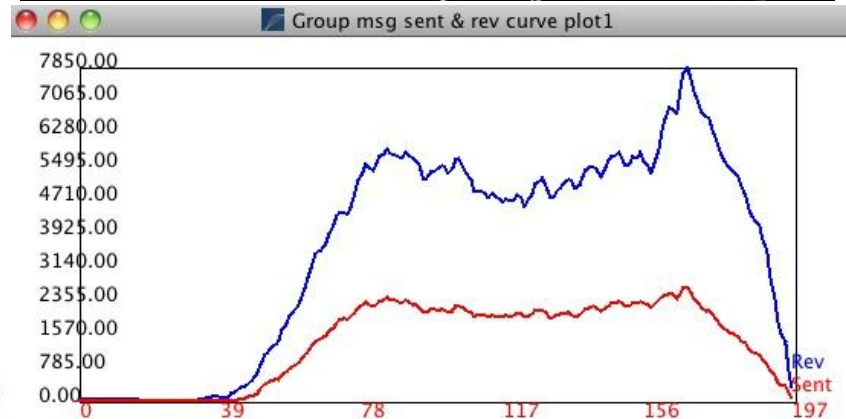
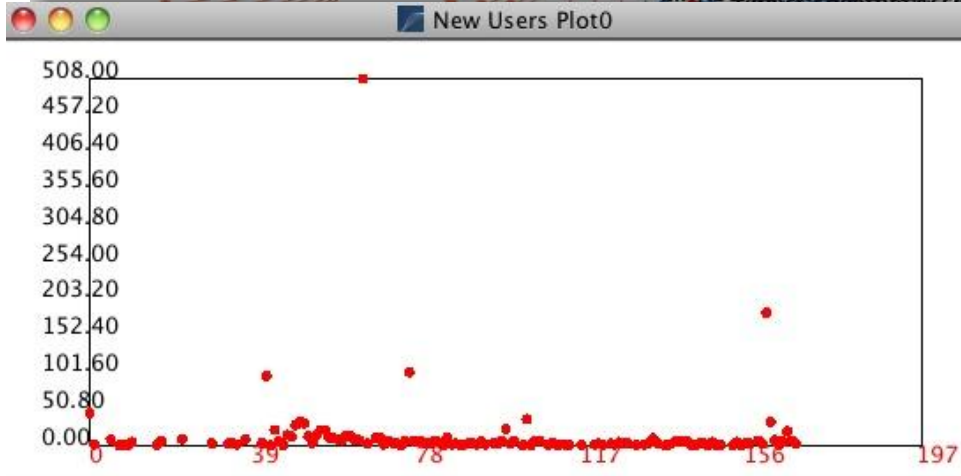
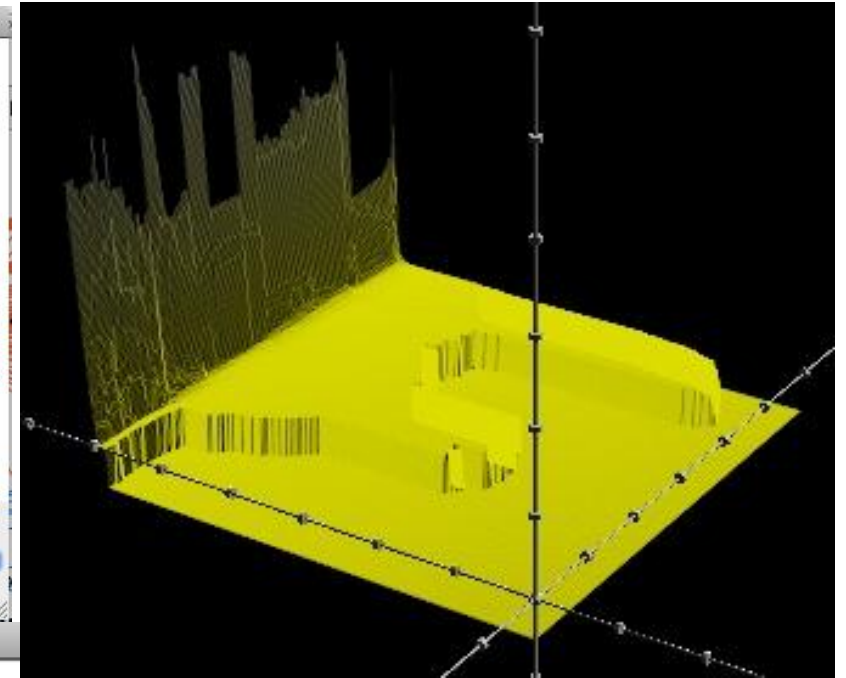
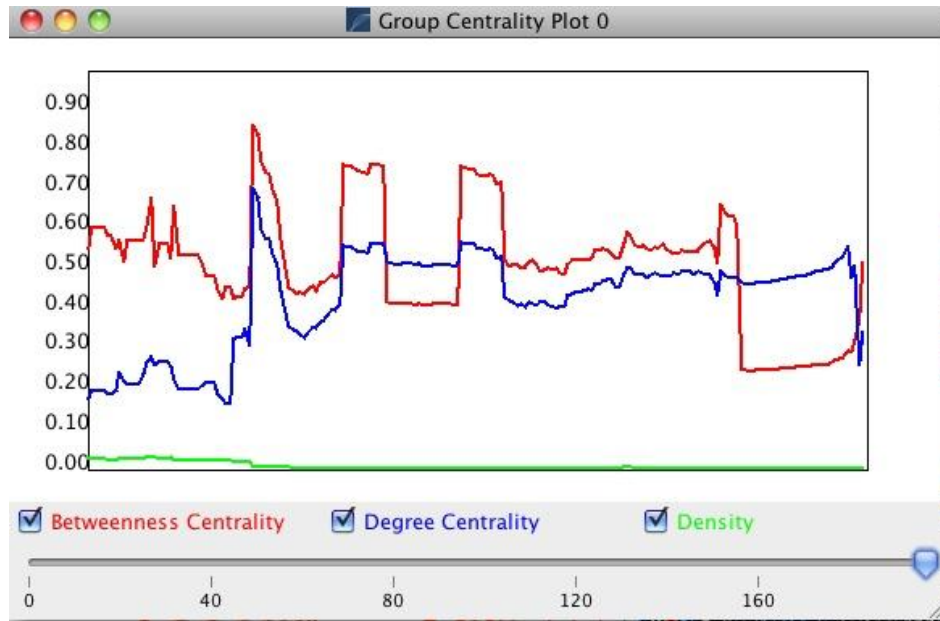
# COINs<sup>1</sup>



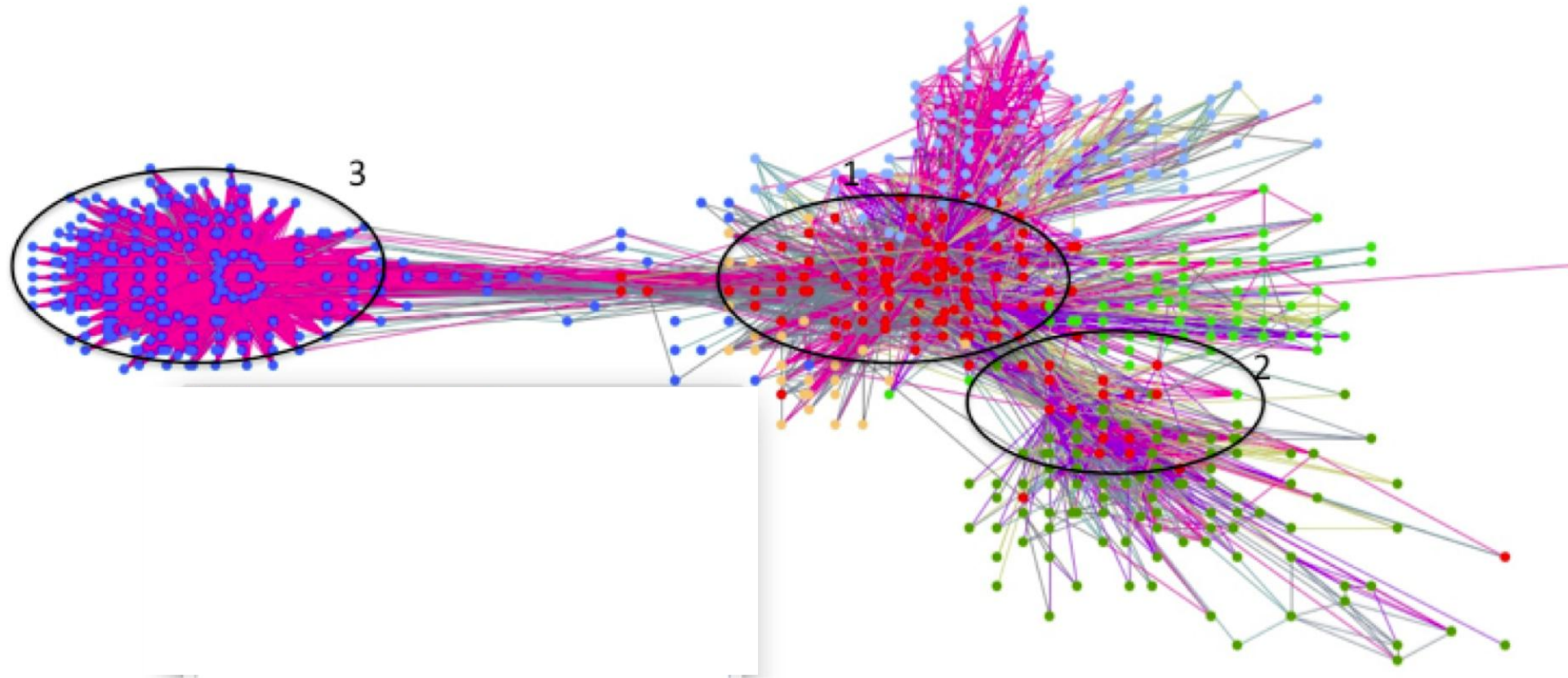
# Month-by-Month (contents)



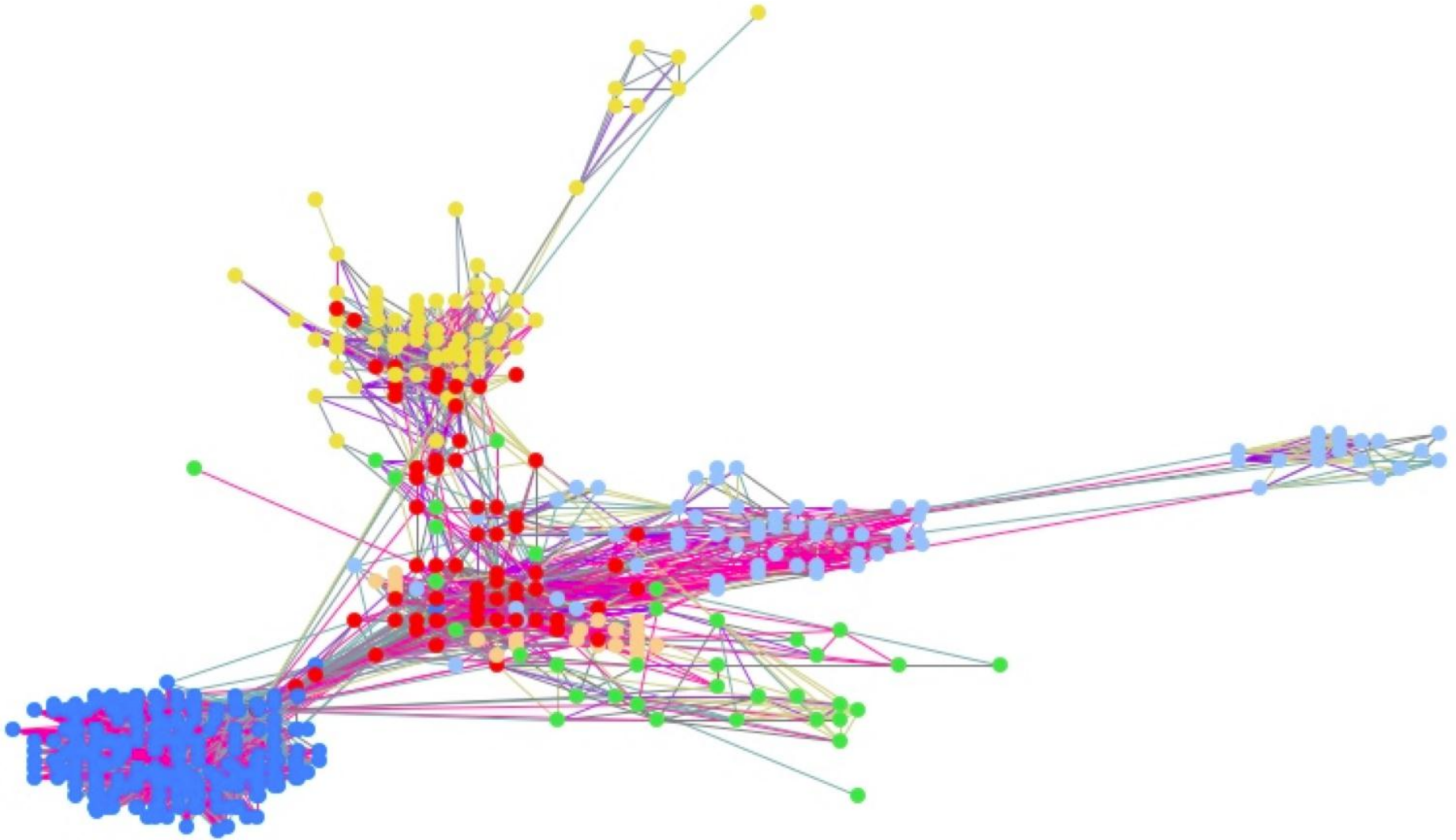
# Team View



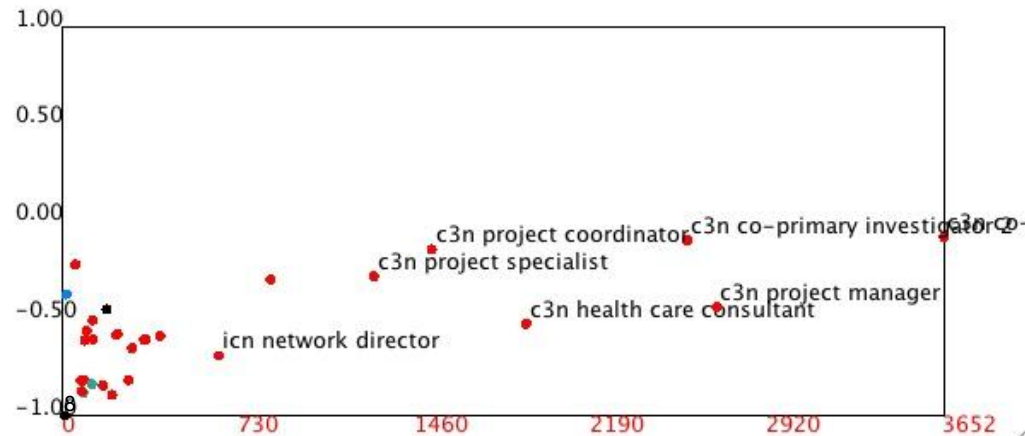
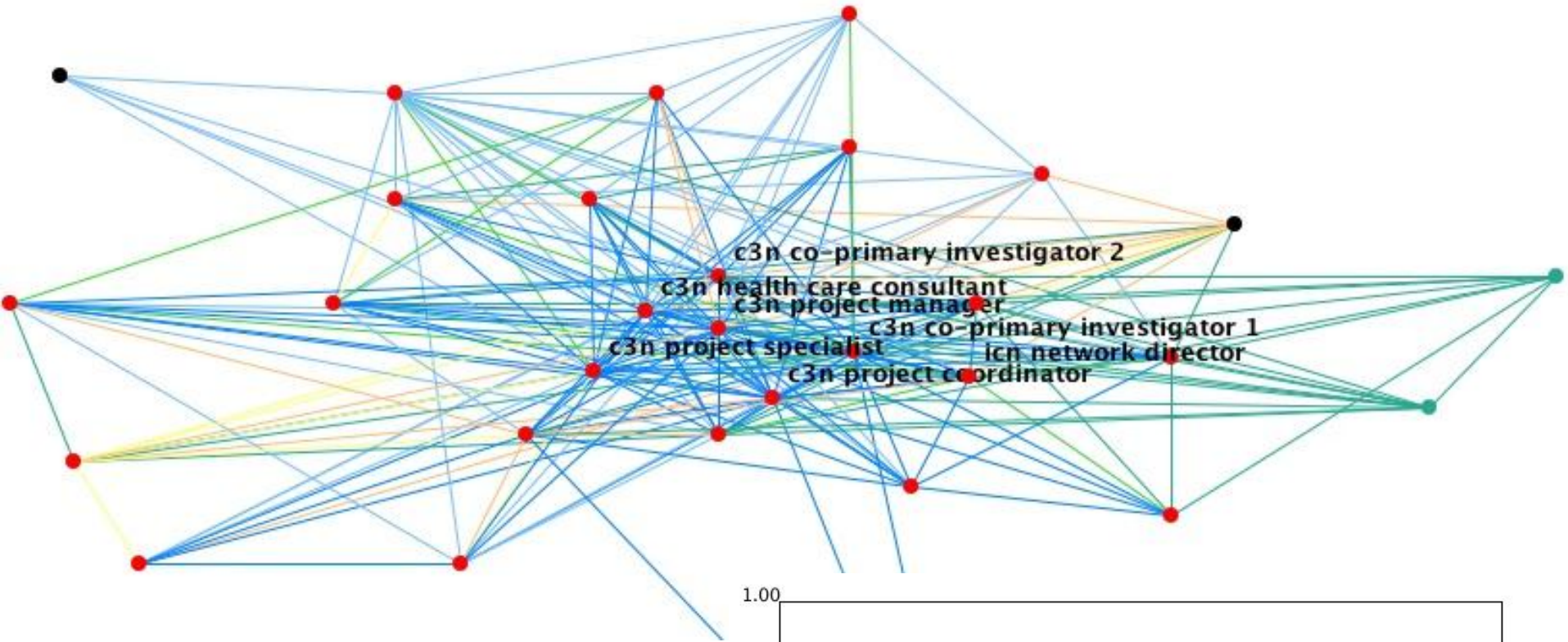
# Team View



# Team View without Mailbox Owners

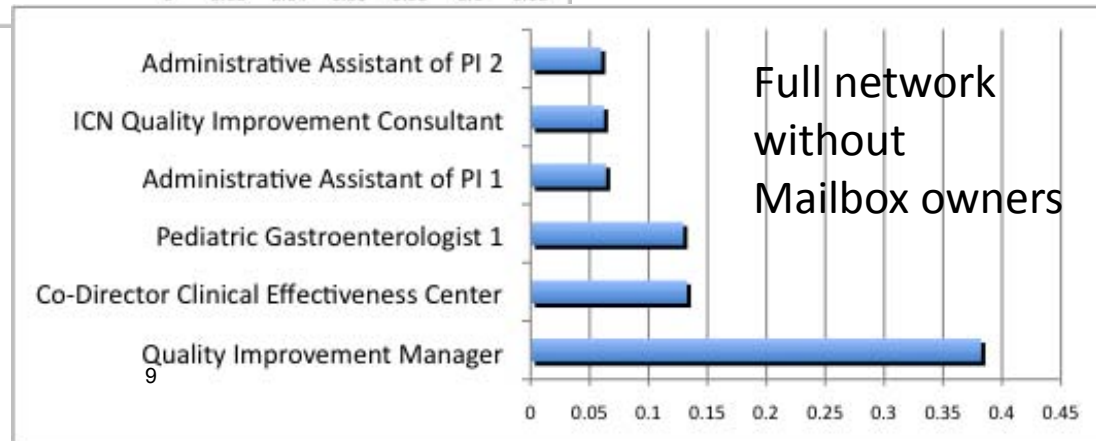
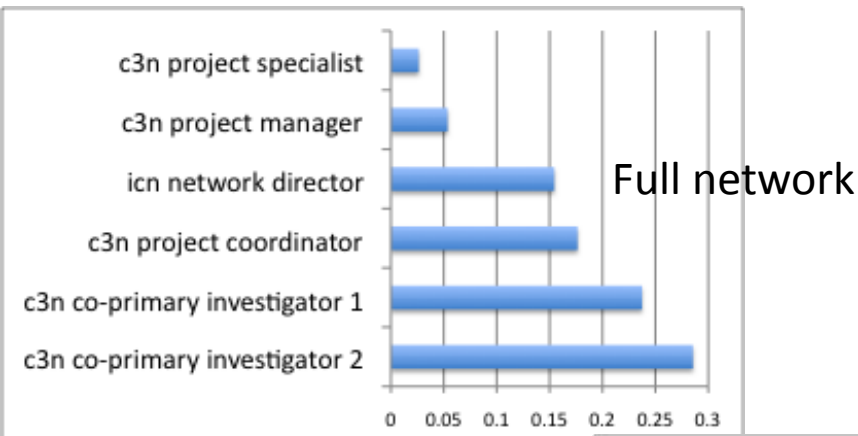


# 34 Key Project Members

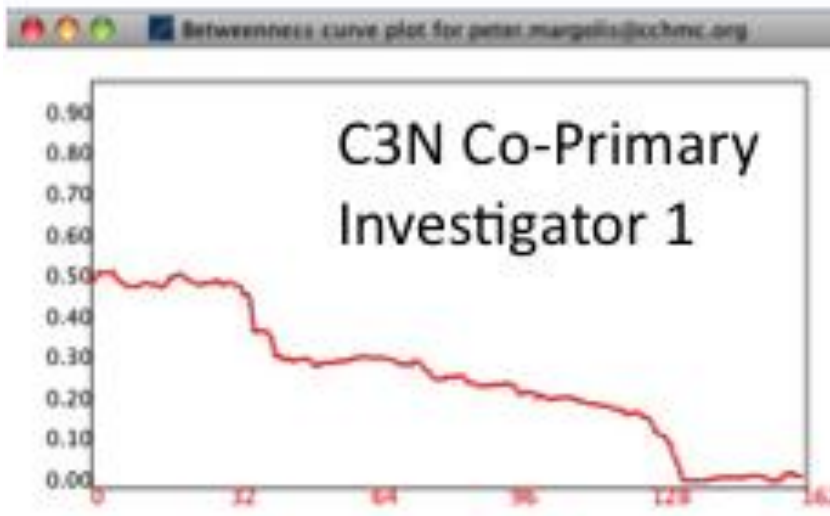




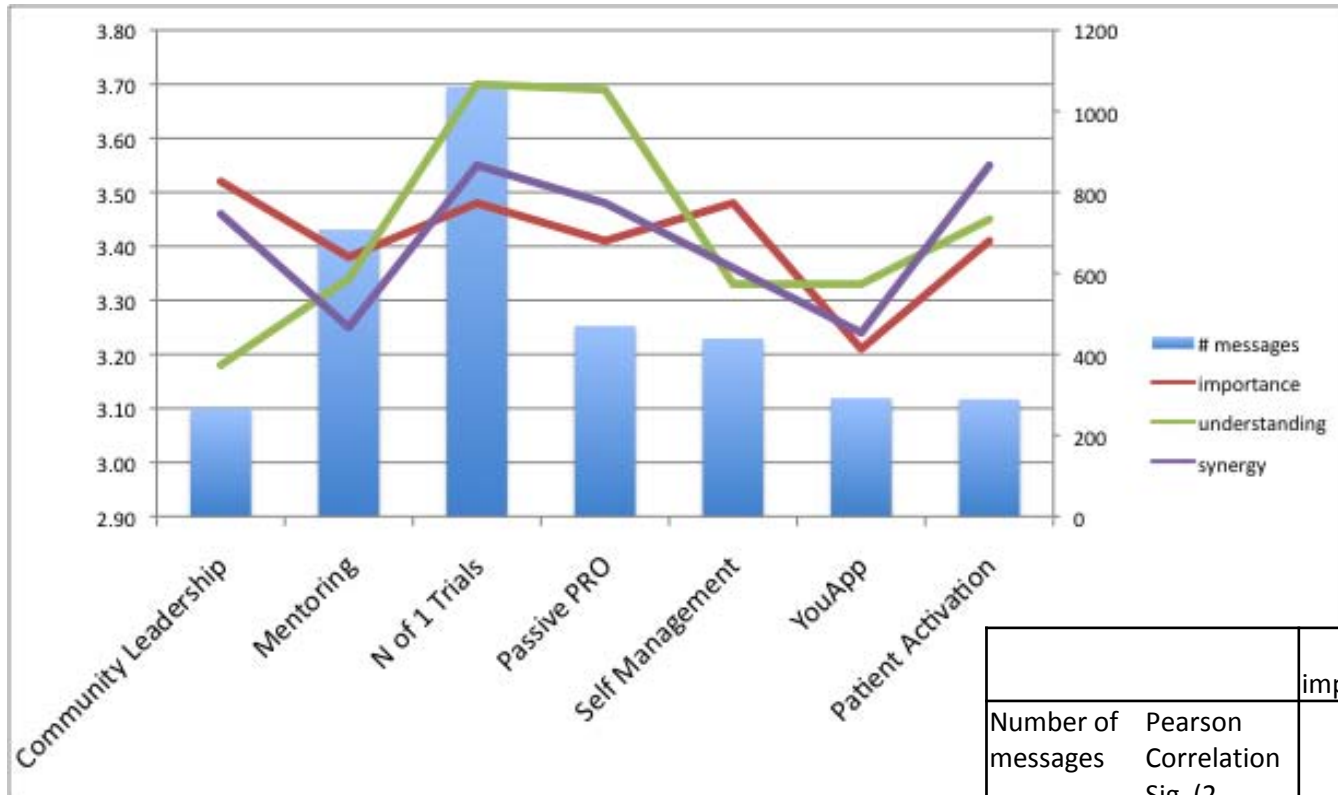
# Betweenness of key members



# Temporal betweenness of key people



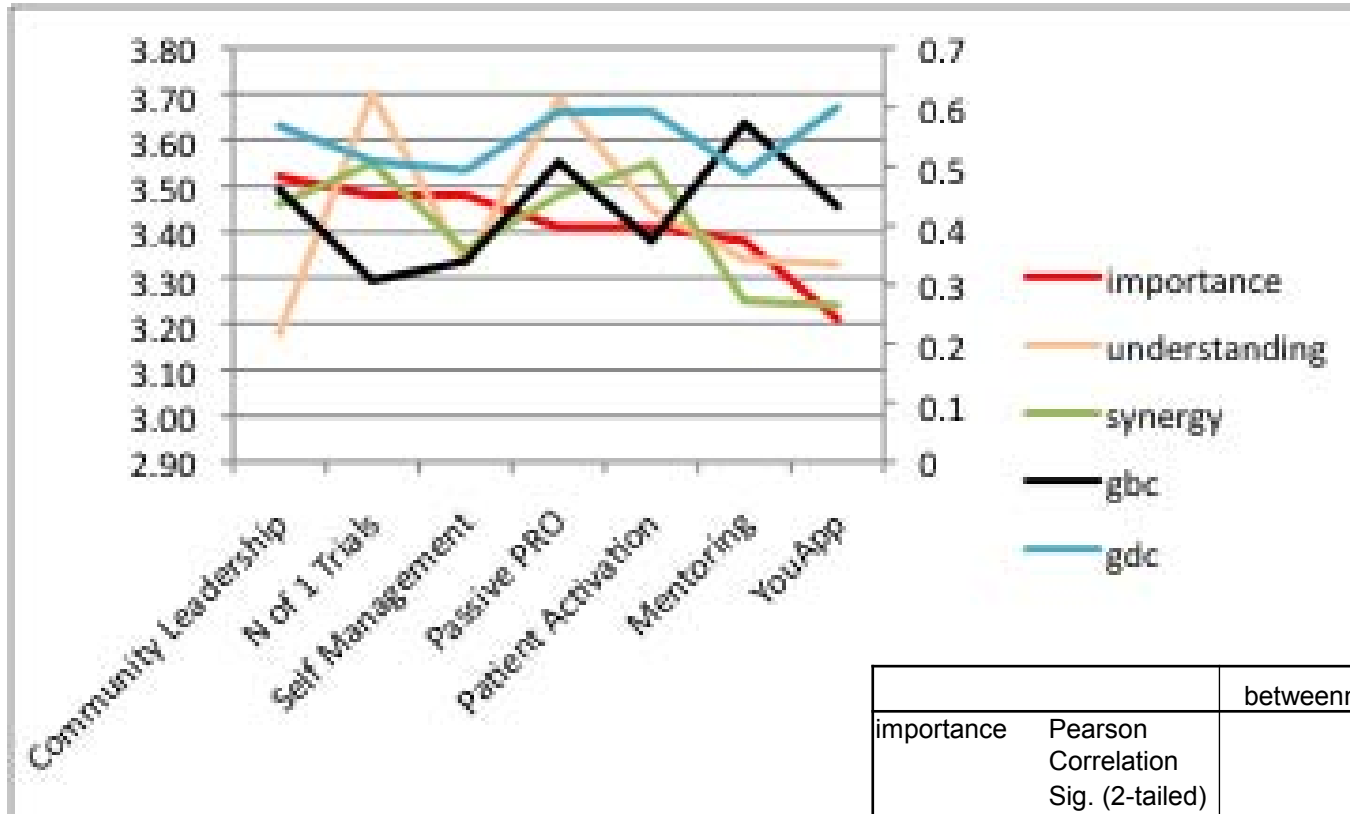
# Communication and Success of Prototypes



The more messages exchanged, the higher the Understanding about the prototype

		importance	understanding	synergy
Number of messages	Pearson Correlation	0.251	0.602	0.176
	Sig. (2-tailed)	0.587	0.152	0.706
	N	7	7	7
importance	Pearson Correlation		0.059	0.627
	Sig. (2-tailed)		0.901	0.132
	N		7	7

# SNA Metrics and Success of Prototypes



The less centralized the network, the higher the Importance of the prototype

		betweenness	degree	density
importance	Pearson			
	Correlation	-.281	-.421	-.214
	Sig. (2-tailed)	.541	.347	.645
	N	7	7	7
understanding	Pearson			
	Correlation	-.233	.036	-.055
	Sig. (2-tailed)	.615	.938	.907
	N	7	7	7
synergy	Pearson			
	Correlation	-.494	.209	.207
	Sig. (2-tailed)	.260	.653	.656
	N	7	7	7

# COINs<sup>2</sup>

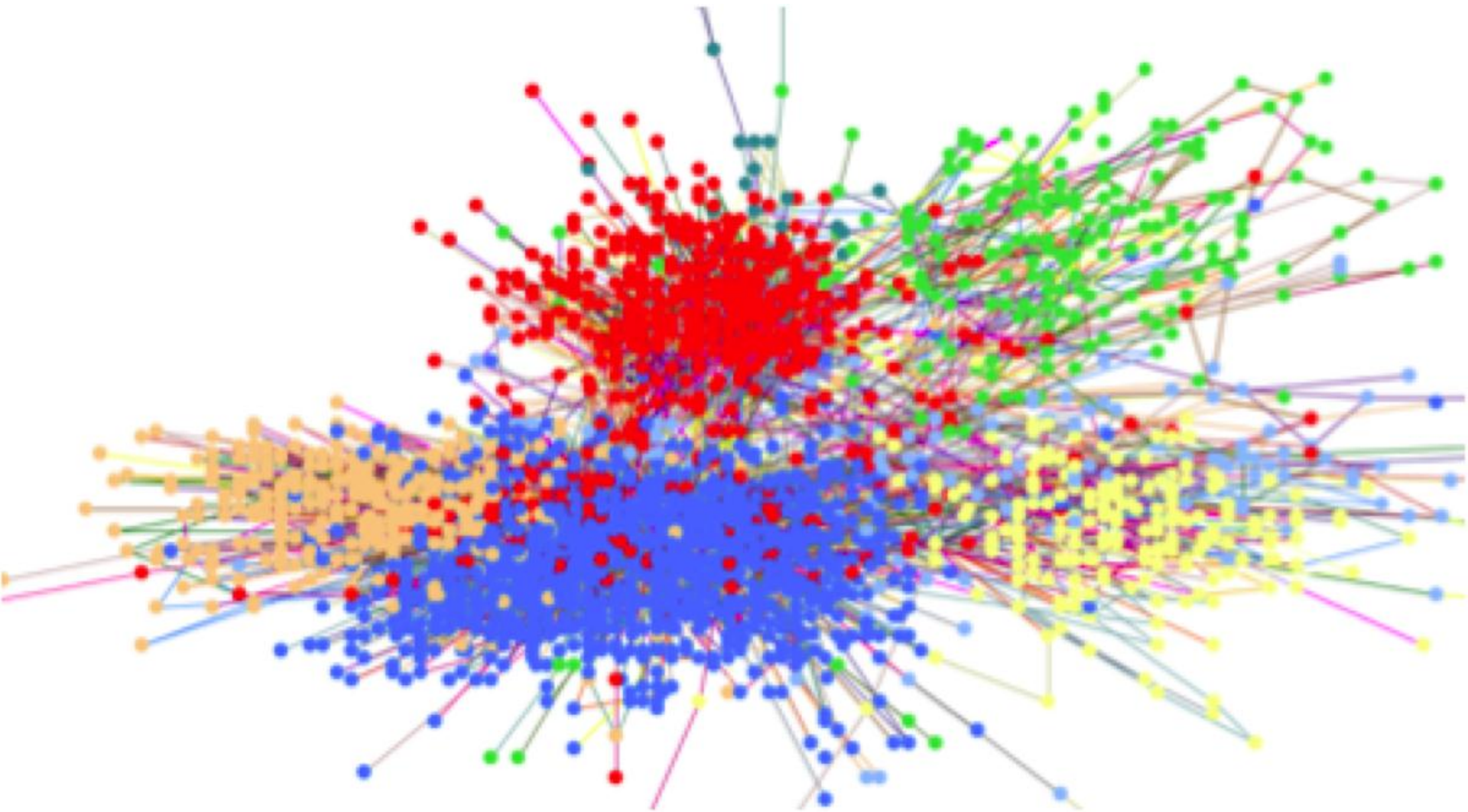


CLN(Facebook)

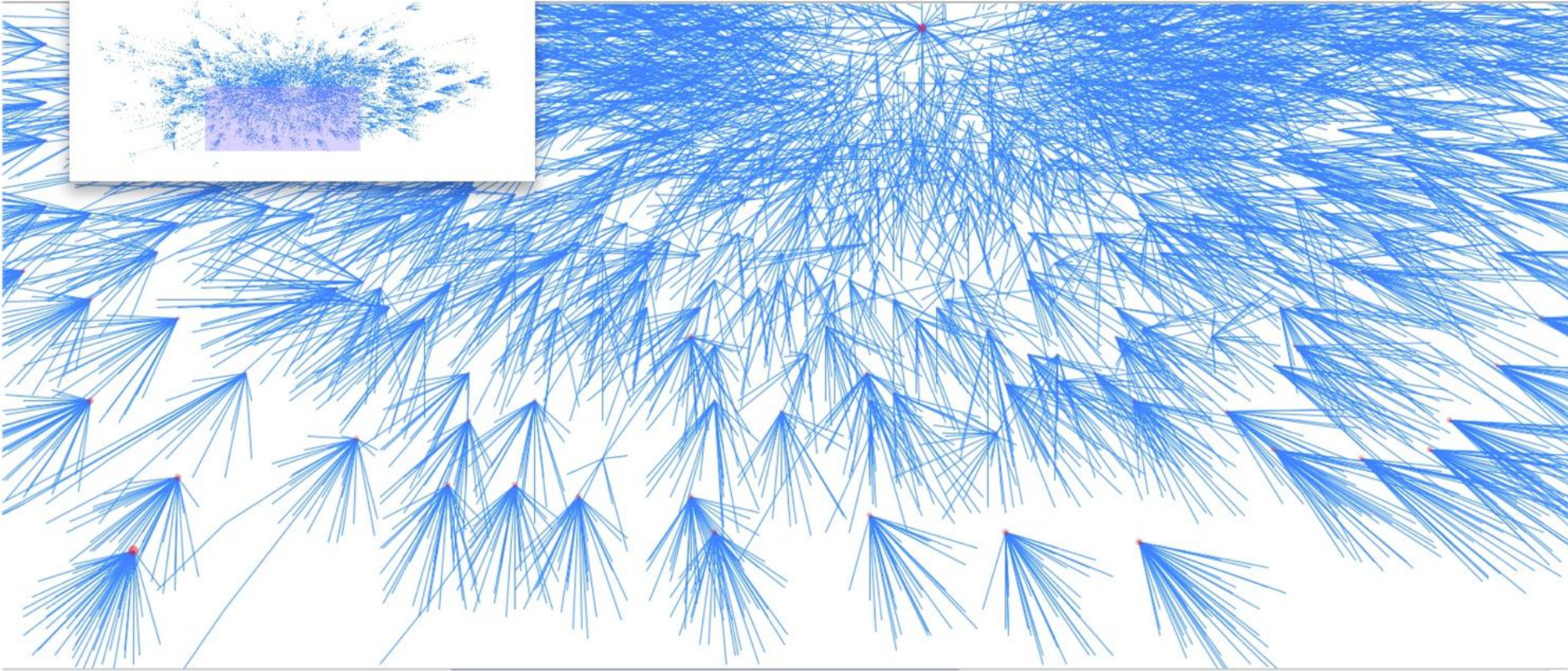
# 7 Facebook groups about Crohn's

	Friendship Network	Discussion Network
<b>Crohn's Disease and IBD</b>	9245	1119
<b>Fight Against Crohn's Disease</b>	10037	171
<b>Crohn's Disease</b>	1251	237
<b>Crohn's Disease, Ulcerative Colitis and IBD – UK Group</b>	(2728)	396
<b>People with or know someone suffering with Crohn's disease</b>	(1117)	31
<b>Crohn's and Colitis Foundation of Canada (CCFC)</b>	(3132)	370
<b>People who live or support people with ulcerative colitis</b>	(1565)	225

# Discussion Networks (unconnected)

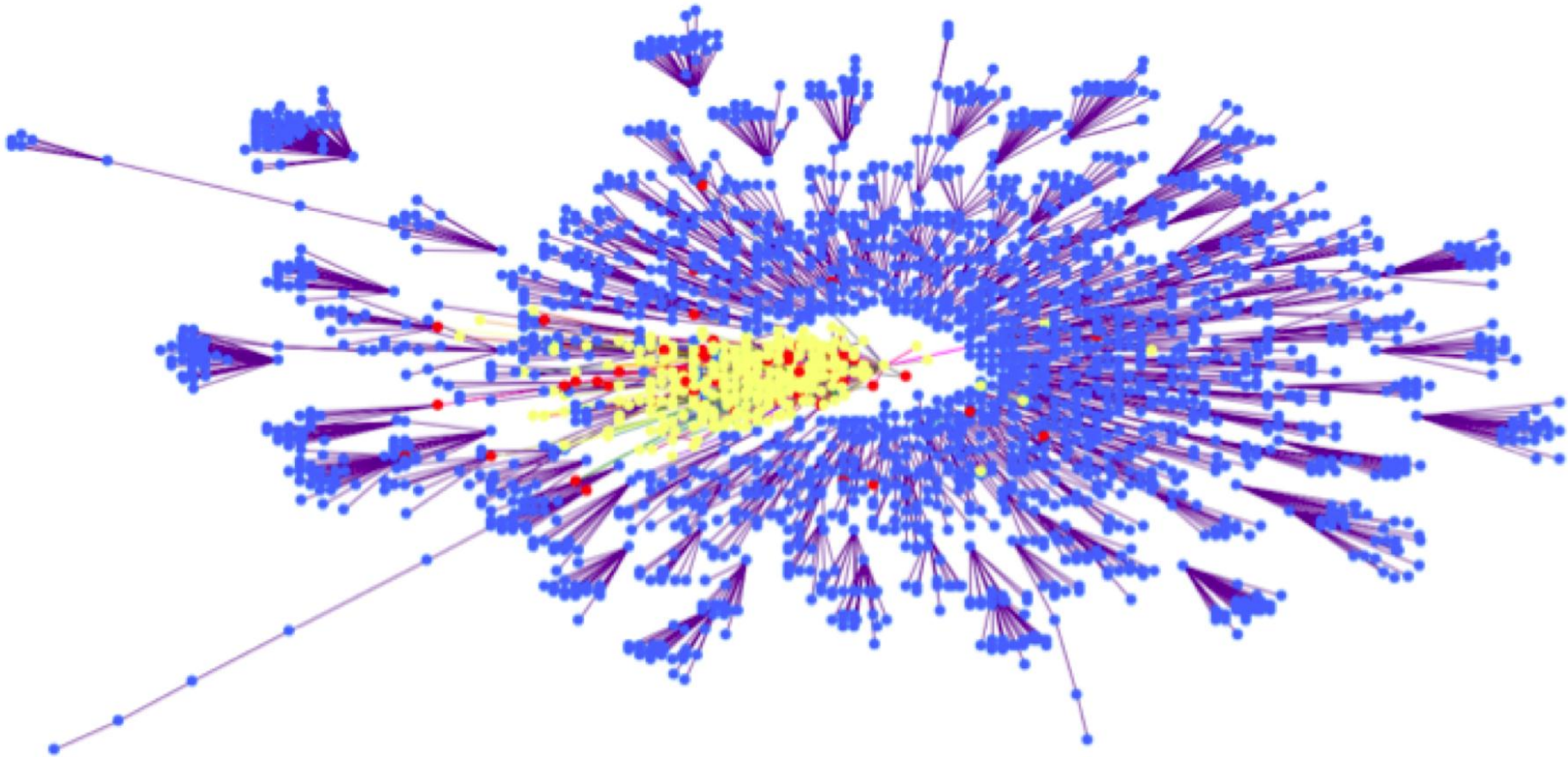


# Friendship Networks (unconnected)





# Combined Friendship & Discussion



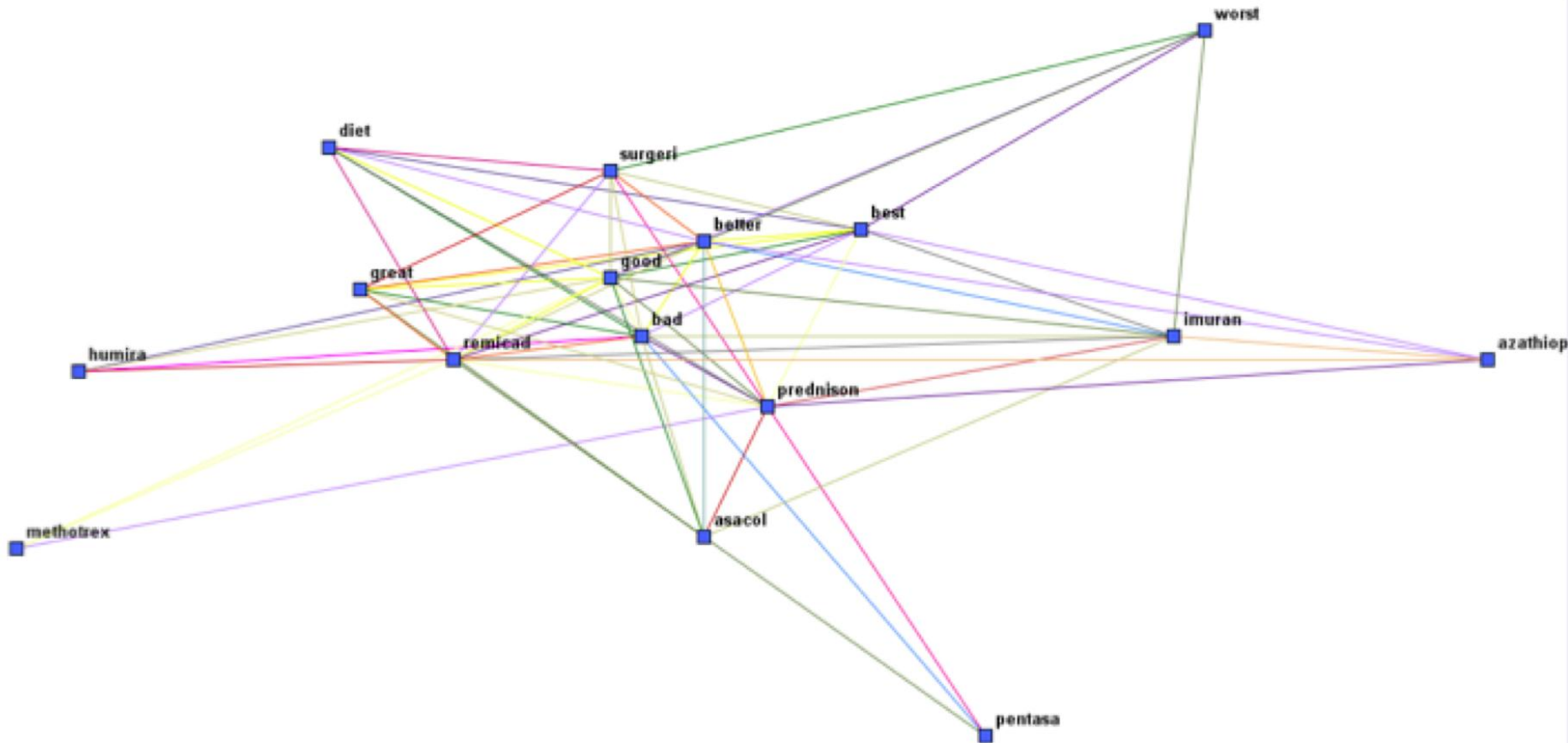
Facebook Fan Page “Crohn’s Disease and IBD”, top 5000 people by degree

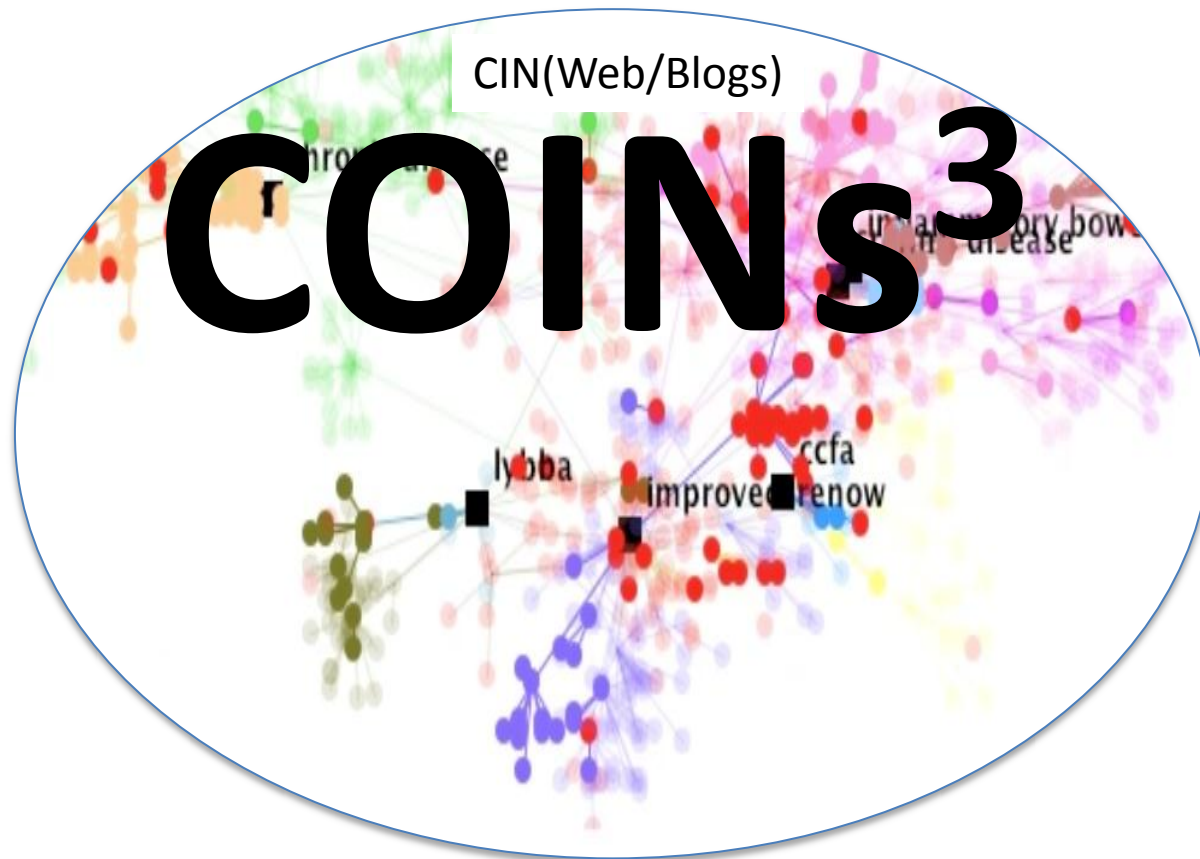
# Tag Cloud of girl & mom

become bestfriend **cant** change chat everything forget  
friend gets **girl hate** hey hi im join laugh life  
**love** oh paper pen **people** person phone questions  
realising really **school** seconds shut **sit**  
**someone something** status **stop** sun talking test text  
things think twilight type used walk watch wrong yeah year yes

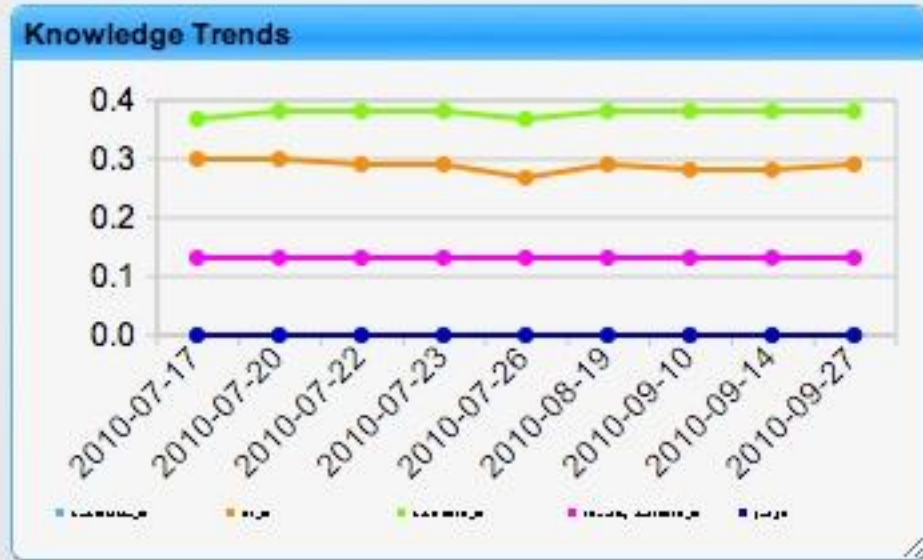
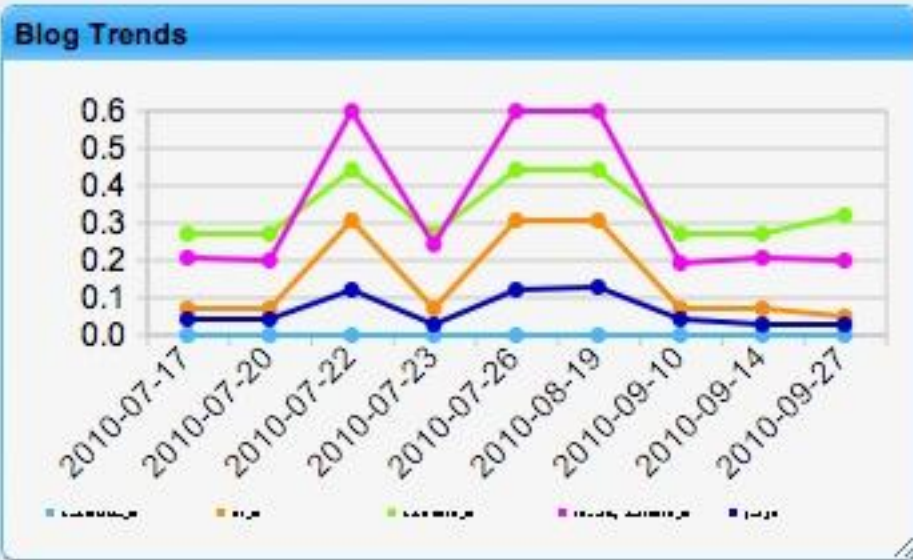
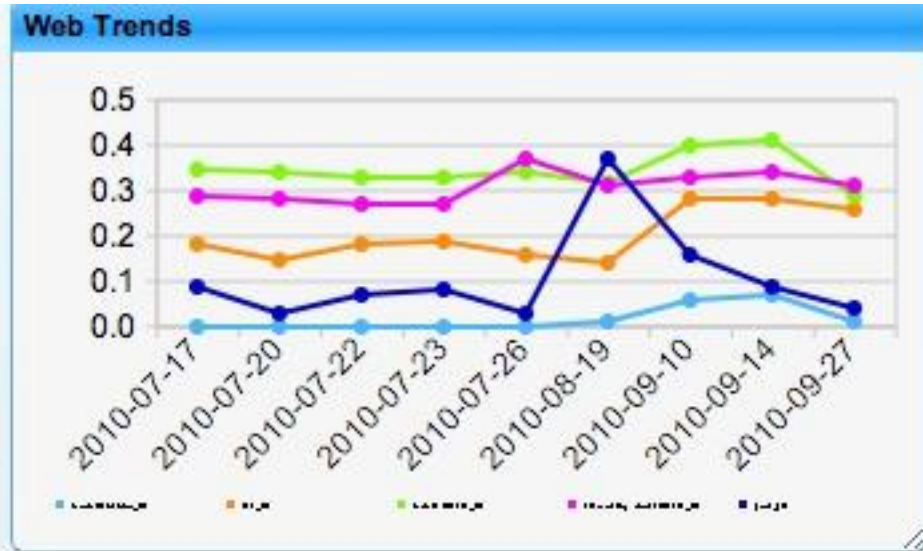
accidentally america animals bet better blaming **button**  
canada cking **crohn** curvy **disease**  
doo dreambig duct enough everything faceb fans farmville fix  
**girls idiot** join keep killing life lupus machines  
measurement nurses pants pedofiles **people** pull ron  
shitload shitmydadsays skinny soups standardized survivor team test thank told  
treasure vancouver welcome whoop-dee

# Key terms on Facebook Wall



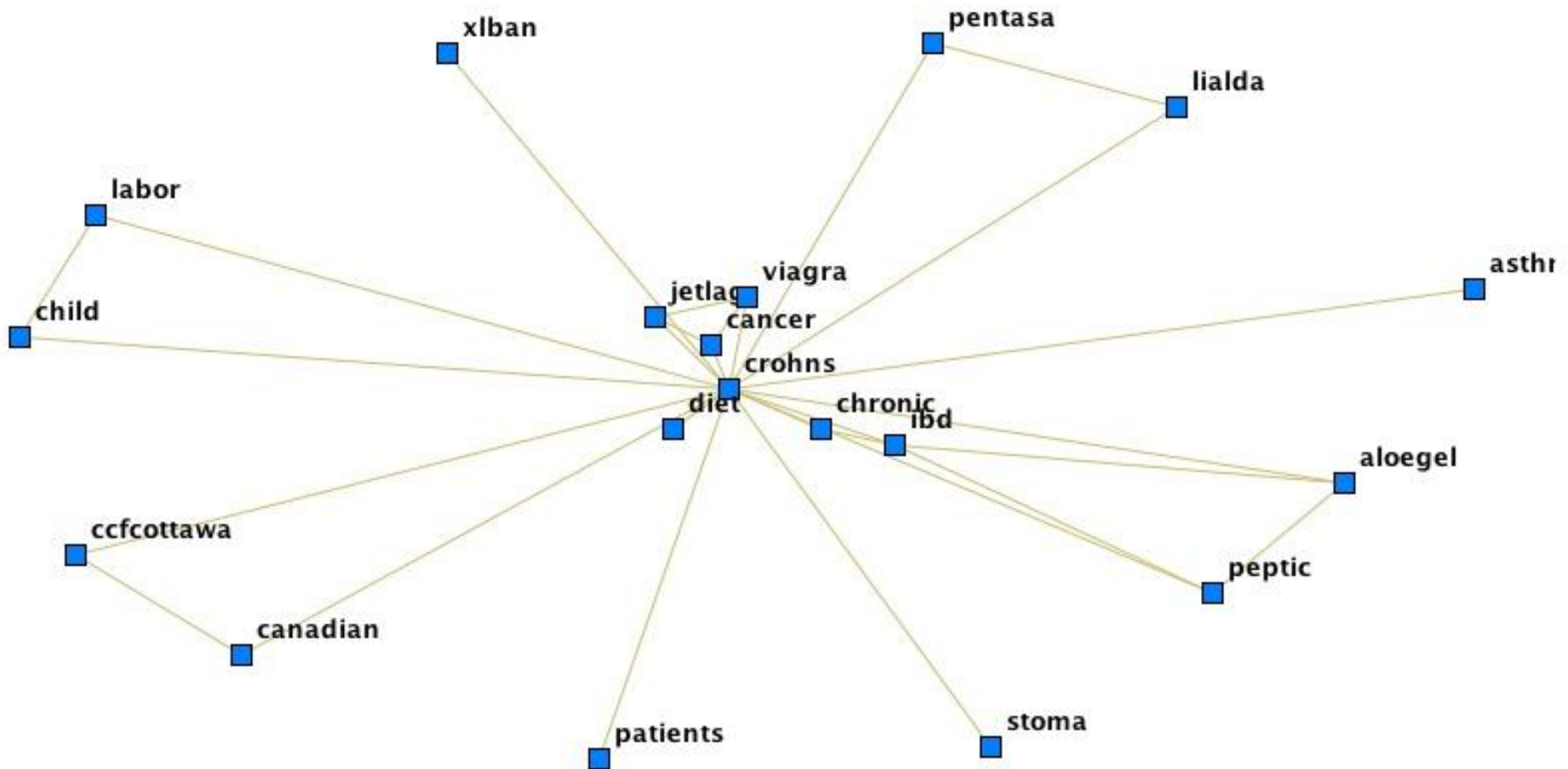


# Tracking latest trends





# Main Tweets on “Crohn’s”



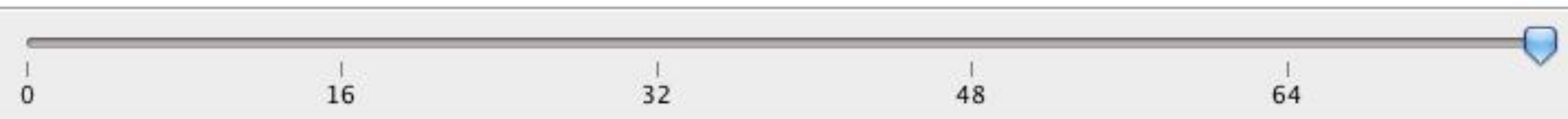
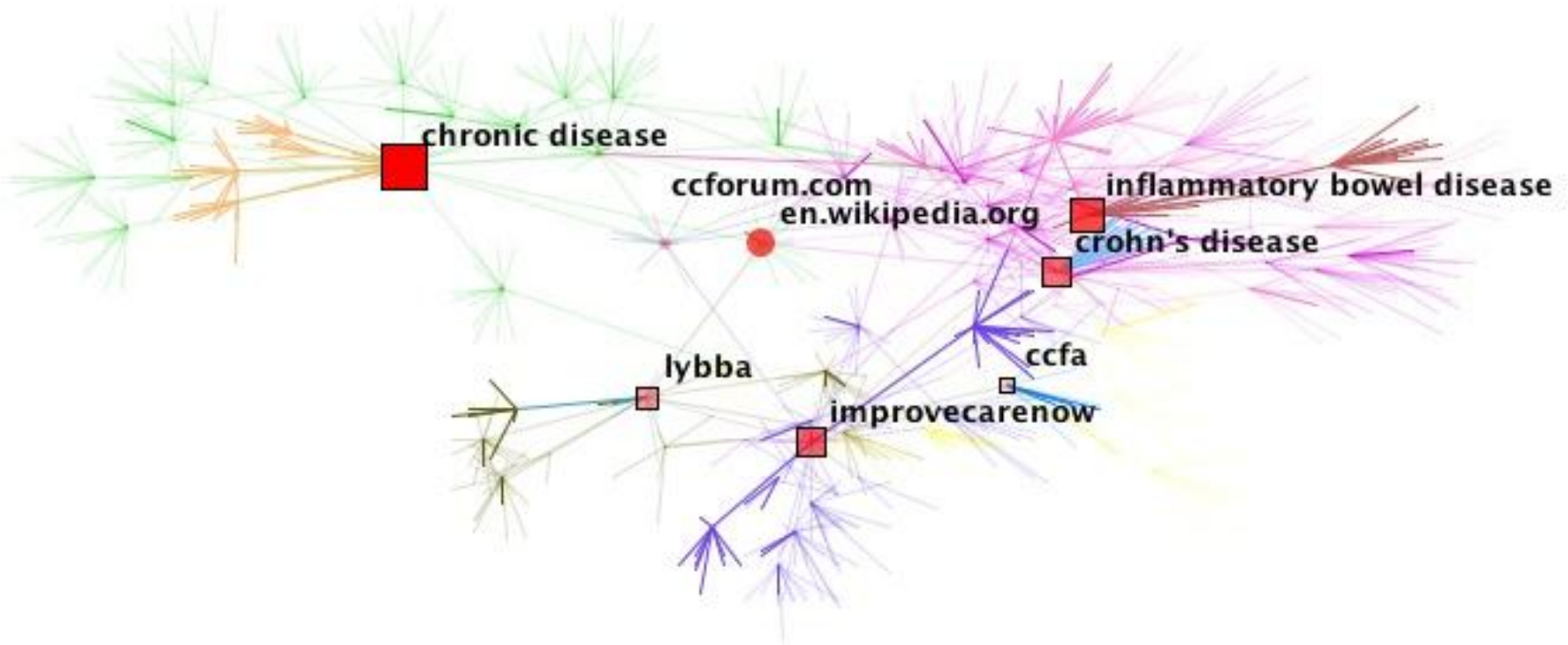
# Web/Blog Trends

Decayed : [2010-07-12 00:00:00.0,2010-09-27 00:00:00)

Active Nodes: 225

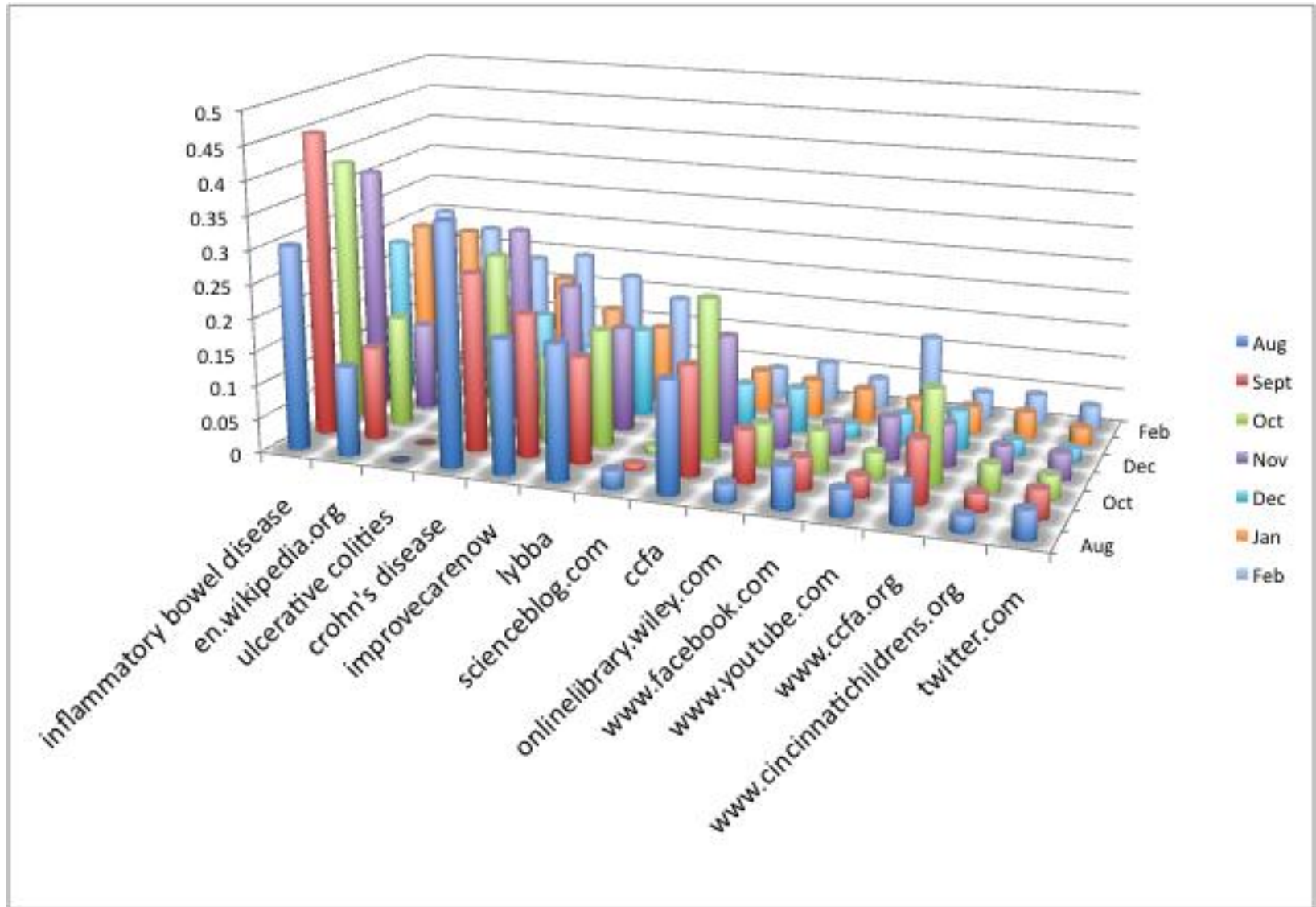
Active Edges: 198

Now: [2





# Term betweenness Aug 17, 2010 to Feb 21, 2011



# Insights - COIN building well on track, but.....

- COIN – E-Mail
  - Patient representatives underrepresented
  - Nurture emergent COINs around prototypes
- CLN - Facebook
  - Connect Facebook communities
  - Recruit C3N members, trendsetters
- CIN - Web
  - Decide on external branding, focus on key Web sites for targeted marketing

MIT OpenCourseWare  
<http://ocw.mit.edu>

15.599 Workshop in IT: Collaborative Innovation Networks  
Fall 2011

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