

John Kelly

Morningside Analytics

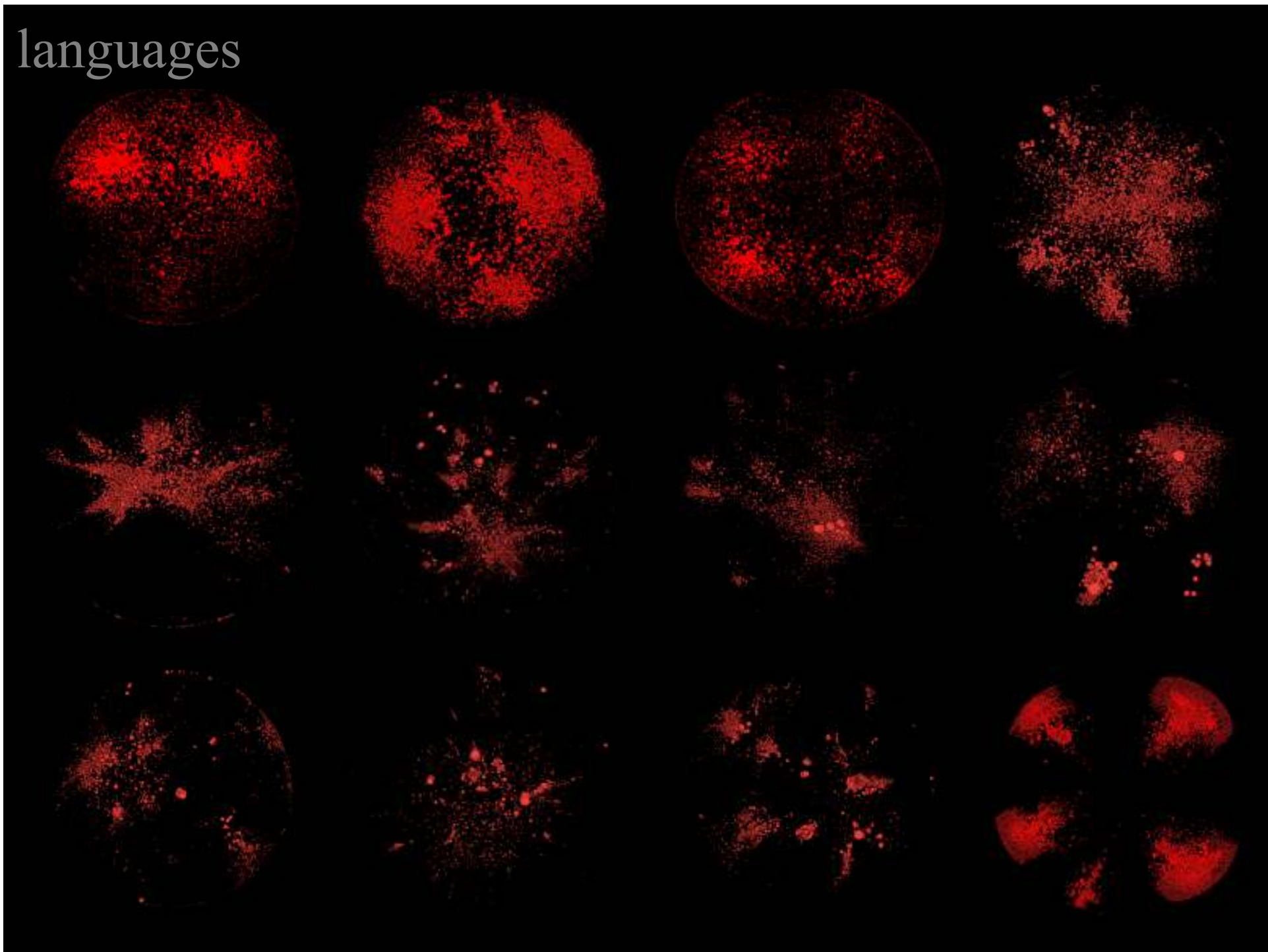
<http://morningside-analytics.com/>

presentation for

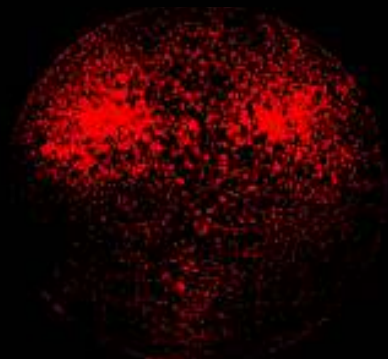
NTEN Webinar

March 25, 2009

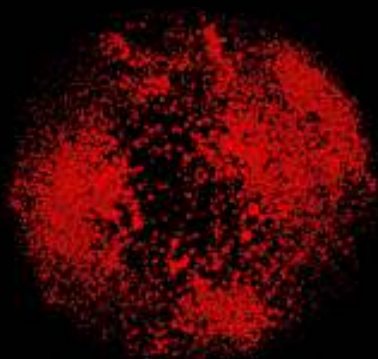
languages



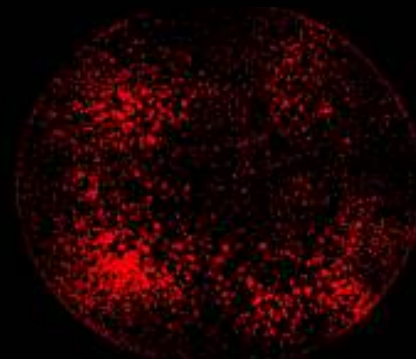
languages



English



Scandinavian



Persian



Spanish



French



German



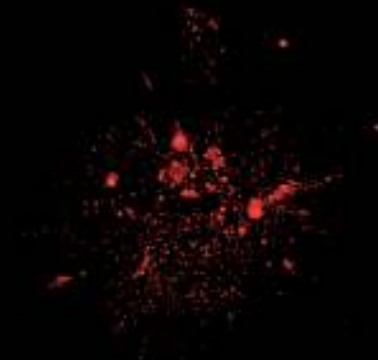
Portuguese



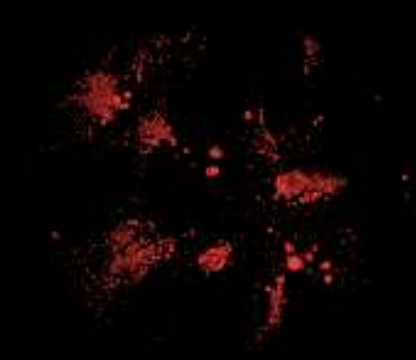
Hungarian



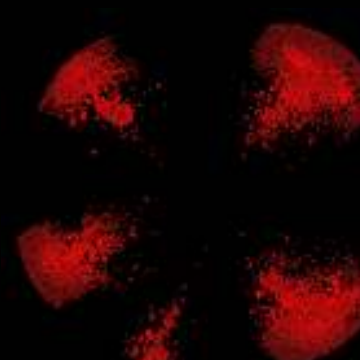
Arabic



Vietnamese



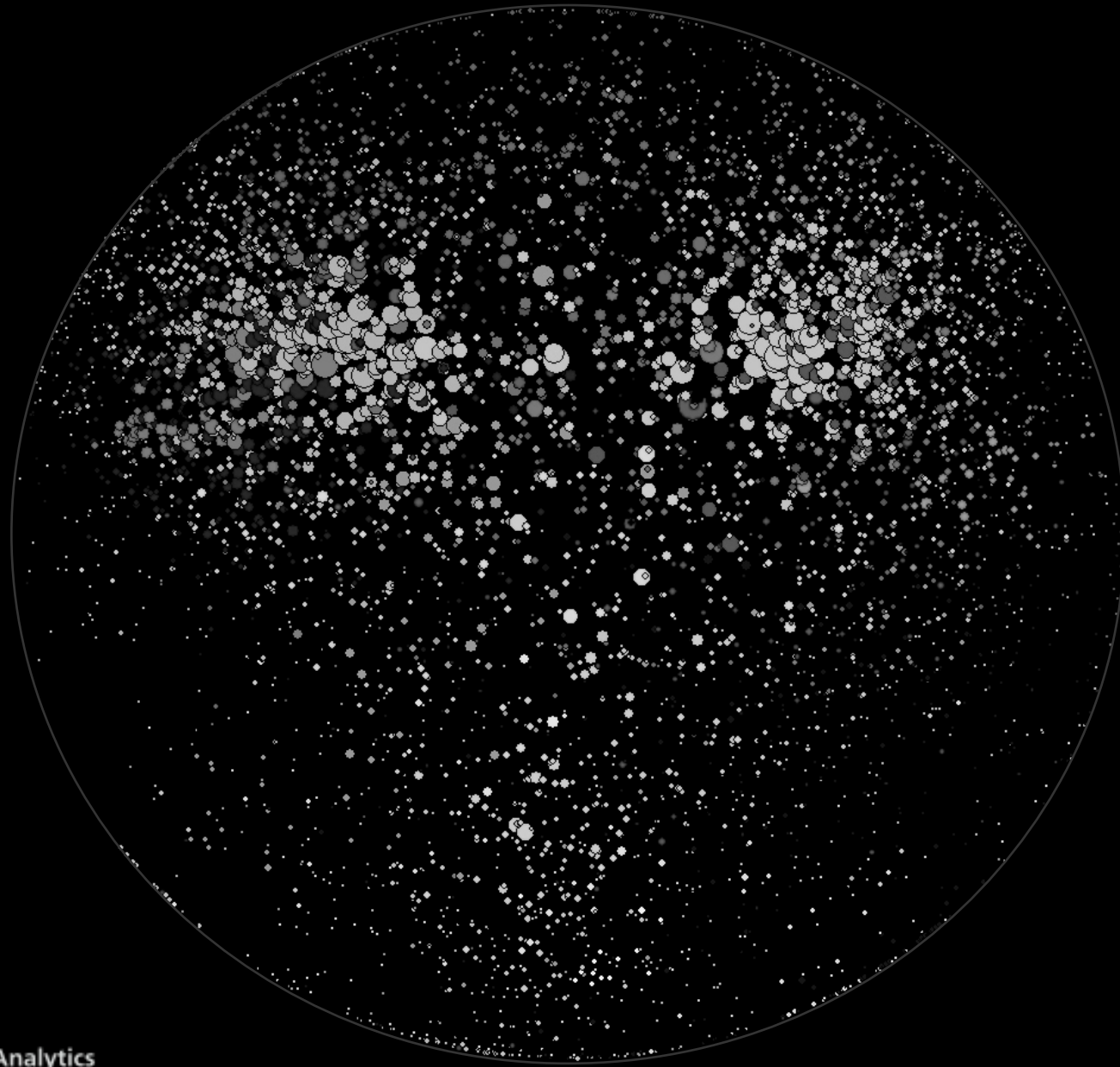
Chinese



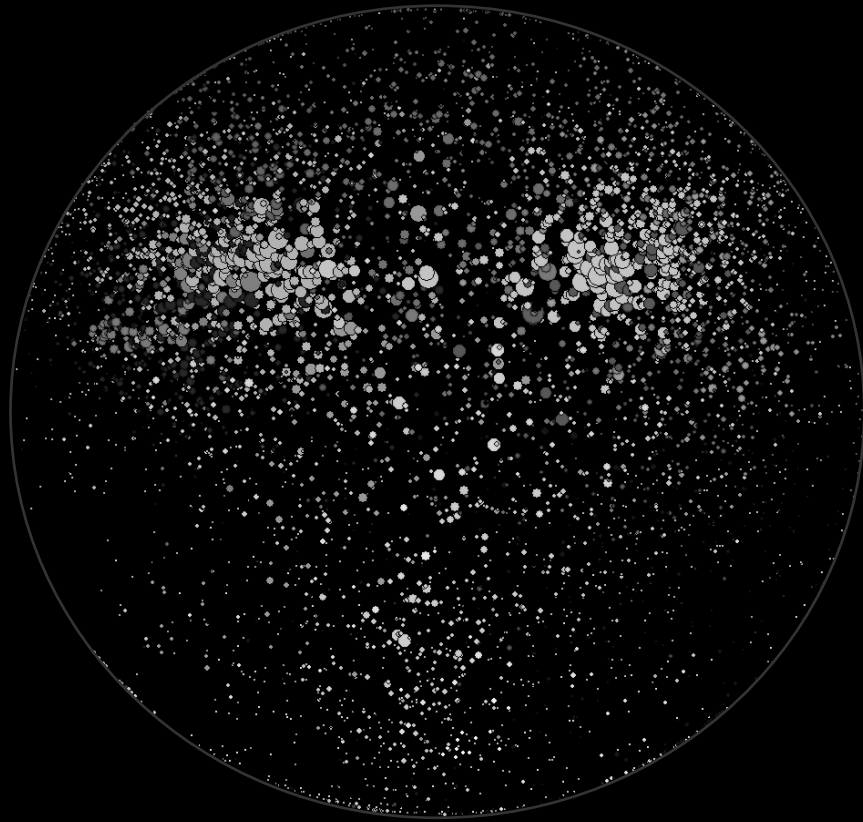
Russian

English blogosphere

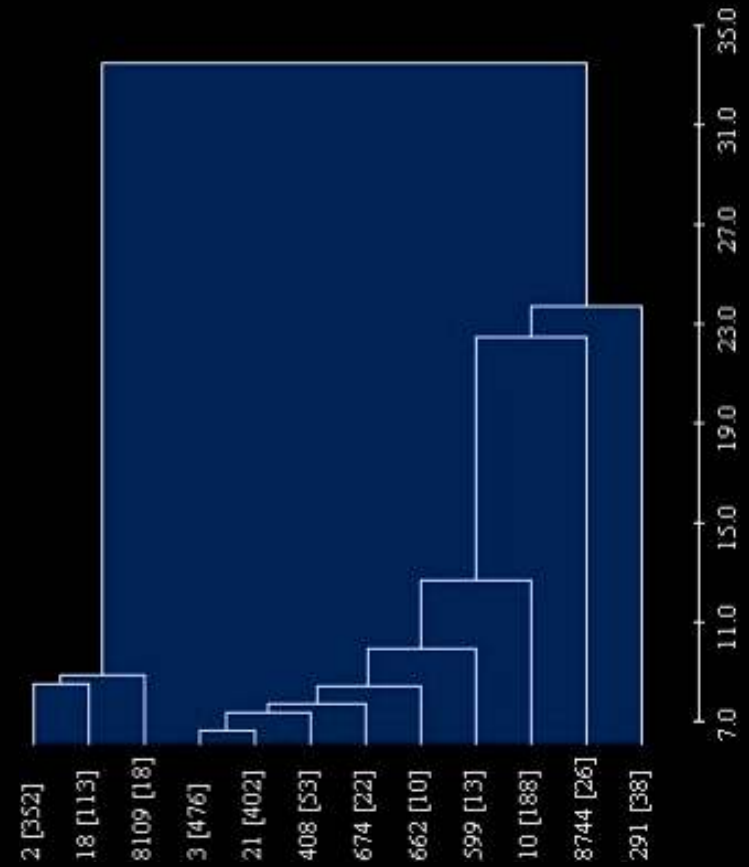
proximity clusters



English blogosphere: attentive clusters

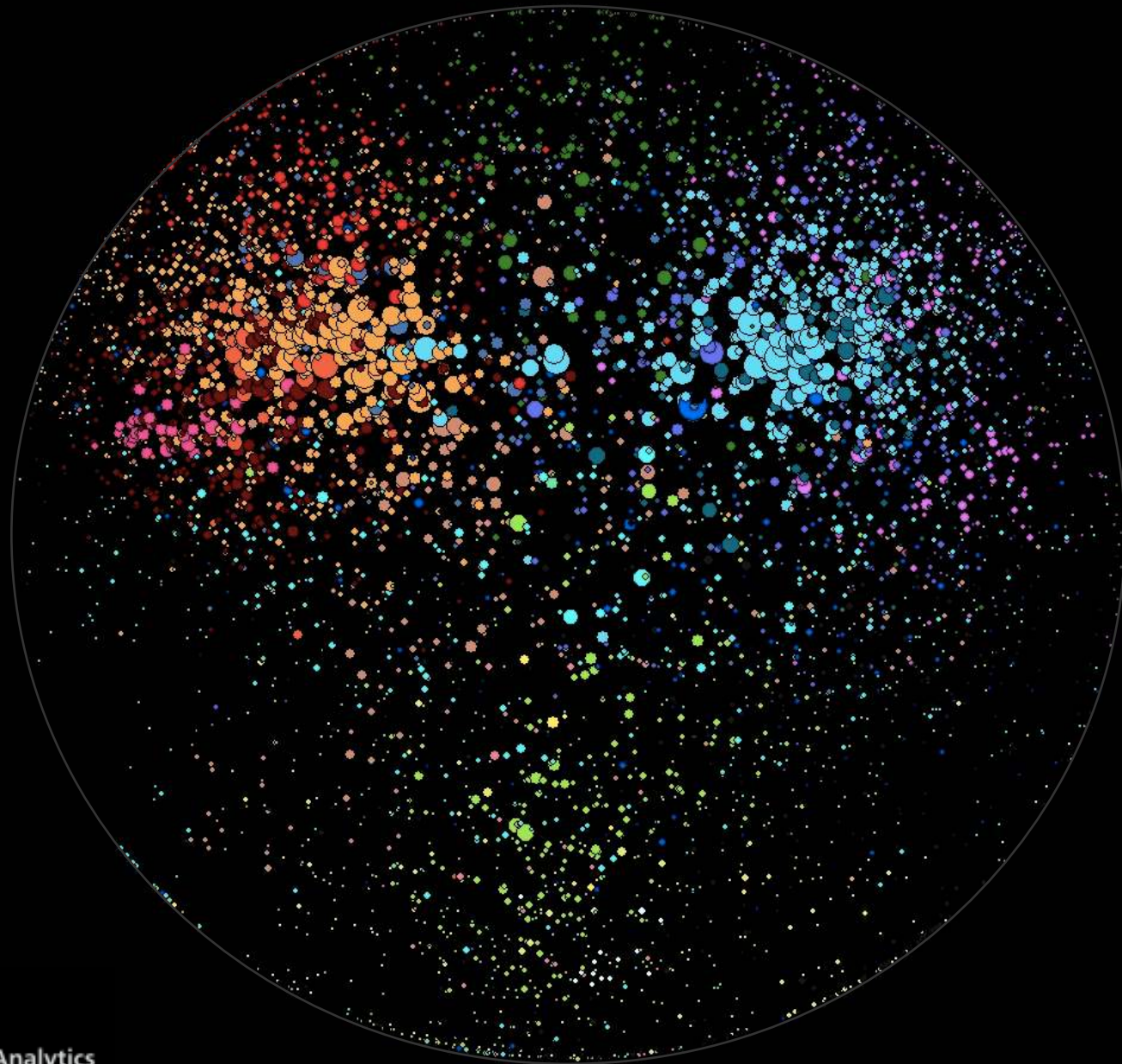


+



English blogosphere

attentive clusters



English blogosphere

UK

attentive clusters

conservative

liberal

tech



English blogosphere

UK

attentive clusters

sci/environ

parenting

tech



English blogosphere

attentive clusters

conservative

liberal

legal

security

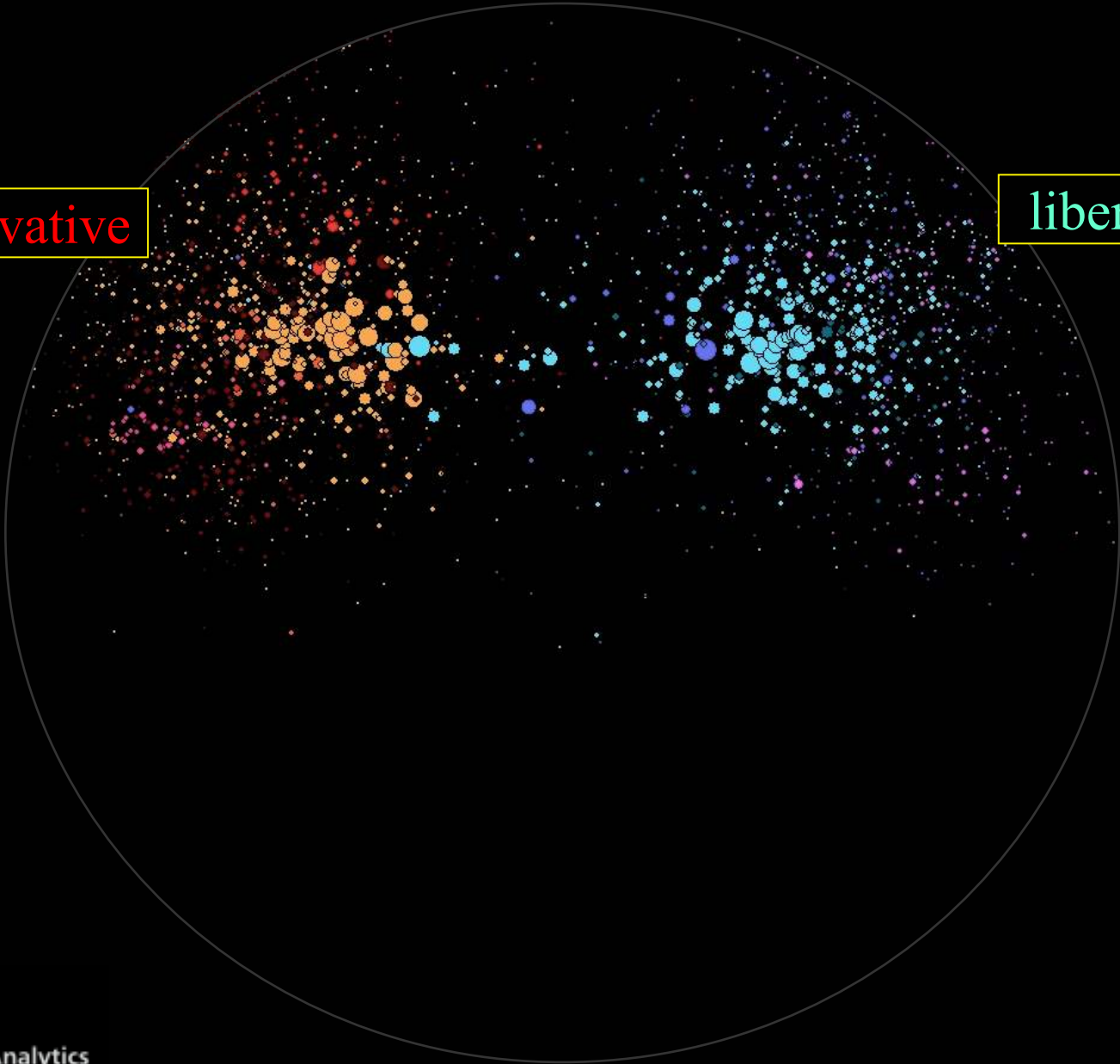


English blogosphere

attentive clusters

conservative

liberal



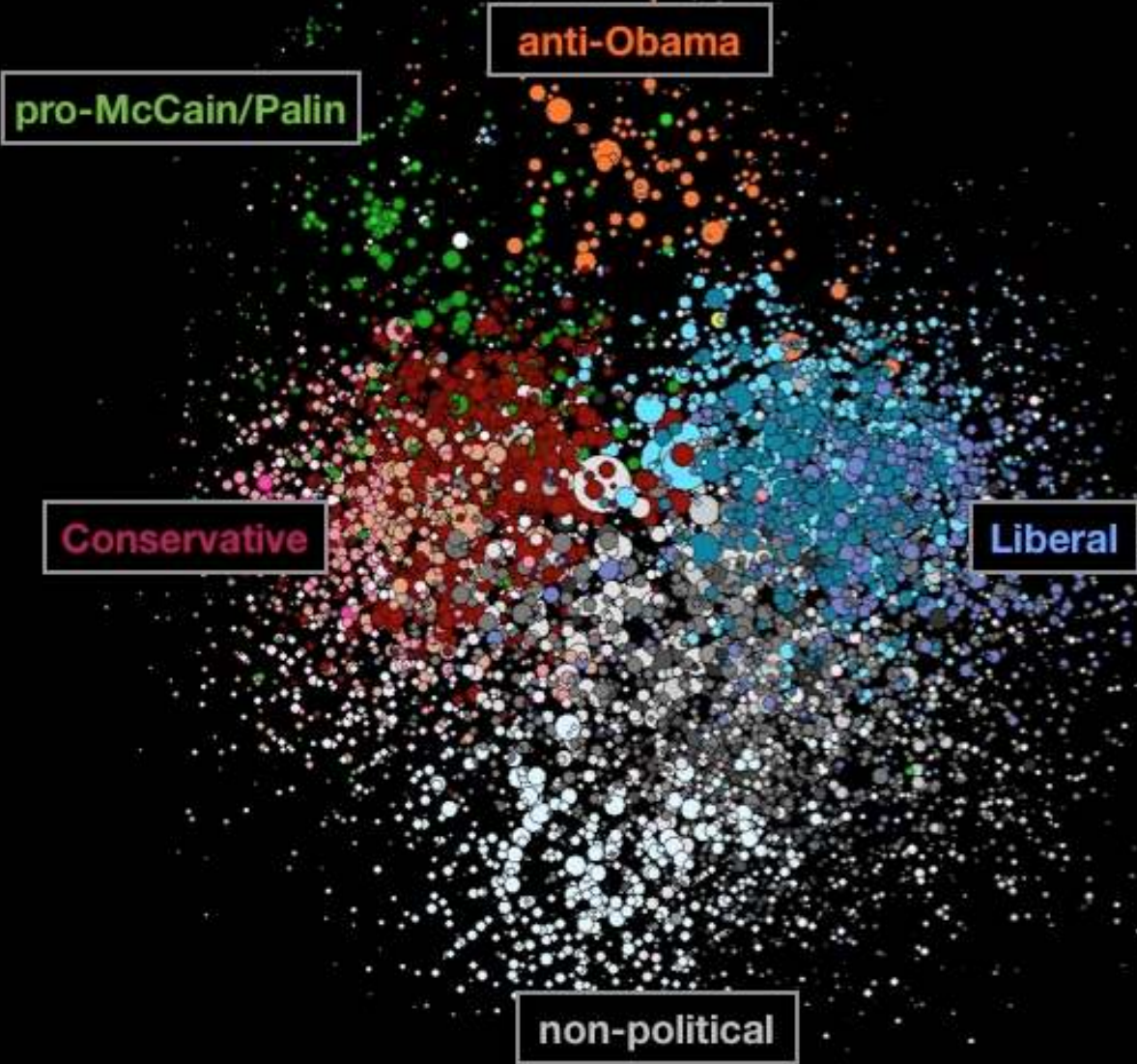
English blogosphere

attentive clusters

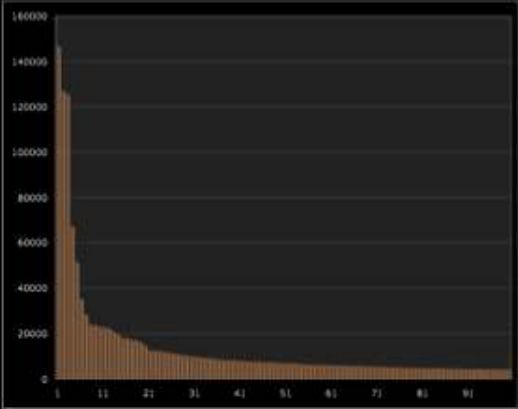
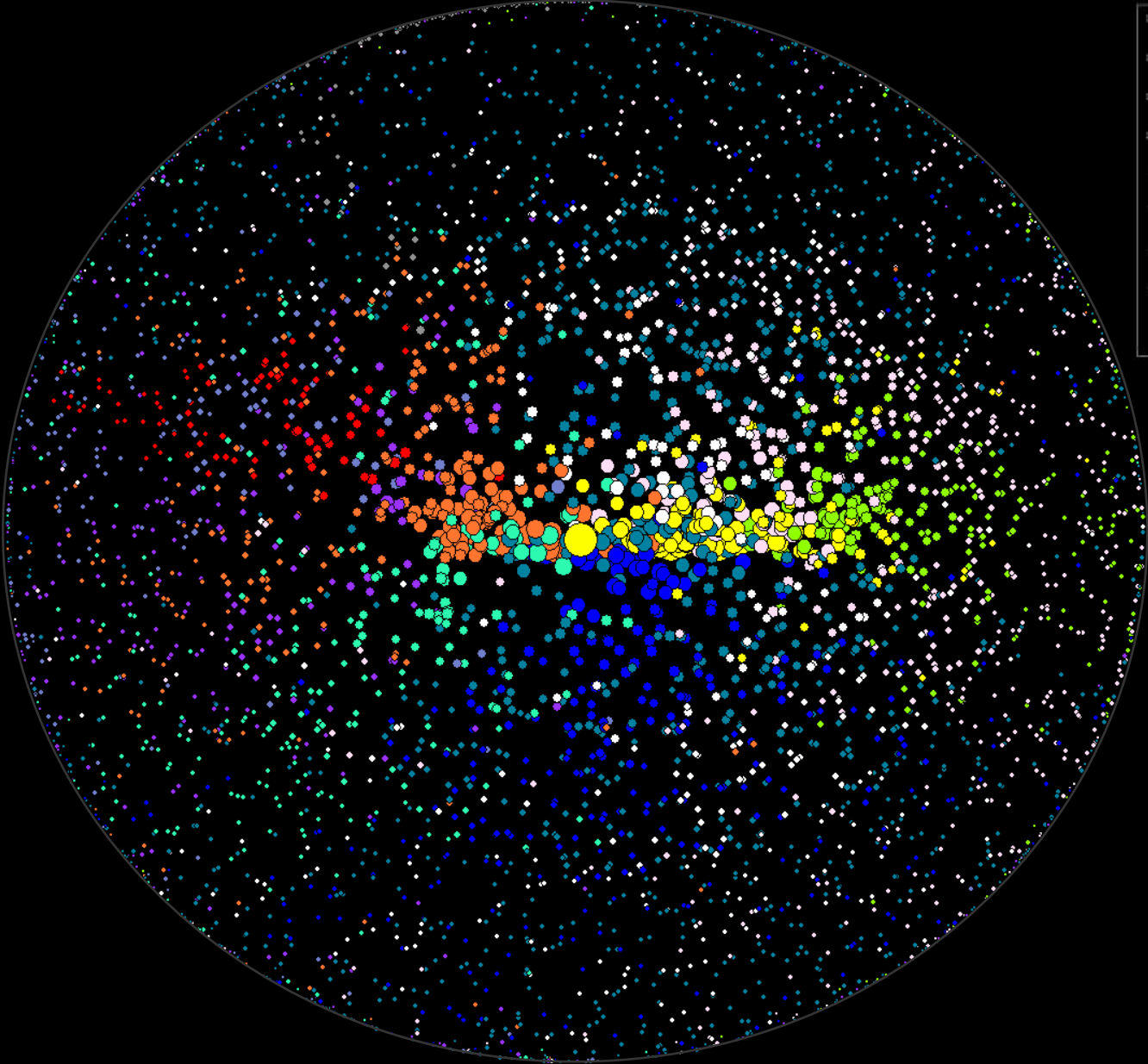


election study

BQAs



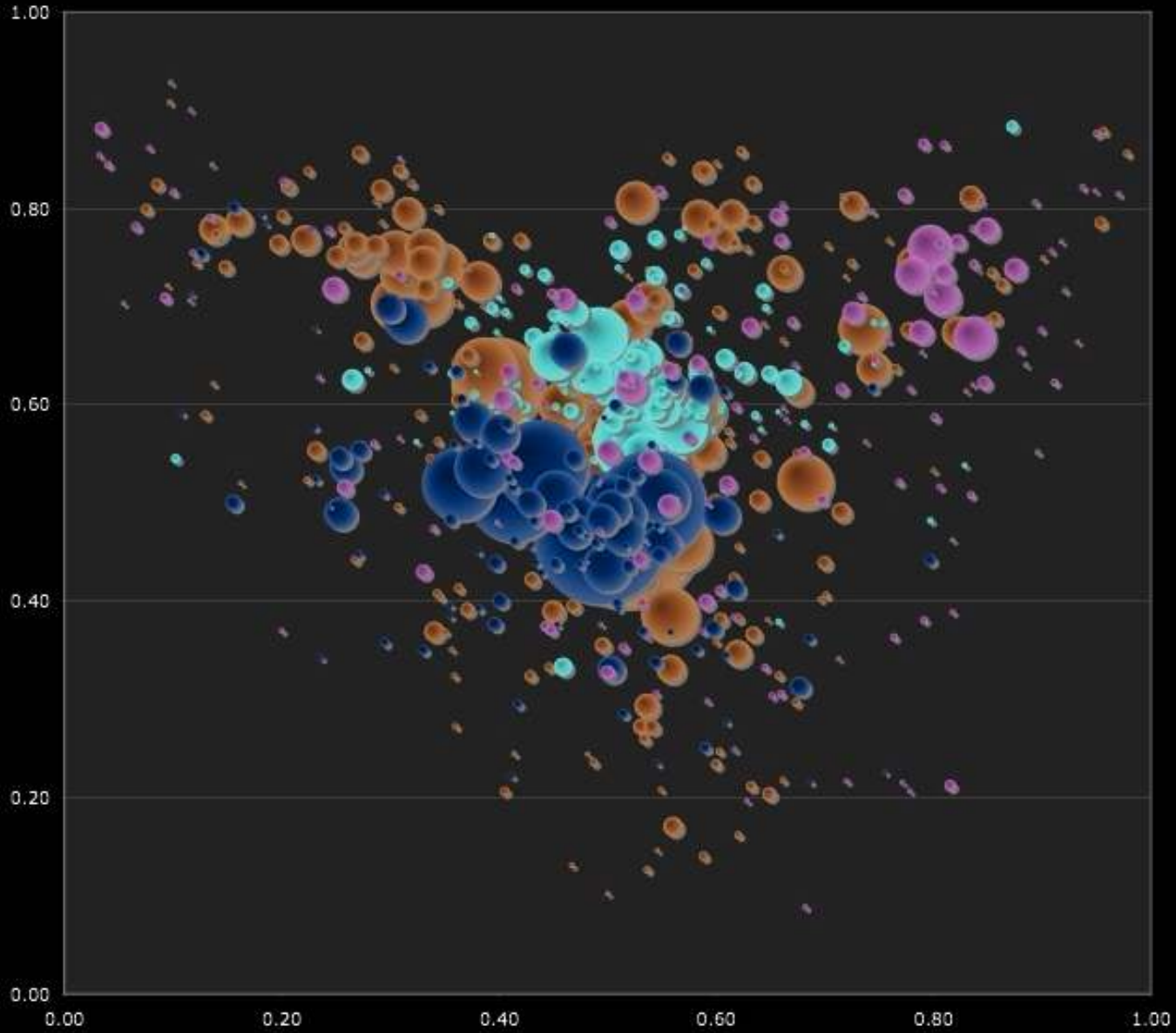
Outlink bundles: the view from the 'sphere'



politicization

Conservative <<<< >>>> Progressive

non-political <<<< >>>> politicized

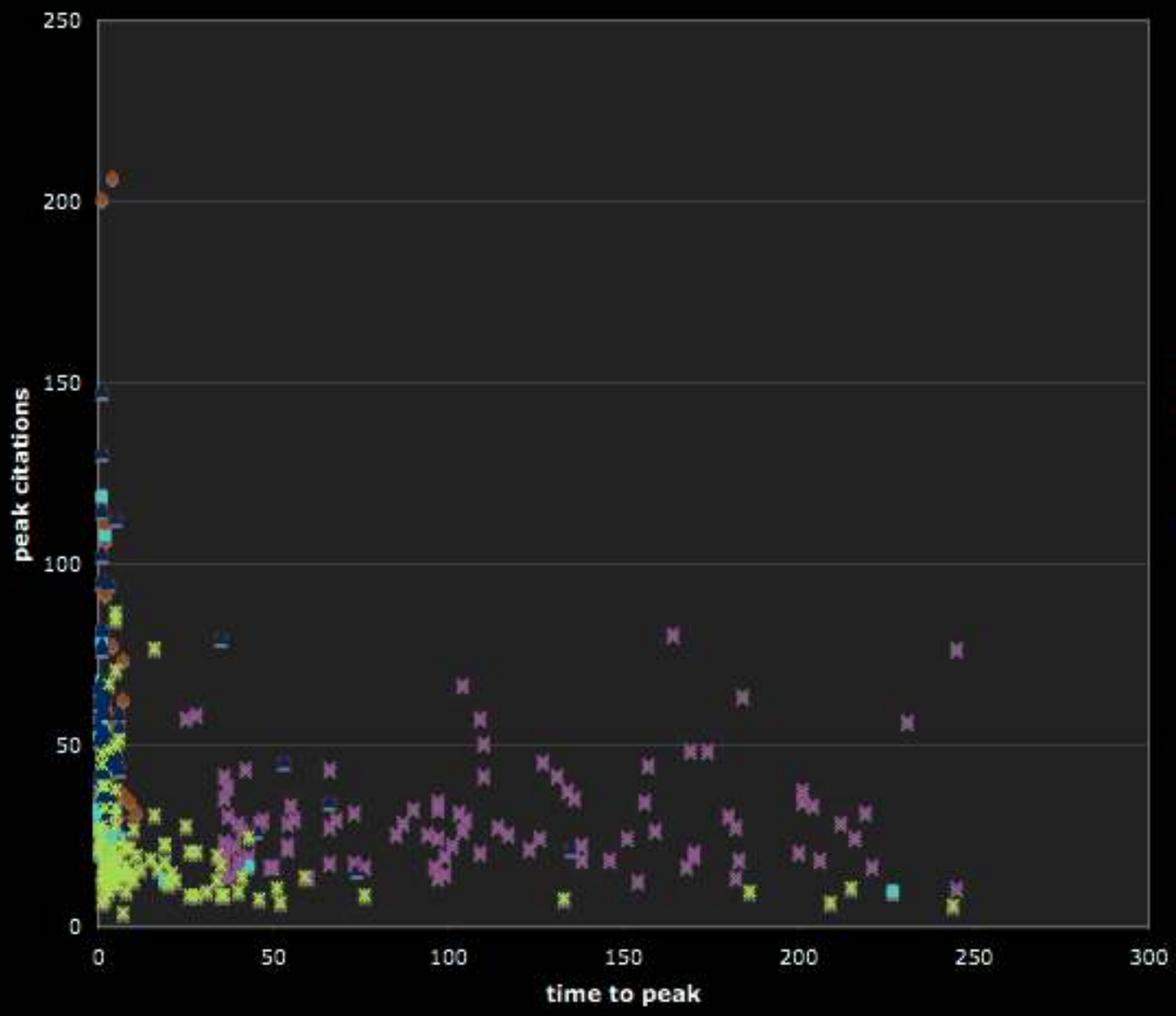


viral or salient?



Morningside Analytics

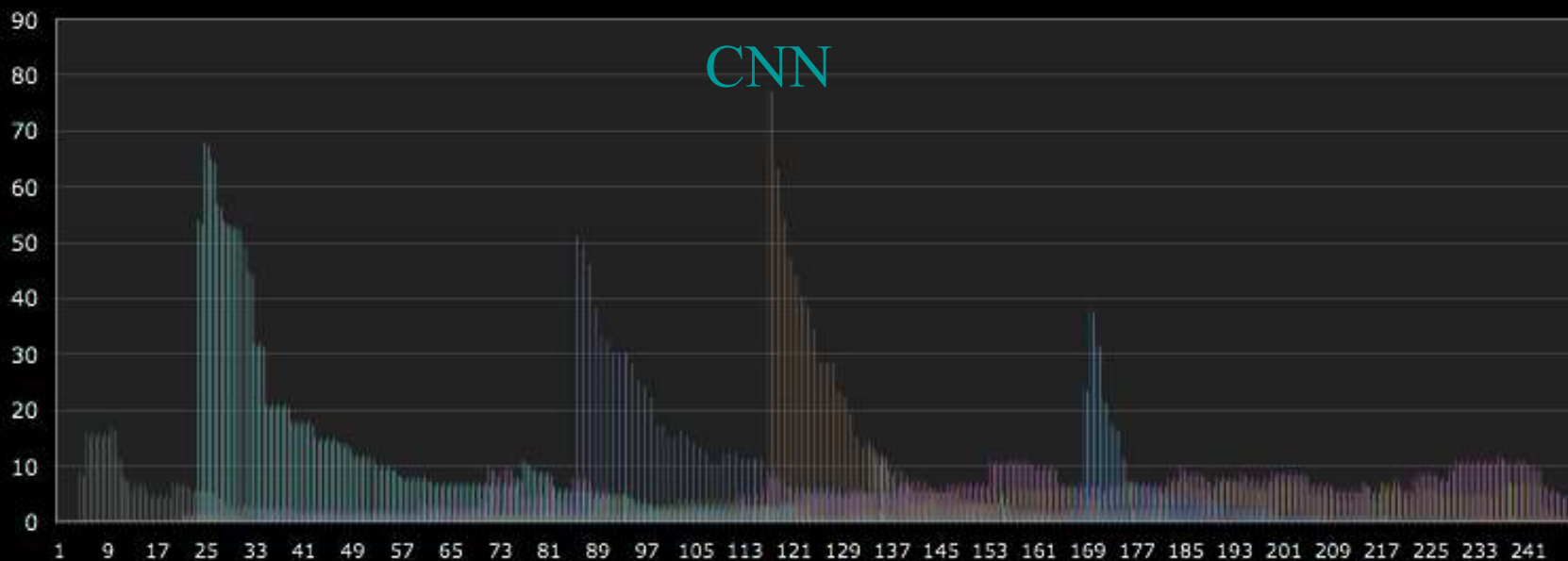
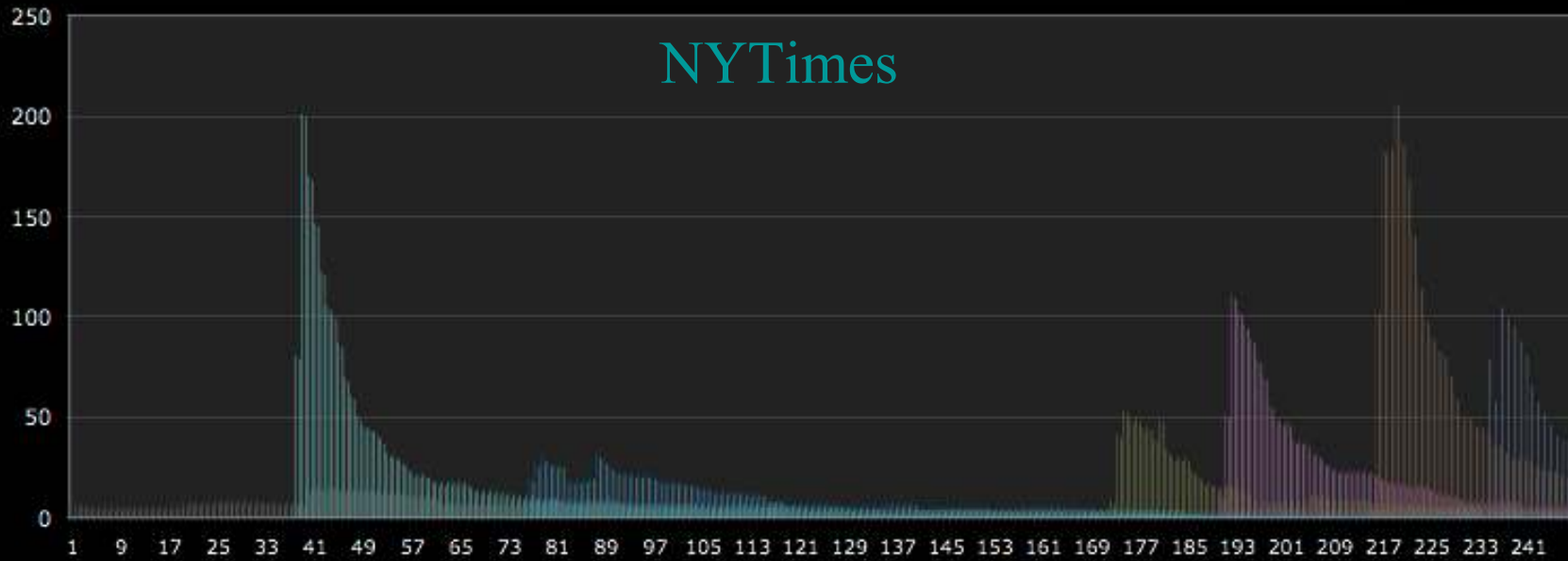
peak vs. time to peak



citation histories



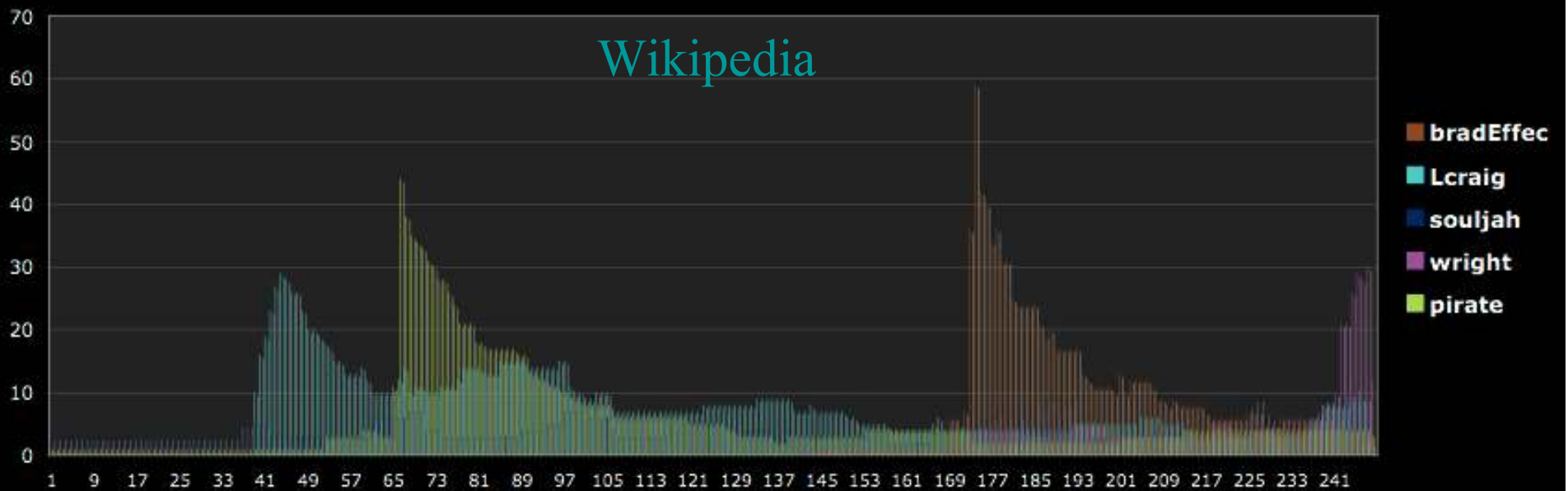
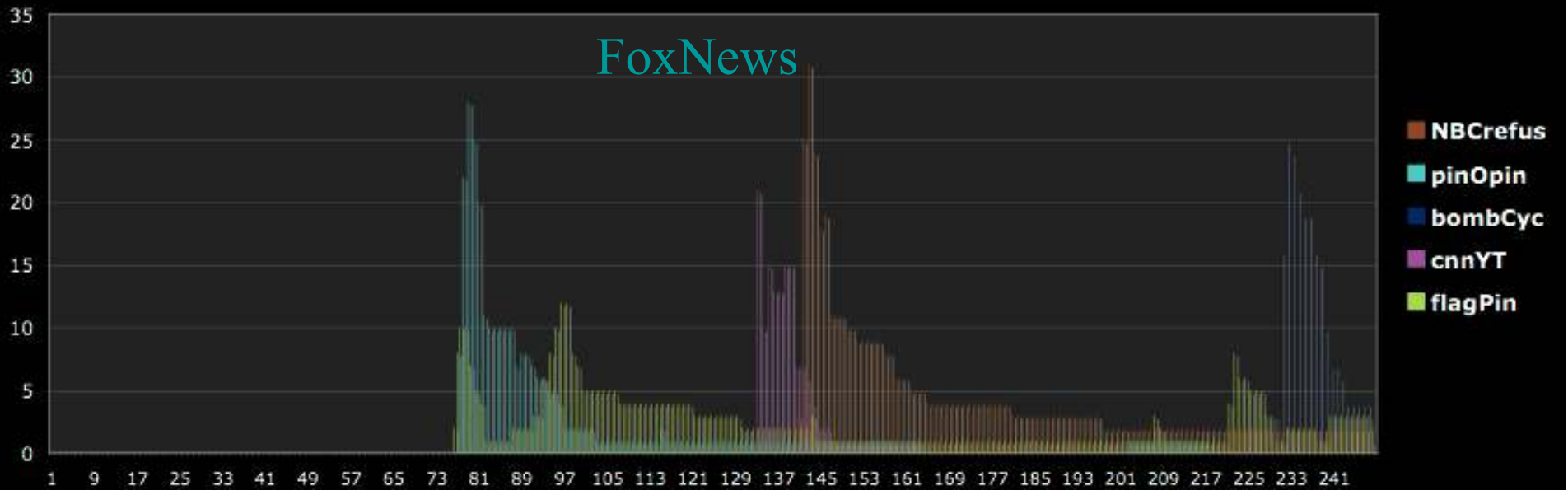
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citation histories



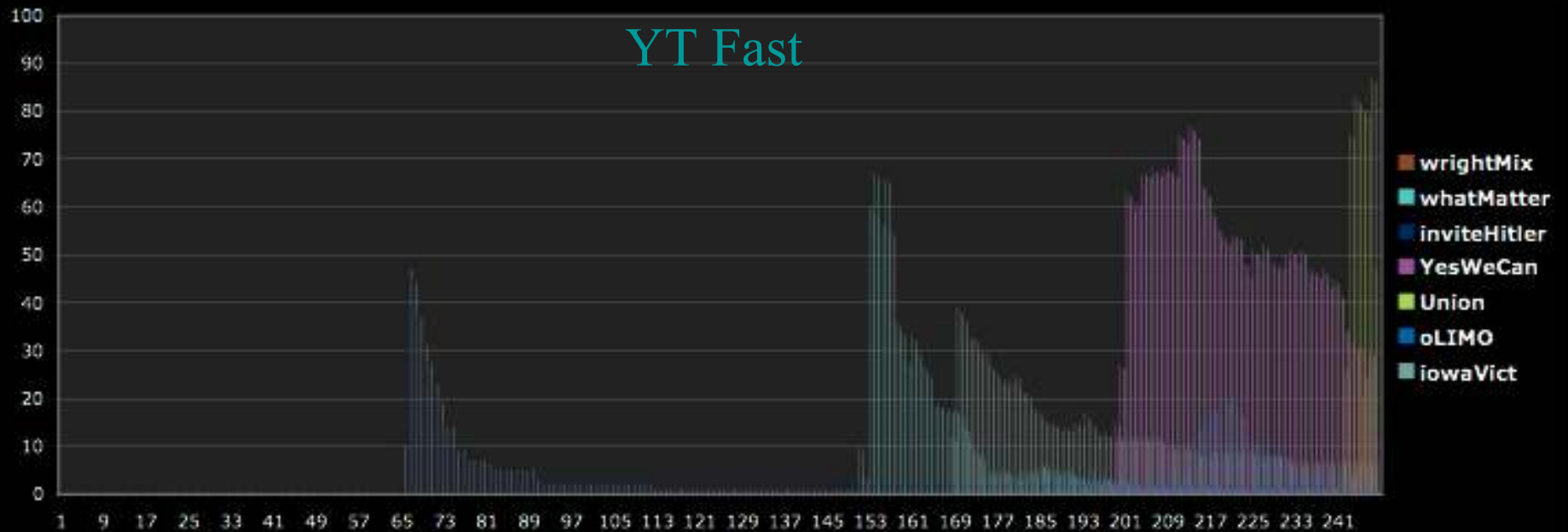
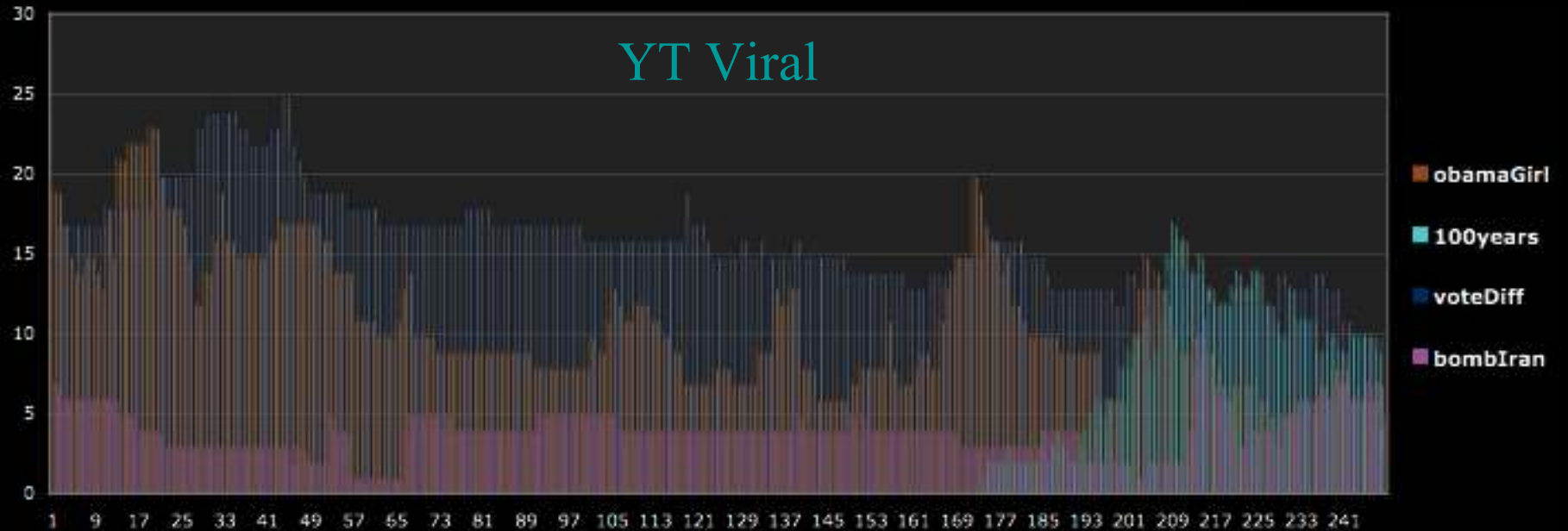
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citation histories



Morningside Analytics



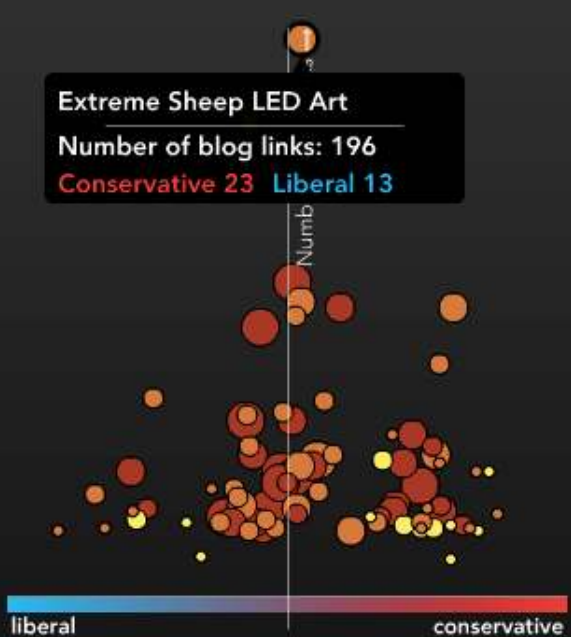
Shifting The Debate

Measuring the Movement of Ideas through Social Networks

Click Below: Political Video Barometer

About

Extreme Sheep LED Art
 Number of blog links: 196
 Conservative 23 Liberal 13



Time Since First Link Show

older 1 month 1 week newer all dates

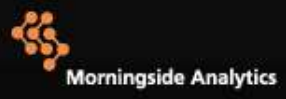
Total YouTube Views Show

Extreme Sheep LED Art
 ★ ★ ★ ★ ★

0:00 / 2:45

title:
 Extreme Sheep LED Art

YouTube views: 2,702,479
 upload date: 03/16/2009
 total recent blog links: 196
 conservative blog links: 23
 liberal blog links: 13



Powered by:



Morningside Analytics discovers and monitors online networks that form around particular ideas and identifies thought leaders with standing in these audiences.

Most Recent Analysis:

- Feb 4: [Expanding the Base](#)
- Jan 20: [Online Honeymoon or Shift in the Shape of Debate?](#)
- Dec 8: [Most Impactful Videos of the 2008 Campaign](#)
- Nov 23: [Influence of Bloggers in the Obama Transition](#)
- Nov 3: [How Campaigning in a Web 2.0 World Differs](#)
- Oct 31: [Obama's American Stories Moving Fast](#)
- Oct 29: [Conservative Bloggers Drive Surge of Obama Bombshell Video](#)
- Oct 27: [Wassup 2008 - Breaking The Charts](#)
- Oct 25: [Top 10 Political Videos of the Week - The Company They Keep](#)
- Oct 22: [What is "Shifting The Debate?"](#)

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Political Video Barometer

Issue Focus Mapping

- 1) Case Study: **Arts and Education**
- 2) Partnered with **Douglas Gould and Associates** on behalf of the...
- 3) **Ford Foundation's Integrating Arts and Education Reform Initiative** (www.keepartsinschools.org)

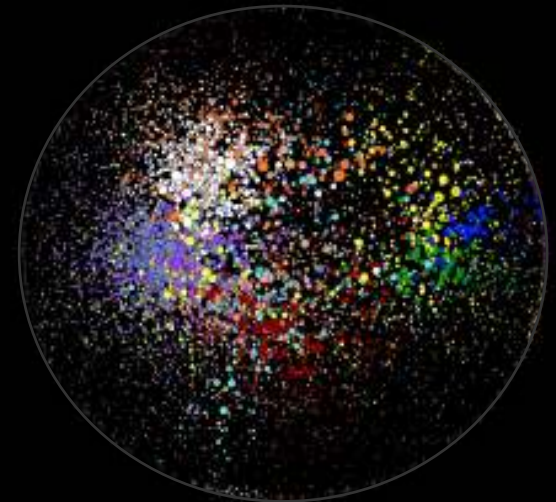
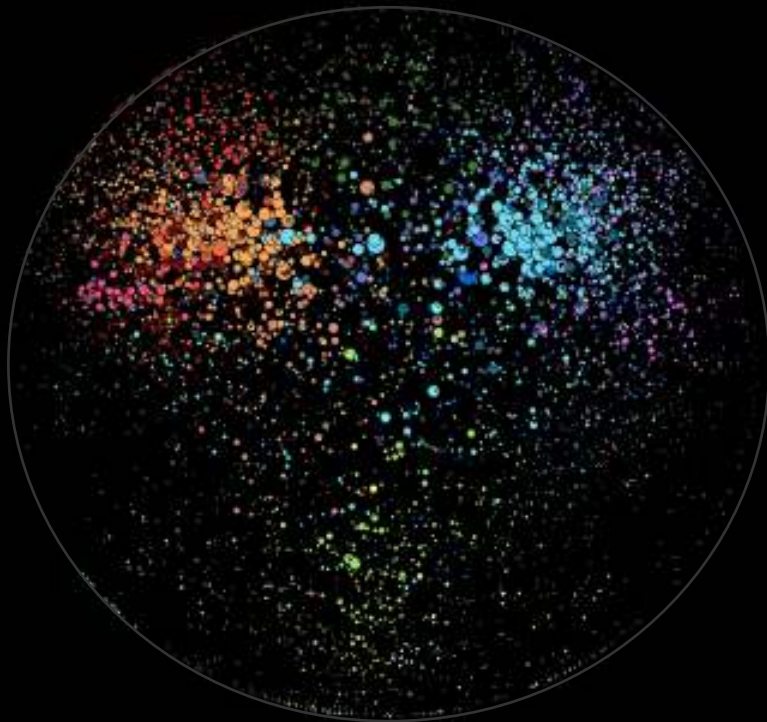
Janan Compitello from Gould is on the line to answer specific questions about the project.

Issue Focus Mapping: **semantic slice**

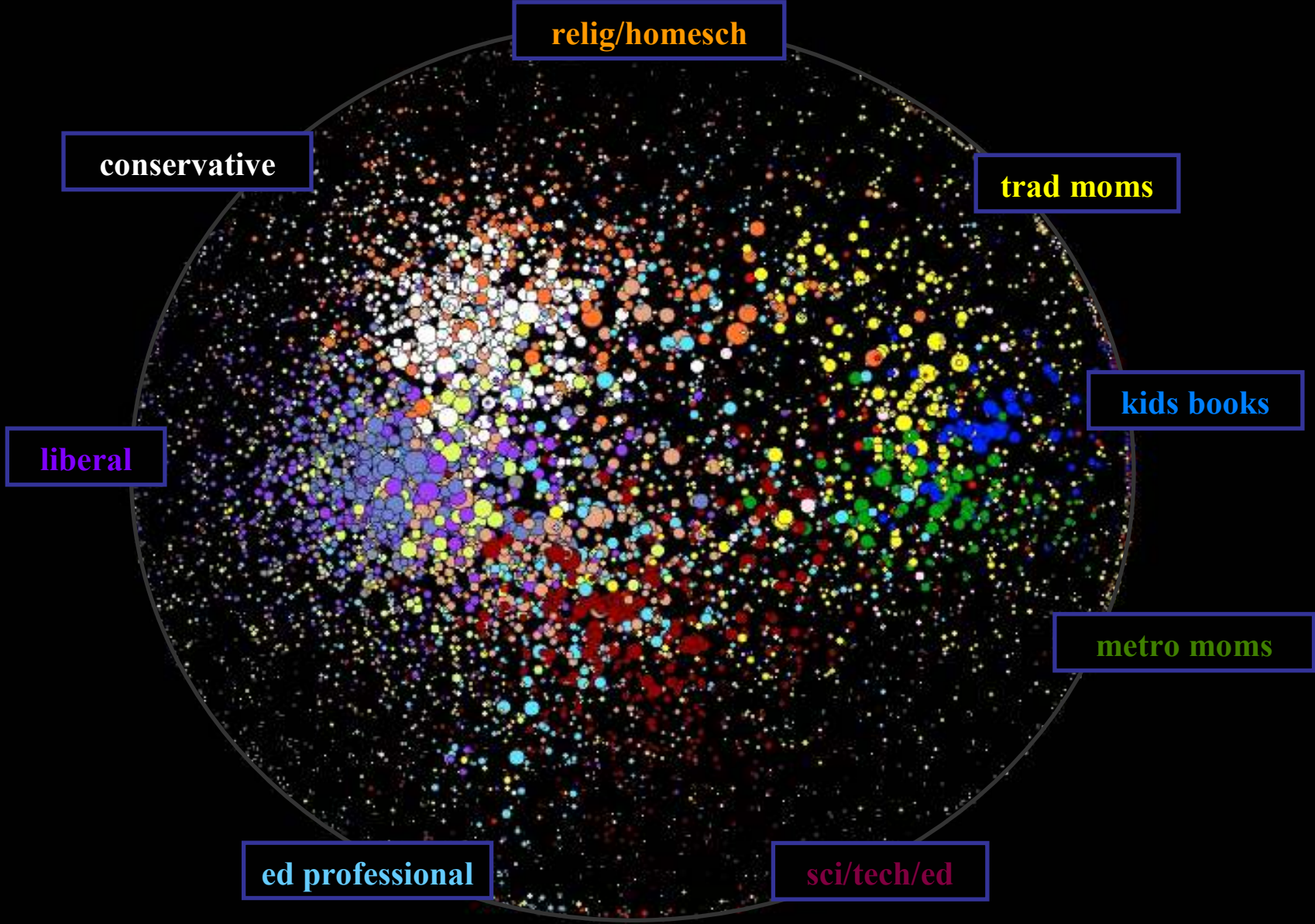
Arts & Education

key markers:

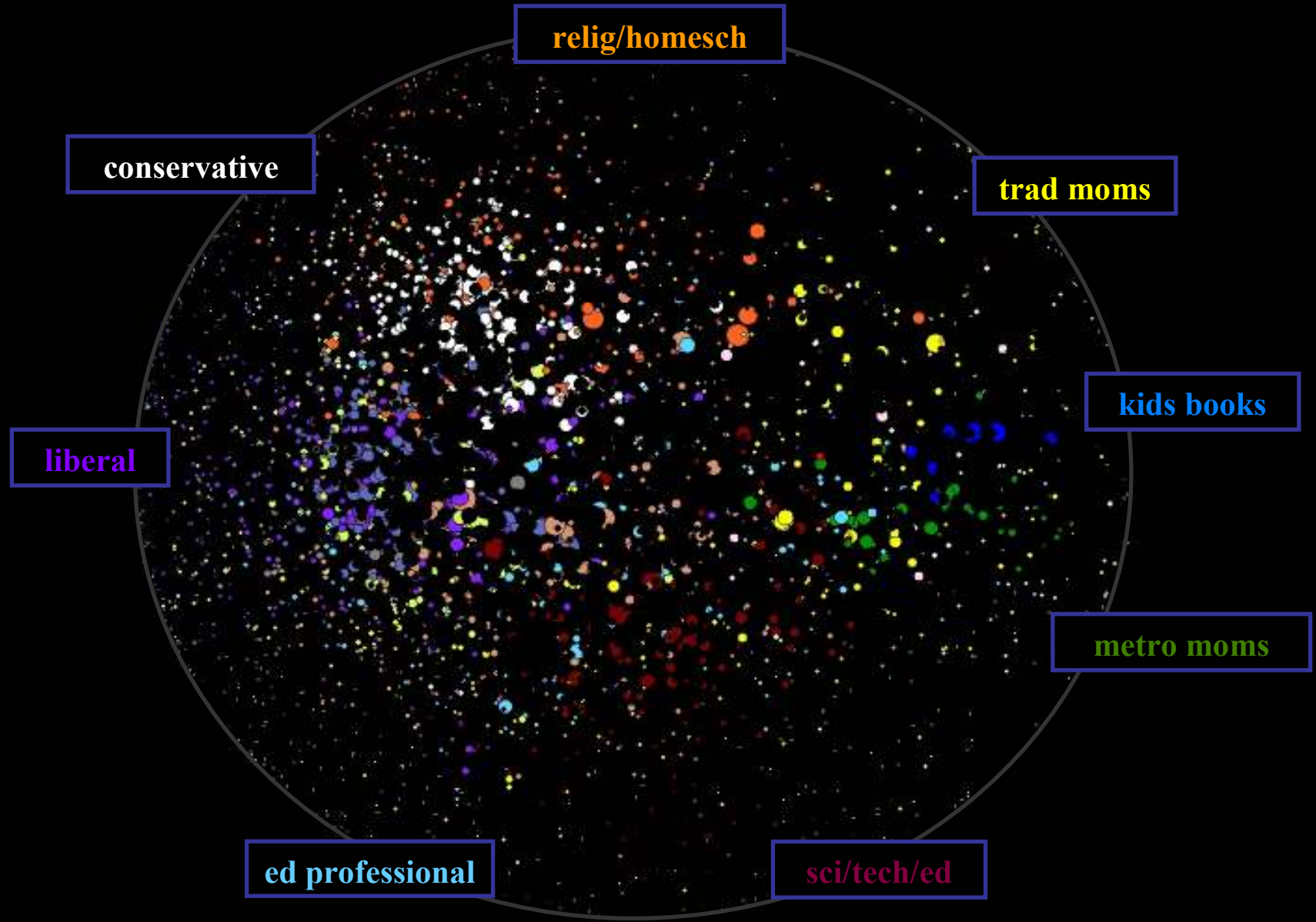
education
creativity
public education
education reform
education policy
creative thinking
arts ed
critical thinking skills
arts education
school reform
music education
core curriculum
elementary education
arts community
creative economy
art teachers
arts and education



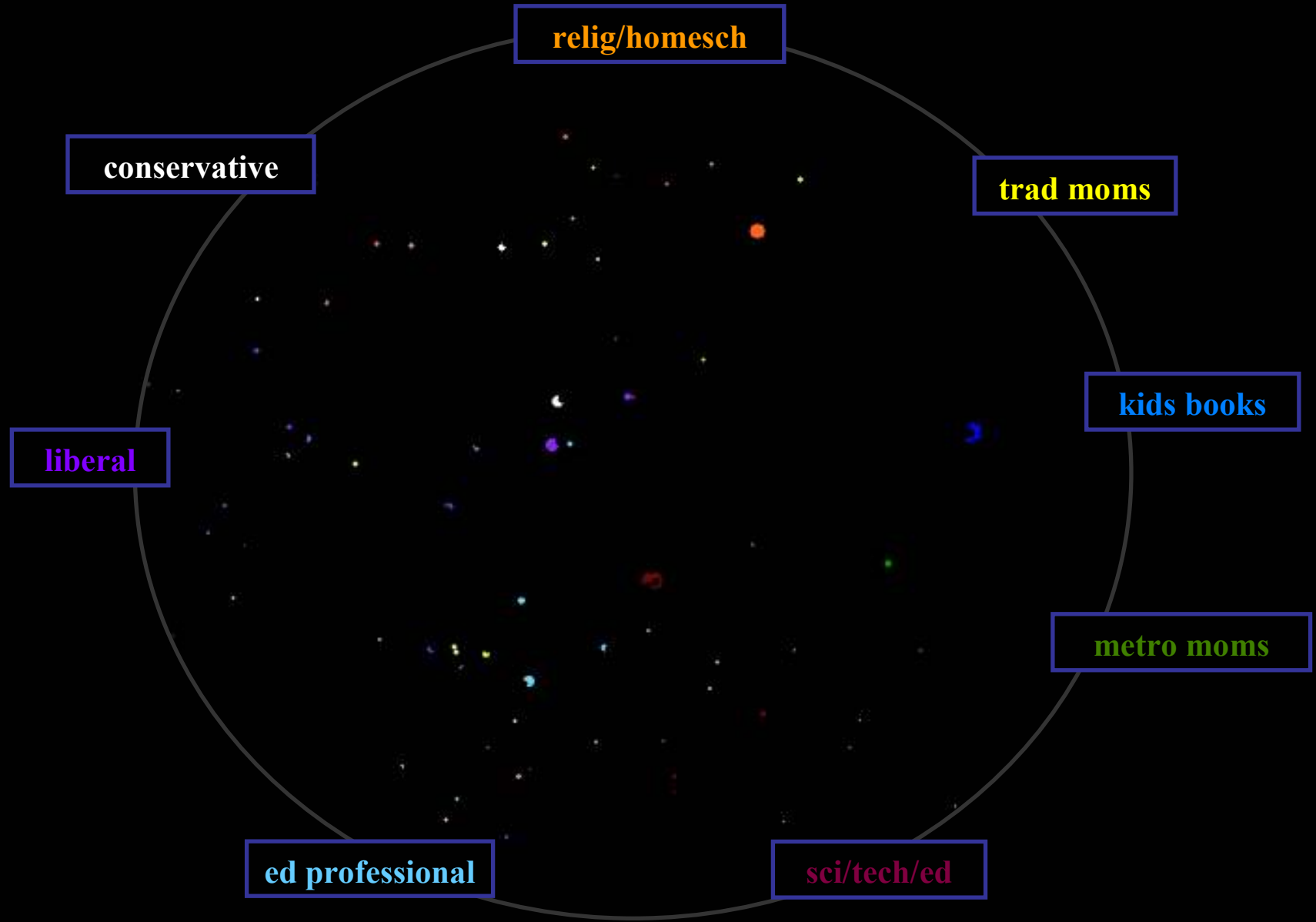
Arts and Education Online Issue Map



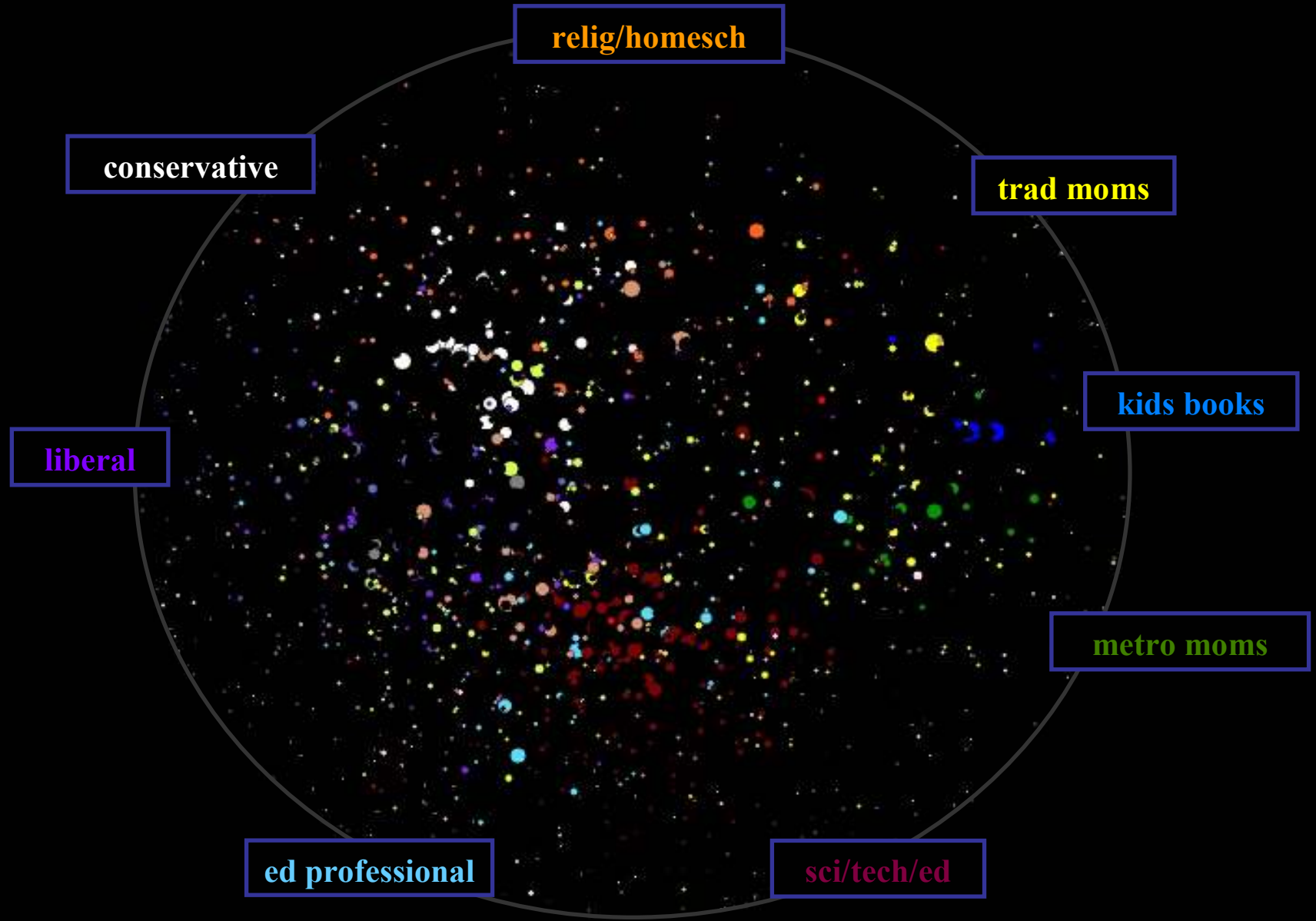
'education'



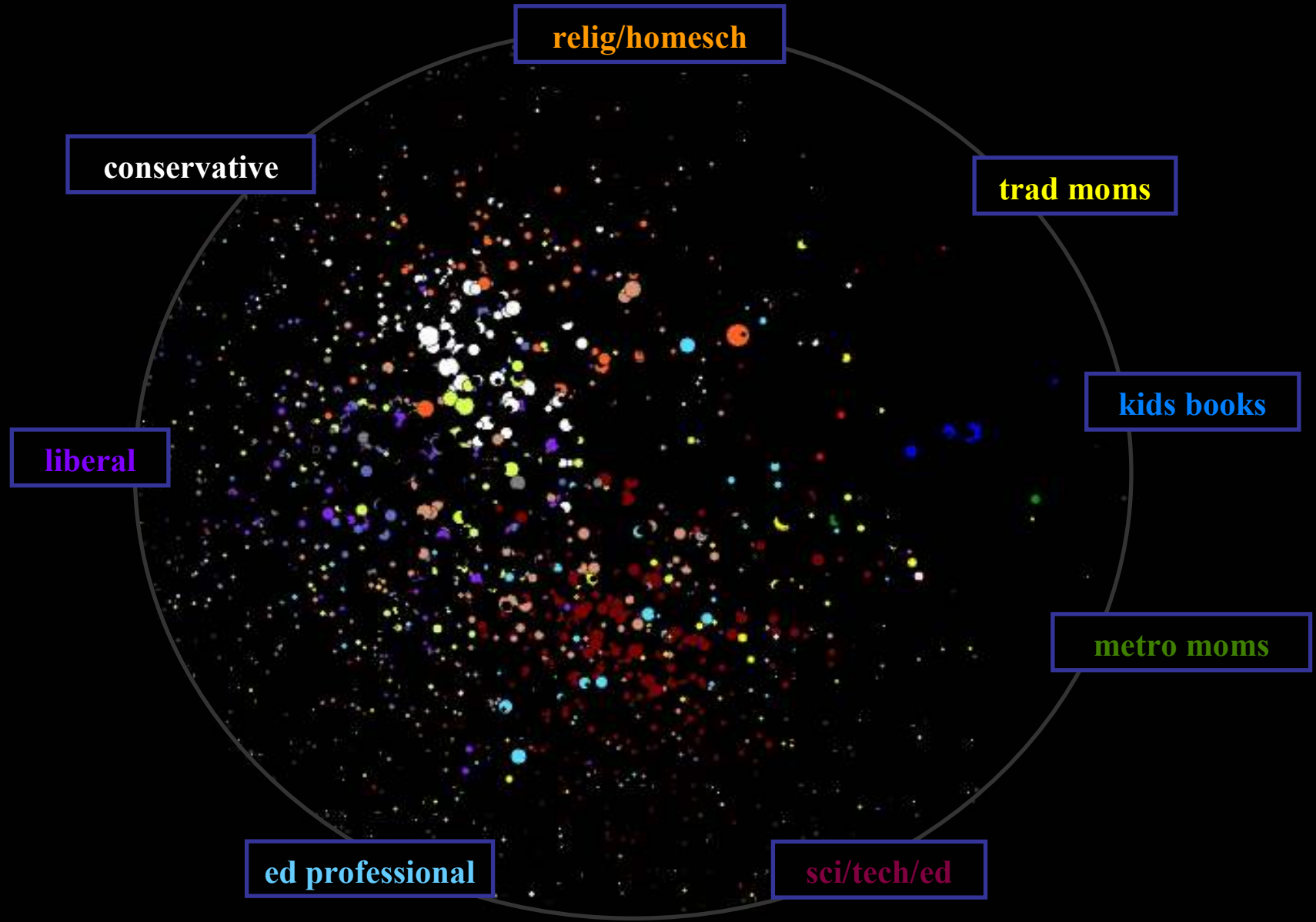
'arts education'



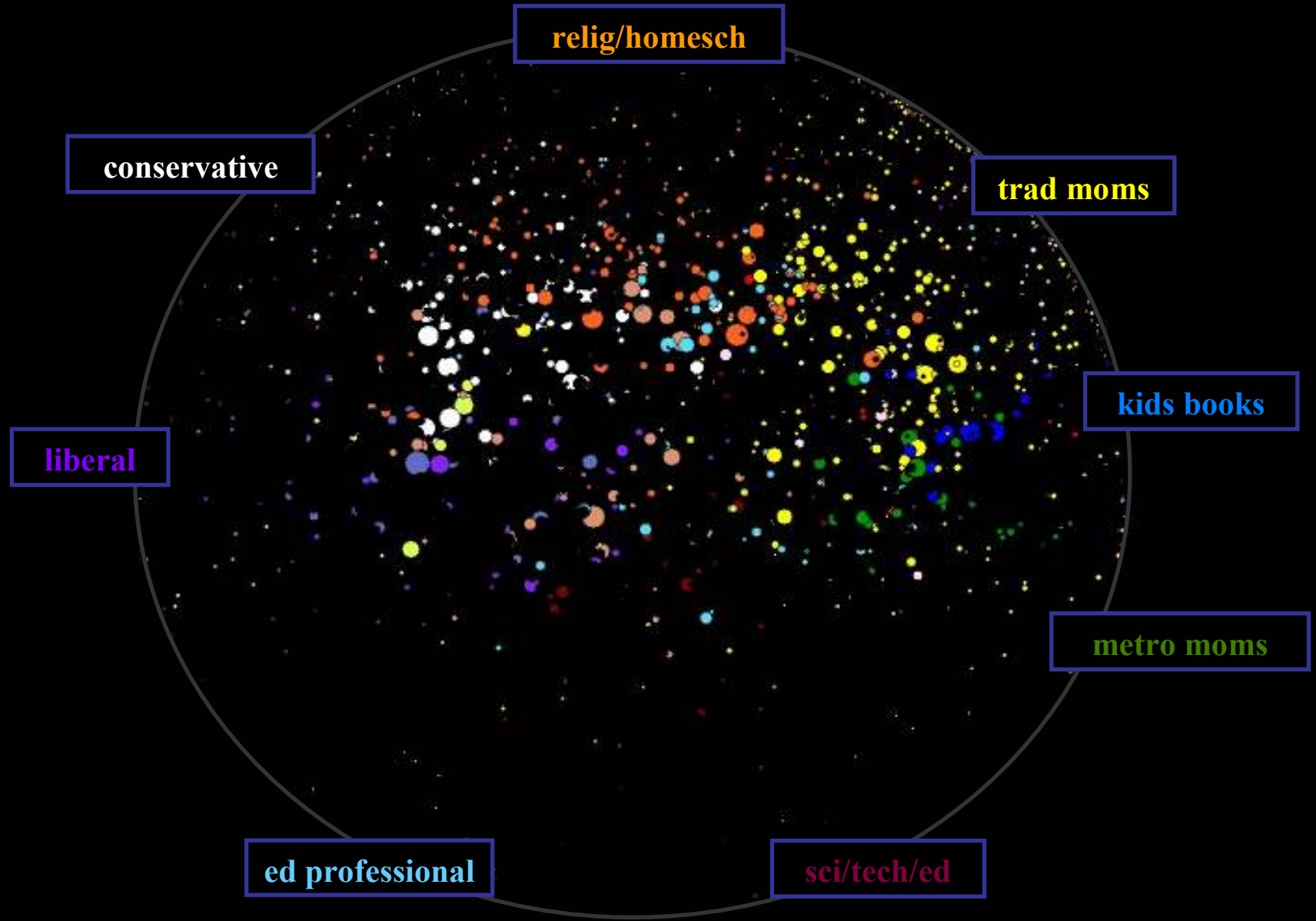
'creativity'



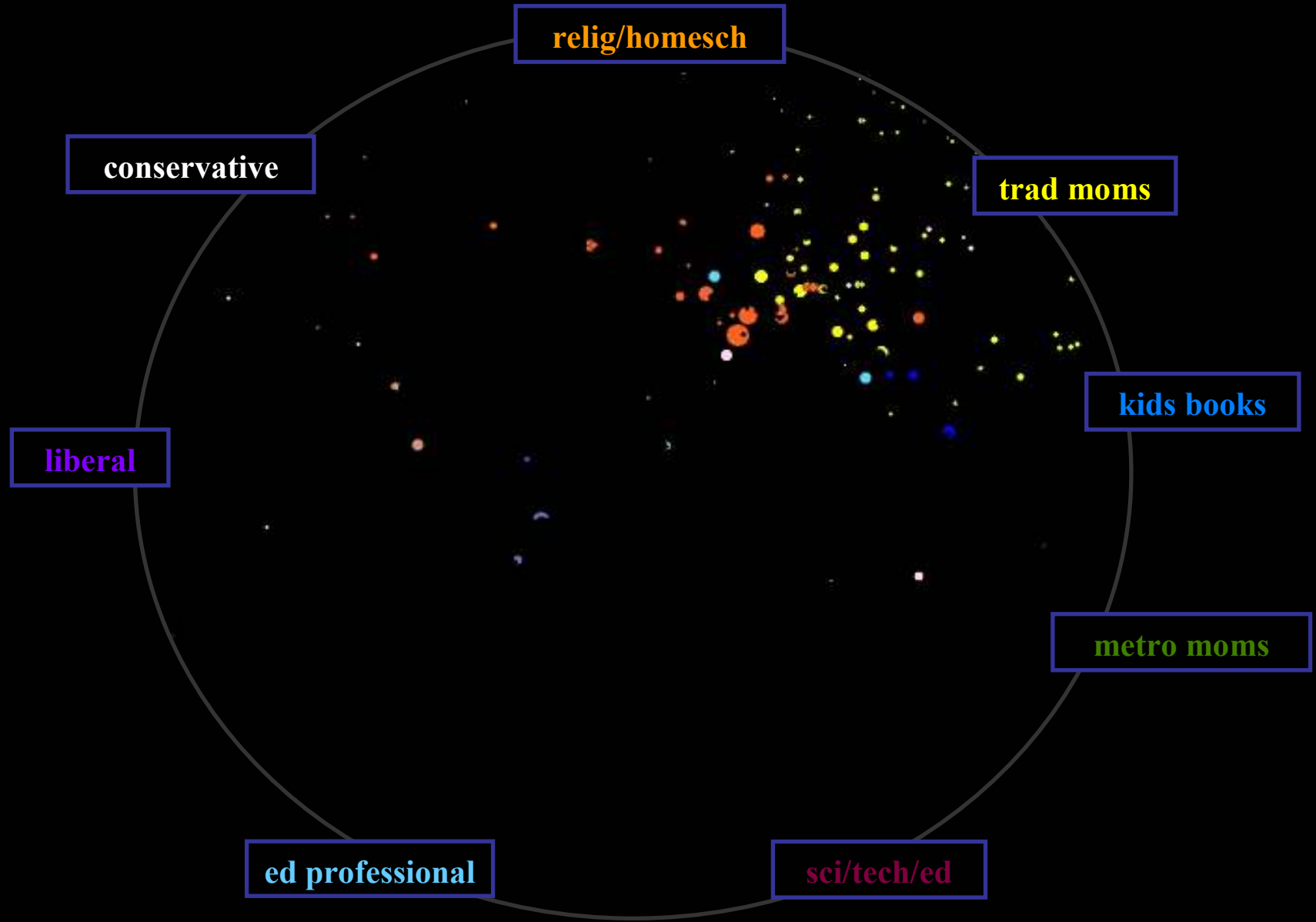
'innovation'



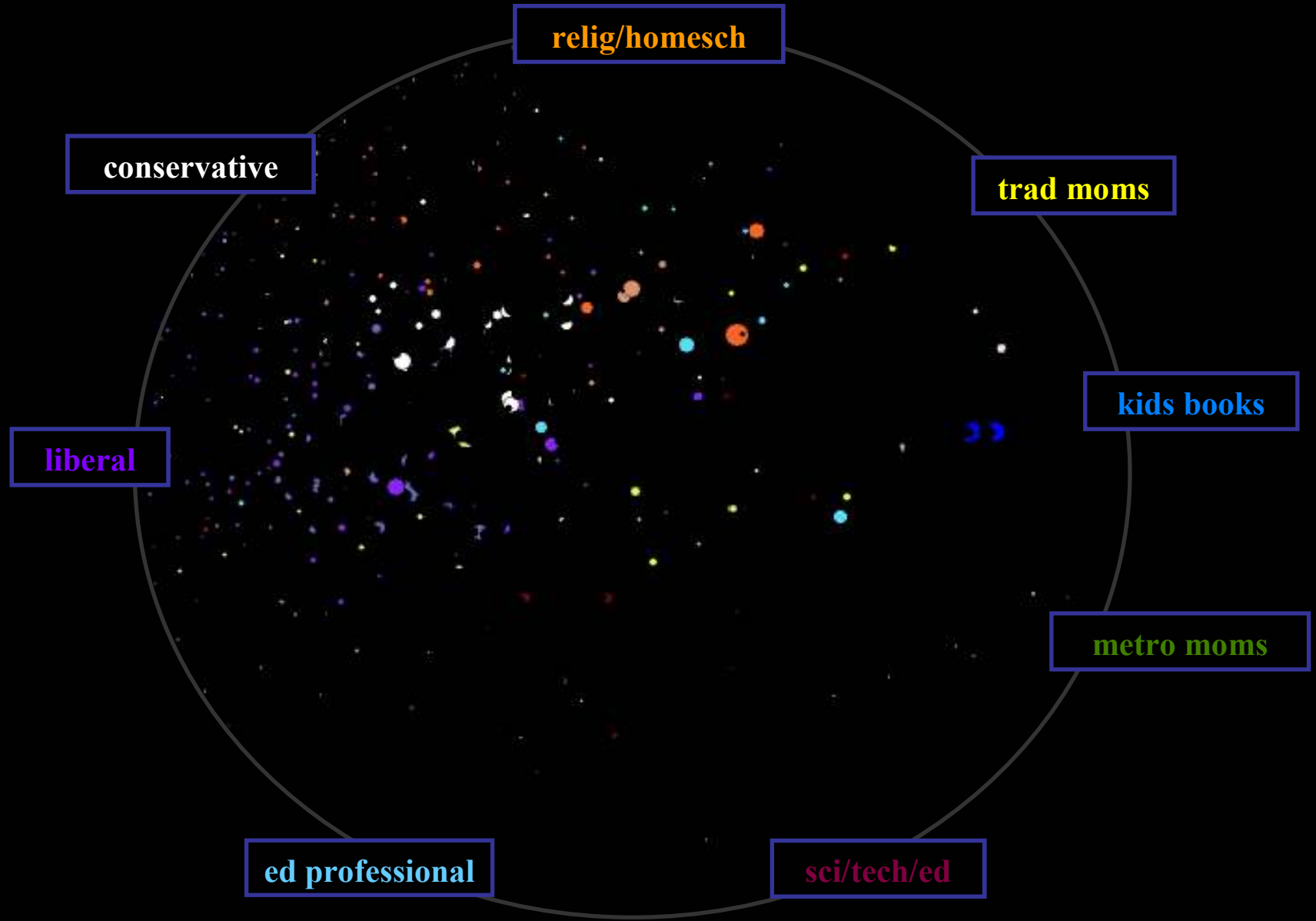
homeschool



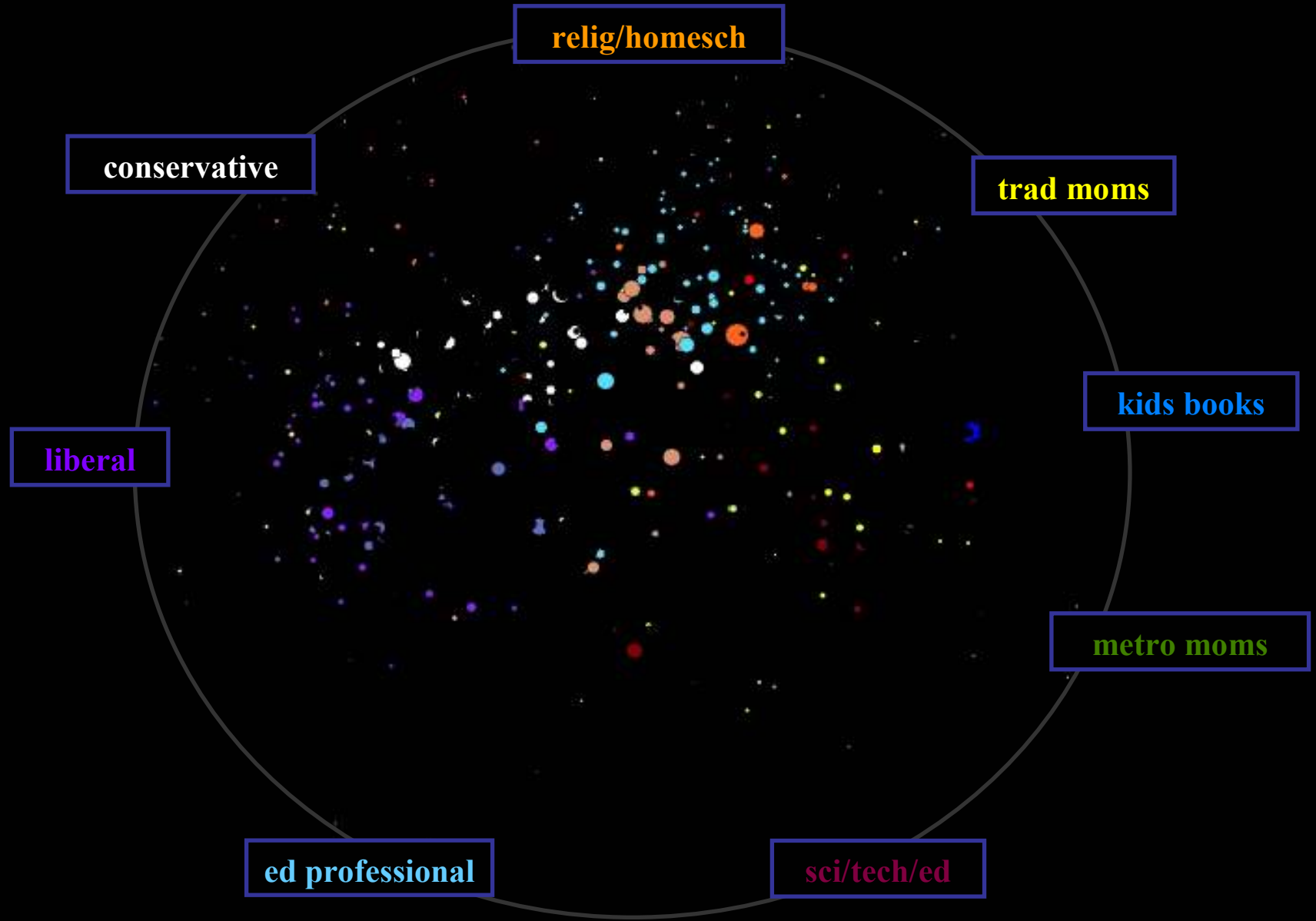
'home education'



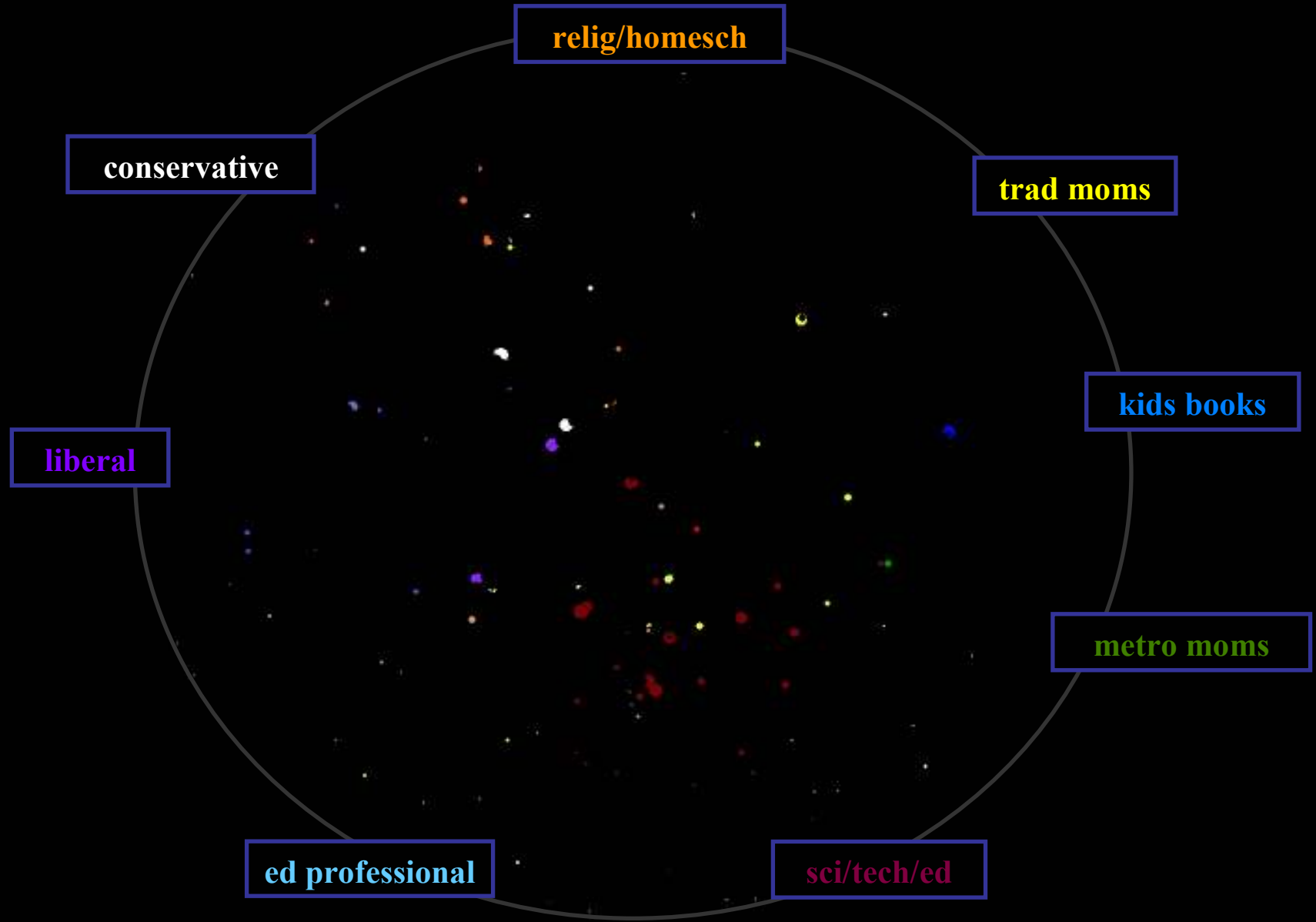
'no child left behind'



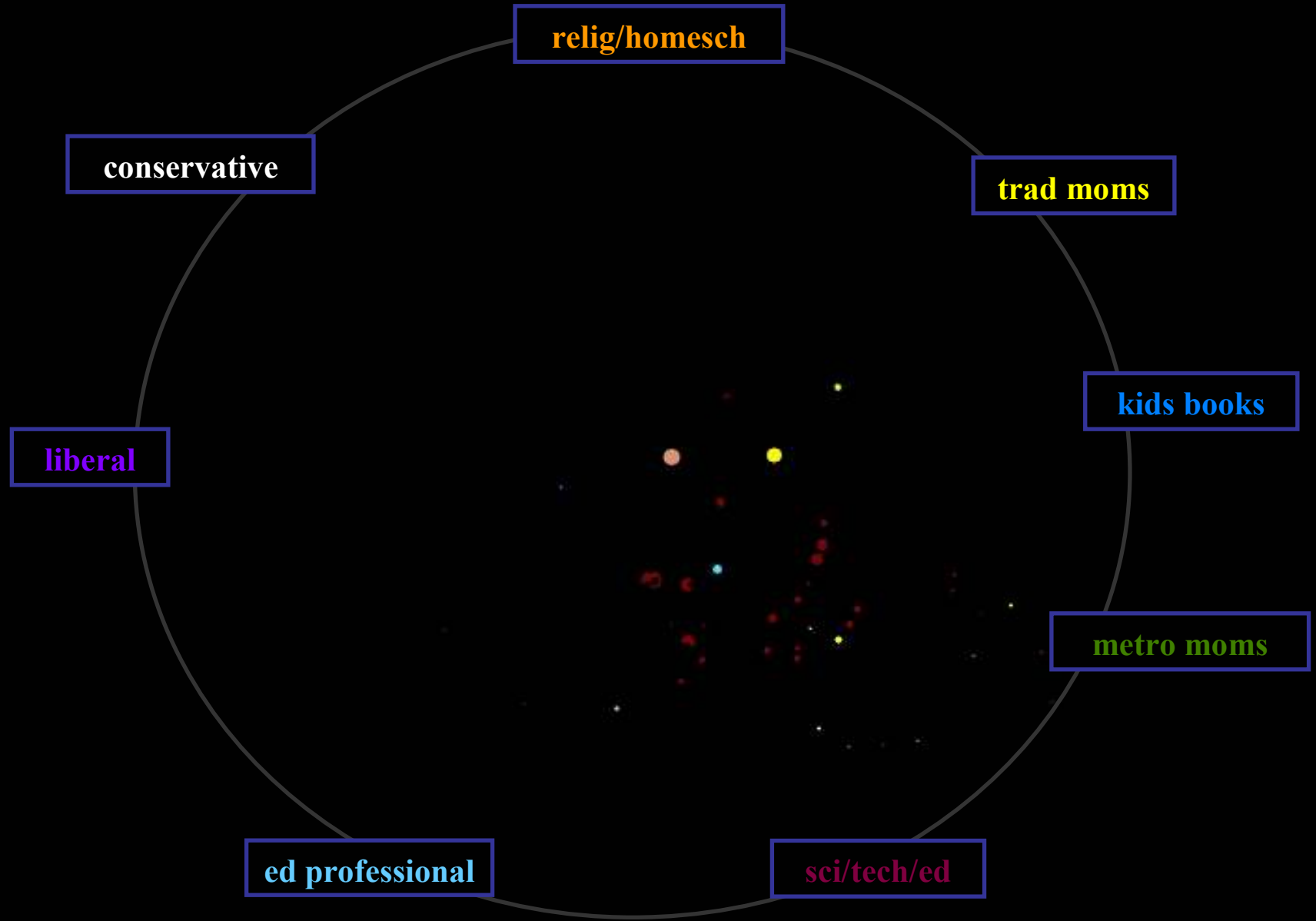
‘nclb’



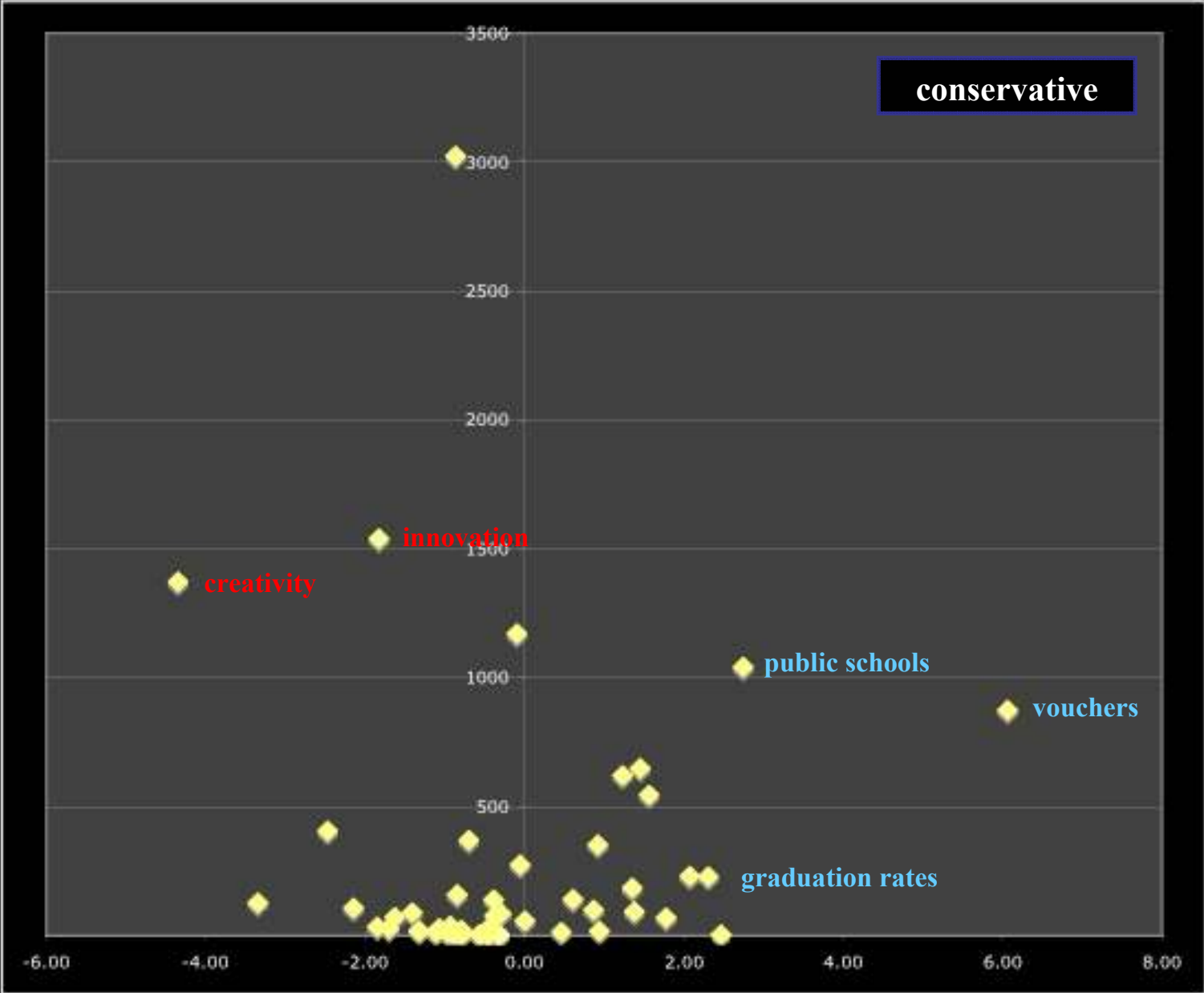
'creative thinking'



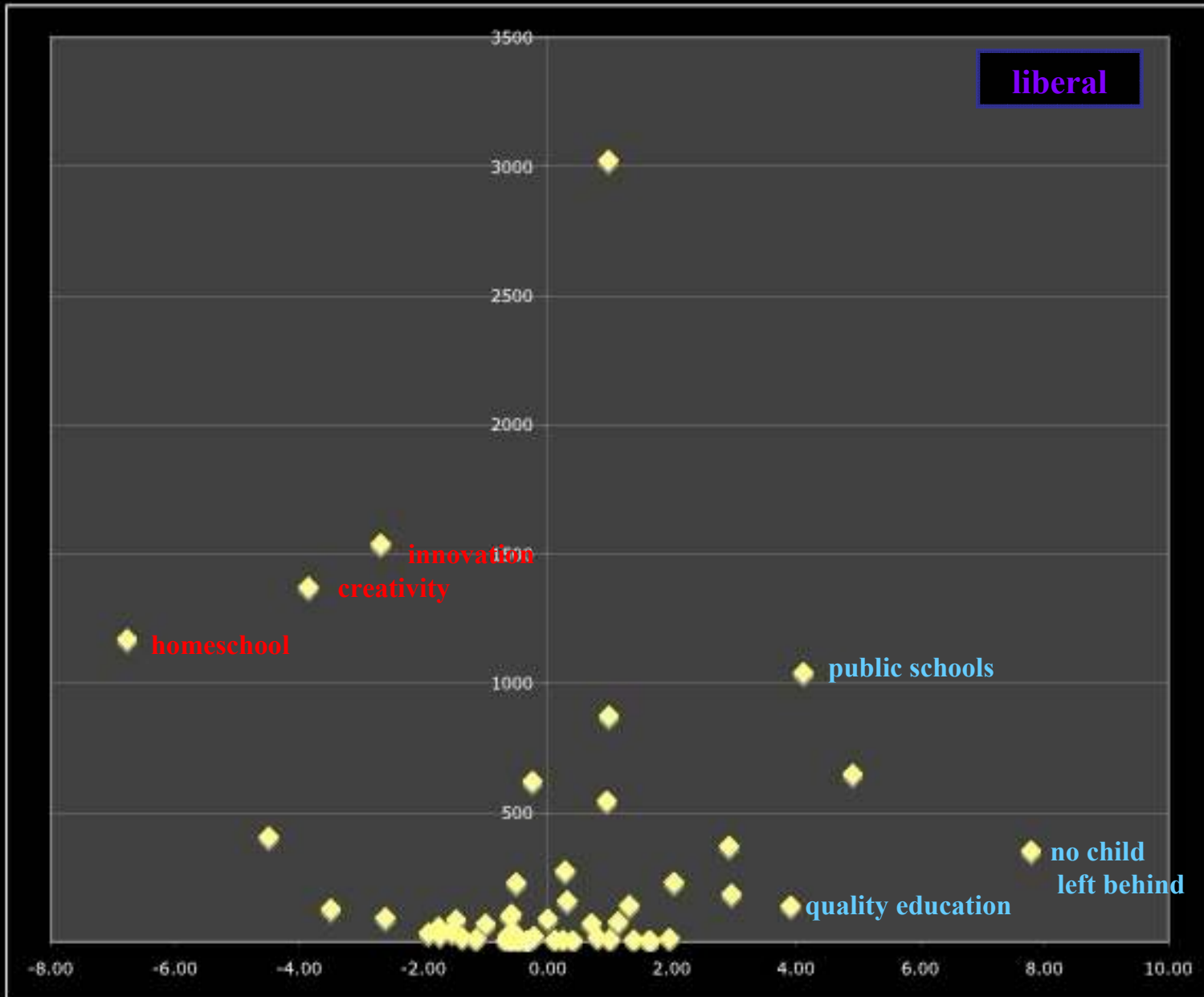
'coolcatteacher.blogspot.com'



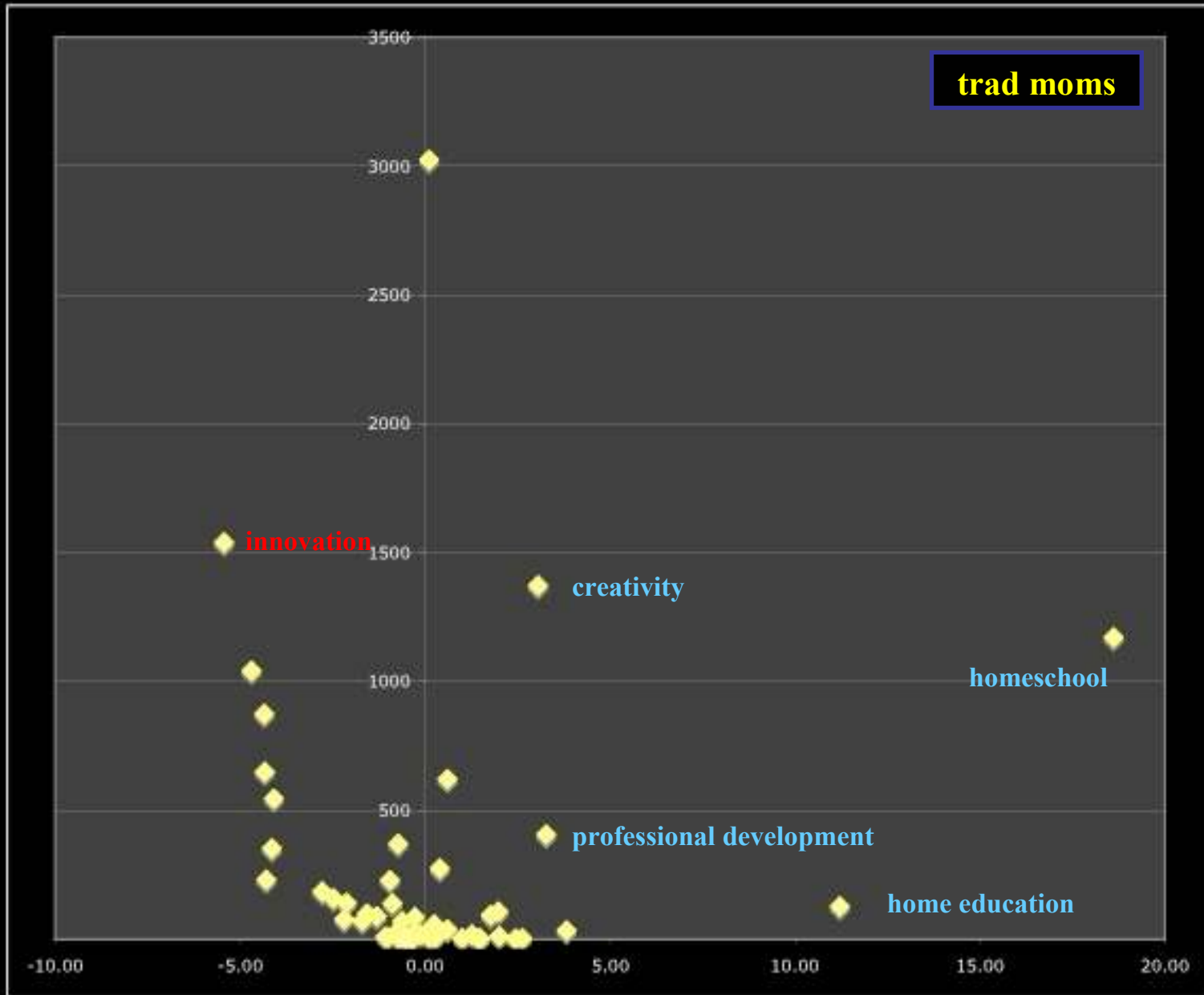
term valence



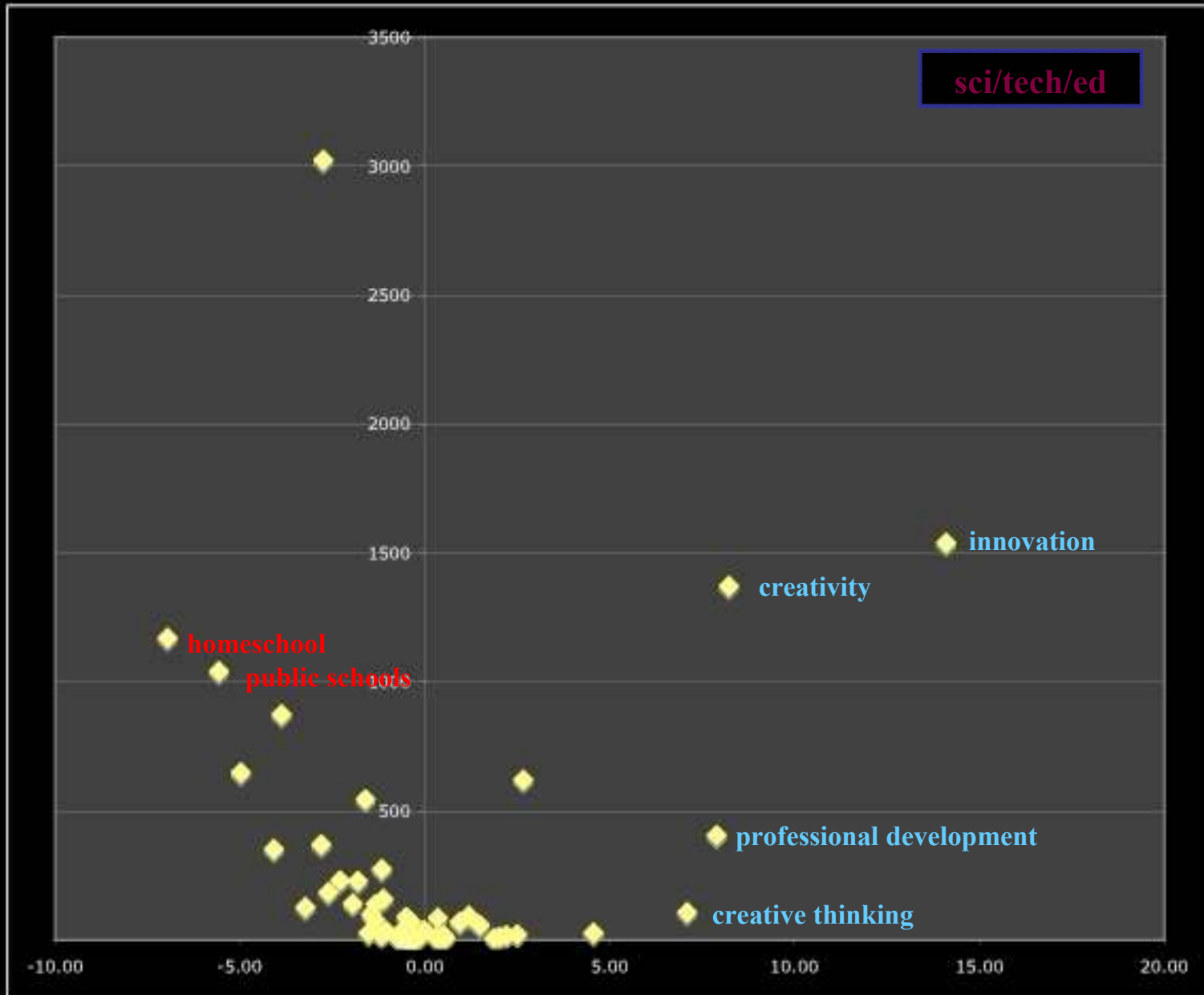
term valence



term valence



term valence



term valence

