

# Project Proposal

## Assessing swissnex Boston communication effectiveness

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### 1 Introduction

In a meeting with Prof. Gloor, he proposed a joint research project between the MIT Center for Collective Intelligence and swissnex Boston on the internal swissnex communication structure.

This project would increase the visibility of swissnex in the scientific community and produce advice for improving swissnex communication strategy.

As the same studies have already been conducted under the supervision of the two previous directors of swissnex Boston, Christoph von Arb and Pascal Marmier, the development of the teams performance could be evaluated as well.

### 2 Hypothesis and Previous Research

Previous studies have shown that five variables can describe a network and its effectiveness. Typically, one would measure the following:

1. centrality: who lies at the heart of the system
2. oscillation: how the center moves at which speed and amplitude
3. speed: reaction time
4. contribution: the number of information one produces and associated frequency
5. content: degree of positiveness, extent of content polarization

With this five variables, similar studies have displayed stylized facts that are:

1. higher contribution → increase of firm happiness
2. higher speed → increase of customer satisfaction
3. higher positiveness of content → decrease of customer satisfaction
4. higher span of polarized opinions in content → increase in customer/firm happiness

#### 2.1 Data and Methodology

For this purpose, we propose to use swissnex member's mailboxes as well as data extracted from the CRM (Batchbook). This data will exclusively be analyzed at an aggregated level and by swissnex staff. To respect privacy, we will only published anonymized data and, in a first step, only look at senders, receivers, and timestamps.

### 3 Benefits for swissnex Boston

The ultimate goal would be to compare the previously mentioned stylized facts with the results extracted from swissnex digital activity and draw conclusions that would reinforce the stylized facts statements and make it possible to provide advice for better communication strategies for swissnex.

This research can show the return on investment from the swissnex events by providing insights into the reasons for the successful organization of the events.

### 4 Timeline

July 2013:

- 1st week: define methodology along with Prof Gloor and gather data
- 2nd week: structure data and setting up framework
- 3rd week: analyzing data, prepare first results
- 4th week: wrapping up results and presenting them to swissnex Boston

Side note: Prof Gloor leaves May 15 and returns July 20, 2013.