

INTRODUCTION

THE PREMISE

- Identify and arrive before the tipping point in order to extrapolate the effect.
- Influencers are traditionally broken into three categories according to Gladwell: Connectors, Mavens and Salesmen.
- I propose the emergence of a fourth model. One that addresses the issue of trust associated with Connectors and the limitations of reach illustrated by Mavens.
- Enter. The Super Ninja.

THE POWER OF CONTEXT

- Numerical value is important, but there is greater value on active participation
- This can be measured through the path of greatest resistance. Where a system of measure places greater priority on actions that require greater effort.
- In this instance a point system will provide insight; a value of 0.5 will represent a favourite, 2 will represent a retweet and 3 will represent a comment, where as a comment with a call to action will represent 3.5.
- Similar to an Edgerank, these efforts will be summed to provide an 'Influencer' value.

THE VALUE CHAIN

- Primary Influencers > Secondary Influencers > Tertiary Influencers > The Massive Passive.
- P/I Original social action > S/I Social action is shared by another user and/or user influencer value is 5 or greater > T/I User action is 0.5 or greater, but < 5 > M/P no interactive user action.

APPLICATION

- This system will be applied to a tweet sent by Super Ninja, George Strombouloupoulos. (See Figure 1) regarding a cover song by an undiscovered artist - Annie Sumi.

GENERAL OBSERVATIONS

- The life cycle of a tweet seems to last at a duration between 1-2 hours.
- Of the comments posted, most occur within the first hour.
- As we shift from Primary to Secondary and Tertiary influencers there is a generally less social imprint. Of those with multiple social networks, most seem to focus on a primary public sharing point rather than one distributed equally.

FINDINGS

- There were a total 47 Retweets, 69 Favourites, 13 Comments for a total of 129 Influencers Actions.
- Of those actions five users both favoured and retweet, 1 user commented and favoured while 1 user both commented, favoured and retweeted

☆RT

@KatGallagher Followers 142 @FuzzyTunes Followers 139	@YLeget Followers 780 @TommySumi Followers 373	@Mac_R_White Followers 223
☆Comment @Giz152 Followers 43	☆Comment RT @YLeget Followers 780	

TOTAL INFLUENCER SCORE BREAKDOWN

☆ 69 * 0.5 = 34.5
RT 47 * 2 = 94
Comment 13 * 3 = 39
Comment + Call to Action 3 * 0.5 = 1.5

Summation

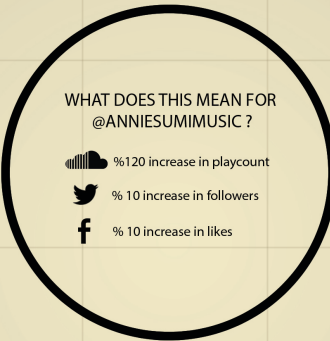
Total Influencer Score = 169



Strombouloupoulos @strombo · Feb 26

May I add... You should hear this beautiful @Coldplay cover by Canada's @AnnieSumiMusic - <http://tiny.cc/u9hvbX> #Insongnia #GreenEyes

RETWEETS	FAVOURITES
47	69



LEGEND ● Outlier ● Primary Influencer ● Secondary Influencer ○ Tertiary Influencer

* Objects will only appear on the graph at an influencer value of 3 or greater
^ User tweet has been acted upon by another user

