Let’s see how Quid analyzed innovation in the United States and Switzerland. We’ll also take a look at tweets from the Art of Innovation dinner hosted by swissnex San Francisco.

**What is Quid?** Quid expands your ability to comprehend massive amounts of information on any given topic. Through interactive visual maps, we make it easy to navigate your own way through the world’s collective intelligence and see relationships previously hidden. We enable you to realize ideas and decisions based on the best information available, not just what time allows for.
HOW TO: NETWORK VISUALIZATIONS

Quid reads large volumes of text information and then creates a visual, interactive map which can be used to interpret hidden relationships and ideas.

- Each node represents a news article or tweet; nodes sized by degree represent the number of connections that node has with other nodes (i.e., similarity).
- Connections represent similar language used across nodes.
- A node bridging two clusters can indicate a story that synthesizes multiple topics.
- Dense clusters contain highly similar stories.
- Spread out clusters contain highly differentiated stories.
- Less distance between clusters indicates a high number of inter-related stories.
- Greater distance between clusters indicates a low number of inter-related stories.
- Centrally located stories are core to the conversation, indicating central topics or bridging of ideas.
- Peripheral clusters are less central to the conversation but are more unique.
- Similar nodes typically cluster together and clusters are grouped by color.
The media conversation on Swiss innovation is diverse and covers a wide range of topics:

- Biotech & Pharma: 11%
- Health & Medicine: 6%
- Software Applications: 4%
- New Product Announcements: 4%
- Biotech & Pharma: 11%
- M&A Activity: 6%
- Energy: 5%
- Digital Innovation & Education: 8%
- Innovation Strategies: 5%
- Sports: 4%
- Government: 4%
- Food & Sustainability: 5%
- Art, Music & Fashion: 4%
- Watchmaking: 7%
- Monetary Policy: 8%
- Global Partnerships: 2%
- IP Law: 8%
- Innovation Strategies: 5%

News articles on innovation
Swiss based sources
n = 1,436
Aug 2013 - July 2015
Colored and clustered by topic
When describing Silicon Valley innovation, the media uses similar language, shown by a dense network structure.
Connecting people to encourage innovation was central to the conversation on Twitter during the swissnex dinner.
What tweets were most popular during the event?

Tweets with #swisspier hashtag
n = 349
Colored and clustered by topic
Sized by sharing index
#SWISSPIER CONVERSATIONS

What tweets were the most unique?

- Laura: Unlike Moore’s law, innovation is not predictable. #swisspie

- Benjamin Bollmann: Innovation needs letting the evidence and not the authority speak.

- Mary Ellyn Johnson: Repetition is the enemy of innovation. #swisspie

- Julia C.K.M.: Innovation should also be about new mindsets. For example how we treat our elderly. #swisspie

Tweets with #swisspie hashtag
n = 349
Colored and clustered by topic
Sized by fixed

Quid