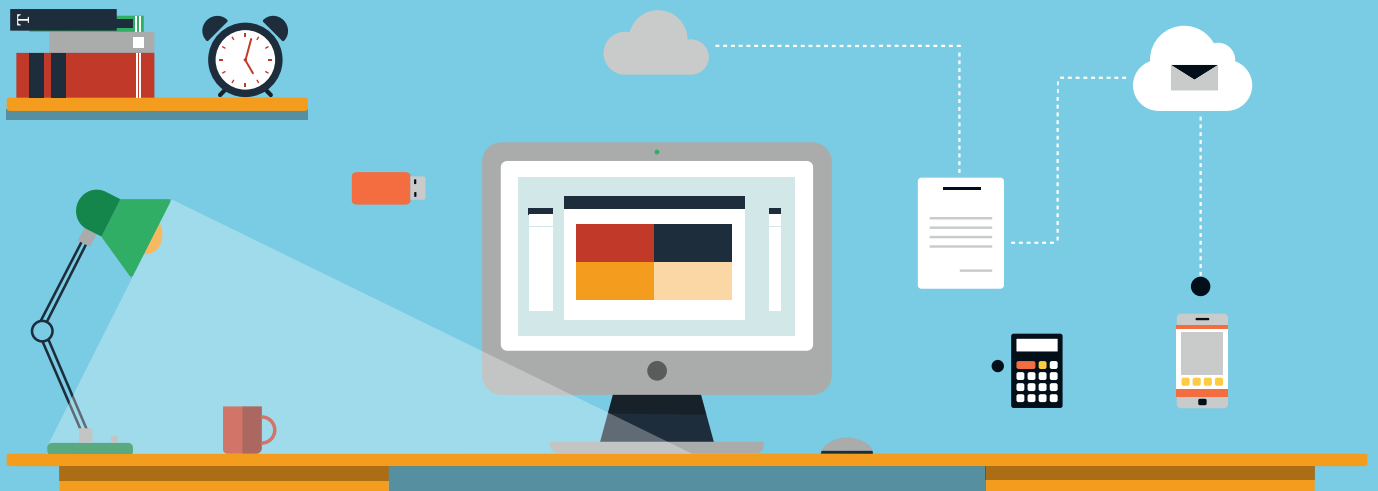


EDTECH AND ELEARNING 2016



TOP 200 INFLUENCERS AND BRANDS



inside



Methodology



Comparison



Network Maps



Top 200 Lists



Key Insights



methodology

The PageRank based methodology we use to extract influencers on a particular topic (tweets mentioning “edtech OR elearning OR e-learning” in this case) takes into account the number and quality of contextual references that a user receives.

These calculations are independent of a user's number of followers, but we do filter our lists based on how much a user is engaged in the conversation.

If you want to learn more, read our article that outlines influencer identification.

[take me there](#)

BIG

the
data



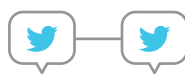
90
days



1,016,706
tweets



122,367
users

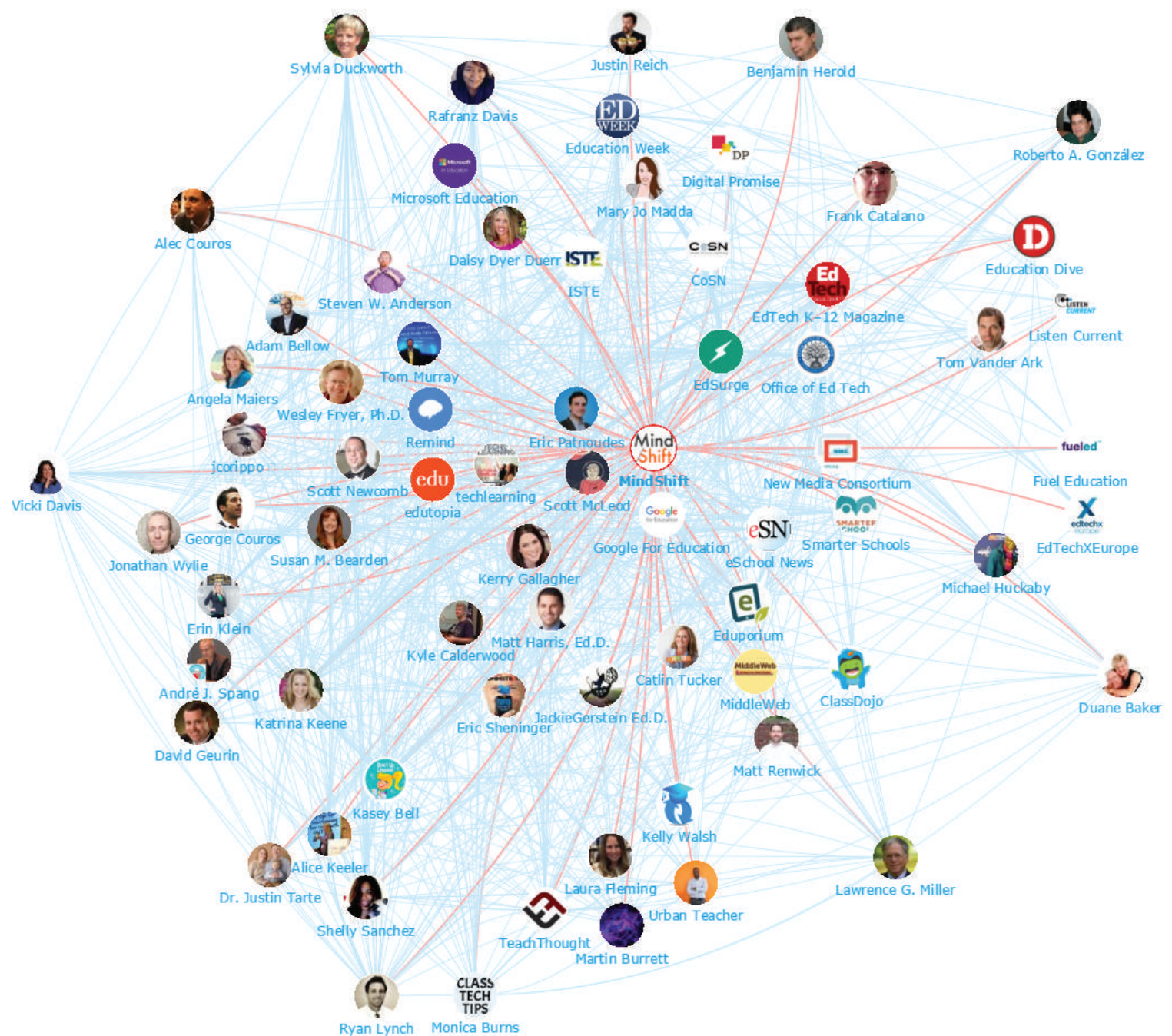


554,142
engaged tweets



[Learn More](#)

Interactions between influencers and brands in the Edtech and Elearning debate



This map was created using our Influencer Relationship Management software.

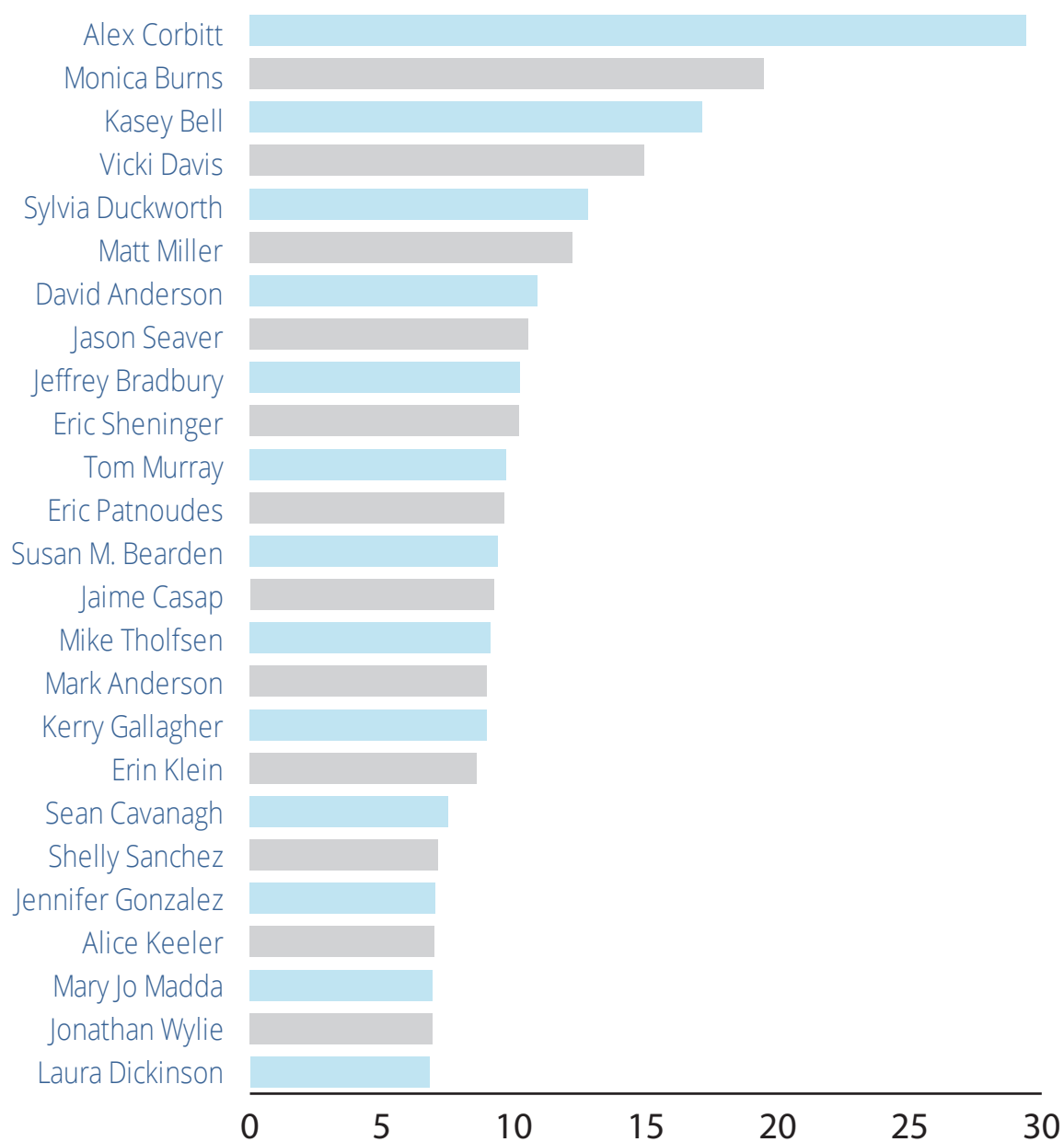
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Individuals **Top 200**

How do they stack up?

INDIVIDUALS - TOP 25



Normalised PageRank

INDIVIDUALS 1 - 50

Rank	Name	Twitter Handle	Influencer Score
1	Alex Corbitt	Alex_Corbitt	29.42
2	Monica Burns	ClassTechTips	19.47
3	Kasey Bell	ShakeUpLearning	17.15
4	Vicki Davis	coolcatteacher	14.93
5	Sylvia Duckworth	sylvia Duckworth	12.81
6	Matt Miller	jmattmiller	12.21
7	David Anderson	elearning	10.90
8	Jason Seaver	JasonSeaver1975	10.55
9	Jeffrey Bradbury	TeacherCast	10.23
10	Eric Sheninger	E_Sheninger	10.20
11	Tom Murray	thomasmurray	9.72
12	Eric Patnoudes	NoApp4Pedagogy	9.63
13	Susan M. Bearden	s_bearden	9.39
14	Jaime Casap	jcasap	9.24
15	Mike Tholfson	mtholfson	9.12
16	Mark Anderson	ICTEvangelist	8.99
17	Kerry Gallagher	KerryHawk02	8.97
18	Erin Klein	KleinErin	8.58
19	Sean Cavanagh	EdWeekSCavanagh	7.50
20	Shelly Sanchez	ShellTerrell	7.14
21	Jennifer Gonzalez	cultofpedagogy	7.02
22	Alice Keeler	alicekeeler	6.99
23	Mary Jo Madda	MJMadda	6.91
24	Jonathan Wylie	jonathanwylie	6.91
25	Laura Dickinson	eLearning_Laura	6.80
26	Mark Barnes	markbarnes19	6.76
27	Scott Newcomb	SNewco	6.59
28	Alec Couros	courosa	6.29
29	Richard Byrne	rmbyrne	6.13
30	David Geurin	DavidGeurin	5.96
31	Richard Wells	EduWells	5.87
32	Jennifer Williams	JenWilliamsEdu	5.67
33	Beth Holland	brholland	5.59
34	Bryan L. Miller	Edtechnerd	5.56
35	Tom Vander Ark	tvanderark	5.50
36	Duane Baker	DBaker007	5.44
37	Bryan Alexander	BryanAlexander	5.40
38	Matthew Lynch	Lynch39083	5.05
39	Nikolas Chatzopoulos	chatzopoulosn	5.01
40	Sean O'Connor	aseoconnor	4.94
41	Jeff Herb	jeffherb	4.91
42	Rafranz Davis	RafranzDavis	4.88
43	Andoni Sanz	AndoniSanz	4.65
44	George Couros	gcouros	4.65
45	Michelle Davis	EWmdavis	4.64
46	Christopher Pappas	cpappas	4.53
47	Will Richardson	willrich45	4.36
48	Katrina Keene	teachintechgal	4.32
49	Rabbi Michael Cohen	TheTechRabbi	4.16
50	Scott McLeod	mcLeod	4.13

INDIVIDUALS 51-100

Rank	Name	Twitter Handle	Influencer Score
51	Mike Crowley	crowley_mike	4.12
52	Tony Vincent	tonyvincent	4.09
53	Michael Meotti	meotti	4.05
54	Matt Harris, Ed.D.	MattHarrisEdD	4.02
55	Emily Fitzpatrick	efitz_edtech	3.68
56	Benjamin Herold	BenjaminBHerold	3.61
57	Sean Gardner	2morrowknight	3.55
58	Ryan Lynch	builtbyteachers	3.48
59	Roberto A. González	robertoglezcano	3.44
60	Josh Murdock	professorjosh	3.42
61	Connie Malamed	elearningcoach	3.35
62	Amanda Fay	fayal555	3.30
63	Audrey Watters	audreywatters	3.28
64	Dr. Justin Tarte	justintarte	3.21
65	Kyle Pace	kylepace	3.21
66	Sam Patterson	SamPatue	3.17
67	Dr. Darryl Adams	DrAdamsCVUSD	3.16
68	Steven McIntosh	stevenjmcintosh	3.03
69	Alexandra Pannoni	alipannoni	3.01
70	DFrank	DFrank	2.96
71	Nira Dale	MrsDale_edu	2.92
72	Matt Renwick	ReadByExample	2.91
73	Kelly Walsh	EmergingEdTech	2.89
74	Frank Catalano	FrankCatalano	2.86
75	Bill Fitzgerald	funnymonkey	2.80
76	Ross Cooper	RossCoops31	2.79
77	Michael Huckaby	mhuckabyeSchool	2.78
78	Jennifer Womble	JenWomble	2.76
79	Daisy Dyer Duerr	DaisyDyerDuerr	2.75
80	Steven W. Anderson	web20classroom	2.72
81	Lisa Nielsen	InnovativeEdu	2.67
82	Molly Schroeder	followmolly	2.65
83	Dan Koch	danvkoch	2.63
84	Maria Galanis	mariagalanis	2.63
85	Angela Maiers	AngelaMaiers	2.62
86	Sarah Thomas	sarahdateechur	2.59
87	Timothy Scholze	scholzet	2.57
88	Eric Curts	ericcurts	2.56
89	William Jenkins	EdTech_Stories	2.54
90	Doug Levin	douglevin	2.53
91	Catlin Tucker	Catlin_Tucker	2.52
92	Holly Yettick	HollyYettick	2.44
93	George Veletsianos	veletsianos	2.42
94	Patrick Riccards	Eduflack	2.33
95	George Siemens	gsiemens	2.32
96	john burns	j0hnburns	2.31
97	Brad Waid	Techbradwaid	2.27
98	Justin Aglio	JustinAglio	2.27
99	Jordan Shapiro	jordosh	2.27
100	Maria Petreska	teachermarija	2.21

INDIVIDUALS 101 - 151

Rank	Name	Twitter Handle	Influencer Score
101	Ian Fordham	ianfordham	2.20
102	jcorippo	jcorippo	2.20
103	Ian Barker	barkernscaa	2.18
104	elizabeth corcoran	betsy_	2.18
105	Justin Reich	bjfr	2.17
106	Steven Isaacs	mr_isaacs	2.10
107	Melissa Milloway	MelMilloway	2.08
108	Michael B. Horn	michaelbhorn	2.07
109	Adam Bellow	adambellow	2.07
110	Beverly Ladd	BevLadd	2.04
111	José Picardo	josepicardoSHS	2.03
112	Martin Burrett	ICTmagic	1.99
113	Jen Roberts	JenRoberts1	1.98
114	Nicole Legault	nicole_legault	1.96
115	Doug Belshaw	dajbelshaw	1.95
116	Elizabeth Brumbaugh	ecalhoon	1.95
117	Kris Szajner	KSzajner	1.94
118	Dan Greenstein	dan_greenstein	1.92
119	Scott Dellosso	scott_dellosso	1.92
120	Patrice Houdayer	PatriceHoudayer	1.91
121	Sabba Quidwai	askMsQ	1.90
122	Claire Lotriet	OhLottie	1.89
123	Kayla Delzer	MrsDelz	1.88
124	Nicholas Clayton	crikeypotter	1.86
125	Tom D'Amico	TDottawa	1.86
126	Neil Jarrett	EdTechNeil	1.86
127	Matthew Miller	MentorSuper	1.84
128	Stacey Roshan	buddyxo	1.83
129	Robbie Grimes	robbiegrimes	1.82
130	Douglas Green	drdouggreen	1.82
131	Nicholas Provenzano	thenerdyteacher	1.79
132	Michele Molnar	EdWeekMMolnar	1.79
133	Julia Freeland	juliaffreeland	1.79
134	Jon Neale	JNealeUK	1.78
135	Julie Dirksen	usablelearning	1.77
136	Ed Barton	ed_barton	1.77
137	Jesse Lubinsky	jlubinsky	1.76
138	Melinda D. Anderson	mdawriter	1.76
139	Bryan Jones	elearningart	1.75
140	Laura Fleming	LFlemingEDU	1.73
141	Laura Devaney	eSN_Laura	1.72
142	Erin Wilkey Oh	erinwilkey	1.71
143	André J. Spang	Tastenspieler	1.69
144	Ryan Petersen	RyanPete	1.69
145	Robyn Hrivnatz	RobynHrivnatz	1.66
146	Jin-Soo Huh	JinSooDHuh	1.66
147	Drew Minock	TechMinock	1.65
148	AJ Juliani	ajjuliani	1.63
149	Jamie Forshey	edutech20	1.63
150	David White	daveowhite	1.62

INDIVIDUALS 151 - 2000

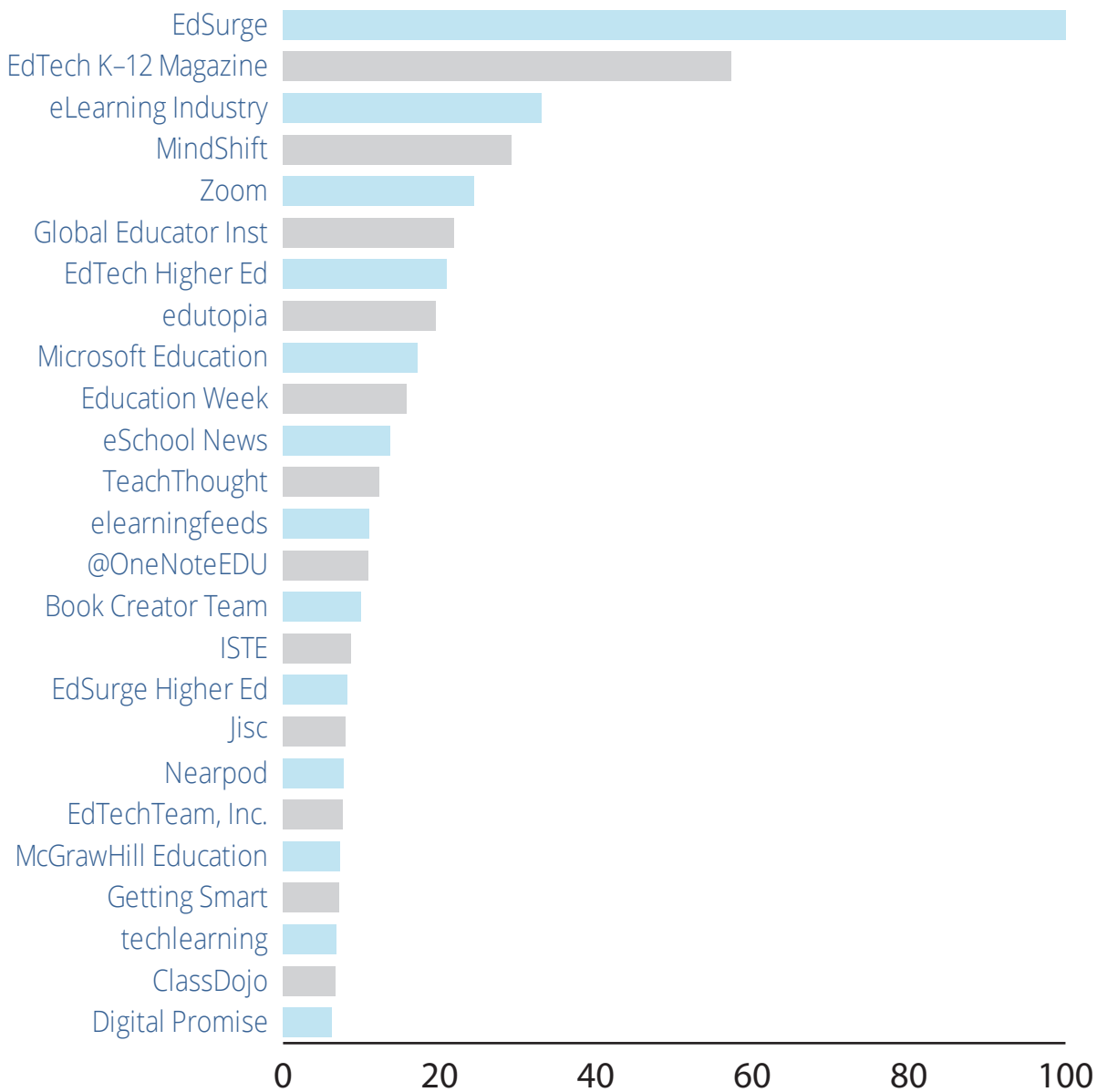
Rank	Name	Twitter Handle	Influencer Score
151	Nicholas Keith	NKeithBlend	1.62
152	Justin Birckbichler	Mr_B_Teacher	1.61
153	Alex Hernandez	thinkschools	1.61
154	Lawrence G. Miller	lawrencegmiller	1.60
155	Amelia Vance	ameliaivance	1.60
156	Vicent Gadea	vicentgadea	1.59
157	Jacob Hanson	PRPanacheJacob	1.58
158	Sylvia LibowMartinez	smartinez	1.56
159	Dan McCabe	danieldmccabe	1.56
160	Wesley Fryer, Ph.D.	wfryer	1.55
161	Richard Culatta	rec54	1.54
162	Viv	ViviFriedgut	1.54
163	Andrew T. Schwab	anotherschwab	1.53
164	Jay Ashcroft	LearnMakerJay	1.50
165	Kelly Rexine	kellyrexine	1.48
166	Kyle Calderwood	kcalderw	1.48
167	NikPeachey	NikPeachey	1.48
168	Patricia J. Brown	msEdtechie	1.44
169	Daniel Gohl	danielgohl	1.44
170	Dan Meyer	ddmeyer	1.43
171	Fran Siracusa	ProfeEdTech	1.43
172	Phillip Cowell	Phillip_Cowell	1.43
173	Ted Mitchell	EDUnderSec	1.42
174	Matthew Guyan	MattGuyan	1.42
175	Ginger Lewman	GingerLewman	1.41
176	JackieGerstein Ed.D.	jackiegerstein	1.41
177	Christopher J. Nesi	mrnesi	1.41
178	Rebecca Recco	beccarecco	1.41
179	Don Goble	dgoble2001	1.39
180	Ossa Fisher	ossaf	1.39
181	Brian Seymour	SeymourEducate	1.39
182	Gary Stager, Ph.D.	garystager	1.39
183	Allison Baum	Allison_Baum	1.39
184	Mandela S-Hodge	MandelaSH	1.38
185	Chad A. Stevens	k12cto	1.38
186	Paul Hamilton	PaulHamilton8	1.38
187	Dr. Anael Alston	DrAAAlston	1.37
188	Sue Gorman	sjgorman	1.37
189	Michael Feldstein	mfeldstein67	1.36
190	Michelle Armstrong	armstrongedtech	1.36
191	Ryan O'Donnell	creativeedtech	1.35
192	Courtney Kofeldt	CourtneyKofeldt	1.35
193	Chris Aviles	TechedUpTeacher	1.35
194	Karly Moura	KarlyMoura	1.34
195	Russel Tarr	russeltarr	1.34
196	Ron Strand	ronsideas	1.33
197	James Gibbons	ThatEdTechGuy	1.32
198	Mike Reading	MikeReading	1.31
199	Scott Rocco	ScottRRocco	1.31
200	Katie Ann	KatieAnn_76	1.30



Brands **Top 200**

How do they stack up?

BRANDS - TOP 25



Normalised PageRank

BRANDS 1 - 50

Rank	Name	Twitter Handle	Influencer Score
1	EdSurge	EdSurge	100.00
2	EdTech K-12 Magazine	EdTech_K12	57.27
3	eLearning Industry	elearnindustry	33.02
4	MindShift	MindShiftKQED	29.15
5	Zoom	zoom_us	24.46
6	Global Educator Inst	geiendorsed	21.84
7	EdTech Higher Ed	EdTech_HigherEd	20.89
8	edutopia	edutopia	19.54
9	Microsoft Education	Microsoft_EDU	17.14
10	Education Week	educationweek	15.80
11	eSchool News	eschoolnews	13.75
12	TeachThought	TeachThought	12.34
13	elearningfeeds	elearningfeeds	11.00
14	@OneNoteEDU	OneNoteEDU	10.87
15	Book Creator Team	BookCreatorApp	9.91
16	ISTE	isteconnects	8.66
17	EdSurge Higher Ed	HigherEdSurge	8.20
18	Jisc	Jisc	8.02
19	Nearpod	nearpod	7.70
20	EdTechTeam, Inc.	edtechteam	7.66
21	McGrawHill Education	MHEducation	7.24
22	Getting Smart	Getting_Smart	7.20
23	techlearning	techlearning	6.86
24	ClassDojo	ClassDojo	6.70
25	Digital Promise	DigitalPromise	6.27
26	Intel Education	IntelEDU	6.27
27	ASU GSV Summit	asugsvsummit	6.19
28	Blackboard	Blackboard	6.17
29	iLearn2	iLearn2Apps	6.10
30	CoSN	CoSN	6.01
31	Google For Education	GoogleForEdu	6.01
32	Education Radio	BAMRadioNetwork	6.01
33	@TeacherToolkit	TeacherToolkit	5.82
34	Office of Ed Tech	OfficeofEdTech	5.77
35	Graphite	Graphite	5.70
36	Kahoot!	GetKahoot	5.67
37	EdTechReview	etr_in	5.51
38	Gates Foundation	gatesfoundation	5.31
39	GoGuardian	goguardian	5.16
40	SXSWedu	SXSWedu	5.07
41	Amazon Education	AmazonEdu	4.94
42	Education Dive	EducationDive	4.87
43	Brightspace	Brightspace	4.50
44	Open edX	OpenEdX	4.48
45	Common Sense Edu	CommonSenseEdu	4.14
46	Quizizz	quizizz	4.12
47	Articulate	Articulate	4.06
48	US Dept of Education	usedgov	4.04
49	The Edvocate	AdvocateforEd	4.01
50	EdTech	edtech_rr	3.98

BRANDS 51 - 100

Rank	Name	Twitter Handle	Influencer Score
51	ASCD	ASCD	3.93
52	Educatorstechnology	medkh9	3.81
53	SETDA	SETDA	3.78
54	Gaggle	Gaggle_K12	3.77
55	edtech digest	edtechdigest	3.76
56	The Ed Tech Roundup	ETRoundup	3.72
57	SMART Technologies	SMART_Tech	3.70
58	Quizlet	quizlet	3.65
59	Education Technology	Educ_Technology	3.63
60	OZOBOT	OZOBOT	3.59
61	iPad Teacher Guide	iPadTeachers	3.53
62	U.S. News Education	USNewsEducation	3.49
63	Whooo's Reading	WhoosReading	3.47
64	LINCS	LINCS_ED	3.47
65	allen interactions	customelearning	3.40
66	Skype Classroom	SkypeClassroom	3.39
67	Explain Everything	explainevrythng	3.34
68	2U	2Uinc	3.30
69	Teaching Channel	TeachingChannel	3.30
70	GoAnimate 4 Schools	Go4Schools	3.30
71	Canvas LMS	CanvasLMS	3.29
72	NCCE	NCCE_EdTech	3.27
73	ARRL	arrrl	3.26
74	Pluralsight	pluralsight	3.11
75	Summit Schools	SummitPS	2.82
76	formative	goformative	2.80
77	PULSE	PULSElearnstyle	2.78
78	Schoology	Schoology	2.73
79	Future Ready	FutureReady	2.72
80	Seesaw	Seesaw	2.70
81	DreamBox Learning	DreamBox_Learn	2.70
82	Smore	SmorePages	2.65
83	eLearning Learning	elearningPosts	2.65
84	Digital Learning	DLGWAEA	2.64
85	PR with Panache!	PRwithPanache	2.62
86	Gates Education	gatesed	2.59
87	ThinkFun	ThinkFun	2.58
88	Eduporium	Eduporium	2.57
89	GTAT idea	GTATidea	2.56
90	eCampus News	ecampusnews	2.56
91	Brainly	brainly	2.52
92	eLearning Brothers	eLearningBros	2.50
93	EdTechTeacher	EdTechTeacher21	2.49
94	Urban Teacher	urban_teacher	2.49
95	edX	edXOnline	2.47
96	Padlet	padlet	2.44
97	DigitalJLearning	DigitalJLearn	2.38
98	BOXLIGHT Inc.	boxlightinc	2.38
99	How to Pass the GED	howtopasstheged	2.37
100	EDTECH@UTRGV	EDTECH_UTB	2.34

BRANDS 101 - 150

Rank	Name	Twitter Handle	Influencer Score
101	Speak Up	SpeakUpEd	2.34
102	Listen Current	ListenCurrent	2.34
103	DataQualityCampaign	EdDataCampaign	2.29
104	Udemy	udemy	2.26
105	eLearning Africa	eLAconference	2.26
106	EdTechXEurope	EdTechEurope	2.24
107	GoNoodle	GoNoodle	2.24
108	DoInk Tweets	DoInkTweets	2.23
109	gomo learning	gomolearning	2.21
110	Microsoft Education	microsofteduk	2.21
111	FreshGrade	FreshGrade	2.20
112	Remind	RemindHQ	2.20
113	Mentoring Minds	mentoringminds	2.20
114	Village Capital	villagecapital	2.19
115	LearnUpon	LearnUpon	2.17
116	Cengage Learning	CengageLearning	2.14
117	EdTechWomen	EdTechWomen	2.14
118	Kineo	kineo	2.14
119	Outwhiz	outwhiz	2.14
120	Cisco US K-12 Educ	Cisco_K12Edu	2.13
121	Texthelp for Edu	texthelp	2.10
122	Digital Directions	EdWeekEdTech	2.10
123	Sponge elearning	Sponge_UK	2.10
124	Desmos.com	Desmos	2.10
125	Edmodo	edmodo	2.08
126	buncee	Buncee	2.08
127	Newsela	Newsela	2.08
128	Fuel Education	FuelEducation	2.07
129	East Noble Sch Corp	ENobleSchCorp	2.07
130	MinecraftEdu	MinecraftEdu	2.04
131	NASSP	NASSP	2.04
132	eSpark	eSparkLearning	1.97
133	AltSchool	altschool	1.95
134	Training Magazine	TrainingMagUS	1.94
135	The Memo	TheMemo	1.93
136	FETC	fetc	1.92
137	PulseLearning	PulseLearning	1.91
138	New Media Consortium	NMCorg	1.90
139	Connect To Good	ConnectToGood	1.89
140	TES	tes	1.88
141	iPadArtRoom	art_cathyhunt	1.86
142	Quizalize	Quizalizeapp	1.85
143	ATD National	atd	1.84
144	NewSchools	nsvf	1.83
145	Turnitin	Turnitin	1.83
146	bcg.perspectives	bcgperspectives	1.79
147	Innovate My School	InnovateMySchl	1.78
148	Skyward Inc.	Skyward_Inc	1.77
149	ClassFlow	ClassFlow	1.76
150	Education Next	EducationNext	1.75

BRANDS 151 - 200

Rank	Name	Twitter Handle	Influencer Score
151	CB Insights	CBinsights	1.74
152	Inside Higher Ed	insidehighered	1.70
153	Blippar Education	BlipparEDU	1.69
154	Edsby	Edsby	1.69
155	Discovery Education	DiscoveryEd	1.69
156	MiddleWeb	middleweb	1.69
157	Education World	education_world	1.63
158	Clever	clever	1.62
159	Sequoia_India	Sequoia_India	1.60
160	GoAnimate	GoAnimate	1.60
161	Scratch Team	scratch	1.57
162	SIIA Education	SIIAEducation	1.56
163	Edudemic	Edudemic	1.55
164	Storyboard That	StoryboardThat	1.55
165	Teacher2Teacher	teacher2teacher	1.54
166	Promethean	Promethean	1.53
167	McGraw-Hill PreK-12	McGrawHillK12	1.53
168	Math Boost	MathFlashcards	1.53
169	EDUCAUSE	educause	1.52
170	Socrative	Socrative	1.49
171	E-Learning Uncovered	ElrngUncvrd	1.49
172	Project Tomorrow	ProjectTomorrow	1.48
173	The Seventy Four	The74	1.48
174	eraser ju(A)njo * x ★	eraser	1.47
175	Naace	Naace	1.46
176	Booksource	TheBooksource	1.45
177	TouchApp Limited	TouchApp_uk	1.44
178	EdTech Times	edtechtimes	1.44
179	LivingTree	RaisethePride	1.43
180	DML Research Hub	DMLResearchHub	1.43
181	Biocourseware	Biocourseware	1.42
182	Learnography	lnography	1.42
183	SimpleK12	SimpleK12	1.41
184	LearnLaunch	LearnLaunch	1.40
185	ThingLink	ThingLink	1.39
186	GO1	go1com	1.39
187	Adaptemy	adaptemy	1.39
188	Tiggly	TigglyKids	1.39
189	Inc.	Inc	1.37
190	RCGP	rcgp	1.37
191	BUSINESSBECAUSE	businessbecause	1.36
192	NIIT Limited	NIITLtd	1.36
193	Edtech UK	EdtechukHQ	1.36
194	Learning Bird	learningbird	1.35
195	Smarter Schools	SmarterSchls	1.35
196	K12Blueprint	k12blueprint	1.34
197	Breakout EDU	breakoutEDU	1.34
198	Wonder Workshop	WonderWorkshop	1.34
199	Digital Learning Day	OfficialDLDay	1.33
200	GSVlabs	GSVlabs	1.33

Check out all of our influencer lists on the Analytica Blog

B2BMarketing

IoT

BYOD

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Big Data

Big Data and CX

ERP

Wearables

IRM

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