


Twitter  
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Hello. Welcome back. I am Runa as you already know. And today I'm going to be involved in a bunch of babbles of useless talk. Yes that's exactly what Twitter means. I'm a Tweet. I just talk about anything in the world like birds do tweet, tweet, tweet, tweet and so on.

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## What is it?

- A 140 character 'microblog' that enables users to send and receive messages known as "tweets"
- "A Tweet is an expression of a moment or idea. It can contain text, photos, and videos. "
- Millions of Tweets are shared in real time, every day.
- [www.twitter.com](http://www.twitter.com)
- You tweet about whatever you'd like
  - Started out with people tweeting mundane things
  - Share meaningful moments — big and small
  - Has evolved to a more useful tool

Interestingly enough that's what the Twitter site is about. It is a site which allows you to express yourself in as little as 140 characters. It's a micro blog. A micro has a tiny web log which enables you to send and receive messages which you call tweets, therefore I said tweet tweet, tweet, tweet as though you are a bird talking and usually if you call somebody a tweet, you're calling somebody a little off who doesn't understand much and that's the whole idea of the Twitter. That you express your moment or your idea immediately what am I feeling, happy that's a tweet, excited that's a tweet. You can include text, photos and videos in Twitter's and interestingly Twitter is among the most popular social networking sites after Facebook, millions of tweets are being shared in real time every day at twitter.com the nice thing of course is you don't even have to log on to twitter.com. There are applications through which the tweets just pop up on your screen. And the idea is because you're a tweet you can tweet it about anything you like. So tweet about mundane things and then over time it's about sharing meaningful moments whether they are big or whether they are small and therefore over the years Twitter has evolved to a much more useful tool.

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## The Success of Twitter

- *“Watching from the outside, Twitter is like the dumbest thing you’ve heard of: “Why would anyone want to tell others what they are doing in 140 characters?”*
- And yet to dismiss Twitter is a mistake because it’s an incredibly powerful tool for your personal learning and connecting with others.
- You find other people on twitter and “follow” their tweets
- You can follow tweets on your homepage, but most people use a “twitter client” (an app) like Tweetdeck so you don’t have to go to twitter.com. Tweets pop-up on your screen

Of course you know you're not the only one thinking like me that Twitter is like the dumbest thing you have ever heard of, right? We just said it's about tweets. Why, why would anybody want to tell others what they are doing in just 140 characters, yet, people who disbelieved Twitter made a huge mistake, it is incredibly powerful to improve your personal learning and connect with others. Think about it when you are talking face-to-face. When you are involved in a network how often are you giving long speeches? Often it's you're nodding your head or you're giving a short little statement, aha, achha, kio and so on, right? Short little interjections, that's what Twitter is about. And you use Twitter to find other people and follow their tweets and as I said you could also use Twitter applications like tweet deck, so you don't even need to log on to twitter.com, you can directly have tweets, three or different people's tweets pop up on your desktop.

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## Success of Twitter




- Revolves around the principle of followers. When you choose to follow another Twitter user, that user's tweets appear in reverse chronological order on your main Twitter page.
- Gives you a broad exposure: If you follow 20 people, you'll see a mix of tweets scrolling down the page: breakfast-cereal updates, interesting new links, music recommendations, even musings on the future of education
- for people who want a blog but don't want to blog
- Also quick way to stay in touch!

The success of Twitter revolves around this principle of followers. We as human beings learn to look up to people to believe in people, to follow them, right? When you choose to follow somebody's tweets then that person feels great. That person ego is reinforced. And that person works hard to get more and more followers. And the more and more followers you get the more successful Twitter is. So Twitter has an inbuilt incentive, right? The inbuilt incentive is to get followers. Usually when you choose to follow somebody's tweets, the users tweets will appear in reverse chronological order on the main Twitter page.

The lovely thing about Twitter is in a very short timeframe it gives you a broad exposure to multidimensional issues, remember only 140 characters. So if you're following 20 different people you'll get a mix of different tweets when you scroll down the page. You'll get to know about breakfast cereals. You'll get to know about some interesting new links, some music recommendation, something about the future of Education, maybe a short idea on technology, what's the new mobile phone available and so on, all very quickly in bursts of 140 characters.

So Twitter is for those people who want to blog, who want to tell the world about what they are thinking, but they are too lazy to sit and type and type and type, so that's the majority of people in the world right who want a blog but don't want to take the effort to do it because they are primarily easygoing. So Twitter solves their problems.


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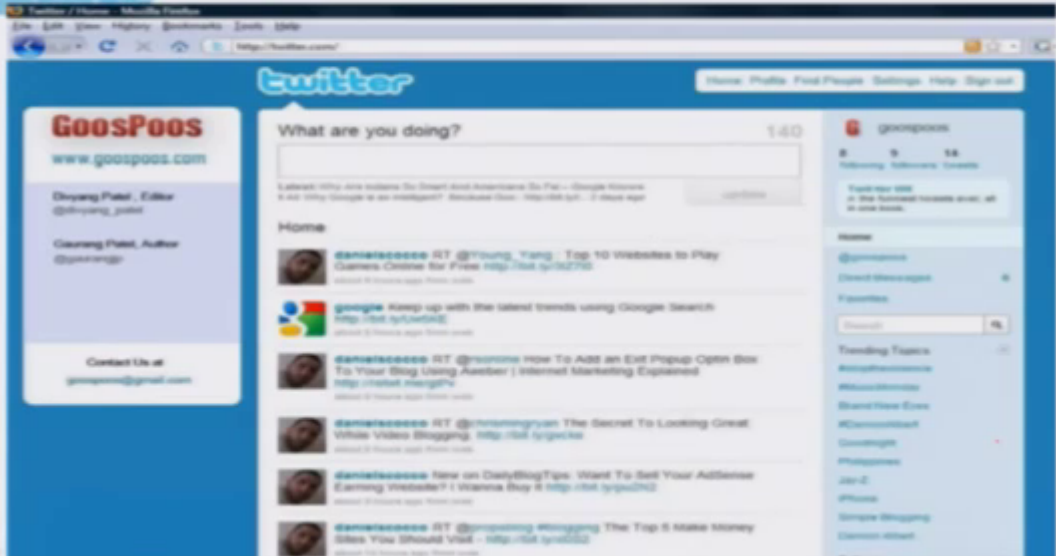
## What you can do...

- **Twitter exposes you to a range of thought and wisdom that has never before been possible in history**
- **Twitter Gives EVERYONE And Anyone A Support Network**
- **Twitter Lets You See What The WHOLE World Is Thinking & Doing**
- **Twitter Gives You An Outlet Like No Other**
- **Twitter can help develop your sense of humor!**

Not only that Twitter can be a very very quick way to keep in touch. What are the things you can do with Twitter? It can expose you to a range of thoughts and wisdom which you had not thought possible before. It gives everyone and anyone. You can just be on Twitter and that itself means you have a support network. It lets you see what the whole world is up to. Again humans by nature are inquisitive are voyeuristic. So you always want to know what is the film star up to, where exactly is Ranbir Kapoor vacationing and so on. Twitter let's you see that and therefore gives you an outlet like no other. And finally because you're having short little bursts of humor your own sense of humor improves significantly.

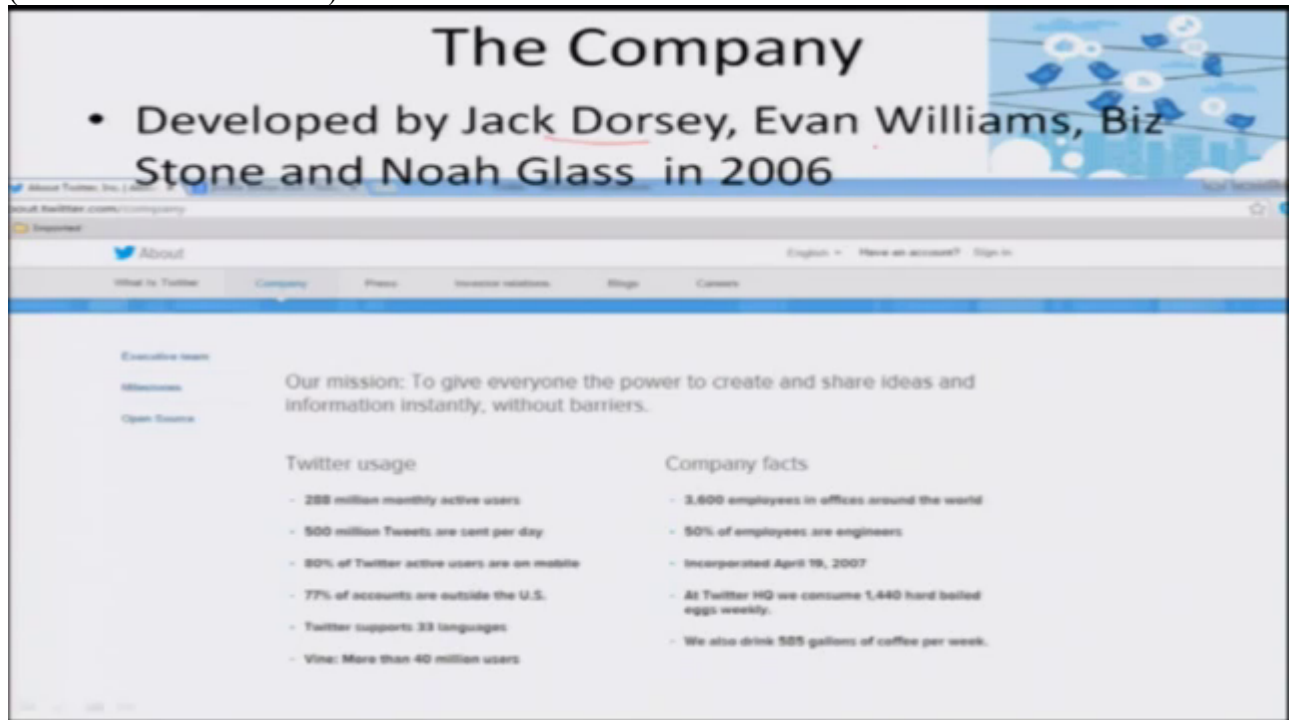


## Sample Twitter page



Here's a sample Twitter page for you. As you can see you have Google, so you have the latest trends from Google. You have the secret to looking great. One do you want to sell your

AdSense, top five money-making tips, top 10 websites to play with and so on. So a whole bunch of random things that you have in here.  
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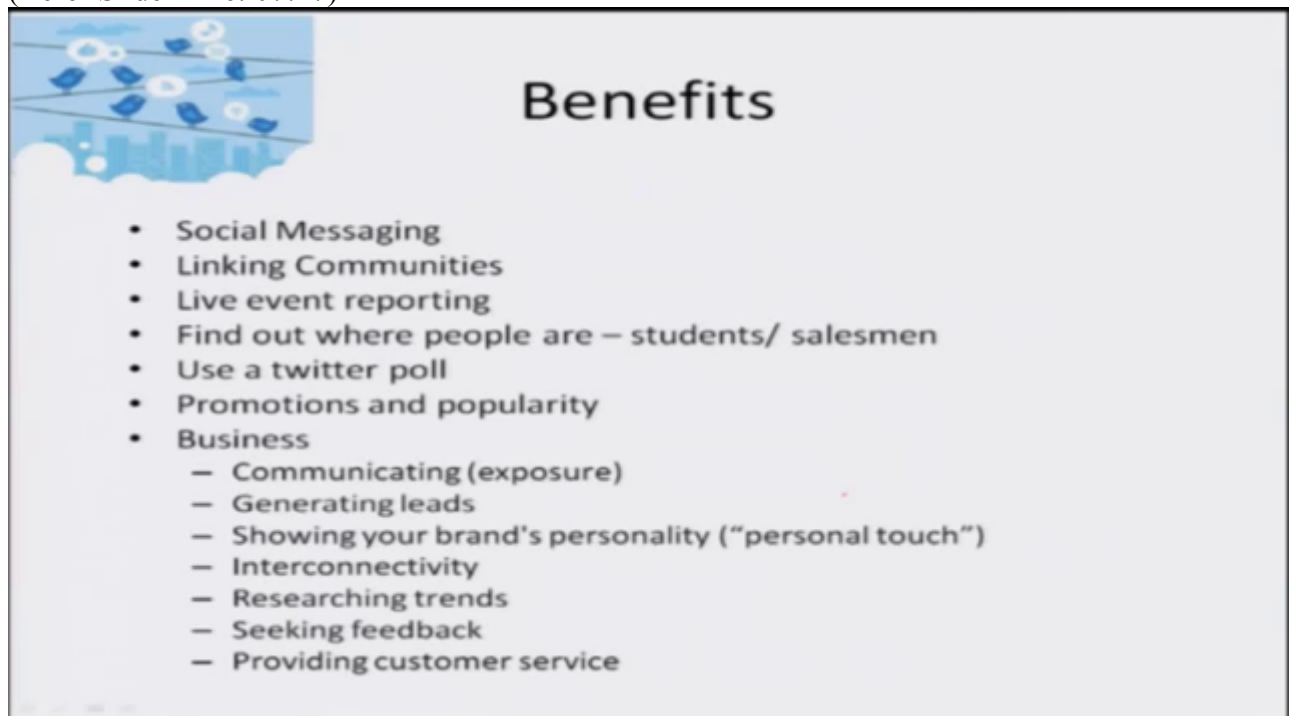
## The Company

- Developed by Jack Dorsey, Evan Williams, Biz Stone and Noah Glass in 2006

Our mission: To give everyone the power to create and share ideas and information instantly, without barriers.

| Twitter usage  | Company facts  |
|--|--|
| <ul style="list-style-type: none"><li>288 million monthly active users</li><li>500 million Tweets are sent per day</li><li>80% of Twitter active users are on mobile</li><li>77% of accounts are outside the U.S.</li><li>Twitter supports 33 languages</li><li>Vine: More than 40 million users</li></ul> | <ul style="list-style-type: none"><li>3,600 employees in offices around the world</li><li>50% of employees are engineers</li><li>Incorporated April 19, 2007</li><li>At Twitter HQ we consume 1,440 hard boiled eggs weekly.</li><li>We also drink 585 gallons of coffee per week.</li></ul> |

Twitter was developed by Jack Dorsey, Evan Williams and Biz Stone and Noah Glass in 2006, so it's not a very old company, but it has really really grown with 288, this is a web capture from yesterday, 288 million monthly active users, 500 million tweets per day, 80% are actually mobile users, you know the importance of mobile already. Interestingly it's not America centric, 77% of the counts are outside the US, it supports 33 languages, okay. And all this supported by just 3600 employees, just note the power of ICT.  
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## Benefits

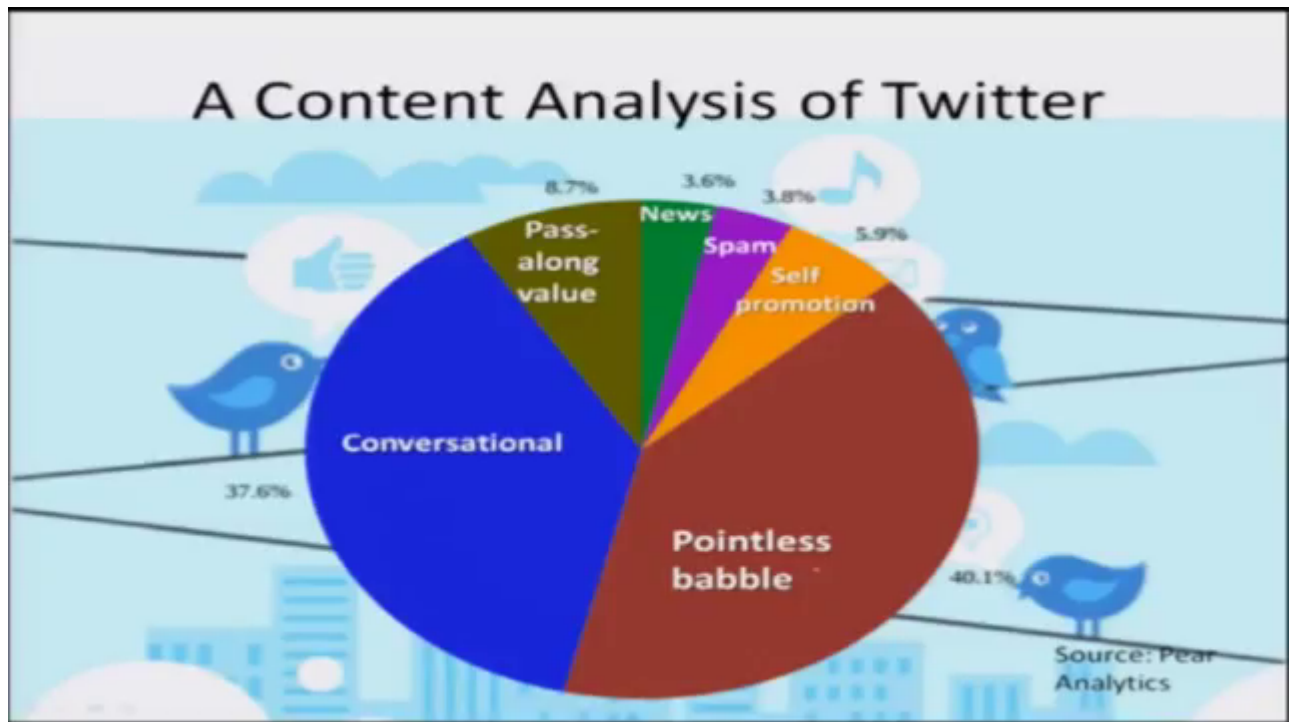
- Social Messaging
- Linking Communities
- Live event reporting
- Find out where people are – students/ salesmen
- Use a twitter poll
- Promotions and popularity
- Business
  - Communicating (exposure)
  - Generating leads
  - Showing your brand's personality ("personal touch")
  - Interconnectivity
  - Researching trends
  - Seeking feedback
  - Providing customer service

What are the benefits of Twitter? Well, certainly social messaging, right, if Amitabh Bachchan sends a quick tweet saying polio Sunday coming up please make sure that you send your child for polio drops or says you have a huge cough go and you know check whether you have TB or not, huge huge way of reaching out to a bunch of people. Twitter can again link different communities together. So for example you have you know communities which shared humor say you have humor about well if I could spell humor about let's see botany ,so you have a whole bunch of botanists who have actually got together on Twitter and said we're just going to have jokes around our own discipline. Twitter works very effectively for live event reporting. Later I will show you the various uses of Twitter on a pie chart as well.

Often in war-torn areas you're not able to post long to messages but in this case you can have reporters sending in those 140 character images, videos and reports Twitter polls are extremely useful quickly to understand how things are going. I will talk to you about an education example in this case fairly soon. Twitter is among the most useful tools for a PhD supervisor know where his student is, because each time you tweet you give away your location. So it's very good both for example, the marketing guy or the sales boss to know where exactly your sales men are on the field. You can if you interact with them through Twitter and certainly same for the students.

A perfect tool for promotions and popularity, again, we'll show you some examples, in the context of business again communicating and exposure is a big benefit of Twitter. Twitter helps you generate leads as we said you know often people don't want to give ideas in terms of a nice long letter, but one quick tweet if you follow some important users of your product you could get some interesting leads. It can also show your brand's personality. Now if I'm on Twitter then that what it tells a customer is this company is very agile, it's quickly posting messages, making changes, so it's giving that young and dynamic feel to the product.


Twitter helps you connect, there's a tremendous interconnectivity between customers, wholesalers, retailers, users and the company suppliers all of them can be interconnected through Twitter. So you know a comment about a terrible package may hit the supplier and he may think about how to improve the packaging and suggest that to the company much much faster than it could have happened before. Twitter is really good to research trends what are people use to, you figure out what is trending, which color is the color for fashion this year. Is it purple, is it orange, is it going to be off-white this summer or should we go with lilacs, so those kind of trends. Twitter of course is easy to get feedback because it's quick and dirty 140 characters. And finally even when you are providing customer service you get the same personal touch when you do it through Twitter. You don't have to call a call center and say your call is important to us but our customers this executive is busy with another, please wait your call is important to us and you have to keep waiting till the call center person gets Back. Instead you just send the tweet and your job is done. They tweet back works out much much simpler. So that's a huge business benefit that Twitter could give.  
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Here's a quick content analysis of Twitter. As we said the original idea of Twitter was to give you a place for pointless babble, because in reality we are all humans, a lot of our interaction is nothing but pointed babble. So here you are as 40% of Twitter's tweets are literally pointless babble. Interestingly not far behind 38% is actually conversational in nature, it's about interaction, it's about talking, it's about building the social networks that we talked about earlier and 40%, 38% is not too bad, 8.7% is passed a long value of follow value where hey I discovered that Marks & Spencer has a sale and you pass that information on. So about 9% is passed long value, 3.6% is news, so when you're talking about what own areas or some breaking news that has just come about 4% comes from Twitter, sadly enough Twitter is not free from spam either, so about 4% off content on Twitter is nothing but spam and a large portion of Twitter 6% is actually self promotion. So Shahrukh Khan has a movie and then he will tweet about the making of the movie, he'll tweets about what's good what's bad all simply in the name of self-promotion. So a large percent of course people want to know because we are humans, a large percentage of Twitter again is self promotion, so its a very nice free way of advertising and reaching out.

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## The Language



**REPLY**  
Comment on a Tweet and join the conversation


**RETWEET**  
Share a Tweet with your followers. You can even add your own thoughts before you share it





**HASHTAGS**  
Hashtags assign a topic to a Tweet. So, for example, Tweets that contain [#WorldCup](#) are about just that. Click on a hashtag to see Tweets related to a topic

**FAVORITE**  
Favorite a Tweet to let the author know you like it.

Just some very quick you know inputs into the language for Twitter. This is the reply button. So you reply you can comment on a tweet and join the conversation, retweet which is share a tweet with your followers, a Hashtag, you assign a topic to a tweet so the whole set comes together. You favorite a tweet by giving it a star mark.  
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## The Language




**COMPOSE**  
Write a Tweet, post a photo, or share a video

**NOTIFICATIONS**  
See when someone retweets or favorites one of your Tweets, replies to you, or mentions you

**MESSAGES**  
Have private conversations with your followers

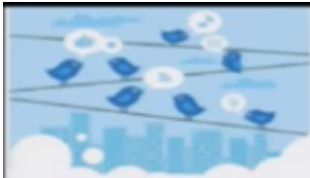
**ME**  
Access your profile, lists, followers, and the people you follow

**FOLLOW**  
Quickly follow people by adding their usernames. Perfect for when you meet someone and you're exchanging info.



This is how -- this is what you click to compose a tweet, when you have a notification you get this alarm bell. Here's a message. You change your profile. You use this to follow people that you enjoy.  
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## To start...

### 1. BUILD A VOICE: Retweet, reply, react

Use existing information (other people's Tweets) on Twitter to voice your opinion

### 2. MENTION: Include others in your content

- Use Twitter usernames (preceded by the @ sign) in your Tweets
- Post a message mentioning a celebrity or person you admire – they often respond to fans.

### 3. GET FANCY: Explore advanced features

- lists,
- direct messages,
- favorites.
- include images or videos in your Tweets
- Connect Twitter account to your blog, Facebook, or website.

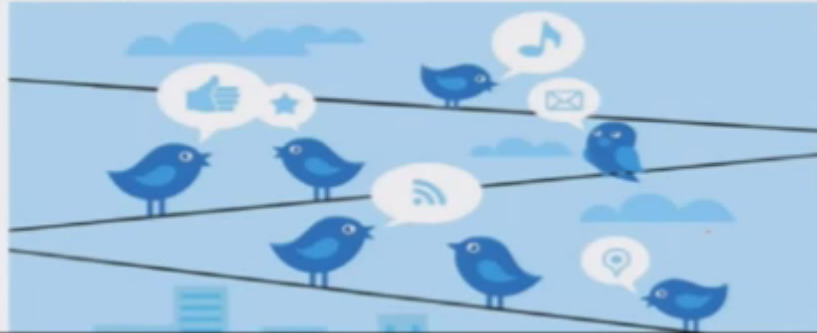
Regularly engage and contribute in a meaningful way to gain followers!

So to start your own Twitter account, start by building a voice. Start re-tweeting, start replying, start reacting, don't start with your own tweets, start with using other people's tweets. Then when you are writing your own tweets remember to mention and include others in your content. See what you want is you want more and more followers, right? That's the purpose of the tweet. So if you want more and more followers you've got to include other people as you proceed. So that's what you will do. And as you learn to get to use Twitter better then start exploring its fancy advanced features like images and videos, direct messages and connect Twitter to the others. Important thing is if you want to be part of the Twitterati you got to regularly engage and contribute in a meaningful way, not just once or twice but regularly.

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## The coolest thing!

- Registered users can read and post tweets...
- Even unregistered users can only read them. Users access Twitter through the website interface, SMS, or mobile device app.
- Great for sentiment research



The coolest thing about Twitter however is that even unregistered users can read tweets, so we can access Twitter to the website interface, SMS, mobile device anything and we don't even need to be registered to see the tweets. And as a result it's very very good for sentiment research, so just two quick anecdotes. There was this Twitter classroom experiment. As you know you have all these kids in class who just can't be separated from their cell phone and they come into the lecture hall and they have till SMSing and texting and doing Facebook and so on. So a particular teacher decided to take advantage of that and set up a Twitter handle for his course and when he was making a presentation two-thirds of the screen was his PPT and one-third of the screen was left behind for tweets and he told the students feel free to tweet on my course.

So by allowing that as he taught you had the series of tweets keeping on coming down, right? So as he taught the advantage was that these students had started interacting on the tweet rather than raising their hand and asking a question they kept typing their tweets and kept having conversations.

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## Anecdotes



- **Twitter classroom experiment**
  - Promoting interaction
  - Taking away from the teacher?
  - Covering vs. uncovering
- ***Twitteratis* Deepika vs. Priyanka**
  - Who is more popular
  - What are other twitterers looking for

So it promoted a whole bunch of interaction maybe it took away something from the teacher more importantly what the teacher realized was he could not cover everything that he wanted to cover but whatever portion of this topic that he did teach did manage to teach between the tweets it was a discovery for the students, they really learned. So that's one example of how Twitter could be used in the classroom. Another example that I want to bring to you is of course to major film actresses; you have Deepika Padukone and you have Priyanka Chopra both are huge Twitter users. Of the two Priyanka possibly posts a tweet every five minutes or every hour, she's very very active on Twitter I'm doing this I'm jumping here, doing my nails, all the things keep coming on as tweets.

Deepika on the other hand usually is quiet and every time she has a movie coming in or she has an interview on TV that she wants to discuss she puts up the tweets. Which of them are more popular any ideas who has the greater fall number of followers? Well interestingly Deepika. Okay. Now although remember she's a very purposeful self-promoting twitter, right, as compared to Priyanka who's always hosting little messages. So that brings out the question to what the other Twitterers are looking for. Are they looking for just trivia about yourself or they are actually using the tweets to follow you to know what is what is it you're doing next and then pick that up. So that was just my little anecdote for you.

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## Privacy and security



- Twitter messages are public, but users can also send private messages.
- Twitter collects personally identifiable information about its users and shares it with third parties as specified in its privacy policy. The service also reserves the right to sell this information as an asset if the company changes hands
- Advertisers can target users based on their history of tweets and may quote tweets in ads directed specifically to the user.
- Twitter accounts can be (and have been) hacked and exploited
- From 2012, Twitter offers a feature which would allow tweets to be removed selectively by country
- From 2012, Twitter has a "Do Not Track" privacy option, a cookie-blocking feature found in Mozilla's Firefox browser.

Once again like we talked about social networks Privacy and Security is going to be a huge concern twitter messages are public, users can send private messages, note twitter collects personally identifiable information and shares it. And please note that if the company changes hands Twitter can sell this information as an asset. Advertisers are allowed to target users based on their history of tweets. There have been instances of hacking of twitter accounts. Twitter now offers a feature that allows tweets to be removed selectively by country also there is a Do Not Track Privacy option that Twitter has now put in place not necessarily on all browsers but certainly on the Firefox browsers, so once again important to keep privacy and security issues in hand.

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## Also see



- [http://www.powershow.com/view/2aa61-OTRIO/Introduction\\_to\\_Twitter\\_powerpoint\\_ppt\\_presentation](http://www.powershow.com/view/2aa61-OTRIO/Introduction_to_Twitter_powerpoint_ppt_presentation)
- <https://support.twitter.com/articles/215585-getting-started-with-twitter>
- <https://support.twitter.com/articles/166337-the-twitter-glossary>

Again here are some more websites that you should find interesting which also talk about different ways of using Twitter. Thank you very much. And we will see you later. Bye-bye.