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Twitter

"Twitter is an online news and social networking site where people communicate in short messages called tweets. Tweeting is posting short messages for anyone who follows you on Twitter, with the hope that your words are useful and interesting to someone in your audience. Another description of Twitter and tweeting might be microblogging. Some people use Twitter to discover interesting people and companies online, opting to follow their tweets."

Twitter is a place where everyone can share their opinion about any topic they want to. It is used to publish and share different information and data posts. People can say what they think about something and other users of the app can agree or not with the owner of the post.

Does it require registration? What personal information is published?

Registration on Twitter is not that hard or complicated. You can create your account with your Email adress, your phone number, your Google account or with your apple ID.

You don't have to create an account to use some of this service features, such as searching and viewing public Twitter profiles or watching a broadcast on Periscope's website. If you do choose to create an account, you must provide Twitter with some personal data so that it can provide its services to you. On Twitter this includes a display name (for example, "Twitter Moments"), a username (for example, @TwitterMoments), a password, and an email address or phone number. Your display name and username are always public, but you can use either your real name or a pseudonym. If you choose to create a professional account, you must also provide it with your professional category, and may provide it with additional information, including street address, contact email address, and contact phone number, all of which will always be public. You can also create and manage multiple Twitter accounts, for example to express different parts of your identity.

Most activity on Twitter is public, including your profile information, your display language, when you created your account, and your Tweets and certain information about your Tweets like the date, time, and application and version of Twitter you Tweeted from. You also may choose to publish your location in your Tweets or your Twitter profile. When you share audio or visual content on the service, Twitter may analyze that data to operate its services, for example by providing audio transcription. The lists you create, people you follow and who follow you, and Tweets you Like or Retweet are also public. If you like, Retweet, reply, or otherwise publicly engage with an ad on its services, that advertiser might thereby learn information about you associated with the ad with which you engaged such as characteristics of the audience the ad was intended to reach. Broadcasts (including Twitter Spaces) you create are public along with when you created them. Your engagement with broadcasts, including viewing, listening, commenting, speaking, reacting to, or otherwise participating in them, either on Periscope (subject to your settings) or on Twitter, is public along with when you took those actions. On Periscope, so are your hearts, comments, the number of hearts you've received, which accounts you are a Superfan of, and whether you watched a broadcast live or on replay. Any engagement with another account's broadcast will remain part of that broadcast for as long as it remains on the app services. Information posted about you by other people who use Twitter may also be public. For example, other people may tag you in a photo (if your settings allow) or mention you in a Tweet.

When you use Twitter, even if you're just looking at Tweets, the company receives some personal information from you like the type of device you're using and your IP address. You can choose to share additional information with it, like your email address, phone number, address book contacts, and a public profile. Twitter uses this information for things like keeping your account secure and showing you more relevant Tweets, people to follow, events, and ads.

You are responsible for your Tweets and other information you provide through Twitter, and you should think carefully about what you make public, especially if it is sensitive information. If you update your public information on the app, such as by deleting a Tweet or deactivating your account, the company will reflect your updated content on Twitter.com, Twitter for iOS, and Twitter for Android.

Who likes it? (audience)

The opinions about Twitter differ by a huge amount. There are people who value the very easy acces to live and fresh information, while others hate the platform because of the toxicity it has. Twitter in the eyes of the internet is substantially disliked.
It is worth to add that in April 2021, Twitter global audience was composed of 38.5 percent of users aged between 25 and 34 years old. The second-largest age group demographic on the platform was represented by users aged between 35 and 49 years old, with a share of almost 21 percent. Users aged less than 24 years old were almost the 24 percent worldwide, while users aged 50 or above accounted for roughly 17 percent.

Do they use the language of hate/ abuse?

Yes and it's a huge problem with Twitter. From what we have observed, arguments on the platform are filled to the brim with hate speech, racism and vulgar language. The platform does have its policies about the language of abuse on it, but many hateful posts get overlooked.

Comments – are they mostly negative or positive?

It actually depends on society you're tweeting with, because sometimes there is no respect for the other commentators and the only thing that appears there is the language of hate. On the other hand, you can come across users who are kind and supportive.

The number of the posts linked to the topic/ number of comments?

It all really depends on the popularity of the topic, the number of followers the person posting has and how long it has been up on the platform.

An existing hashtag makes it easy to track, creating your own hashtag can be used as a bookmark

Hastags are essential to Twitter. With their help you can check what's trending at the moment, you can celebrate holidays or important days with other users or even promote products, services and many other things. Having your own hashtag blow up in popularity is certainly a great and exciting feeling.

What type of information is mostly shared?

People send tweets for all sorts of reasons besides sharing their thoughts: vanity, attention, shameless self-promotion of their web pages, or pure boredom. The vast majority of tweeters microblog recreationally. It's a chance to shout out to the world and revel in how many people read their tweets.

Twitter has a lot of drivel, but at the same time, there is a base of useful news and knowledgeable content. You'll need to decide for yourself which content is worth following there.

Twitter employs a purposeful message size restriction to keep things scan-friendly: every microblog tweet entry is limited to 280 characters or less. This size cap promotes the focused and clever use of language, which makes tweets easy to scan, and challenging to write. This size restriction made Twitter a popular social tool.

However, a growing number of Twitter users send out useful content, and that's the real value of Twitter. It provides a stream of quick updates from friends, family, scholars, news journalists, and experts. It empowers people to become amateur journalists of life, describing and sharing something that they found interesting about their day.

Posts about volunteer work and events, charity etc.?

Twitter is a great platform for charity because of how easy it is to spread the information to as many people as possible. Hashtags are also a great way of reaching people about needed volunteer work.

Posts for raising funds?

Providing links to fundrasing sites is a very easy thing to do on Twitter and just like with charity, the easy spread of informations greatly helps to get as many people to donate as possible.

Advertisement messages (hidden)?

Based on the information given in the Q3 for the year 2020, users are increasingly engaging with ads on Twitter, their ad revenue is up 15% and with a user base of 396.5 million, it's safe to say that ads on the platform are in a great spot.

Are there any challenges – competitions, videos, paintings or other pieces of art?

If you look for things like these, e.g. by searching through the right hashtags and profiles, you can come across what interests you.

What forms of publications are there – photos, text (articles, images with text etc.)

You can find there almost every type of publication, including those with pictures, statistics etc., but mainly it's just a link to an article or a short information or comment about something.