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Conventions of Communication

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Conventions of Communication

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Tweets vary in levels of relevance and importance to current events. Few people care to re-tweet someone's message about what they ate for breakfast, but many people re-tweet what their Senators and favorite celebrities put out. Using Twitter's conventions of communication, people acknowledge and emphasize the importance of their tweets. Our research in this report examines the importance and relevance of two pop culture figures – Paola Bracho and Jimena Navarette – and two political figures – Barack Obama and Osama Bin Laden.

We continued to use the research we had gathered from The Archivist website from August 27-29 in our excel documents. Using the search feature in Microsoft Excel, we discovered how many tweets contained hash tags and URLs, and how many were re-tweets. We then compared the numbers for our four subjects to determine which were the most popular and important according to Twitter's conventions of communication.

Subjects

Paola Bracho, a character on a famous Mexican soap opera who was recently killed-off, had the least importance on Twitter according to the conventions of communication. Of the 1,250 tweets about her, only one contained a hash tag, 152 had URLs attached, and two were re-tweeted. In comparison, our other pop culture figure, Jimena Navarette, Miss Universe 2010, had 2,956 tweets between August 27 and August 29. Of these tweets, 408 used hash tags, 962 URLs were attached, and 1,397 were re-tweets. On the political side, Osama Bin Laden had 3,000 tweets. These included 472 hash tags, 2,001 URLs, and 984 re-tweets. President Obama had 3,772 tweets, of which 601 had hash tags, 2,595 had URLs, and 987 had been re-tweeted.

Results

These results showed how seriously people take their tweets and how much they want their tweets to be recognized. Our political subjects proved to be more important to people, although Jimena Navarette had more URLs than either political figure. Using the conventions of communication, people try to get their tweets to pop-up in searches of the topics and connect people to more information about the subjects.

Name	Total	Hash Tags	URLs	Re-tweets
Paola Bracho	1,250	1 or .08%	152 or 12.16%	2 or 16%
Jimena Navarette	2,956	408 or 13.80%	1,397 or 47.26%	962 or 32.54%
Osama Bin Laden	3,000	472 or 15.73%	984 or 32.8%	2,001 or 66.7%
Barack Obama	3,772	601 or 15.93%	987 or 26.17%	2,595 or 68.80%