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Conventions for Communications

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Conventions for communications: Premio Multishow, Werder Bremen, Barack Obama &

Osama Bin Laden

By: Andrea Bunting, Anthony Sudarmawan, and David Clayton

The question this report tries to answer is what kinds of communication are used on twitter as well as how each form of communication compares our two trending topics, that being Premio Multishow, and Werder Bremen to our two political figures, president Barack Obama, and Osama Bin Laden? By observing these comparisons we can better understand exactly what kinds of messages are sent and how each message compares to our two trending topic and our political figures.

The method we used for comparison is the search engine archivist. This search engine allows us to gather all the tweets that mention our focused topics. In order for us to understand the language of communication that had been used we copied our results onto an excel spreadsheet then employed a "find all" search for hash tags, URLs, and RT (which stands for re-tweeted messages). Then we compared the hash tags to each trending topic and political figure, and repeated the steps for the RT messages and URLs. All of the searches were started at 11 a.m. August 25, 2010 and ended at 10:30 a.m. on August 27th, giving the searches a total of nearly 48 hours.

Bin Laden we found seemed to have a higher percentage of hash tags a, 26% when comparing him to our two trending topics, with premio multishow getting a 12%, and Werder Bremen a 19%.

Barack Obama we found as well had a higher percentage of hash tags a, 28 percent, still more than that of our two trending topics.

Bin Laden we found had 29% of URL'S, which is a comparable percentage to that of Obama, 29%, and Premio Multishow, 23%. Werder Bremen came in much higher in this category with 40% of messages containing URLs.

Bin Laden, we came to find, had 57% of the messages being as re-tweeted messages. This was a little higher than Premio Multishow getting 48% of the messages being as re-tweeted. And to our surprise Werder Bremen surpassed Bin Ladens re-tweeted messages getting a 59%.

Barack Obama had 54% of his messages being as re-tweeted messages, a lower percentage than Bin laden and Werder Bremen but higher than Premio Multishow

What this data shows us is that re-tweet is most used to distribute information across Twitter. With the percentage of re-tweets being close to double that of the other forms of communication, with the numbers lying close to 50%, it is clear that people tend to spread messages that they themselves do not author. About half of the messages in Twitter (in these subjects) include RT. RT is utilized to resend (forward) a message, emphasizing an important event that you want to share across Twitter. Another interesting thing we noticed involves how hash tags are used in political and cultural contexts. For our political topics and trending topics the percentage of URL's was very close but the hash tag numbers show us that this means of communication is much more prevalent in politics, with percentages of 28 and 26, as opposed

to the 12% and 19% drawn from our cultural topics. In short, this data illustrates how messages are carried across Twitter and what form of communication people use and don't use.

	Obama	Bin Laden	Premio	Werder Bremen
Hash Tags (#)	734/2634 (28%)	218/838 (26%)	434/3657 (12%)	484/2490 (19%)
URL (http)	754/2634 (29%)	248/838 (29%)	1852/3657 (23%)	996/2490 (40%)
Re-tweeted (RT)	1422/2634 (54%)	481/838 (57%)	1762/3657 (48%)	1463/2490 (59%)