

Is **twitter** a blog or a SNS? How and why users are using **twitter** ?

Presented by

○ **Kyoko Kato**

Graduate School of Communication Studies
Tokyo Keizai University

Yasuyuki Kawaura

Faculty of Communication Studies
Tokyo Keizai University



1

Twitter is...

- A social networking and micro-blogging service.
- Capable of sending and reading updates known as “tweets” from a computer or a mobile device.
- “Tweets” are text-based posts of up to 140 characters in length.

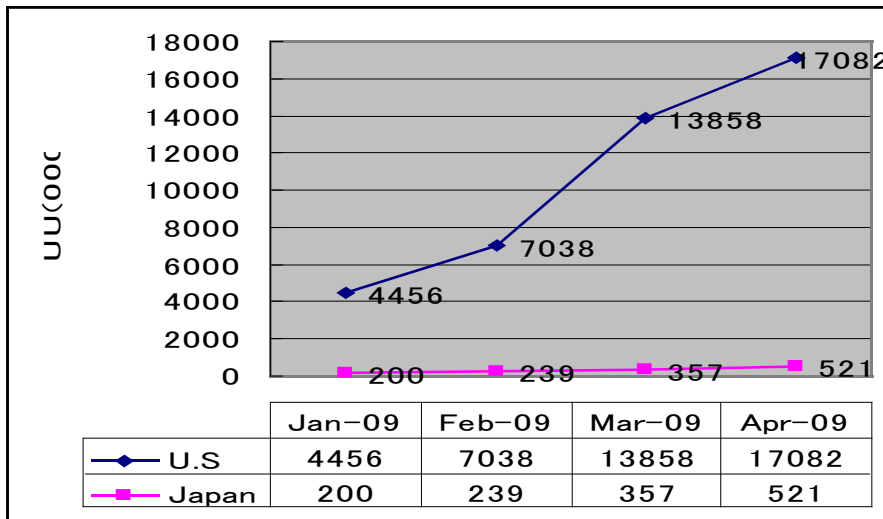


2

Twitter Sample Page

The screenshot shows a Twitter profile for user 'kyocorin'. The profile includes a bio with 120 tweets, 238 followers, and 3,726 updates. A 'Tweet My Gaming' badge is visible. The main feed shows tweets from 'akihito' and 'kyocorin' themselves, including a tweet about a conference and another about a residual analysis.

Twitter's growth



(NetRatings, 2009)




Objectives

- Highlight the differences between Twitter and a blog
- Highlight the differences between Twitter and a SNS
- Understand how and why people use Twitter
- Demonstrate how people's lives have changed using Twitter

5

The Differences

SNS Users	Bloggers		
<ul style="list-style-type: none"> ▪ Self-presentation ▪ Build and maintain contacts with friends and acquaintances ▪ “Acquaintance-Site” ▪ Outlet to gather information ▪ Consummatory activity 	<ul style="list-style-type: none"> ▪ Self-presentation ▪ Social interaction ▪ An outlet to share information ▪ Communicate with readers ▪ Personal exploration ▪ Stress release 		
	<table border="1"> <thead> <tr> <th data-bbox="715 1594 1241 1632">Blog Readers</th> </tr> </thead> <tbody> <tr> <td data-bbox="715 1632 1241 1832"> <ul style="list-style-type: none"> ▪ Gather information on topics and events ▪ A new way of learning about people they may not know, know well, or see often </td> </tr> </tbody> </table>	Blog Readers	<ul style="list-style-type: none"> ▪ Gather information on topics and events ▪ A new way of learning about people they may not know, know well, or see often
Blog Readers			
<ul style="list-style-type: none"> ▪ Gather information on topics and events ▪ A new way of learning about people they may not know, know well, or see often 			

6

Methods

An online survey From June 8 -11, 2009:



Key Questions:

- Frequency of twitter access and tweets
- Number of follows and followers
- Why do you use twitter? (open question)
- How has your life changed after using Twitter? (open question)

7

Demographic of Respondents

Total Number of Valid responses: n= 197

- Males (155), Females (42)
- Unemployed/students (34)
- Employed/self employed (163)
- Teenagers (6)
- Adults 20's (55), 30s (78), 40s (49), and 50's+ (9)



8

Why are you using Twitter?

1. Street Corner / Same environment:

- “I am not lonely, I just want to stand on a busy street corner” (Female, 40s, employee).
- “I’m working alone but I feel like I’m in the same big room with follows and followers” (Male, 40s, self employed).

2. News Source:

- “Twitter is the fastest news source in the world” (Male, 30s, employee and others).
- “Receiving important news tweets by followings, are easier than visiting news sites or blogs” (Male, 50s, employee and others).

9

Why are you using Twitter?

3. Weak tie:

- “Compared to a SNS, having a weaker connection is more comfortable for me” (Male, 20s, employee; Female, 20s, student and others).

4. Life log:

- “I use twitter as a lifelog.” (Male, 30s, employee)



10

After using Twitter, how has your daily life changed?

1. Decrease in the Frequency of:

- “Decrease in the frequency of using other SNS’s” (Male, low 40s, employee).
- “Decrease in the frequency of reading books” (Female, low 40s, employee).
- “Dramatic decrease in the frequency of updating a blog” (Male, under 20, student; Male, 30s, employee).

2. Addiction:

- “Twitter has become a part of my life” (Male, 30s, employee).
- “Twitter has become an addiction” (Female, 40s, freelancer).
- “I always use Twitter via my iPhone” (Male, 30s, employee; Female, 40s, freelancer).

11

After using Twitter, how has your daily life changed?

3. New Face to Face Relationships:

- “Twitter has increased my opportunity to meet new people” (Male, late 40s).
- “I am now more involved in meeting people through off-line meetings” (Male, late 20s, employee; Male, low 20s, student).

4. Word of Mouth:

- “It’s fun to try new restaurants recommended by Tweets” (Male, low 40s, employee).
- “Increase in the frequency of drinking Dororich (*crème with clashed jelly*) introduced by Tweets” (Male, under 20, student).

12

Result of Cluster Analysis

Cluster	Visit	Tweet	Following	Followers	n
1	High	High	726	734	30
2	High	High	167	167	59
3	High	Low	103	96	51
4	Low	Low	52	45	57

Ward method

13

Characteristics of Each Cluster

Gender	1	2	3	4	Total
Male	27	43	40	45	155
Female	3	16	11	12	42
	30	59	51	57	197
n.s.					

Age	1	2	3	4	Total
<35	22▲	33	27	21▽	103
35≤	8▽	26	24	36▲	94
	30	59	51	57	197
(▲significantly-high, ▽significantly-low, p<.05)					

Chi-Square Test. Heavy users are young & light users are old.

14

Characteristics of each Cluster

Cluster 1-Represents heavy users:

- They read and tweet many times and many follows and followers and are young.

Cluster 2-Also represents heavy users:

- But they do not have many follows and followers.

Cluster 3- Represents heavy readers of Twitter:

- But they don't spend a lot of time tweeting.

Cluster 4- Represents light users:

- They don't read or tweet often and have few followers and follows. They tend to fall in an older age bracket.



15

Discussion

- Twitter is a way to build and maintain relationships with friends and acquaintances who meet infrequently.
- An increase in purchasing products and eating at restaurants recommended in “tweets” has been observed (WOM).



16

Discussion - continued

- Seminars and events covered live on Twitter called “Tsuda-ru” are supported by participants.
(using hash tag like #jssp50)
- Since using Twitter, it has been observed that blog updates, visits to SNS’s and news portals have decreased in frequency.
- Using Twitter increases the probability of connecting with new people, having off-line meetings and ultimately forming new interpersonal relationships.



17

Thank you!

This is just the beginning of research about the communication of Twitter.

It has become a new communication tool, seems to different from other social media.

I plan to continue gathering more detailed research about Twitter communication and look forward to bringing it to you in the near future.

Thank you very much for your interest and listening to me today.



18