

# Twitter Short Introduction

## Twitter Usage

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# What is Twitter?

## Twitter is another stylish ...

... **social network service** for the so-called **micro-blogging**. The Term micro-blogging means a form of blogging that allows the user to send brief text messages (like SMS with cellphones). The short messages are sent to Twitter. Then Twitter publishes the message on **twitter.com**, over **SMS** and over **Instant Messaging**. That's why the messages are limited up to 140 characters.

# Reasons against Twitter

- very bad **Signal-Noise-Ratio**
- Privacy
- only a small selection of the online users know or even use Twitter
- **Rails** seems not to be the best choice for the underlying technical system: Performance Issues

# Reasons for Twitter

- considerable lower level of inhibition compared to blogging
- just »*slap your messages out*«, other call it communication
- group management (i.e. [twitter.com/fsk](https://twitter.com/fsk): Management of an Antifa Demonstration 1. May in HH)
- there are no other big micro-blogging services left, for example Jaiku is in sleep mode since it was bought by Google

## Phenomenon Twitter

It's just fun!

# What are the Effects of Twitter?

- you **become to know** a lot of other people
- nice effects when **real life friends** begin to twitter
- you get to **know** a lot of things about other people
- interesting in respect to **further education / competence development**
- interesting in respect to potential for **B2C relationship management** (marketing, sales, market monitoring)

# How to use Twitter?

- first thing is to create an **account**
- send messages over the **web interface** of Twitter
- Twitter with **Jabber**
- Twitter with **Vim ;-)** or other special Twitter clients

## Twitter Fan Wiki

You can find at the *Twitter Fan Wiki* a list of Twitter applications:

<http://twitter.pbwiki.com/Apps>

# Conclusion

## What's in for me

- nice service that is **fun**, kind of IRC
- very low **level of inhibition** for posting
- from time to time you have the chance to find a **knowledge gem**
- Signal-Noise-Ratio: new challenge for **personal time management**

# Thank you!

## Sources

- **E-Learning-Wiki:** [http://www.tschlotfeldt.de/elearning-wiki/Twitter\\_nutzen](http://www.tschlotfeldt.de/elearning-wiki/Twitter_nutzen)
- **Twitter:** <http://twitter.com/>
- **Twitter Fan Wiki:** <http://twitter.pbwiki.com/>
- **Cem Basman interviewed eight twitterers:**  
<http://sprechblase.wordpress.com/2008/04/14/acht-twitterer-acht-perspektiven/>
- **F!MBR - Twitter - Der größte Blödsinn aller Zeiten:** <http://www.fixmbr.de/twitter-der-grte-bldsinn-aller-zeiten/>

*My first presentation made with L<sup>A</sup>T<sub>E</sub>X Beamer. - Tim*



# Thank you!

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- **E-Learning-Wiki:** [http://www.tschlotfeldt.de/elearning-wiki/Twitter\\_nutzen](http://www.tschlotfeldt.de/elearning-wiki/Twitter_nutzen)
- **Twitter:** <http://twitter.com/>
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