





Going mobile: Twitter and netnography

Benedikt Köhler, 2008



**1) The revolution will
be twittered**



Arrested

06:33 PM April 10, 2008 from txt



amesbuck

Free

03:27 PM April 11, 2008 from txt



amesbuck

I am going to expend significant energy over the next three weeks trashing comcast.

12:04 PM April 06, 2008 from web



Michael Arrington

parachute is open!!!!

04:50 PM May 25, 2008 from web



MarsPhoenix

I've landed!!!!!!!!!!!!!!

04:54 PM May 25, 2008 from web



MarsPhoenix

The top-left corner of the slide features a decorative graphic of stylized, layered clouds in a light teal color. The clouds are composed of various rounded, overlapping shapes, creating a soft, bubbly effect.

II) Twitter 101

Twitter 101

- **Easy registration**
- **Easy input: „What are you doing?“**
 - 140 characters
 - Web, mobile, API, SMS, IM
- **@Following your friends**
- **Easy output: „What are they doing?“**
 - 140 characters
 - Web, mobile, API, SMS, IM, Widget

Twitter 101

What are you doing?

140

update

Twitter 101

- **Twitter is a microblog**
 - Your page at <http://twitter.com/yourname>
- **Twitter is a social network**
 - Your followers and the people you follow (Scobleizing)
- **Twitter is a dialog**
- **Twitter is a broadcast**
- **Twitter is a command line interface**

Twitter 101

- **A few numbers (March 2008)**
 - **1+ million total users**
 - **200.000 active users/week**
 - **3+ million twitter messages/day**
- **Very early adopters – a geek haven?**
- **Pownce, Jaiku, FriendFeed, Facebook, Xing ...**

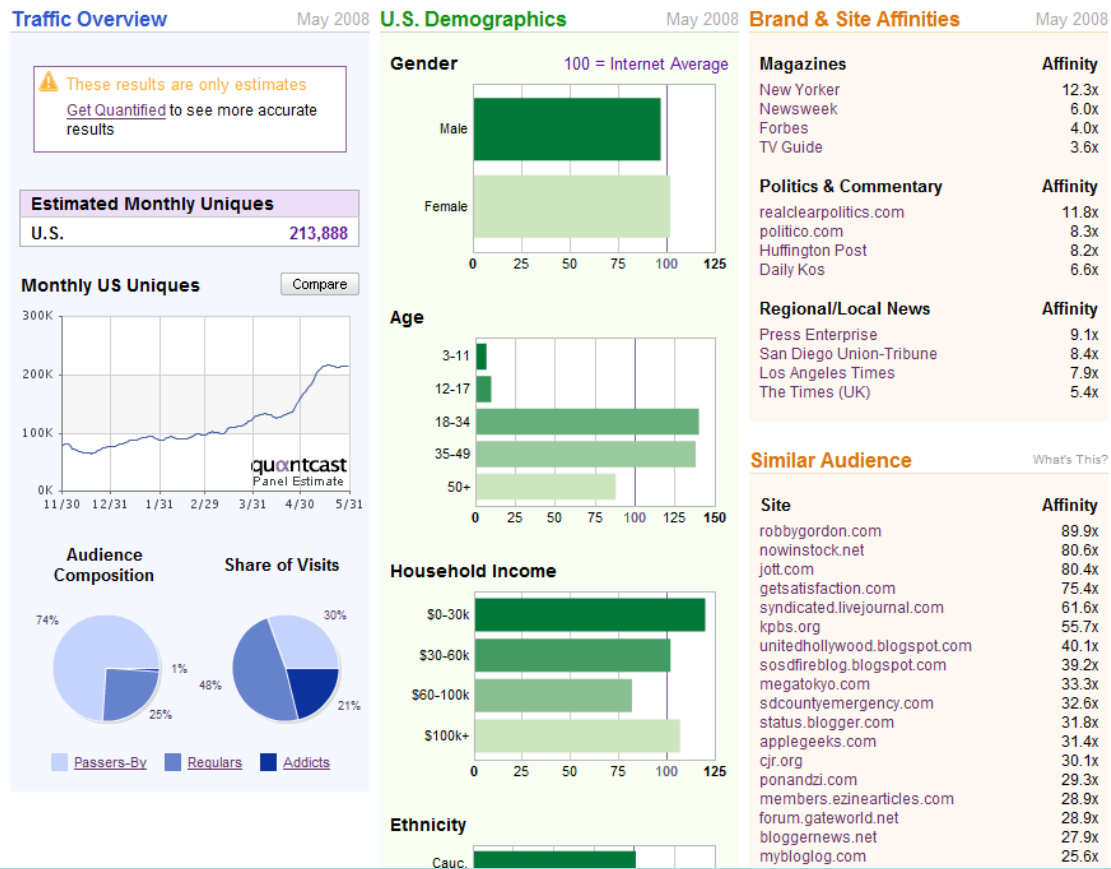
Twitter 101

twitter.com (rank 10,743)



Summary Traffic **Demographics**

This site reaches over 213K U.S. monthly uniques. The site caters to a more educated, adult+ audience. The typical visitor subscribes to New Yorker and reads realclearpolitics.com.



See <http://www.quantcast.com/twitter.com>

Twitter 101

twitter Name or location search

Home Find & Follow Settings Help Sign out

DB DB_Info

Following Device updates OFF

Weichenerneuerung im Bahnhof Gütersloh Hbf
<http://tinyurl.com/3q38by>
about 17 hours ago from twitterfeed ☆

Schienerersatzverkehr zwischen Dillingen und Höchstätt
<http://tinyurl.com/3nap7g> 08:53 PM June 10, 2008 from twitterfeed ☆

Bauarbeiten im Bahnhof Holzminden <http://tinyurl.com/49us49> 10:22 PM June 09, 2008 from twitterfeed ☆

Bauarbeiten am Bahnhof Vieselbach <http://tinyurl.com/588uju> 12:21 PM June 06, 2008 from twitterfeed ☆

Bahn erneuert Bahnübergang "Eisingen" zwischen Pinneberg und Tornesch: Sperrung des Bahnüberganges für den... <http://tinyurl.com/5sd8b3> 09:53 PM June 05, 2008 from twitterfeed ☆

Nächtliche Weichenbauarbeiten im Bereich Bahnhof Apolda <http://tinyurl.com/44i72u> 12:21 PM June 05, 2008 from twitterfeed ☆

Oberleitungsarbeiten zwischen Düsseldorf-Eller und Abzweig nach Düsseldorf-Oberbilk <http://tinyurl.com/4ftuf7> 11:21 AM June 05, 2008 from twitterfeed ☆

Sperrung der Bahnstrecke Lensahn–Ratekau (Strecke Lübeck–Puttgarden) teilweise aufgehoben (Stand 15.30 Uh... <http://tinyurl.com/4gor4p> 09:51 PM June 04, 2008 from twitterfeed ☆

Brückenbauarbeiten auf der Donaubahn zwischen Mengen und Sigmaringen: Streckenabschnitt vom 10. bis 12. J... <http://tinyurl.com/4olr13> 10:24 PM June 03, 2008 from twitterfeed ☆

Bauarbeiten am Bahnhof Vieselbach <http://tinyurl.com/6forbh> 12:29 AM June 03, 2008 from twitterfeed ☆

Fahrplanänderungen wegen Bauarbeiten zwischen Gießen und Dutenhofen: Fahrzeitveränderung bei Mittelhesse... <http://tinyurl.com/55s6i5> 01:31 AM June 02, 2008 from twitterfeed ☆

About

Name Deutsche Bahn
Web <http://www.db.de>
Bio Verkehrsmeldungen

Actions

message DB_Info
nudge DB_Info

Stats

Following	81
Followers	93
Favourites	0
Updates	117

Following

See http://twitter.com/DB_Info

Twitter 101

- **Twitter is ...**
 - **authentic**
 - **trivial**
 - **ambient**
 - **immediate**
 - **haikuesque / sloganesque**
 - **heterogeneous**
 - **Self-organizing**
 - **sexy**
 - **... down**

Twitter 101

Realtime results for **tweethearts** 0.15 seconds

[Feed for this query](#)
[Twitter these results](#)

Show tweets written in:
Any Language

[Translate to English](#)

Trending topics:

- [Plurk](#)
- [Opera](#)
- [MGS4](#)
- [RC3](#)
- [Ireland](#)
- [USFreeads](#)
- [China](#)
- [CNET](#)
- [Safari](#)
- [Apprentice](#)

Nifty queries:

- [cool filter:links](#)
- ["is down"](#)
- [movie :\)](#)
- ["happy hour" near:SF](#)
- [#haiku](#)
- ["listening to"](#)
- [obama OR clinton](#)
- [flight :\(](#)

ladawn: Taking the lappy to bed with me and working on a new blog post, cause my life is that exciting. Nite **tweethearts!** <3
about 6 hours ago · [Reply](#) · [View Tweet](#)

micah: [@dhaucke](#) I am just finding out about [@queenofspain](#)'s slip on the use of "**tweethearts**" I think my eyes were bleeding so I missed it at first.
about 11 hours ago · [Reply](#) · [View Tweet](#) · [Show Conversation](#)

dhaucke: [@micah](#) when are you going to call out [@QueenofSpain](#) for using the term "**tweethearts**" or have you already covered that ground & I missed it?
about 18 hours ago · [Reply](#) · [View Tweet](#) · [Show Conversation](#)

theSummerDiva: Good Morning **Tweethearts!!!**
about 18 hours ago · [Reply](#) · [View Tweet](#)

HorsepowerHeels: Good morning **Tweethearts!**
about 20 hours ago · [Reply](#) · [View Tweet](#)

QueenofSpain: Looking up lollipops and stickers and then off to bed. Night **TweetHearts**
1 day ago · [Reply](#) · [View Tweet](#)

PickiHH: Good Morning **Tweethearts**, you Princes of Twitter, you Kings of the Web!!!!
1 day ago · [Reply](#) · [View Tweet](#)

orchid8: going to bed. might even sleep in it. 'night my darling **tweethearts**.
1 day ago · [Reply](#) · [View Tweet](#)

orchid8: **tweethearts**, say hello to pirate amy, aka [@txgreenroot](#). follow her. she's going to be funny or we'll all make her walk the plank.
1 day ago · [Reply](#) · [View Tweet](#)

PickiHH: Hola, dann bin ich heute voll an den Wurzeln einiger **Tweethearts**

See <http://summize.com/search?q=tweethearts>

III) Researching Twitter

(Re)searching Twitter

- **Ethnography of Twitter**
 - „Tribe of Twitter“
 - new language
 - patterns of communication
- **Will netnography of 140 characters work?**
- **Leaving the lab!**
- **Twitter as a mobile field of research**

(Re)searching Twitter

S U M M I Z E

Conversational Search

Search Twitter in realtime — more conversations coming soon!

[Advanced Search](#)

Search

Trending topics: [Top Chef](#), [Sheikh Hasina](#), [MGS4](#), [Taiwan](#),
[Plurk](#), [Twitter Whore](#), [PS3](#), [US Open](#), [Coldplay](#), [India](#)

[About Us](#) · [API](#) · [Apps](#) · [Install Search Plugin](#) · [Blog](#) · **L A B S**

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(Re)searching Twitter

Tweet Scan

What is this? [Login](#) [Install Search](#) [Stats](#) [API](#)

by

Real-time Twitter Search

Find it here - breaking news, consumer opinion, recent blog posts and discussion - the most complete [Twitter](#) index outside of Twitter itself.

Sign up for [email alerts](#) or import an RSS feed into [FeedDemon](#) or another RSS reader.

Our search is also available from [Twhirl](#) in the Search section.

Use quotes for exact matches or OR(in caps) to combine searches together.

Finally, [grab a badge](#) or use the [API](#) to get real-time information where you need it.

Who's using Tweet Scan?

Twitter users	Web Developers
Bloggers	Marketing/PR Firms
Mashups	You!

Learn more:
[Blog](#) - [Wiki](#) - [Our Twitter Page](#) - [Ads](#)

Search Cloud:

#SMBMSP #nm08 #rodaviva
1938media @breakingnews
BB9 Comcast MarsPhoenix
Obama Propeller Qik
Radiohead seagate amazon
amazon up apple bbc.co.uk
davepreston diggnation diigo
earthquake edison chen emom
erlene eurovision evernote facebook
gapingvoid **hashtags** hsbc
iphone kyte laura ubfal
moneytrackin mystrands nm08
phizzpop plurk poprl railsconf
rodaviva roflcon suez tornado
twiddict twitscoop twitxr
wwdc zappos zemanta

Tweet Scan Sponsors

140 chars, 1 link, \$20/week

[Podcast Bunker](#) - We only list the very best podcasts Follow us on twitter - [twitter.com/podcastbunker](#) We specialize in audio editing. (242 clicks)

[3 or More Twitter-ers is a Tweet Party](#) (72 clicks)

[Send Gifts to your Favorite Twitter Friends](#). Each gift comes with a catchy caption. No registration required. [Click here to see a gift!](#) (454 clicks)

[Want an Amazon gift card? Twitter-based virtual scavenger hunt with prizes](#). Follow [@scavengerhunt](#) and get ready for the next clue! (583 clicks)

[Follow @ask500 for the best polls on Twitter](#), voted up by the community and powered by [Ask500People.com](#) (938 clicks)

[500 exclusive invites to socialmedian alpha](#), code = tweetscan (302 clicks)

[Tweet no further about downtime and errors](#), give [Surpass Hosting](#) a try! We promise to be the best and friendliest web host around. (774 clicks)

(Re)searching Twitter

#hashtags

Realtime Tracking of Twitter Hashtags

Hashtags is an opt-in service. You must follow [@hashtags](#) for the service to index your tweets.

Most Popular | All Tags | Recently Added | Most Updated | Recently Updated

Hashtag	Latest Twitter	24 Hour History
#TTWT (1083) 4 hours ago	@oilman you should get a #TTWT reactee.com twitter tshirt you can wear it at cons ;) #TTWT	
#floort (309) 52 minutes ago	#floort Mrmann20 need his English be better. - http://floort.com/?fid=2718	
#cialdini (12) 5 hours ago	#cialdini That's it for the call... cant wait to buy the book!	
#jibjib (320) 50 minutes ago	@poakpong but i'm making #jibjib to do so using twitpic	
#IndyTweetUp (38) 1 hour ago	Info about #IndyTweetup 4 posted at http://indytweetup.com	
#e20 (554) 2 hours ago	@chrisbrogan D'you know where I can find video content about Enterprise 2.0? #e20	
#copadobrasil (8) 1 hour ago	#copadobrasil eu fico louco/eu fico fora de si/eu fica assim/eu fica fora de mim -)	

See <http://www.hashtags.org>

(Re)searching Twitter

twitterverse

What is Twitter Doing?

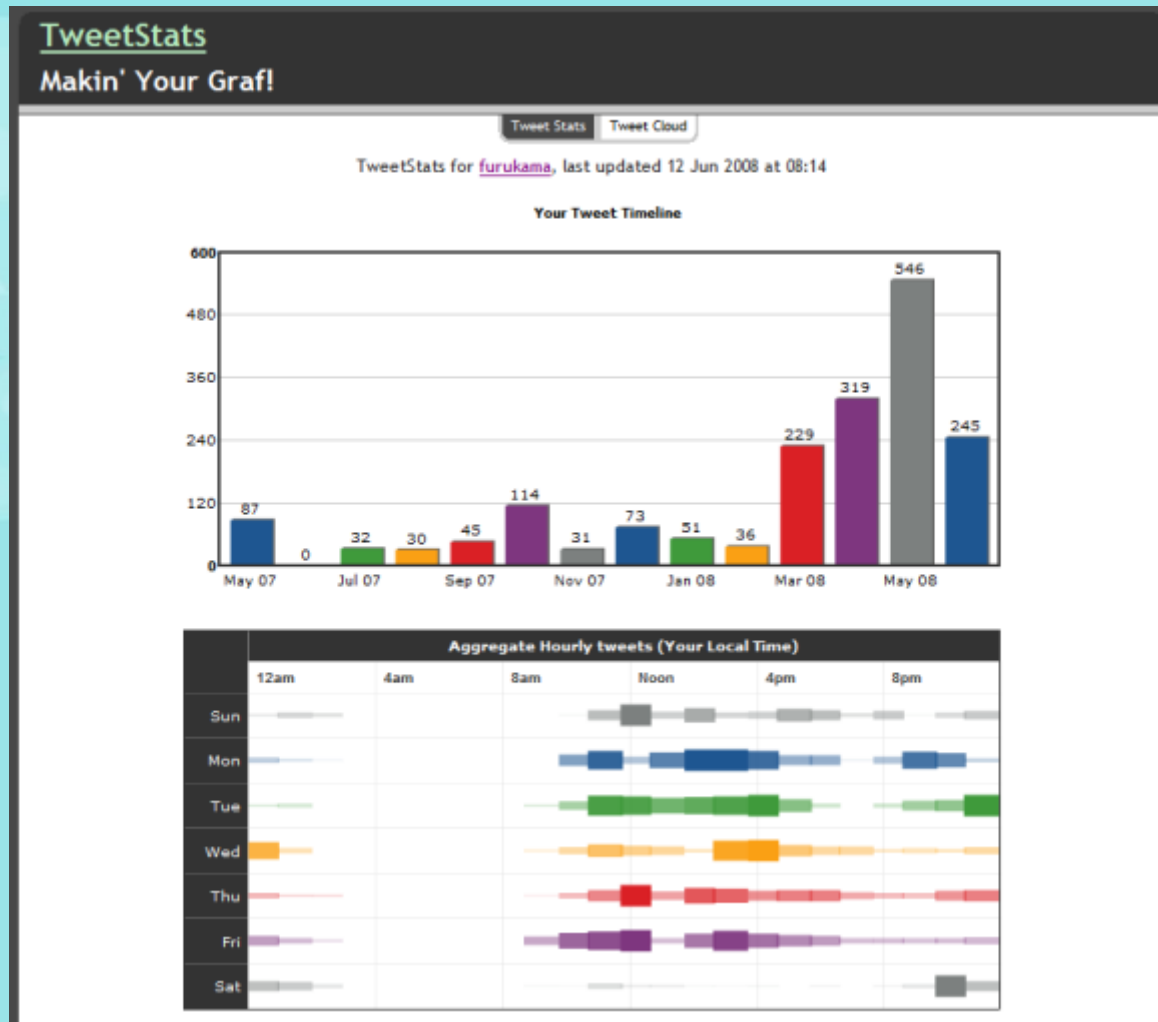


Hello! Sorry for the inconvenience. We'll be back shortly.

You can still reach us by email at hello at twitterverse dot com.

- posted May 28

(Re)searching Twitter



(Re)searching Twitter

Watching Spaceballs!

i love this movie.

Chillin for the evening.

i love relaxing. Bed soon, then early morning walk/jog workout with Chris, some meetings, and a girls' lunch!

Holy shit was the true colors show fantastic! Most shocked by how hard the B-52's ROCKED.

i love Cyndi Lauper. LOVE. Words dont do justice.

watching

i love the 80's" 1989...I was 11 years old....

listening to music....sorta happy tht in two hours its time to get out of office!!!

i love my job!

Bizar! White Russians aan het drinken in een kroeg die zo uit een Quinten Tarentino film gewandeld is.

i love LA!

i love my midwesterners, but sometimes, i'm reminded of the movie "A Mighty Wind."

OK. If you have not twittered in more than 8 days.

i love you, but we are breaking up.

love
hate
think
believe
feel
wish

twistori
this is the first step in an ongoing social experiment, based on [twitter](#), inspired by [weebline](#) and drawing data from [sumize](#), hand-crafted by [amy hov](#) and [thomas tuchs](#).

See <http://twistori.com/>

(Re)searching Twitter


TWITTER CENSUS #SURVEYS FOR THE TWITTERSPHERE


Twitter census is as easy as 1, 2, 3 ;)


You post a question. @You get the replies. We show results.

Read the full #Howto!

Latest Surveys

 **Kleines L oder großes i, oder umgekehrt.**
by [Matthias Bauer](#), 3 weeks, 3 days ago (1/hatte den leadteams auf dem)
To participate reply [@moeffju](#) "..." #suwhh

 **Do you like debugging?**
by [Fabian Neumann](#), 1 month, 1 week ago (1/sometimes)
To participate reply [@hellp](#) "..." #debugging


 **Bzgl. Anne-WIII-Diskussion: An meine Follower: Seid ihr Arbeiter- oder Akademikerkind?**
by [Fabian Neumann](#), 1 month, 1 week ago (1/Akademikerkind, 1/Arbeiterkind)
To participate reply [@hellp](#) "..." #annewill

Advertisement

standard-basiertes
**benutzbares
webdesign**
DJANGO PHP LAMP
CSS XHTML AJAX

See <http://twittercensus.com/>

(Re)searching Twitter



share photos on twitter



emilypie
Reno, NV

Greenland
Canada
United States
Mexico
North Pacific Ocean
North Atlantic Ocean

POWERED BY Google
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What is TwitPic?

TwitPic lets you share photos on [Twitter](#)

How do I use TwitPic?

You can post pictures to TwitPic from your phone, our [API](#), or through the site itself.

There are also popular [twitter clients](#) that have built-in support for TwitPic.

Recent photos



Follow [TwitPic](#) on Twitter to get the latest news & updates

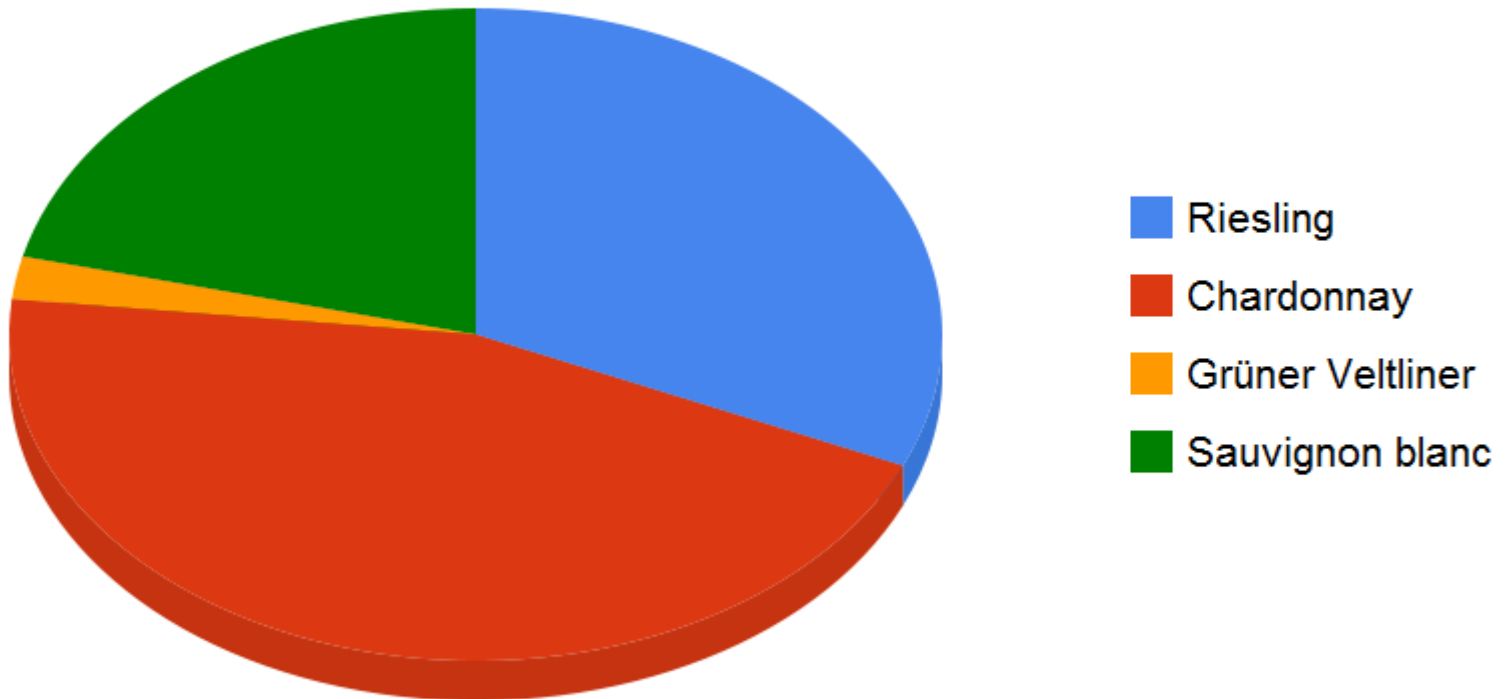


IV) TwitGrapes

TwitGrapes



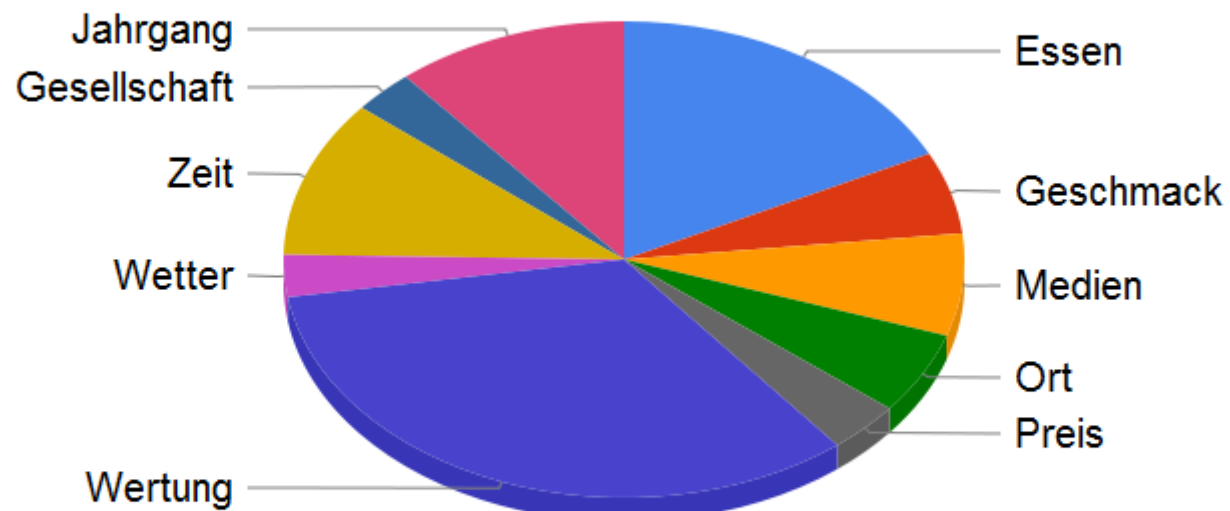
TwitGrapes



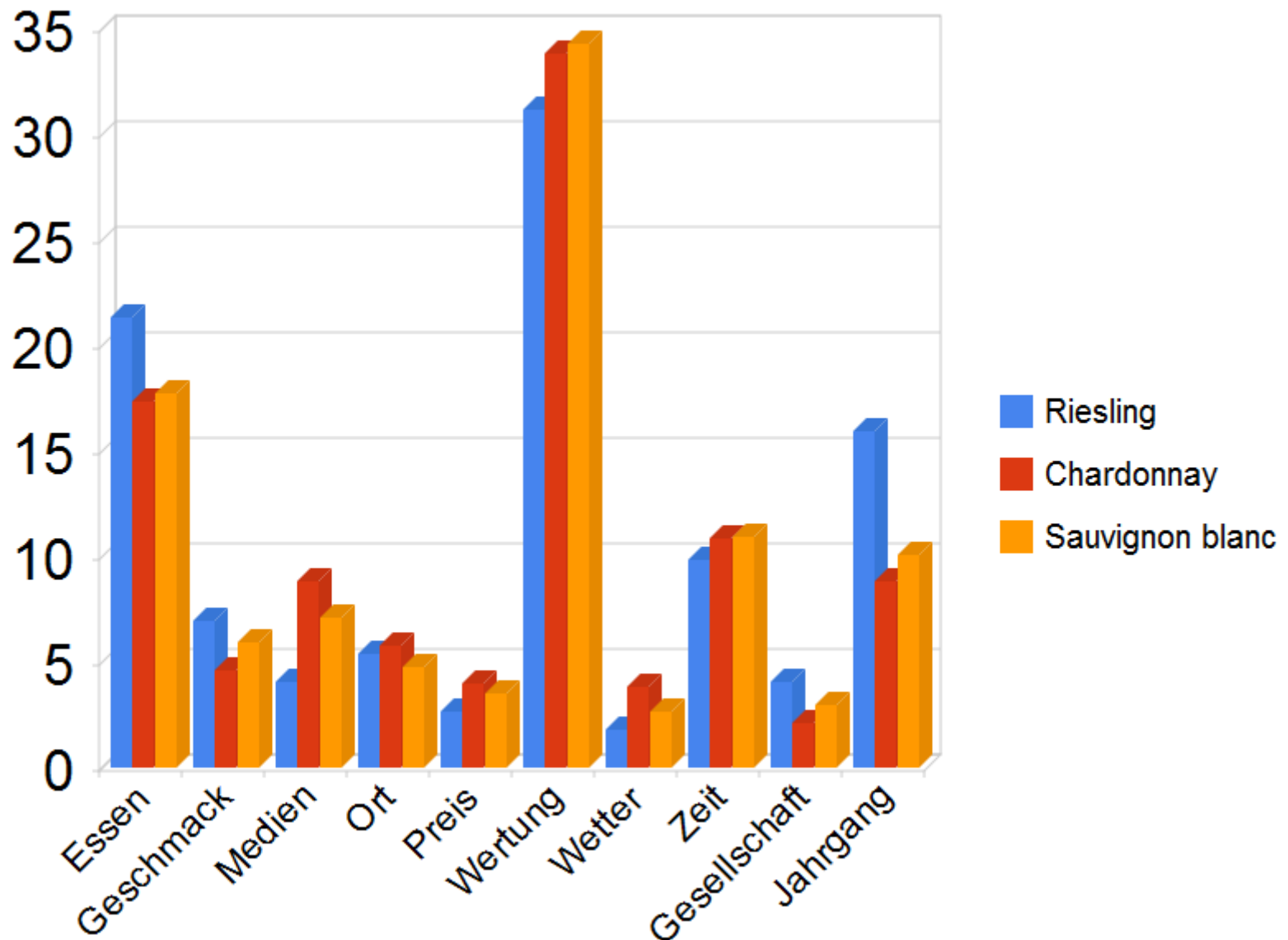
TwitGrapes

- **Total number of tweets: 1471 (Apr-Jun 2008)**
 - **Valuation: Is it delicious?**
 - **Food: What are you eating?**
 - **Year: Which Year?**
 - **Time: When do you drink this wine?**
 - **Media: What do you listen, read, watch?**
 - **Taste: What does this wine taste like?**
 - **Location: Where do you drink this wine?**
 - **Price: How much did it cost?**
 - **Company: Drinking in company?**
 - **Weather: How is the weather?**

TwitGrapes



TwitGrapes



Valuation

- **Chardonnay:** Enjoying a nice glass of good Chardonnay and life is complete. Mmmmm! Yumminess! But can also be crap, awful, bad.
- **Riesling:** Can be stellar or gorgeous and doesn't disappoint. Yummy! Mmmmmmh! Aaaaah! Wundervolles Aromenfeuerwerk.
- **Sauvignon blanc:** Enjoying a good Sauvignon blanc. What a tasty and lovely favorite. How unbelievable wonderful life can be. Yum!

wenn der riesling so köstlich ist, dass ich gleich eine halbe flache trinke, ist das auch problematisch.



o_0

Life is pretty damn good when you can drink Lazy Creek Riesling in the sun hanging in the Oakland hills.



o_o

U KIDDING ME? 10 STRAIGHT
MINUTES of Plank/Ball/Climb? My
idea of a great way to end my day is
CHARDONNAY! (-;



o_0

04 Titus Chardonnay (Sonoma County): Citrus fruit so pure & delicate it's like Riesling. Too bad the buttery, boozy oak bomb destroys it. ☆

o_0

Grüner Veltliner 2006... für alle, die
sich mal selbst bestrafen wollen..



o_0

You are giving me ideas: sometimes a good Sauvignon Blanc can make a wrong day right again :-) esp. if I finish the whole bottle. ☆

o_0

Ending the day feeling a bit sick and a bit sad. Nothing a bottle of sauvignon blanc can't fix.



o_o

Food

- **Chardonnay: Cheese from Gruyère to Madagascar Peppercorn, shrimps or crabs, fish or chicken, pizza or asparagus. Sometimes: strawberries or M&Ms**
- **Riesling: Asparagus, fish, chicken and prawns. But also Italian, Mexican, Thai and Indian dishes. Fruits and chocolate.**
- **Sauvignon blanc: Fish from grilled halibut to salmon nicoise. Chicken, cheese, prawns and pasta. Indian. Or just French baguette and Italian pannini.**

Had a brainstorm in company last night. Drank chardonnay out of plastic cups and sushi off styrofoam plates: very classy. ☆

o_0

Okay, I'm pouring a glass of chardonnay and digging into some smoked cheddar and Madagascar Peppercorn cheese for apps. Hurry! ☆

o_0

spargel schälen, riesling auf eis. alles
andere auf morgen verschieben.



o_0

Cooking dinner. Hickory smoked rotisserie chicken and salad sauv blanc by the pool



o_0

Hand rolls at Sushi Counter Crows Nest, sauv blanc and 30s lofi jazz - heaven!

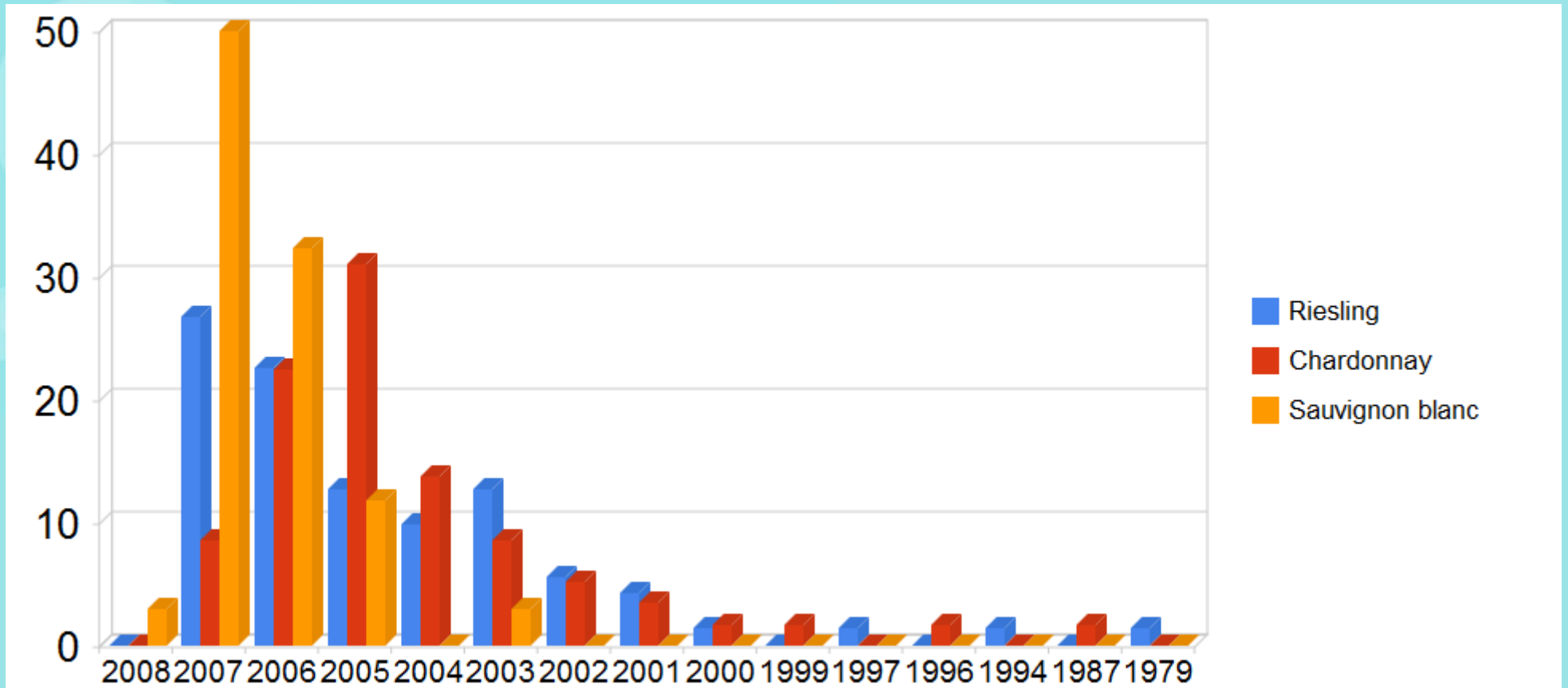


o_0

Year

- **Chardonnay: 2005! But also many older wines up to a 1987 Robert Mondavi**
- **Riesling: 2007 and 2006! Older bottles up to a stellar Karthäuserhof Kronenberg 1979**
- **Sauvignon blanc: 2007! Oldest bottle is from 2003**

Year



Media

- **Chardonnay: The „media wine“. Watching Doctor Who and Frasier on DVD or sports on TV. Listening to 70s rock or 90s dancefloor. Surfing the net or playing GTA**
- **Riesling: Listening to Pete Krebs Trio, Charlie Parker, George Clinton and checking the mails**
- **Sauvignon blanc: Watching Scrubs, Lost and Gordon's Kitchen Nightmares. Listening to The Rolling Stones, NIN or 30s lofi jazz**

at the airport, checked in, sitting at the bar with a chardonnay in one hand and a mouse in the other



o_0

After watching a slightly new age (or is panthesistic) movie (the moses code), mum and i are enjoying a nice riesling. It was a great day. ☆

o_0

New York Times, Counting Crows,
and a nice sauv blanc. Great way to
spend a sunny Sunday...



o_0

Location

- **Chardonnay:** In the garden, on the front porch or on the deck. In hotel restaurants or on the seaside
- **Riesling:** In a restaurant, steak house or at a wine bar. Sitting on the patio or in a hot tub
- **Sauvignon blanc:** Like Riesling in restaurants or cafés. On the porch, but also by the pool or on a house boat.

On 39th floor of Marriott drinking
Chardonnay. Heading to du nord later
for happy.



o_o

Sitting outside drinking Chardonnay,
watching cruise ships & ferries thread
through flock of sailboats on Puget
Sound.



o_0

enjoying a beautiful sunny San Diego
afternoon with a cup of chardonnay,
yay! my garden is so beautiful!!!! My
life is great! ☆

o_0

Ich sitze auf dem, was wir Terrasse nennen und trinke Riesling aus der Pfalz. 4 Euro 40 an der Tankstelle. So schön beginnt mein Arbeitstag. ☆

o_0

doing maintenance on the hot tub...tonight, a good soak with my wife and a bottle of Riesling...



o_0

At the goldhawk pub i ask for a sauvignon blanc. Get asked if i want kiwi or chilean wine. Welcome to london.



o_o