

Twittelator Neue

Andreas Weiler, Joeran Beel, Béla Gipp, Michael Grossniklaus

new neologisms arise and what impact they have on our society will be examined in this paper. The paper will be structured in such a way that the question how new neologism occur in our vocabulary will be analysed first. It is proceeded in such a way that the first part will focus on the explanation of the term morphology and afterwards the individual processes of word formation, that are connected to morphology, will be presented. After the theoretical part, the handling of word formations in the area of social media is investigated. The focus is particularly on the platforms Twitter and Instagram and which different processes can be found under the post and the comment section. Afterwards, the applied methodology to gather and investigate the data used in this term paper, will be described. Thus, the results will be presented followed by a discussion of explaining and analysing the previous results, studies, and the methodology. Eventually, a conclusion with a summary of the results and its discussion of the term paper topic will be given.

Social-Media-Marketing Tamar Weinberg, Wibke Ladwig, Corina Pahrman, 2012 Facebook, Google+ und Twitter, Blogs, Social Bookmarking Sites, Foto- und Videoportale ... Social Media bieten Unternehmen viele spannende Möglichkeiten für die Kommunikation mit ihren Kunden. Doch wie wird das Engagement im Social Web wirklich erfolgreich? Welche Plattformen sollte ein Unternehmen oder eine Organisation nutzen, um seine Zielgruppen effektiv zu erreichen? Wie sieht eine stimmige Positionierung im Social Web aus, und wie gelingt ein lebendiger Austausch? Diese Fragen beantwortet Tamar Weinberg auf praxisnahe und inspirierende Weise. Sie erläutert, was die Kommunikation in den sozialen Medien von der in den klassischen Medien unterscheidet, und gibt einen umfassenden Überblick über die interessantesten Social Media-Sites und ihre Besonderheiten. Dabei werden nicht nur bekannte Plattformen wie Facebook und YouTube berücksichtigt, sondern auch viele kleinere Angebote, die je nach Unternehmen und Marketingzielen relevant und nützlich sein können. Aus dem Inhalt: - Wie Sie Markenbekanntheit und Online-Reputation optimieren - Wie Sie beobachten, was andere über Sie und Ihren Wettbewerb sagen - Welche Ziele und Strategien Sie im Social Web verfolgen können - Welche deutschsprachigen und internationalen Plattformen für Sie die richtigen sind - Wie Sie Ihren Erfolg messen - Welche rechtlichen Aspekte Sie beachten sollten Komplette Aktualisierung und Überarbeitung Für die dritte Auflage wurde der Bestseller von Corina Pahrman und Wibke Ladwig komplett überarbeitet und aktualisiert und dabei um Informationen zu neuen Social Media-Plattformen, zahlreiche aktuelle Fallbeispiele sowie Interviews mit deutschsprachigen Social Media-Profis ergänzt.

Twitter Kristin Marciniak, 2018-12-15 Twitter studies the influential social networking service and its founders, examining how a side project created by its four founders evolved into a powerful social network that influences entertainment, politics, and activism. Features include a glossary, references, websites, source notes, and an index. Aligned to Common Core Standards and correlated to state standards. Essential Library is an imprint of Abdo Publishing, a division of ABDO.

What Is the Impact of Twitter? Roman Espejo, 2013-06-18 The experience is probably still too fresh for deep analysis, but will History tell the story that Donald Trump's success in his road to the White House was stimulated by his frequent use of Twitter? Is Twitter transforming not just our social landscape, but political landscape too? How has the use of a communication tool, limited to 140 characters or less, become a globally recognized dispenser of news, facts, alternative facts, and a moral compass for our society? This book compiles compelling essays and works from eyewitness accounts, governmental views, scientific analysis, and newspapers to give your readers the big picture about Twitter and its importance. Readers will be given both sides, for and against, on topics such as whether Twitter should be used for news reporting, whether the psychology behind it is healthy, and whether it will become profitable. Facts that are salient to both sides of the story are copied from the text and highlighted so readers can use them for report writing, research, or forming opinions based on relevant information.

Two-step Flow in the Digital Age. Opinion Leaders on Twitter Rachele Orsola Bugini, 2018-12-21 Seminar paper from the year 2018 in the subject

Communications - Research, Studies, Enquiries, grade: 1,3, Free University of Berlin (Publizistik und Kommunikationswissenschaft), language: English, abstract: This paper provides a theoretical background of Lazarsfeld's Two-step Flow of Communication and the debates around the validity of his theory in the digital era. It focuses on two Twitter studies conducted in the recent year, it presents and evaluates the results. Since its formulation, the theory of the two-step flow of communication has been tested and validated, on numerous occasions through replicative studies, conducted on different topics. However, changes in technology in the past decade, especially the proliferation of web-based media such as blogs, online communities and social networks, have led to reassess the validity of the theory in relation to the new media environment. Thanks to the Internet individuals can communicate instantly across geographic boundaries to one, few or many people. Social networking sites enable individuals to express opinions on any topic and instantly share them with others. The contemporary (social) media environment has renewed interest in the concept of two-step flow generally, and opinion leadership specifically. Several researches have been conducted to investigate if the model can still be explanatory of the flow of news and interactions occurring online on web platforms and social media. The purpose of this work is to present the actual stand of the research and discuss the main findings of the studies led by the questions: is the two-step flow still relevant as a theoretical framework? How does information flow from traditional media to their audience in the digital age? Are opinion leaders still playing a role in this process? In the first chapters, a theoretical framework of the most discussed communication theories will be provided.

Banning Milo Yiannopoulos Richard West,2017-02-16 Twitter has confirmed itself as a safe space for Muslim terrorists and Black Lives Matter extremists, but a no-go zone for conservatives, wrote Milo Yiannopoulos. In 2016, Milo's 300,000 Twitter fans learned that his Twitter account had been terminated and he had been banned for life. Since then, he has appeared on numerous college campuses and has been discussed by pundits from Van Jones to Bill Maher. Now find out how the Twitter ban occurred, and why it has done nothing to shut Milo down. [Article: 4,200 words]

Twitter Kills The Publicity Star? How Social Media is influencing the business of Celebrity PR. Marlena Bräu,2013-04-10 Masterarbeit aus dem Jahr 2010 im Fachbereich Soziologie - Medien, Kunst, Musik, University of Westminster, Sprache: Deutsch, Abstract: This dissertation is set out to explore the implications of Social Media - especially Twitter - on the field of celebrity PR. It attempts to shed light on the phenomenon of `tweeting` celebrities and whether this is seen as a threat to publicists or is actually being used for comprehensive impression management. A content analysis as well as semi-structured interviews and online questionnaires with celebrity PR practitioners have been carried out. After a review of key literature, which indicates how closely the emergence of the celebrity system is tied to media developments, but also the rise of Hollywood publicists, the so-called `Fixers`, who would hold an enormous amount of control, it is examined how this system is now challenged by social media. Celebrities claim how Twitter gives them the chance to bypass traditional media and to fight back against constant intrusion from the outside. Upon closer examination though, the content analysis suggests how Twitter is utilized for promotion, as well as deliberate self-disclosure in order to establish a closer relationship with fans. By all indications a celebrity`s Twitter profile is based on elaborate, sophisticated PR. Interviewees supported this point of view, admitting that Twitter is ideally monitored by publicists because it provides a perfect opportunity for brand building and directly engaging fans in a dialogue. Publicists are willingly sacrificing some of their control in order to build an environment of credibility and authenticity for their clients on Twitter. Their role therefore becomes more consulting and is shifting more towards planning sophisticated and comprehensive impression management strategies than `just` being the middle man between celebrity and media. However, this is still a very recent development and by far not all publicists have caught up on it. Thus this topic needs to be further investigated in the future.

Textsorten Im Microbloggingdienst Twitter.com Hans Kramer,2012-05 Studienarbeit aus dem Jahr 2011 im Fachbereich Germanistik - Gattungen, Note: -, Ernst-Moritz-Arndt-Universität Greifswald (Institut für Deutsche Philologie), Sprache: Deutsch, Abstract: Die vorliegende

Hausarbeit soll versuchen das Internetkommunikationsphanomen Twitter zu beschreiben. In diesem neuen Kommunikationsmedium werden Texte erstellt, verbreitet und konsumiert. Der Microblogging Dienst Twitter ist eines der neuesten Kommunikationsmodelle im Internet. Seine Hauptaufgabe ist das Sammeln von Informationen bzw. Nachrichten. Dabei wird keine thematische Eingrenzung vorgenommen. In der vorliegenden Hausarbeit soll erst einmal eine kleine Einfuhrung in den Kommunikationsapparat Twitter erfolgen. Kernaufgabe dieser Arbeit wird es sein, die in Twitter entstandenen Texte zu untersuchen. Schwerpunkt hier ist die Suche nach Textsorteneigenschaften und damit der Frage ob es verschiedene Textsorten in Twitter oder eher eine eigene Textsorte Twitter gibt.

Facebook, Xing & Twitter ... Prinz,... Erle,2011-01

Bloggerati, Twitterati H. P. Willmott, As timely as the latest tweet, this book tracks the digital revolution as a paradigm shift that is transforming popular culture in as yet unforeseen ways. *Bloggerati, Twitterati: How Blogs and Twitter Are Transforming Popular Culture* explores the ongoing digital revolution and examines the way it is changing--and will change--the way people live and communicate. Starting from the proposition that the Internet is now the center of popular culture, the book offers descriptions of blogs and Twitter and the online behavior they foster. It looks at the demographics of users and the impact of the Internet on knowledge, thinking, writing, politics, and journalism. A primary focus is on the way blogs and tweets are opening up communication to the people, free from gatekeepers and sanctioned rhetoric. The other side of the coin is the online hijacking of the news and its potential for spreading misinformation and fomenting polarization, topics that are analyzed even as the situation continues to evolve. Finally, the book gathers predictions from cultural critics about the future of digital popular culture and makes a few predictions of its own.

Stability Evaluation of Event Detection Techniques for Twitter Andreas Weiler,Joeran Beel,Béla Gipp,Michael Grossniklaus,2016

Libel on Twitter Sarosh Hassaan Razaq Khan,2015

Combating Online Hate Speech Raphaela Andres,Olga Slivko,2021 We analyze the impact of the Network Enforcement Act, the first regulation which aims at restraining hate speech on large social media platforms. Using a difference-in-differences framework, we measure the causal impact of the German law on the prevalence of hateful content on German Twitter. We find evidence of a significant and robust decrease in the intensity and volume of hate speech in tweets tackling sensitive migration-related topics. Importantly, tweets tackling other topics as well as the tweeting style of users are not affected by the regulation, which is in line with its aim. Our results highlight that legislation for combating harmful online content can influence the prevalence of hate speech even in the presence of platform governance mechanisms.

The Waite Group's Tricks of the HyperTalk Masters ,1989

Incredible iPad Apps For Dummies Bob LeVitus,2010-11-17 Fill your iPad with cool apps with help from this full-color directory! The popularity of the iPad is growing at an unstoppable rate and users are looking for help sorting through the tens of thousands of apps available in the App Store. Packed with helpful reviews and valuable tips on how to make the most of each app, this book walks you through the vast selection of apps and helps you narrow down the most essential and entertaining apps for your needs and interests. Mac guru Bob Dr. Mac LeVitus helps you uncover the best of the best apps in business, education, entertainment, finance, health, fitness, games, news, music, sports, weather, and more. Helps you sort through the tens of thousands of apps available for the iPad so you can find the apps that are right for you Shows you a variety of the most useful apps in the fields of music, entertainment, sports, business, games, news, social networking, health and fitness, and more Helps you uncover what apps are worth the price and what's fabulous for free Provides expert insights and light-hearted reviews of each featured iPad app from longtime For Dummies author and Mac enthusiast Bob Dr. Mac LeVitus With *Incredible iPad Apps For Dummies*, you'll discover how to have fun, get more done, and make

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