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Activity 23: Twitter and the revolution

[Akshata Balghare](#)

Nov 1, 2017 at 1:26pm

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<https://twitter.com/BarackObama/status/896523232098078720>

(<https://twitter.com/BarackObama/status/896523232098078720>)

<https://twitter.com/ArianaGrande/status/866849021519966208>

(<https://twitter.com/ArianaGrande/status/866849021519966208>)

<https://twitter.com/HillaryClinton/status/796394920051441664>

(<https://twitter.com/HillaryClinton/status/796394920051441664>)

<https://twitter.com/MirianRbeiro/status/924488139502211072>

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1. What effects are these posts creating?
2. How different are the audiences considering the people who commented on these tweets and people who join an actual revolution or riot?
3. Picture Gladwell and Pell's arguments, how are they relevant here?

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Response from group 1

(<https://auburn.instructure.com/courses/1074897/users/3441093>)

Nov 1, 2017

1. All four tweets are efforts to try and be more personable to their twitter followers and fans. The tweets are emotional and easy to understand. They tweet these things in an effort to relate to their fans and also gain more by showing their public emotions.
2. Ariana Grande's and Kim Kardashian's post target their fans. Barack Obama's is targeted at his supporters along with Hilary Clinton's, but hers is directed more towards her female supporters.
3. Gladwell and Pell's arguments are relevant to these tweets because they are also trying to connect with people through mass communication. It is easy for these public figures to reach out

to people and relate through some form of social media. These tweets show more of the positive impact through technology and how information can be easily spread.

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Response from group 2

(<https://auburn.instructure.com/courses/1074897/users/3441173>)

Nov 1, 2017

1. All four tweets except the Kim Kardashian tweet allow the reader to have emotional response. They all four open up a conversation.
2. For the Hillary Clinton and Barrack Obama tweets the audiences are most likely similar. Kim Kardashians audience mostly consists of younger or teenage girls. Ariana Grandes audience for this particular tweet is the general public and the people affected during her concert due the circumstances of the event that she is referring too.
3. Kim Kardashians tweet shows that there is a lot of stuff on the internet simply for entertainment. Ariana Grande wasn't trying to create any movement she was just expressing grief. Hillary and Barracks tweet allows people to debate and criticize.

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Response from group 3

(<https://auburn.instructure.com/courses/1074897/users/3443242>)

Nov 1, 2017

1. All except Ariana's tweet created a positive vibe, while Ariana's created a grieving and heartfelt message. Creates a clear message and a viable reason to support what they stand for.
2. Younger audiences make up the majority of the followers because older people are not as involved with technology as the younger generation. Kim's tweet is mainly women because she posted about her makeup process. Others were supported by adults who cared about political movements or tragedies.

3. Gladwell's argument is relevant in the fact that all of these people have weak ties with their audience. They all have millions of followers that may not all support the comments. In Hillary Clinton's post for example people commented in a variety of ways, some not even relevant to the original message. Pell's argument comes into affect because they are able to reach millions of people some whom may support their opinion and help gather a following behind a certain movement.

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Response from group 4



<https://auburn.instructure.com/courses/1074897/users/3448516>

Nov 1, 2017

1. Sense of emotional personal connection with the the famous person tweeting. This creates a strong appeal to do something about the cause that the celebrity is tweeting
2. All tweets are trying to reach a greater audience then they could in person however Ariana Grandes post is simple sympathetic and she has no interior motive to create a revolt she is just simply reaching out to people showing her sadness. Apposed to the other tweets that the main purpose of them is to try and get people to side with their cause.
3. Pell's argument shows that social media allows people to reach a mass audience that they would be able to in person which proves that social media dose not harm or help it simply allows a greater audience to hear the issue

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