

omg wtf twitter

John Fink

November 25, 2022

A Brief History of (some of) Twitter

A Brief History of (some of) Twitter

- 2004: TXTmob

A Brief History of (some of) Twitter

- 2004: TXTmob
- 2006: Twttr, an Odeo side project

A Brief History of (some of) Twitter

- 2004: TXTmob
- 2006: Twttr, an Odeo side project
- 2007: Twitter gets \$100k venture investment

A Brief History of (some of) Twitter

- 2004: TXTmob
- 2006: Twttr, an Odeo side project
- 2007: Twitter gets \$100k venture investment
- 2009: Twitter featured on Oprah

A Brief History of (some of) Twitter

- 2004: TXTmob
- 2006: Twttr, an Odeo side project
- 2007: Twitter gets \$100k venture investment
- 2009: Twitter featured on Oprah
- 2011: Twitter and the Arab Spring

A Brief History of (some of) Twitter

- 2004: TXTmob
- 2006: Twttr, an Odeo side project
- 2007: Twitter gets \$100k venture investment
- 2009: Twitter featured on Oprah
- 2011: Twitter and the Arab Spring
- 2013: Twitter goes public

A Brief History of (some of) Twitter

- 2004: TXTmob
- 2006: Twttr, an Odeo side project
- 2007: Twitter gets \$100k venture investment
- 2009: Twitter featured on Oprah
- 2011: Twitter and the Arab Spring
- 2013: Twitter goes public
- 2015: Twitter unprofitable

A Brief History of (some of) Twitter

- 2004: TXTmob
- 2006: Twttr, an Odeo side project
- 2007: Twitter gets \$100k venture investment
- 2009: Twitter featured on Oprah
- 2011: Twitter and the Arab Spring
- 2013: Twitter goes public
- 2015: Twitter unprofitable
- 2017: Twitter profitable?

A Brief History of (some of) Twitter

- 2004: TXTmob
- 2006: Twttr, an Odeo side project
- 2007: Twitter gets \$100k venture investment
- 2009: Twitter featured on Oprah
- 2011: Twitter and the Arab Spring
- 2013: Twitter goes public
- 2015: Twitter unprofitable
- 2017: Twitter profitable?
- 2022: Elon Musk proposes buying twitter at \$54.20 a share, approximately \$44 billion dollars in total.

\$54.20 a share

\$54.20 a share

- .20c extra per share

\$54.20 a share

- .20c extra per share
- .20c extra per share x 765 million outstanding shares

\$54.20 a share

- .20c extra per share
- .20c extra per share x 765 million outstanding shares
- .20c extra per share x 765 million outstanding shares = \$153m

\$54.20 a share

- .20c extra per share
- .20c extra per share x 765 million outstanding shares
- .20c extra per share x 765 million outstanding shares = \$153m
- Elon Musk spends \$153m for a dumb weed joke

\$54.20 a share

- .20c extra per share
- .20c extra per share x 765 million outstanding shares
- .20c extra per share x 765 million outstanding shares = \$153m
- Elon Musk spends \$153m for a dumb weed joke
- Elon Musk owes \$1 **billion** in **interest** each year.

A Brief History of November 2022

A Brief History of November 2022

- Late Oct: Elon Musk purchases Twitter

A Brief History of November 2022

- Late Oct: Elon Musk purchases Twitter
- Nov 4: Thousands of employees are laid off

A Brief History of November 2022

- Late Oct: Elon Musk purchases Twitter
- Nov 4: Thousands of employees are laid off
- Nov 9: New Twitter Blue



Elon Musk 

@elon__rnusk



Starting today we'll begin offering Twitter Gold: a free subscription that gets you yearly family vacations and nightly dinners with me. If your name is Grimes. Please come back. I love you.

1:15 PM · Nov 9, 2022 · Twitter for iPhone

863 Retweets **67** Quote Tweets **2,810** Likes



Nintendo of America  @nIntendoofus · 1h

...



 80

 2,354

 6,021





Eli Lilly and Company ✓

@EliLillyandCo

We are excited to announce insulin is free now.

1:36 PM · 11/10/22 · [Twitter for iPhone](#)

554 Retweets **171** Quote Tweets **3,324** Likes



Eli Lilly And Co

NYSE: LLY

Overview

News

Compare

Financials

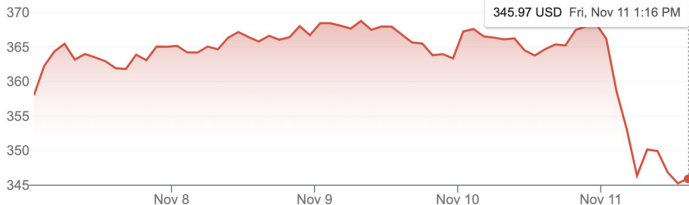
Market Summary > Eli Lilly And Co

346.04 USD

-11.97 (-3.34%) ↓ past 5 days

Nov 11, 1:17 PM EST • Disclaimer

1D | 5D | 1M | 6M | YTD | 1Y | 5Y | Max



Open

366.16

Mkt cap

328.79B

CDP score

B

A Brief History of November 2022

- Late Oct: Elon Musk purchases Twitter
- Nov 4: Thousands of employees are laid off
- Nov 9: New Twitter Blue

A Brief History of November 2022

- Late Oct: Elon Musk purchases Twitter
- Nov 4: Thousands of employees are laid off
- Nov 9: New Twitter Blue
- Nov 10: Trust and Safety sickout

A Brief History of November 2022

- Late Oct: Elon Musk purchases Twitter
- Nov 4: Thousands of employees are laid off
- Nov 9: New Twitter Blue
- Nov 10: Trust and Safety sickout
- Nov 11: Twitter employees personally responsible for FTC compliance

A Brief History of November 2022

- Late Oct: Elon Musk purchases Twitter
- Nov 4: Thousands of employees are laid off
- Nov 9: New Twitter Blue
- Nov 10: Trust and Safety sickout
- Nov 11: Twitter employees personally responsible for FTC compliance
- Nov 22: Trump reinstated

A Brief History of November 2022

- Late Oct: Elon Musk purchases Twitter
- Nov 4: Thousands of employees are laid off
- Nov 9: New Twitter Blue
- Nov 10: Trust and Safety sickout
- Nov 11: Twitter employees personally responsible for FTC compliance
- Nov 22: Trump reinstated
- Nov 23: 50% of top 100 advertisers have suspended activity

A Brief History of November 2022

- Late Oct: Elon Musk purchases Twitter
- Nov 4: Thousands of employees are laid off
- Nov 9: New Twitter Blue
- Nov 10: Trust and Safety sickout
- Nov 11: Twitter employees personally responsible for FTC compliance
- Nov 22: Trump reinstated
- Nov 23: 50% of top 100 advertisers have suspended activity
- Nov 24: Amnesty for suspended accounts

Current state of Twitter

It's a little bit difficult to tell for sure but it appears that Twitter has **no** or **greatly diminished**:

Current state of Twitter

It's a little bit difficult to tell for sure but it appears that Twitter has **no** or **greatly diminished**:

- Comms department

Current state of Twitter

It's a little bit difficult to tell for sure but it appears that Twitter has **no** or **greatly diminished**:

- Comms department
- Moderation team

Current state of Twitter

It's a little bit difficult to tell for sure but it appears that Twitter has **no** or **greatly diminished**:

- Comms department
- Moderation team
- International groups (Africa, Canada, Ireland, others?)

Current state of Twitter

It's a little bit difficult to tell for sure but it appears that Twitter has **no** or **greatly diminished**:

- Comms department
- Moderation team
- International groups (Africa, Canada, Ireland, others?)
-uh GDPR?

Current state of Twitter

It's a little bit difficult to tell for sure but it appears that Twitter has **no** or **greatly diminished**:

- Comms department
- Moderation team
- International groups (Africa, Canada, Ireland, others?)
-uh GDPR?
- Infrastructure team

Current state of Twitter

It's a little bit difficult to tell for sure but it appears that Twitter has **no** or **greatly diminished**:

- Comms department
- Moderation team
- International groups (Africa, Canada, Ireland, others?)
-uh GDPR?
- Infrastructure team
- (this one is important because Twitter infra is *all on prem* and apparently not virtualized/containered)

Disaster Scenario

Right now things that still work:

Disaster Scenario

Right now things that still work:

-tweeting

Disaster Scenario

Right now things that still work:

-tweeting
- the API

Disaster Scenario

User facing things that either **don't work** or have **failed** at least once:

Disaster Scenario

User facing things that either **don't work** or have **failed** at least once:

- 2FA

Disaster Scenario

User facing things that either **don't work** or have **failed** at least once:

- 2FA
- Using Twitter as external auth

Disaster Scenario

User facing things that either **don't work** or have **failed** at least once:

- 2FA
- Using Twitter as external auth
- deplatforming various chuds

About that API

The impending loss of Twitter or, more likely, its level of API access necessitates us to face some very unpleasant realities about the ability of academic/non-commercial entities to analyze social media data. As the need for Twitter to generate serious income mounts – remember that \$1 **billion** each year just to service the debt – it's probably a reasonable expectation that services – especially free ones, like the API – will degrade or be turned off.

Other than Reddit, are there any other major social media websites that enable easy harvesting of data for free or cheap?

Any questions or comments?

John Fink (~~@adr~~) / @jbfink@glammr.us / @adr@mastodon.social