

What are the Twitter (X) 24 data points?

The exact list of the **24 data points** collected by Twitter (X) is not explicitly detailed in the provided sources or publicly available information, as companies like Twitter (X) typically do not disclose the full specifics of their data collection practices. However, based on the StockApps study cited in the Moneycontrol report and general knowledge of social media data collection practices, I can provide an informed overview of the **likely types of data points** Twitter (X) collects, as it is noted to collect 24 types of data per user, making it the second biggest data harvester among major tech companies.

Below is a **deduced list** of the probable 24 data points, categorized based on typical social media platform practices and the description that Twitter (X) "saves more information than needed" for personalization and advertising purposes:

Likely Twitter (X) Data Points (24 Types)

1. **Username:** The unique handle or screen name chosen by the user.
2. **Display Name:** The user's public-facing name on the profile.
3. **Email Address:** Provided during account creation or updates.
4. **Phone Number:** If provided for account verification or recovery.
5. **Profile Bio:** Text entered in the user's profile description.
6. **Location:** User-entered location or geolocation data (if enabled).
7. **Profile Picture:** Image uploaded to represent the user.
8. **Header Image:** Banner image on the user's profile.
9. **Date of Birth:** Provided during signup or profile updates.
10. **Account Creation Date:** Timestamp of when the account was created.
11. **IP Address:** Collected during login to track device location and security.

12. **Device Information:** Type of device (e.g., iPhone, Android) and operating system.
13. **Browser Information:** Browser type and version used to access the platform.
14. **Posts/Tweets:** Content posted by the user, including text, hashtags, and mentions.
15. **Retweets/Replies:** User interactions with others' posts.
16. **Likes:** Posts the user has liked, indicating interests.
17. **Follows/Followers:** Accounts the user follows and who follows them.
18. **Direct Messages:** Private messages sent or received (content and metadata).
19. **Search History:** Terms or topics searched on the platform.
20. **Ad Interactions:** Clicks, views, or engagements with advertisements.
21. **Inferred Interests:** Categories or topics inferred from user activity (e.g., sports, politics).
22. **Location Data (Precise):** GPS or network-based location if location services are enabled.
23. **Third-Party Website Activity:** Data from embedded trackers (e.g., Twitter share buttons) on external sites.
24. **Session Duration/Time Spent:** Time spent active on the platform, including specific pages or features.

Notes and Context

- **Source Basis:** The StockApps study (cited in Moneycontrol, August 2022) states Twitter (X) collects 24 types of data, but does not provide a detailed breakdown. The above list is inferred from standard social media data collection practices and Twitter's known focus on behavioral and engagement data for ads and personalization.
- **Data Scope:** These data points cover **user-entered information** (e.g., profile details), **behavioral data** (e.g., likes, retweets, ad interactions), **device and location data** (e.g., IP, GPS), and **third-party tracking** (e.g., via embedded widgets on websites).

- **Limitations:** Without an official disclosure from Twitter (X), this list is an educated approximation. Some data points (e.g., precise location or third-party tracking) may depend on user settings or consent.
- **Comparison:** For context, Google collects 39 data points, Meta 14, Amazon 23, and Apple 12, per the same study, indicating Twitter (X)'s collection is significant but less extensive than Google's.

If you'd like me to search for more specific details about Twitter (X)'s data collection practices or generate a chart comparing the number of data points across companies, please let me know! Alternatively, I can redirect you to Twitter (X)'s official privacy policy for further exploration: <https://x.com/en/privacy>.

Explain all the 24 points in details from the information above?

Below is a detailed explanation of the **24 likely data points** collected by Twitter (X), as inferred from the provided information (StockApps study cited in Moneycontrol, August 2022) and general knowledge of social media data collection practices. Since Twitter (X) does not publicly disclose the exact list of these 24 data points, the explanations are based on typical social media platform practices, the note that Twitter (X) "saves more information than needed" for personalization and advertising, and its position as the second biggest data harvester among major tech companies. Each data point is described with its purpose, how it's collected, and its relevance to Twitter (X)'s operations.

Detailed Explanation of Twitter (X)'s 24 Likely Data Points

1. Username

- **Description:** The unique handle (e.g., @username) chosen by the user to identify their account.
- **Collection Method:** Provided during account creation or updated in profile settings.
- **Purpose:** Serves as the primary identifier for user interactions, posts, and mentions. It's publicly visible and used for personalization and account management.

- **Relevance:** Essential for platform functionality, enabling users to tag or engage with others.

2. Display Name

- **Description:** The user's public-facing name (e.g., "John Doe") displayed on their profile, separate from the username.
- **Collection Method:** Entered during signup or edited in profile settings.
- **Purpose:** Enhances user identity and personalization, used in notifications and public-facing interactions.
- **Relevance:** Helps Twitter (X) tailor the user experience and display relevant content.

3. Email Address

- **Description:** The user's email provided for account creation, recovery, or notifications.
- **Collection Method:** Required during signup or added later for account security.
- **Purpose:** Used for account verification, password resets, and sending platform updates or promotional emails.
- **Relevance:** Critical for account security and communication, also used for targeted marketing if consented.

4. Phone Number

- **Description:** The user's phone number, if provided, for account security or two-factor authentication.
- **Collection Method:** Optional during signup or added in security settings.
- **Purpose:** Enhances account security, enables SMS notifications, and supports account recovery.
- **Relevance:** Useful for user verification and may be used for ad targeting if permitted by privacy settings.

5. Profile Bio

- **Description:** A short text description (up to 160 characters) entered by the user to describe themselves.
- **Collection Method:** Entered or updated in profile settings.
- **Purpose:** Provides context about the user's interests or identity, used for personalization and searchability.
- **Relevance:** Helps Twitter (X) infer interests for content recommendations and ad targeting.

6. Location

- **Description:** A user-entered location (e.g., "New York, NY") or inferred general location from IP or device.
- **Collection Method:** Manually added to profile or automatically detected (if enabled).
- **Purpose:** Used for location-based content, trends, or ads (e.g., local events or promotions).
- **Relevance:** Enhances regional personalization but is optional and can be disabled.

7. Profile Picture

- **Description:** An image uploaded by the user to represent their account.
- **Collection Method:** Uploaded via profile settings.
- **Purpose:** Personalizes the user's profile and aids in visual identification across the platform.
- **Relevance:** Contributes to user engagement and may be analyzed for metadata (e.g., image type).

8. Header Image

- **Description:** A banner image displayed at the top of the user's profile.
- **Collection Method:** Uploaded via profile settings.
- **Purpose:** Enhances profile customization and may reflect user interests or affiliations.

- **Relevance:** Used for personalization and potentially to infer user preferences.

9. Date of Birth

- **Description:** The user's birthdate, provided during signup or profile updates.
- **Collection Method:** Entered during account creation (required in some regions) or later.
- **Purpose:** Ensures age-appropriate content, complies with regulations (e.g., COPPA), and supports ad targeting (e.g., age-based ads).
- **Relevance:** Critical for legal compliance and demographic-based personalization.

10. Account Creation Date

- **Description:** The timestamp when the user created their account.
- **Collection Method:** Automatically recorded during signup.
- **Purpose:** Tracks account age for security (e.g., detecting bots) and user engagement analysis.
- **Relevance:** Helps Twitter (X) understand user retention and platform usage patterns.

11. IP Address

- **Description:** The internet protocol address of the user's device during login or activity.
- **Collection Method:** Automatically collected during platform access.
- **Purpose:** Used for security (e.g., detecting suspicious logins), geolocation, and ad targeting.
- **Relevance:** Enables regional content delivery and fraud prevention.

12. Device Information

- **Description:** Details about the user's device, such as type (e.g., iPhone, PC) and operating system (e.g., iOS, Windows).

- **Collection Method:** Automatically detected during platform access.
- **Purpose:** Optimizes platform performance (e.g., app compatibility) and supports targeted ads (e.g., device-specific promotions).
- **Relevance:** Enhances user experience and informs technical improvements.

13. Browser Information

- **Description:** The browser type (e.g., Chrome, Safari) and version used to access Twitter (X).
- **Collection Method:** Automatically collected during web access.
- **Purpose:** Ensures website compatibility and supports ad targeting or analytics.
- **Relevance:** Helps optimize the platform for different browsers and track usage trends.

14. Posts/Tweets

- **Description:** The text, hashtags, mentions, or media (e.g., images, videos) posted by the user.
- **Collection Method:** Directly submitted by the user when posting.
- **Purpose:** Core content for engagement, used to infer interests and deliver relevant content or ads.
- **Relevance:** Drives platform activity and fuels algorithmic recommendations.

15. Retweets/Replies

- **Description:** User interactions with others' posts, such as retweeting or replying.
- **Collection Method:** Recorded when users engage with content.
- **Purpose:** Tracks social interactions to build user networks and recommend content.
- **Relevance:** Key for understanding user connections and boosting engagement.

16. Likes

- **Description:** Posts the user has liked, indicating preferences or interests.
- **Collection Method:** Recorded when a user clicks the like button.
- **Purpose:** Informs content recommendations and ad targeting based on user interests.
- **Relevance:** A strong signal for personalizing the user's feed and ads.

17. Follows/Followers

- **Description:** Lists of accounts the user follows and who follows them.
- **Collection Method:** Updated when users follow or are followed by others.
- **Purpose:** Builds social graphs for content curation and suggests accounts to follow.
- **Relevance:** Central to Twitter (X)'s social networking functionality and personalization.

18. Direct Messages

- **Description:** Private messages sent or received, including content and metadata (e.g., timestamps).
- **Collection Method:** Recorded during messaging interactions.
- **Purpose:** Supports private communication; content may be analyzed for safety or spam detection.
- **Relevance:** Enhances user interaction, though privacy settings may limit analysis.

19. Search History

- **Description:** Terms, hashtags, or accounts searched by the user on the platform.
- **Collection Method:** Logged when users use the search function.
- **Purpose:** Informs content recommendations and ad targeting based on user interests.
- **Relevance:** Helps Twitter (X) understand user intent and trending topics.

20. Ad Interactions

- **Description:** User actions on ads, such as clicks, views, or conversions.
- **Collection Method:** Tracked when users interact with sponsored content.
- **Purpose:** Measures ad performance and refines targeting for advertisers.
- **Relevance:** Critical for Twitter (X)'s revenue model through targeted advertising.

21. Inferred Interests

- **Description:** Categories or topics (e.g., sports, politics) inferred from user activity like posts, likes, or follows.
- **Collection Method:** Algorithmically derived from user behavior.
- **Purpose:** Personalizes content feeds and delivers relevant ads.
- **Relevance:** Enhances user experience by tailoring content to preferences.

22. Location Data (Precise)

- **Description:** Specific geolocation data from GPS or network signals, if enabled.
- **Collection Method:** Collected via device settings or app permissions.
- **Purpose:** Enables location-based features (e.g., local trends) and hyper-local ad targeting.
- **Relevance:** Optional but valuable for personalized ads and content.

23. Third-Party Website Activity

- **Description:** Data from Twitter (X) trackers (e.g., share buttons, widgets) on external websites.
- **Collection Method:** Gathered via embedded trackers when users visit sites with Twitter (X) integrations.
- **Purpose:** Tracks browsing behavior for cross-site ad targeting and analytics.
- **Relevance:** Extends Twitter (X)'s data collection beyond its platform, similar to Google's trackers.

24. Session Duration/Time Spent

- **Description:** The amount of time a user spends on the platform or specific features (e.g., viewing posts, exploring trends).
- **Collection Method:** Automatically tracked during user sessions.
- **Purpose:** Analyzes engagement levels to optimize content algorithms and ad placement.
- **Relevance:** Helps Twitter (X) prioritize high-engagement content and improve user retention.

Additional Context

- **Source Information:** The StockApps study (Moneycontrol, August 2022) confirms Twitter (X) collects 24 data points but doesn't list them explicitly. The above list is an educated reconstruction based on Twitter (X)'s role as a social media platform, its advertising focus, and the note that it collects "more information than needed."
- **Data Usage:** Twitter (X) uses these data points for personalization (e.g., curating feeds, suggesting accounts), advertising (e.g., targeting based on interests or location), security (e.g., IP for fraud detection), and platform analytics (e.g., session duration for engagement metrics).
- **Privacy Considerations:** Users can limit some data collection (e.g., disabling location services or opting out of personalized ads), but many data points (e.g., posts, likes) are inherent to platform use. Twitter (X)'s privacy policy (<https://x.com/en/privacy>) provides more details on user controls.
- **Comparison to Others:** Twitter (X)'s 24 data points are fewer than Google's 39 but more than Meta's 14, Amazon's 23, and Apple's 12, per the StockApps study. Its collection is significant but less extensive than Google's due to the latter's broader ecosystem.

Limitations

- The exact 24 data points are not publicly disclosed, so this list is an informed approximation. Some points (e.g., precise location, third-party tracking) depend on user settings or regional regulations (e.g., GDPR).

- Twitter (X)'s practices may have evolved since the 2022 study, but no major changes are noted in 2025 sources, per the provided information.

If you'd like a chart visualizing the number of data points collected by Twitter (X) compared to other companies (Google, Meta, Amazon, Apple), or if you want me to search for more specific details about Twitter (X)'s data practices, let me know! You can also check Twitter (X)'s privacy policy at <https://x.com/en/privacy> for the most current information.