# Assignment 2

***Essay***

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**Word Count:**[Insert your word count excluding the reference list]

**URL (if applicable):**NA

**All students receive a completed marking rubric with overall feedback on their work. Please indicate below if you would like additional in-text comments.**

**Yes, I would like to receive additional comments on my work**

**Declaration re Generative AI use for this assignment**

**No, Generative AI was not used (we will mark your work on this basis)**

X

**Yes, Generative AI was used (you must complete the information below)**

**Please read the library guidance on using and citing Generative AI here:** [**https://uniskills.library.curtin.edu.au/digital/gen-ai/**](https://uniskills.library.curtin.edu.au/digital/gen-ai/)

**REMEMBER:  
You may be asked to provide more information during the marking process.  
You must keep records of prompts used and copies of your draft writing prior to using the Generative AI.**

I have maintained version control of the document using GitHub at the link

<https://github.com/s3925455/Web-Communication/blob/main/A2-27012025/Munjal_21061253_Essay.docx>

**Which tools did you use? (eg ChatGPT, Bing Chat, Google Bard, Grammarly, translation software)**

ChatGPT and Grammerly.

**How were these tools used? (eg to generate ideas, to advise me how to improve my writing)**

In this assignment, I used Generative AI as a tool to improve the quality and clarity of my writing. More specifically, I used it to rephrase and refine my ideas so that my writing would be coherent, grammatically accurate, and properly structured. I also used its strength in creating different expressions of complex ideas that were easily readable while following academic writing norms.

It helped me to check my references and to correctly format my citations in APA style. The template it provided also allowed me to organize my ideas into well-structured text. However, the ideas, arguments, and observations presented are all my own. It only functioned as a tool for assistance; hence, I thoroughly reviewed every one of its suggestions to ensure they met the requirements of the assignment.  
I have upheld academic integrity and generated refined high-caliber work by responsible use of Generative AI.

If used to generate ideas for your assignment, include the prompts you input here.

The prompts I used were:  
“How do I structure an essay giving different points?"  
"How do I use Google Scholar to do my research? for an essay"  
"Where else can I research apart from Google Scholar for my essay assignment?”  
“ How do I do inline citation using APA 7th Ed?”  
"Is this the correct way to use APA 7th ED- several.

If you used it to provide information on how to improve your writing:

Artificial intelligence really improved my writing skills, serving as a crucial guide throughout the writing process. The AI tool underlined some parts of my text that needed more clarity, concision, or engagement. For example, it pointed out sentences that were too long and showed how to make them more straightforward without losing their intended meaning. It also offered feedback on many grammatical, punctuation, and syntactical errors to ensure that my work was professional and academically sound.

It also helped to structure my thoughts in a coherent manner. It showed better transitions between paragraphs and rearranged content to have better flow. Its rewording suggestions removed duplication and warned of using different words with the same meaning. Yes, it followed a particular style or format that was consistent throughout the whole document, which follows the 7th edition of APA style.

I critically reviewed the AI recommendations and then thoughtfully incorporated them into my writing to maintain my unique voice and originality.

**Essay**

**Choose one Web 2.0 platform (**Twitter **) discussed during module two and analyse the extent to which this platform has changed the way people communicate *and* collaborate.**

Given the context in which you’re examining these technologies, it's a good idea to think about how Web 2.0 in general is thought to indicate a shift in the character of online interactions and use these changes to help think about your chosen platform.

You might find examples of communication and/or collaboration through the platform you're writing about to illustrate your argument, but please ensure you also locate credible scholarly sources which are appropriate for the platform you are addressing and the broader academic context in which you are examining that platform.

Keep in mind that your essay should include a fully formed introduction and conclusion, be written in paragraph form, present a clear argument and meaningfully engage with readings/viewings linked from the unit content as well as other credible scholarly sources you have located. **You must clearly indicate all sources informing your essay using in-text citations, with full details for each source you've cited in a clearly marked list of References at the end of your assignment. Your in-text citations and full references should use APA 7th Ed.**

## Introduction

(Purpose/ Structure-Hook, context, thesis)

Brief intro of Web2.0

Define Twitter as web2.0

Thesis statement: Twitter has fundamentally changed the way people communicate and collaborate by harnessing the principles of Web 2.0, creating a culture of participation, and reconfiguring the dynamics of interaction.

## BODY

Web 2.0 was first spoken of as a concept around the years 2003-2004, in which the internet had to be used in a completely different way. The static Web 1.0 was replaced by a social and interactive internet, thanks to Web 2.0.

Web 2.0 is all about interactivity, user-generated content, and collaboration by users. The main technologies are social media, blogs, wikis, and interactive applications such as YouTube and Facebook, which allow sharing and collaboration in real time (FirstMonday.org, 2007).

Web 2.0 is characterised by two-way communication. Unlike Web 1.0, where users passively received content, Web 2.0 allows active participation in commenting and sharing. For instance, wikis let multiple users edit and add to content, marking a shift from one-way publishing to interaction, as Laningham (2006) notes:

Although Web 2.0 utilises the same underlying technologies as Web 1.0, it is a shift in approach. It adopts "glue" technologies like APIs and mashups to stick platforms and services together smoothly. This has brought about significant diversity in the types of content and enriched users' experiences (FirstMonday.org, 2007).

This evolution brings challenges. As the Web becomes more interactive, concerns about data privacy, misinformation, and responsible user-generated content rise. These are critical thinking and innovative solutions that need to be developed with the evolution of the web.

Since its debut in 2006, Twitter has revolutionised communication with its short-form messaging and global reach. Twitter allows users to share real-time updates in a concise manner, originally within a limit of 140 characters (now 280). By the year 2013, it had over 200 million active users who posted 400 million tweets every day, linking people and communities around the globe (Weller et al., 2014). The success of a platform depends on such functionalities as hashtags, which users invented to classify content and make complex networks possible.

The global influence of Twitter exceeds distance and language. It operates in 33 languages, enabling connections among divergent groups. This facilitates real-time news sharing. During global crises, Twitter provides timely updates that connect affected people with aid organisations (Weller et al., 2014).

Activism in many instances needs a catalyst that is Twitter for the mobilisation of movements as witnessed with #BlackLivesMatter, which began in the U.S. and became a global push for change (Frosch & Calvert, 2015). Organisations such as the Red Cross utilise Twitter for viral campaigns and raising funds (Briones et al., 2011). Twitter's speed and reach help grassroots movements and charities gain traction.

Apprehensions about misinformation and “slacktivism” continue. Critics argue that digital activism on Twitter often reduces participation to superficial actions, like liking or sharing, which lack real engagement (Davies, 2013). Nonetheless, Twitter remains a transformative force for global communication and cooperation.

Unlike Facebook or LinkedIn, Twitter was built around the sharing first and foremost of information, rather than community-building (Gruzd, Wellman, & Takhteyev, 2011). Nevertheless, this has gradually emerged as a force in collaboration and the building of on-line communities. Twitter connects individual people, other organizations, governments, and entire entities, joining conversations and collaborations transcending geographical boundaries across the world.

Movements like #BlackLivesMatter are the epitome of how Twitter facilitates global advocacy. Starting in the U.S., this hashtag was able to join voices around the world in the efforts toward social change through protest and policymaking (Frosch & Calvert, 2015). The Red Cross, among other organisations, has utilised this characteristic of Twitter for crowdsourcing ideas and gathering resources during disasters and other emergencies (Briones et al., 2011).

Communities of Practice (CoPs) rely on shared values and working together. They do well on Twitter because of features like hashtags and retweets. CoPs use Twitter to share knowledge, create resources, and connect in learning groups (Wenger-Trayner, 2015). Tools like Twitter improve these interactions by allowing members that are geographically apart to communicate well and develop their common purposes further (Amin & Roberts, 2006).

Twitter has helped promote learning and activism, proving the service is about more than a way to send a message by enabling people to work together, which creates common understandings: in ways once impossible, allows different groups to come to shared goals.

1. Twitter role in Collaboration & Community build
   1. Role in movements, advocacy and crowd sourcing
   2. # tags for discussion and communites eg. #BlackLivesMater
   3. Collaboration btw individual, org and govt
   4. Role in movements, advocacy and crowd sourcing
2. Challenges and critism
   1. Misinfo and echo chambers
   2. Trolling & online abuse
   3. Twitter policies and implication to free speech
3. Comparison of WEB2 principles & Twitter evolution

## Conclusion

(Puropse- summaries argument, reinforce thesis)

(Structure- restate thesis, summarise main focus, call for acgion, or broder allocation)

## References

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References