# Assignment 2

***Essay***

**Student Name:**  Amit MUNJAL

**Student Number:**  21061253

**Email Address:**  21061253@student.curtin.edu.au

**Word Count:**[Appox 1500 +- 10%]

**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

### **Overview of Web 2.0 and its Characteristics**

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.

### **Twitter’s Role in Communication Transformation**

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.

### **Twitter’s Role in Collaboration and Community Building**

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 organisations, 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.

### **Challenges and Criticisms of Twitter**

While Twitter has revolutionised the way people communicate, it also faces significant problems and criticisms. The most prominent is misinformation dissemination. Real-time features often amplify the spread of unverified claims, putting people in so-called echo chambers where they get only information that supports their already existing beliefs (Lockett, 2021). This further fuels polarisation and hinders productive discourse, particularly on controversial issues like politics and public health.

One major issue is that of trolling and online harassment. Public figures, such as student-athletes, are far more vulnerable to targeted abuse. Research into NCAA Division I athletes has shown that they regularly receive abusive tweets from fans, for which they have to develop strategies to deal with internet abuse (Browning & Sanderson, 2012). This shows that there has to be a development of proactive programs by the institutions to help the vulnerable users navigate through their online presence.

The policies Twitter has put in place around content moderation raise huge concerns. While such regulations are aimed at curbing hurtful content, they often unleash debates on issues of free speech. Critics argue that bans or content removals can disproportionately target specific groups or perspectives, thus leading to claims of bias. At the same time, lax enforcement can leave hate speech rampant, further compounding Twitter's situation as a neutral platform (Lockett, 2021).

Despite such challenges, communities like Black Twitter show the potential that the platform holds for social change. Hashtags like #BlackLivesMatter amplify the voices of the margins, speaking to systemic issues such as racism (Lockett, 2021). But with that power comes danger, because malicious campaigns can harness those very same features.

### **Comparison of WEB2 principles and Twitter evolution**

Twitter is an embodiment of the concepts of Web 2.0, since it emphasizes user-generated content, promotes interactivity, and encourages participation. Being an online platform, it allows for posting short messages—otherwise known as tweets—thereby allowing real-time engagement and interaction among users. Further, functionalities such as retweets, replies, and hashtags allow for content creation and sharing while directly participating in global conversations (Gruzd et al., 2011). In its ability to connect people, organizations, and communities, Twitter exemplifies the collaborative and networked nature associated with Web 2.0 technologies.

However, Twitter does not follow all Web 2.0 ideas. While Web 2.0 encourages everyone to join in equally, Twitter’s algorithms focus on popular content, often highlighting some voices while pushing others aside. This leads to echo chambers, where users see only content that matches their views, which goes against the open and varied communication that Web 2.0 wants to create (Lockett, 2021).

Furthermore, its commercial model of relying on targeted advertising can supersede authentic interactions. According to critics, because of monetization strategies that often value engagement over user well-being, much sensational or outright malicious content abounds. If Web 2.0 espouses user empowerment, these limitations put in sharp focus the need for Twitter, a commercial enterprise, to balance its dual role: being a medium of communication versus being a for-profit business enterprise.

Despite these hurdles, Twitter remains a significant example of Web 2.0, demonstrating its transformative potential while also enlightening areas for development.

## Conclusion

(Puropse- summaries argument, reinforce thesis)

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

## References

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