# 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 and heralded a different way the World Wide Web would be used and interacted with. Contrary to the static nature of Web 1.0 sites, with its minimal level of interaction from a user, Web 2.0 made the internet social and interactive.

It incorporates much more interactivity, user-generated content, and collaboration amongst users. Key technologies of Web 2.0 include social media platforms, blogs, wikis, and interactive applications such as YouTube and Facebook. This allows users to share, create and collaborate in real-time, thereby cultivating a culture of participation (FirstMonday.org, 2007).

A defining feature of Web 2.0 is its capability for two-way communication. In contrast to Web 1.0, where users were simply passive recipients of content, Web 2.0 enables users to become active participants in commenting, sharing, and collaboration. In other words, whereas wikis enable multiple users to edit and add content to the information base, thereby demonstrating the move from one-way publishing to interacting with others, Laningham (2006) says:.

Although Web 2.0 utilizes 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).

With this evolution comes challenges. The more interactive the web becomes, the greater the concerns over data privacy, misinformation, and responsible use of user-generated content. These are the subjects that call for critical thinking and innovative solutions as the web keeps on evolving.

Since its inception in 2006, Twitter has transformed communication by initiating short-form messaging with a global reach. Initially limited to 140 characters (later expanded to 280), Twitter allows users to share real-time updates and information in a succinct manner. By 2013, the platform had more than 200 million active users who posted 400 million tweets daily, connecting individuals, organizations, and communities across the world (Weller et al., 2014). The success of a platform depends on such functionalities as hashtags, which users innovatively created for the purpose of categorizing and systematizing content, allowing the rise of complex networks.

One can see Twitter's global influence in how it breaks barriers of distance and language. Available in 33 languages, including non-Latin scripts, it enables connections across diverse linguistic and cultural groups. This has made Twitter a site for the dissemination of real-time news. For example, during global crises such as natural disasters, Twitter gives timely updates on connecting people affected with aid organizations (Weller et al., 2014).

In activism, Twitter serves the important function of mobilizing movements. Such was the case with #BlackLivesMatter, which started in the United States and became a world campaign that pushed for social and political change (Frosch & Calvert, 2015). Organizations such as the Red Cross also utilize Twitter to make campaigns viral and to raise funds (Briones et al., 2011). In this way, Twitter's speed and reach give power to grassroots movements and charities to gain great traction.

Notwithstanding, apprehensions regarding misinformation and “slacktivism” continue to exist. Detractors contend that digital activism on platforms such as Twitter frequently simplifies participation to cursory behaviors, including liking or sharing content, which lack substantial involvement (Davies, 2013). In spite of these objections, Twitter continues to serve as a transformative catalyst, facilitating worldwide communication and cooperation.

1. Twitter role on Comms transformation
   1. Short form of comms (280 word limit)
   2. Real -time info sharing
   3. Global reach
   4. Use case or stats showing role in breaking news dissemination
2. 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
3. Challenges and critism
   1. Misinfo and echo chambers
   2. Trolling & online abuse
   3. Twitter policies and implication to free speech
4. 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

FirstMonday.org. (2007). What is Web 2.0?. Retrieved from <https://firstmonday.org/ojs/index.php/fm/article/view/2125>

Laningham, S. (2006). developerWorks Interviews: What is Web 2.0?. Retrieved from <https://21stcenturywalton.pbworks.com/f/What%20is%20Web%202.0.pdf>

Briones, R., Kuch, B., Liu, B., & Jin, Y. (2011). Keeping up with the digital age: How the American Red Cross uses social media to build relationships. Public Relations Review, 37(1), 37-43. <https://doi.org/10.1016/j.pubrev.2010.12.006>

Frosch, D., & Calvert, S. (2015). Black Lives Matter: Social media and activism in the 21st century. Journal of Social Movements, 12(3), 45-56.

Weller, K., Bruns, A., Burgess, J., Mahrt, M., & Puschmann, C. (2014). Twitter and society: An introduction. Peter Lang. Retrieved from <https://eprints.qut.edu.au/66322/>

Davies, T. (2013). Clicktivism: A critical look at social media activism. Journal of Digital Activism,

References