



JOHNSON COUNTY  
COMMUNITY COLLEGE

Johnson County Community College  
ScholarSpace @ JCCC

---

SIDLIT Conference Proceedings

Colleague 2 Colleague

---

7-30-2009

# Twitter, Tumblr, Yammer, Huh? - How to Navigate Massive Information Streams and Have a Life

Marziah Karch

Johnson County Community College, [mkarch@jccc.edu](mailto:mkarch@jccc.edu)

Follow this and additional works at: <http://scholarspace.jccc.edu/sidlit>

 Part of the [Digital Communications and Networking Commons](#)

---

## Recommended Citation

Karch, Marziah, "Twitter, Tumblr, Yammer, Huh? - How to Navigate Massive Information Streams and Have a Life" (2009). *SIDLIT Conference Proceedings*. 16.

<http://scholarspace.jccc.edu/sidlit/16>

This Presentation is brought to you for free and open access by the Colleague 2 Colleague at ScholarSpace @ JCCC. It has been accepted for inclusion in SIDLIT Conference Proceedings by an authorized administrator of ScholarSpace @ JCCC. For more information, please contact [bbaile14@jccc.edu](mailto:bbaile14@jccc.edu).

# Twitter, Yammer, Huh?

An Introduction to Twitter and  
Microblogging

# What Is Twitter?

Website

Free

140 character messages

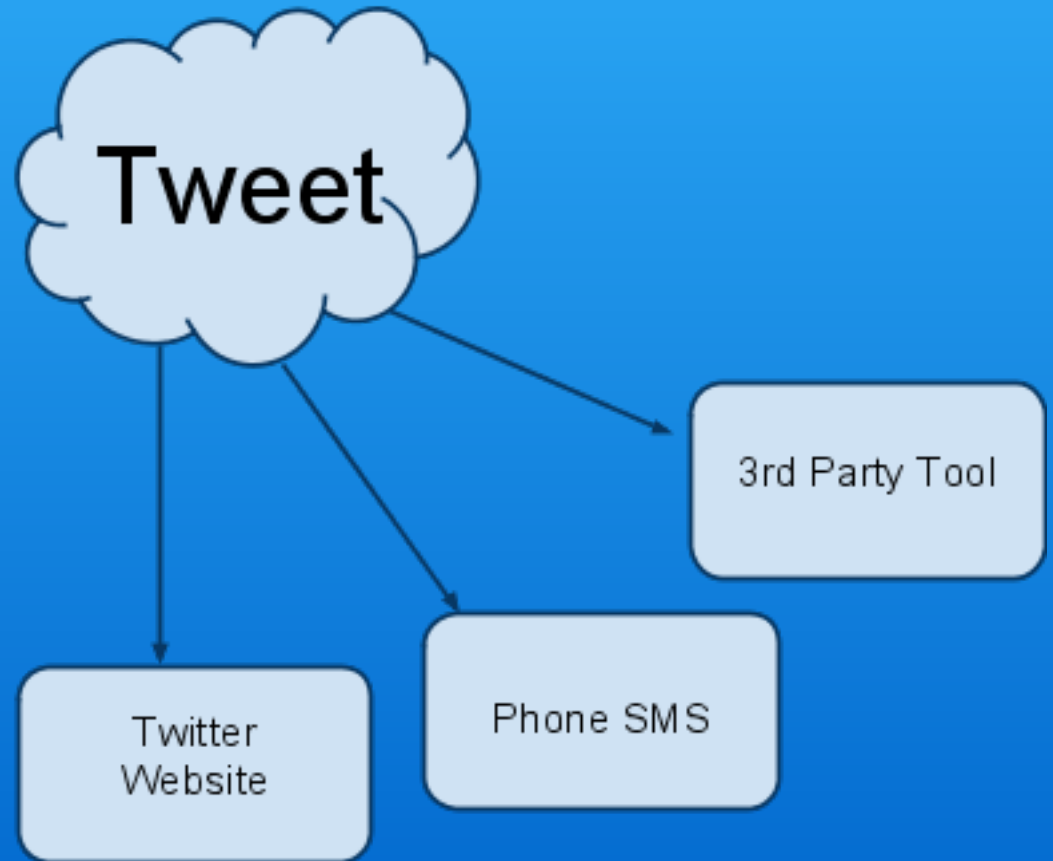
Follow

Search

Receive as SMS on phone

Unthreaded Conversation

Large, Loud Social Event



# Who uses Twitter?

Celebrities

Politicians

Bloggers

Reporters

Ordinary Citizens

Demographic (according to Nielsen Online)

7 million unique visitors in Feb 2009

42% users were 35-49

62% only access from work

# Do you need a phone?

Short answer: No.

Smartphones grew even while phone sales shrank ([Gartner](#))

Phones get smarter

Laptops get smaller (and sometimes dumber)

Text alerts

Phone posts

Twitter clients

# Twitter Evolution

@mentions

Hastags

RT (Re-tweets)

URL Shorteners

Twitpic

Third Party Tools

    Twhirl,  
Tweetdeck,            Tweetie,  
Twidroid  
TwitterFeed, Ping.fm  
Seismic Desktop, Visible  
Tweets, and so many more

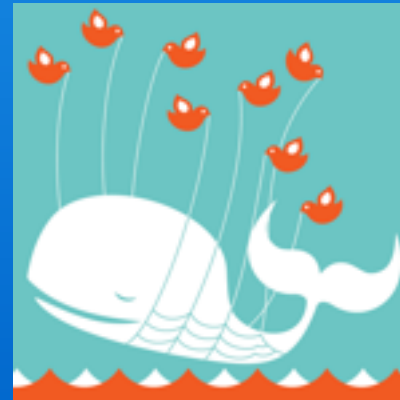
problems:

Fail Whale

Followback Spam

Impostors

Worms



# Not Twitter - Wannabes and Wannabettters

[Yammer](#)

[Laconi.ca](#)

[Jaiku](#)

[Tumblr](#)

[Plurk](#)

[Facebook](#)

[FriendFeed](#)

[Google Wave](#)

[Flutter](#)



# What is the point?

Communication

Information

Networking

Engagement

Citizen reporting

Advertising

Popularity

Fanboy/fangirling

Inane rambling

Oversharing

Spamming



# Toolbox for Information management

It's ok to ignore messages. Really.

RSS Feeds - Google Reader

Firefox plugins

- Power Twitter

- Greasemonkey + Twitter Results in Google

Tweetdeck - search for keywords or hashtags,  
divide into priority groups

Look for @messages

Block spammers

# Toolbox for engagement

Multiple accounts

Assign a hashtag

Visible Tweets

Make a group

Group Tweets

"Crowdsourcing"

Or outside of Twitter

Yammer, Plurk, Tumblr, Facebook

# Account Security

Avoid being hacked like Twitter, Inc!

Double check your security questions

Tell lies

Double check your secondary email accounts

Do not use Hotmail

Double check your passwords

Don't reuse passwords

use PassPack or KeePass

# A Few Classroom Ideas

Research

Networking

Fieldtrips

Sociology / Psychology

Brainstorming

Language

Questions?