

Content analysis of twitter essay

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Content Analysis of Twitter Revolution of sports: Content analysis of twitter Christopher Newport University Revolution of Sports: Content Analysis of Twitter Introduction With the evolution of social media, Twitter has become one of the top marketing instruments used by athletes all over the world. I want to discover the positive and negatives of presenting all thoughts to the media for public criticism. Professional athletes can use social media to connect with fans and share their personal lives in ways they never could use to before. With great power, comes great responsibility ND if not properly handled, the misuse of Twitter can consequent in severe repercussions. A specific example of such action includes a highly sought after, former defensive lineman for the North Carolina Tar Heels, Marvin Austin (Walsh, 2011).

His tweet from a party in Miami was quickly deemed the tweet heard' around the college football world (Walsh, 2011). Lack of consideration about the content within his tweets lead to immediate dismissal from the team and the suspension of many players. In this case, the vulnerabilities of Twitter 'punched' Marvin Austin right n the mouth, so to speak (Walsh, 2011).

The social media channels offer athletes the opportunity to significantly strengthen their marketability but if not handled tediously and with constant thought of who the reader is, problems can occur. Lack of consideration or an aggressive rant in a split second of poor judgment can result in major incidents. Perhaps every so-often Twitter should read its users their Social Media Miranda Rights: you have the right to remain silent, anything you post can and will be used against you in a court of public opinion," suggested Michael Smith, NFG porter for ESP. (Plant, 2011). This is an interesting point, <https://assignbuster.com/content-analysis-of-twitter-essay/>

because with an in depth look at what he says, it is beyond true that severe problems can come about from the misuse of Twitter.

My intended goal of this research is to bring awareness to people about the capabilities of Twitter and how athletes can use it to expand marketability. In conjunction with that, I will also familiarize my audience with examples of positive impacts from tweets along with the negatives that tweeting can engender. Literature Review I gathered my finding from from various scholarly sources that included Epstein et al on Athletes face some legal risks with social networking.

Chicago Daily Law Bulletin. I also thoroughly analyzed the works of Humpback, Simmons, Greenshank, and Greenbelt authored as Understanding professional athletes' use of twitter: A content analysis of athlete tweets. Along side that I used Jansen, Ghana, Sober, and Chowder's Twitter power: Tweets as electronic word of mouth. Lastly I gained insightful knowledge by thoughtfully interpreting Ann Pegboard's research on Look who's talking-athletes on twitter: A case study. The combination of the research done y these individuals, together, helped me gather a better understanding and fostered proper development as I conducted my research. Many findings from the multitude of sources that I deciphered from, helped me conduct my study about athletes and their use of Twitter. From promotion, to discussing personal lives, to even collaborating with fans across the nation; athletes are beginning to maximize Twitter in terms of capabilities. The research that I analyzed suggested that the majority of athletes have extensively used this social media site to perform any sort of

action, from simple tweets about the weather or lily thoughts, to links to websites they are wishing to promote to the world.

Studies that I drew from, showed a variety of tendencies from athletes from various sports. Along with tendencies, I also found detailed analysis about negative circumstances pertaining to what athletes incorporated into their tweets. Not all positive comes about by way of Twitter, and many athletes have exemplified that they do not have the moral responsibility or maturity to handle being in the spotlight everyday. Bans from a variety of sports franchises have been placed because of the inability for retain athletes to handle the delicacies of Twitter. It has become a social media monster, a powerful phenomenon, that has limitless barriers in terms of what you can do with it. Researchers have started conducting studies on the nature of Twitter, its role in a sports fan's or sports organization's environment, and how it can be harnessed effectively.

Much debate about the intricacies of Twitter and the sport environment has relied primarily on anecdotal evidence. The studies I have looked though have found a more insightful outlook in terms of potential benefits and detrimental effects in various settings. Studies have shown that online social networks can create benefits for users, particularly in helping them make important social connections, share information, and increase personal development. Also, it has been noted that a self-gratification theory has been drawn from the use of Twitter. An attachment to Twitter has derived from various motives such as communication with like-minded users, developing personal identities and keeping in touch with the larger world.

The link between these usage motives and positive outcomes has been clearly established in off-line sports settings.

The question becomes whether a similar injection can be drawn between using online social networks such as Twitter and the same motives and outcomes. Not all intentions are deemed negative by the athlete who is tweeting, however without properly handling the context in which the athlete is wishing to convey his message; the athlete can quickly be in a heap of trouble. It has been noted that some athletes become unaware of their audience at times and say things that can be blown out of proportion. Method A variety of athletes' tweets were examined in order to uptake this research.

I extensively analyzed the content relating to not only the tweets that engendered costive impacts on society but those in which negatively impacted athletes. The example with the North Carolina defensive end tweeting about being at a party down in Miami, Fl. Is evidence to prove that there are indeed negative impacts from tweeting. Subjects that tweeted slanderous remarks are noted in this research and I received that information from content analysis. A portion of the research conducted was to investigate and incorporate my findings from the following research questions: Question 1: What athletes have negatively impacted their team or personal image are beginning to mineralizes T analyzed suggested that the media sire or perform any SC daily thoughts, to links to eve drew formal, shouted d v Along With tendencies. Also pert. Rang or wharf athletes about by way of Twitter, and the moral responsibility or RL trot a variety to sports

tram certain athletes to handle the monster, a powerful phonon can do with ' t.

Researchers have started sports fan's or sports organic; effectively. Much debate BBC has relied primarily on annex. Found a more Insightful outlook. In various settings, Studies benefits for users, particular share information, and Incur self-gratification theory has Twitter has derived trot vary seers. Develop. Eng personal I. Link between these usage Mac established In off- Ellen sports connection can be drawn be ere same motives and athlete " ho is tweeting, how athlete knish. Eng to convey trouble.

It has been noted TN times and say Things That cal A variety at athletes' tweet analyzed positive impacts on society t example with the North Car FL. Evidence to p tweeting, Churches that tweet received that information FRR was to investigate and ionic questions; Question 1: What athlete from their tweets? And what did those particular tweet Question 2: What are examples of situations where a remote themselves to the public in a positive fashion Quantitative analysis from a variety of sources in co examination of tweets has helped me determine the an above. This analysis has been conducted by my eye and analysis. Once the particular set of tweets in which I WA collected, I was able to substantially utilize the content particular patterns in which the athletes instilled into e I was able to sift out and provide specific examples of feedback along with those that generated a positive fee Analysis Content analysis of tweets is a technique that is defined making effort that takes a volume of qualitative material inconsistencies and meanings (Humpback et al. , 2011). I WA tweets and how those tweets direct effected athletes.

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. M Twitter as a way to generate positive exposure, engage public visibility (Epstein, 2011). However, Twitter demand without tedious consideration about the context of cert.

made slanderous remarks, and have suffered severe re that being said, not all tweets garner such negative feed many athletes have properly used Twitter as a stepping with the public. Twitter has created the opportunity to a interpret athletes' tweet. They offer a window into their the ones we see on the court or field. What that window ands of the athlete, and that's part of the beauty. Incidents all over the world occur daily that involves Twitter, which then directly affects that particular athlete apparent that microbiological has found a home in the s tremendous growth of Twitter and the breaking of barrio relatively few people are aware of what athletes are says Sober, Chowders, 2009). However, with that being said, t people in society who pay attention to what athletes say am interested to examine particular tweets and how the athletes and what those tweets contained. Along with e tweets, I would also like to thoroughly site specific exam athletes and what those contained as well.

The different approaches by institutions and franchise tweeting by their athletes vary. Chris Peterson, head off University places a ban on tweeting in season (Hamburg Greenbelt, 2010). Finite restrictions simulate those of NFG al restrictions are “ time, place, and manner” related.

In the NFG, for ex. are prohibited from tweeting ninety minutes prior to kickoff and this effect until all post-game obligations are over (Humpback et al. , 2010). I on tweeting begin forty-five minutes before each game and

conclude game interviews are over as well. Teams such as the Miami Heat, a hi ranches, have placed a ban on tweeting while in the presence of et (Humpback et al.

, 2010). Approaches vary depending on the stance of charge. For every Twitter success, there are Twitter disasters. Charlie the Milwaukee Bucks was fined for tweeting at halftime of an NBA game (NAB GA 2010).

Most notorious, Mark Cuban, owner of the Dallas Mavericks, was by commissioner David Stern for openly criticizing the integrity of the horrendous refereeing (Pegboard, 2010). Examples such as these make us wonder why leaders of franchises deem it necessary to place bans on tweets. It can cause 'nothing but trouble' (Pegboard, 2010). After going through and analyzing a plethora of tweets from athletes the globe, I have decided to specifically exemplify logic reasons as to more extreme than others. For example, Marvin Austin, former DE of Carolina Tar Heel football team was suspended indefinitely from tweeting what was known as the "shot heard around college football" This tweet simply stated: "Last night was poorly the greatest night of partying with Shah.

. Daddy.. TTL..

Chris Brown.. ND anybody else who's DOI now!! ("Tweeting-athletes. Com,") This indicated that Austin and team were down in Miami, Florida at a party hosted by celebrities. This tweet was a summer's worth of tweets in which Austin talked about attending FAA parties, as well as his financial problems (Walsh, 2011). Subsequently thorough investigation by the NCAA which resulted in the suspension of players from the team, and the firing of head coach Butch Davis <https://assignbuster.com/content-analysis-of-twitter-essay/>

(Wall Another fine example that led to a suspension dished out by a high was when Antonio Commemorate of the San Diego Chargers tweeted ABA of the food that was being served at training camp. The tweet that g fine consisted of this: The tweet read: “ Man we have 2 have the most any team. Damn can we get an upgrade 4 star years of this sis maybe in the SUB we need.

“(“ Tweeting-athletes. Com,”) The NFG has been eve about their policies governing how players need to properly repress again, a simple rant of less than 140 characters resulted in fine hand position of higher authority.

Perhaps the most famous misstep in terms of negative use by WA athlete was by running back, Larry Johnson of the Kansas City Chiefs. Mime of the tweet, he had exemplified on numerous occasions that h enough responsibility to consistently portray a positive image through this tweet came to no surprise and it read :” My father played for the remember the titans. Our coach played golf.

My father played briefly Redskins. Our coach nothing. “(“ Tweeting-athletes. Com,”) This was a a head coach Todd Haley and his supposed lack of experience. However worse was his response to the media through Twitter and once sues this response from Johnson. It read: “ think about a clever dies than that wit our bag Pl. Christopher Street boy is what us east coast cats call u.

“(“ Tweeting- athletes. Com,”) He insults the person asking the question once again making it apparent that twitter is not always used at a marquee level of professionalism. On the other hand, athletes have exemplified the ability to promote themselves in manner that is respectable and admirable

to the public. For example, Lance Armstrong was overseas training for the upcoming bike race he was going to compete in and he sent out a tweet to his then one million plus followers asking them to join him in a bike ride. The tweet read: “ I feel a twitter ride coming on. ” A few minutes later he said: “ Alright Scotland – it’s on. Twitter ride! Meet pm tomorrow (Sunday) in Tornado (Sutherland County) at The Eagle Pub. 30-mile loop.

“(“ Tweeting- athletes. Com,”) It was reported that over 300 individuals took part in the event with Lance in Tornado, Scotland. He later thanked every who participated along side him with a tweet that read: “ Thanks Scotland for coming out for a little ride. To the 1000+ who came over Tornado – you rock! Keep) Lance I now one of the most followed athletes on Twitter up to this point in his career.

The most recent example and a more simple way that athletes have displayed their gratification to fans was with Bubby Watson after his win in April at the Augusta Nation Masters Tournament. His multitude of tweets that simply read: “ Thanks you”(“ Tweeting-athletes. Com,”) , displayed how much he appreciated the support from his fans. Following the victory and the extensive media coverage on how thankful he was to have the fans that he had, he gained thousands of followers per hour. It was remarkable. An example of an athlete using Twitter to expand marketability along with increasing awareness about an ongoing issue in the world today was with Jimmy Rollins of the Philadelphia Phillips.

During opening day of the 2011 Major League Baseball season, Rollins tweeted during the game about raising awareness about child abuse. The

tweet read: “ Jimmy Rollins Foundation is partnering with @Godchild to prevent child abuse. (“ Tweeting-athletes. Mom,”). A link was posted within the tweet to for people for access about it. Rollins ability to use Twitter as a platform to represent an idea much bigger than himself was admirable to many, HTH making him amongst the most popular in baseball today. Focus on the negatives about tweeting has been a detriment in terms of openly allowing Twitter to be used a stepping stool in promoting the positive side of things.

ESP., will be the first televised network to point out a tweet that negatively reflects a situation; this creates a domino effect in terms of public perception and ultimately gives Twitter a bad wrap. Those of society tend to pay attention to the side of things that are not necessarily positive. Findings on twitter also suggest that although Twitter offers unprecedented access to fans, most athletes are still unaware of its potential as a marketing tool (Pegboard, 2010). However, most overlook the perks of a having Twitter and the advantages it can create in the social-media marketing world. Athletes instead, engage and communicate with fans and sometimes become vulnerable to public scrutiny. Frankly, athletes are unequivocal to the fact that in less than 140 characters, they can, indeed, tarnish their character forever. Athlete’s tweet sometimes, not thinking, and the public perceives it the way they want to.

These ‘ interpretations’ lead to tainted perception of one’s character.

Conclusion New league policies reinforce the fact that athletes need to be held responsible with the content they share on social media. If used properly, social media can be used for good in sport and can help

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professional athletes better their image and brand. Leagues should embrace social media because having their athletes engaging and interacting with fans on these networks not only helps create a personal feel teens fans and athletes but also allows the players to act as positive ambassadors to their sport.