Social Media as Game Strategy: Twitter in the #infolit Instruction Session

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Q: Why Twitter?
Twitter users comprise 20% of adults who are online. However, those who are on Twitter are more engaged as social media users than the users of any other platform.

A: Pedagogy!
Don’t silence—Engage!
Apply so-called “distractions”-- for #infolit!

Twitter also provides context to SCHOLARSHIP as CONVERSATION

...because Twitter’s hashtags link users to (public) conversations

Set-Up Your Game
1. Create a Twitter account
2. Give your class a hashtag
   --make it something unique!
3. Create a shared document
   --Google Doc, PrivatePad, etc.
4. Shorten any shared URLs
   --bit.ly, tinyurl, etc.

#Ferguson Used Differently on Twitter and Instagram
March 3-25, 2015

<table>
<thead>
<tr>
<th>Hashtags</th>
<th>% of conversation</th>
<th>% of posts</th>
</tr>
</thead>
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<tr>
<td>Ferguson saga</td>
<td>86</td>
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<td>Ferguson saga</td>
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<td>64</td>
</tr>
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Source: Pew Research Center analysis. PEW RESEARCH CENTER.

Bibliography


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