

First Monday, Volume 15, Number 12 - 6 December 2010

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Abstract

This paper delivers a new Twitter content classification framework based 16 existing Twitter studies and a grounded theory analysis of a personal Twitter history. It expands the existing understanding of Twitter as a multifunction tool for personal, profession, commercial and phatic communications with a split level classification scheme that offers broad categorization and specific sub categories for deeper insight into the real world application of the service.

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Introduction

Current Twitter classifications have focused on the macro-level public timeline at the expense of the richness of depth from individual histories. This paper delivers a new classification framework that offers a deeper insight into Twitter content through six broad categories, and twenty three detailed subcategories for analyzing individual timelines based on ground theory analysis and an extensive review of the existing Twitter literature.

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