

How Developers Stay Current Using Twitter



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Keeping up with Technology

- News Sites
- Blogs
- Discussion Forums
- Social Media
- Local Meetups
- ... and so on!



Twitter

- 310 million active users
- Microblogging platform
- Posts limited to 140 characters
- Ability to follow other users



Survey Participants

| | Exploratory | Validation |
|------------------------------------|-------------|------------|
| # Surveys Sent | 1,160 | 10,000 |
| # Responses | 271 | 1,200 |
| % Professional Software Developers | 82% | 82% |

Increasing Awareness

Follow
Developers

Follow
Projects

Follow
Thought
Leaders

Follow News
Curators

Raising Awareness

Promote
Project
Activities

Impacts

Just in time
Awareness

Access to
Diverse
Opinions

Dissemination
of Knowledge

Increased
Adoption

Extending Knowledge

Asking and Answering Questions

Follow Experts

Participate in Conversations

Impacts

Learning as an Investment

Learning Serendipitously

Nurturing Relationships

Managing One's Image

Building Community

Impacts

Discovery of Interesting Developers

Work Validation

Feedback on Projects

Job Opportunities

Maintaining a Relevant Network

Follow
Relevant
Accounts

Unfollow
Accounts

Reasons for Non-Adoption

Too Much
Noise

140-
Character
Limit

Poor Support
for
Conversations

Unsure of
Benefits

Discussion

1. Would you find Twitter useful for staying current in your field?
2. How can organizations use Twitter to their advantage?
3. What useful information can be mined from social media data?