Have you "Twi-Plu-Faced"?

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Abstract

The topic is chosen because it's now prevalent for students in Hua-nan

Commercial High School to use micro bloggings, specially Twitter, Plurk and

Facebook, among the ones in use.   As s member of Hua-nan,we are highly motivated

to learn about Hua-nan Commercial High School students' sub-culture in the

concerned aspect.   Therefore, we spread out surveys to investigate the condition of

students' use of micro bloggings.

According to the survey, we found the majority of Hua-nan students don't use

any micro blogging.Accordingly, our supposition isn't tenable.But among those who

use micro bloggings, we discover Facebook is still the most popular in Hua-nan

Commercial High School, as we have predicted.

To sum up, through this study, we hope to help both teachers learn about

students' leisure life and the students-to-be who may consider entering Hua-nan in the

future.

Content

Abstract

I.   Introduction

1.1 Motivation

With the popularity of the computer networks around the world, the Internet has become one of the most important media for young people to relax themselves. Nowadays, it is prevalent for young people to Twi-Plu-Fa, which" stands for "Twitter-Plurk-Facebook."

What motivates us to work on the topic is that the majority of people in our class and the members in our team use these micro bloggings. We, therefore, are eager to know the influence of micro bloggings on students in Hua-nan Commercial High School.

Besides, the micro bloggings have become more and more popular in recent years. Each micro blogging, especially Facebook, Plurk and Twitter, has its own fans . So, we want to investigate on the percentage of students who have a habit of using these micro-bloggings at Hua-nan Commercial High School in order to know more about the trend among fellow schoolmates.

1.2 Purpose

The study is not only meant to make us understand ourselves better but to provide one more criterion for students who are to consider enrolling in Hua-nan. What's more, we hope this result can help the school teachers understand more about Hua-nan Commercial High School students' sub-culture.

In the mean time, by this research we also want to figure out which micro-blogging of the three Hua-nan Commercial High School students prefer the best. By this chance, we also want to find out the difference among the three blogs in function, service and the users.

II. Method

2.1 Twitter

(a) Preface

Your favorite singer tells you what she just had for lunch. Then your favorite actor lets you know his Christmas plans. Next, your former classmate informs you that he's watching a movie, and your cousin tells you her latest test score. All of this information is delivered to you on one simple webpage courtesy of Twitter, the micro-blogging site that's taking the world by storm.

(b) Definition

Twitter asks members one simple question: "What are you doing right now?" Unlike Facebook and MySpace users, Twitter users don't need to manage complicated profile pages. And different from blogs, Twitter messages aren't lengthy, time-consuming posts. Because user updates, known as "tweets," are limited to 140 characters, information can be both written and read quickly.

But the site does more than just keeping friends connected or let celebrities mingle with fans. It's also a place for people to set up business connections, share information and find answers to questions in a quick, informal way.

(c) Origin

Thanks to the Twitter trio－Jack Dorsey, Biz Stone and Evan Williams people around the world are connecting at the speed of a "tweet," a short update.

Organizers, Dorsey, Stone, and Williams, wanted a name for their product that encompassed the idea of users updating statuses from everywhere. This concept included sending updates to friends' mobile devices－causing the devices to twitch. While checking a dictionary, the team found the word "twitter" in a nearby entry. The definition? "A short burst of information"－exactly what people share on Twitter.

(d) Feature

You can "follow" other users, and this concept of "Followers vs. Followed" is interesting. Twitter puts emphases on interpersonal network and starts to develop some new functions, like " Twitter Blocks Visual Tour","3D Discovery" ,"Digital Telephone" and "Geographical Position Information."

(e) Future

According to Jajah, a sponsor who provides thousands of users with Internet communication, a digital telephone enables users to call other users, but they must be added to the track in advance. This service is free, and you can call out to wherever Twitter service is available. Moreover, users don't have to reveal their cell phone numbers when they are talking through the digital service.

Biz Stone, the organizer of Twitter, said they would develop a new project of Geographical Position, API, and he emphasized it would strengthen Twitter's function, which would be used as the latest news and helped people in disaster areas to know the location where they are. With this function, you can use Twitter more easily. In addition to API project, latitude and longitude will be added to this project in the future.

2.2 Plurk

(a) Preface

There are lots of differences between blog sponsor (like Wretch or Pixnet) and micro-blogging sponsor (like Twitter or Plurk). Blog sponsors provide a space for users to build their own blogs. On the contrary, micro-bloggings offer an access for users to share their messages.

(b) Definition

Plurk, with "Time Line", is like a small chatroom. It provides users with a club

membership on the Internet, both a public and private individual space. What's more, every piece of message will be limited up to 140 text characters in length. Users can also share their messages between friends and fans through the connection.

(c) Origin

The concept of Plurk was initialized by Ken (a Canadian), who is a creator of Plurk. Then he find Alvin (a Malaysian) to design the space of a whole page, and Amir (a Danish) to develop Plurk.

The words, "Plurk", didn't have any meaning at first. Then, the origination team comes up with the idea of this five alphabets- P means "peace", L means "love", U means "unity", R means "respect", and K means "karma".

The thinking of Plurk at first was to design a tool for people to show their good will for others. Plurk was developed and envisioned as a communication medium. It work as a balance between blogs and social networks, in-between e-mail messaging and instant messaging. After months of development, Plurk was launched on May 2008.

(d) Features

The users of Plurk are called "Plurkers", and "Go ashore" for a break. It's because all messages are displayed in the middle of "The river" with the official wording "Time Line".

Plurk's interface shows updates in "Time Line". Users can post new messages with optional "Qualifiers", which is a one-word noun used to represent a thought. There are also advanced features such as sending updates only to know the recent condition of your friends, leaving messages on your friend's guestbook, and sharing images, videos, and other media.

Moreover, Plurk has a "Karma", which increases or decreases the times you post

your articles. If you want to modify your blog, your karma has to achieve a certain

level.

(e) Future

In a short time , Plurk will strengthen two functions. One is "Searching" and the

other is "Applications to cell phones" .But now, Plurk's management strategy is to

attract more users and meets the various demands of plurkers.

2.3Facebook

(a) Preface

Facebook has been developed immensely over the year. Begun as a homely

website, where users can post and share pictures, Facebook today is nothing like that

in its initial stages.

(b) Definition

Facebook is a social networking service network. On February 4, 2004, it's

online. People can use it to connect people with friends and others who work, study

and live around them.

(c) Origin

Facebook created and launched in February 2004 by Harvard students Mark

Zuckerberg, Dustin Moskovitz and Chris Hughes. At the first, the network registration

was only restricted in Harvard University. Two months later, the registration expanded

to the university of Boston (For example: Massachusetts Institute of Technology) and

all of Ivy League schools. Later, it can establish high school and company's socialized

network.

And now, anyone with valid email address can also join to Facebook.

(d) Feature

Facebook enables anyone to use the applications that Facebook provides, such as

Wall of graffiti, News Feed, Photos, and Chatroom. And users can choose these applications to use.

" Wall of graffiti" is that users can post their condition on Facebook to inform friends of their whereabouts and actions.

On every user's homepage, there is a "News Feed" feature which shows the information including the material change, the latest activity , and birthdays of the user's friends.

"Photos" is one of the most popular applications for users to upload photos.

The application of "Chatroom" on Facebook that enables users to chat with friends immediately online.

Users can also send virtual gifts to their friends, play games, or manage farms on Facebook.

(e)Future

"New Privacy Constitution Function." Facebook has update privacy constitution function except simplify design homepage, and also provides all users manage to establish the content of tool. There are five classification in update privacy constitution, including personal profile, application, contact profile, etc. Every classification provide the item of constitution.

In the specific project browsing jurisdiction's constitution, the item covering all people, friend's friend, only limits the friend and the personal constitution. We may assign those who can browse in your website and those who can't.

2.4Comparison

Following is a table about three micro-bloggings comparison with advantages, disadvantages and common points.

	Face book	Twitter	Plurk
advantages	1.Address books 2.「Find Friends」system 3.Games and programs for people to use 4.Online chatting room only for friends	1.The easiest interface 2.Strengthened power blog 3.Extending influence of the mass media	1.Transportable to Twitter and Face book 2.Steady system 3. Diversification of Multimedia System 4.Simultaneous on-line response 5.Variety of Emotion Symbols
disadvantages	Not safe	No Chinese interface	1.Complicated website 2.Not safe 3.Credits deducted
common points	1.Concentration on messages in life 2.Tools of on-line marketing 3.Cell phone interface		

III.Study

(a)Object of the survey

Target to six classes of the same major in Application English, the classes that teacher teaches, and some friends that our members know or are willing to answer the survey. We plan to distribute 419 survey.

(b)Presupposition

Because we researchers are students of Hua-nan National Commercial High School, in order to get samples much easier, we take Hua-nan National Commercial High School students as our researching objects in this surveys.

(c)Assumption

Based on the diverse functions and features of Facebook (such as mental tests, games, Fan Page…etc.) and it is internationalized. We find the fashional trend and matters on Facebook are always the things that students focus on. Therefore, we infer that the majority of Hua-nan National Commercial High School students are fans of Facebook.

(d)Methodology

We delivered 480 surveys in morning and got back in afternoon. Besides, we got back 419 surveys and found that 168 surveys didn't work among these quesionnaires. Then we complied our surveys by percentage.

IV. The Result

Here are the frequency of bloggings that Hua-nan Commercial High School

students uses.

Frequency of Use				
	100%	75%	50%	Below 50%
Facebook	20	61	40	3
Plurk	2	4	5	0
Twitter	2	2	0	0

Here are the Statistics of our questionnaire.

Statistics		
	Total	Percentage
None	168	40%
Facebook	124	29.5%
Invalid	71	16.9%
Others	41	9.7%
Plurk	11	2.6%
Twitter	4	0.9%

V. Conclusion

According to our questionnaire, our supposition is not confirmed because we thought that most of students are fans of Facebook. To our surprise, we found that the majority of them don't use the micro bloggings. Therefore, our supposition isn't tenable.

We comprehend that the questionnaire demonstrates Facebook still occupy the most in using the micro bloggings and discover that the number of those who don't use the micro bloggings in the questionnaire are more than those who use Facebook. All in all, we can realize that Facebook is the most popular micro bloggings among the Hua-nan Commercial High School students who have a habit of using in use of micro bloggings.

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99 年度高級職業學校外語群專題製作競賽 英文組 論文類 佳作
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VII. Appendix

問卷

各位同學好：

我們是華南高商應用外語三年一班的學生，因應製作專題報告"Twi-Plu-Fa"，所以希望藉著這份問卷更深入了解研究的主題。

內容僅供學術研究，絕不單獨對外公開，所以請放心回答，所有問題都沒有標準答案，希望能以你(妳)的真實情況和感受回答問題。因此耽誤你(妳)寶貴的時間，敬請見諒。

誠摯感謝妳(妳)的合作配合！

1. 有無使用微型部落　　□有　　□無(若選無，則以下問題不需回答)

2. 請問你(妳)曾經使用過下列哪種微型部落(可複選)
　　□ Twitter　　□Plurk　　□Facebook　　□其他

3. 以下各項微型部落，你(妳)使用的頻率分別為：

非常滿意　　滿意　　普通　　不滿意　　非常不滿意

Twitter	□100%	□75%	□50%	□25%	□0%
Facebook	□100%	□75%	□50%	□25%	□0%
Plurk	□100%	□75%	□50%	□25%	□0%
其他	□100%	□75%	□50%	□25%	□0%

※ 若第三題只勾選「其他」則下列問題不需回答

以下，請根據第三題裡，你最常使用的微型部落來回答：

4. 會選擇你(妳)所選的微型部落是因為…

① 交新朋友較容易	□100%	□75%	□50%	□25%	□0%
② 有使用的朋友邀請我	□100%	□75%	□50%	□25%	□0%
③ 對新玩意感到新奇	□100%	□75%	□50%	□25%	□0%
④ 它的功能	□100%	□75%	□50%	□25%	□0%

(遊戲、交流工具…等等)

5. 我很滿意它的…

① 介面操作	□100%	□75%	□50%	□25%	□0%
② 多樣化功能	□100%	□75%	□50%	□25%	□0%
③ 無國界	□100%	□75%	□50%	□25%	□0%
④ 速率	□100%	□75%	□50%	□25%	□0%