



Twitter Survey - the results!

| | |
|--|---|
| Methodology | 2 |
| Executive summary | 2 |
| Full results..... | 3 |
| What's your MAIN reason for using Twitter? | 3 |
| How many people do you follow? | 3 |
| How many people follow you? | 4 |
| Do you Twitter MOSTLY ... : | 4 |
| Have you ever un-followed someone since using Twitter because of ... : | 4 |
| What is the MOST LIKELY reason you would (or have) un-followed someone? .. | 5 |
| Have you ever used Twitter for any of the following? | 5 |
| What would you like to see implemented on Twitter? | 6 |
| Thank you Twitter community! | 8 |
| Copyright and reproduction of this report and data | 8 |

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Methodology

I had been thinking a lot about Twitter etiquette. After posting about this on my blog (<http://thayer18.livejournal.com>) I received mixed views from the Twitter community.

So I decided to run a very informal survey on how people use their Twitter account, and this document is the resulting feedback.

166 people completed the survey, which ran for one week during February 2008. It was promoted solely via Twitter and one blog.

Executive summary

- People mainly use Twitter mostly to see what their contacts are up to.
- Most respondents to this survey are followed by twice the amount of people (101-200 followers) than they follow themselves (51-100 followers).
- You're most likely to become un-followed if your Tweets aren't deemed relevant to your followers
- Half the respondents (48.5%) had Twittered drunk...
- ... Yet thankfully most people (65.7%) have never regretted a Twitter post



Full results

| What's your MAIN reason for using Twitter? | | |
|---|-------------------------|-----------------------|
| Answer Options | Response Percent | Response Count |
| See what my contacts are up to | 50.6% | 84 |
| Keep my network informed about what I'm up to | 12.0% | 20 |
| Have conversations with other Twitters | 15.7% | 26 |
| Meet new people | 10.2% | 17 |
| Find out news from companies | 2.4% | 4 |
| Other (please specify) | 9.0% | 15 |
| <i>answered</i> | | 166 |
| <i>skipped</i> | | 0 |

Other included:

- ✈ Discover interesting stuff and news from my network
- ✈ <http://microformats.org/wiki/twitter-nanoformats>
- ✈ arrange lunches
- ✈ trusted network micro-aggregator
- ✈ SEO
- ✈ find out what web innovators are up

| How many people do you follow? | | |
|---------------------------------------|-------------------------|-----------------------|
| Answer Options | Response Percent | Response Count |
| 0-10 | 6.6% | 11 |
| 11-20 | 9.6% | 16 |
| 21-50 | 21.1% | 35 |
| 51-100 | 28.3% | 47 |
| 101-200 | 18.1% | 30 |
| 201 | 16.3% | 27 |
| <i>answered</i> | | 166 |
| <i>skipped</i> | | 0 |



| How many people follow you? | | |
|------------------------------------|-------------------------|-----------------------|
| Answer Options | Response Percent | Response Count |
| 0-10 | 9.0% | 15 |
| 11-20 | 10.8% | 18 |
| 21-50 | 16.9% | 28 |
| 51-100 | 22.3% | 37 |
| 101-200 | 23.5% | 39 |
| 201 | 17.5% | 29 |
| <i>answered</i> | | 166 |
| <i>skipped</i> | | 0 |

| Do you Twitter MOSTLY ... : | | |
|---|-------------------------|-----------------------|
| Answer Options | Response Percent | Response Count |
| For your followers, to let them know what you're up to | 25.3% | 42 |
| For yourself, if others want to listen that's fine | 36.1% | 60 |
| For yourself and your direct community of real life friends | 38.6% | 64 |
| <i>answered</i> | | 166 |
| <i>skipped</i> | | 0 |

| Have you ever un-followed someone since using Twitter because of ... : | | |
|---|-------------------------|-----------------------|
| (select as many or as few as you like) | | |
| Answer Options | Response Percent | Response Count |
| High Tweet frequency | 67.4% | 97 |
| Too many @'s / conversational tweets | 31.3% | 45 |
| They were just boring | 56.3% | 81 |
| Their Tweets weren't relevant too me | 73.6% | 106 |
| <i>answered</i> | | 144 |
| <i>skipped</i> | | 22 |



| What is the MOST LIKELY reason you would (or have) un-followed someone? | | |
|--|-------------------------|-----------------------|
| Answer Options | Response Percent | Response Count |
| High Tweet frequency | 28.9% | 48 |
| Too many @'s / conversational tweets | 9.6% | 16 |
| They were just boring | 16.3% | 27 |
| Their Tweets weren't relevant too me | 45.2% | 75 |
| <i>answered</i> | | 166 |
| <i>skipped</i> | | 0 |

| Have you ever used Twitter for any of the following? (pick as many or as few as you like) | | |
|--|-------------------------|-----------------------|
| Answer Options | Response Percent | Response Count |
| Asked followers for advice | 85.1% | 131 |
| Selling a service or product | 16.9% | 26 |
| Marketing yourself / PR | 53.2% | 82 |
| Find someone to hang out with | 40.3% | 62 |
| News/Twitter mashups | 51.3% | 79 |
| Finding more out about someone | 60.4% | 93 |
| <i>answered</i> | | 154 |
| <i>skipped</i> | | 12 |

| Have you ever Twittered drunk? | | |
|---------------------------------------|-------------------------|-----------------------|
| Answer Options | Response Percent | Response Count |
| Yes | 48.5% | 80 |
| No | 51.5% | 85 |
| <i>answered</i> | | 165 |
| <i>skipped</i> | | 1 |

| Have you ever regretted a Twitter post? | | |
|--|-------------------------|-----------------------|
| Answer Options | Response Percent | Response Count |
| Yes | 34.3% | 57 |
| No | 65.7% | 109 |
| <i>answered</i> | | 166 |
| <i>skipped</i> | | 0 |



What would you like to see implemented on Twitter?

I have purposefully left all duplicates, as I think it builds a great picture of what is a most commonly requested feature as well as all the other great ideas respondents came across.

- better sync with gmail contacts and the ability to tweet specific groups
- No, but all the twitter desktop clients make the same mistake - a tiny area to enter your tweet... what's up with that?
- Find out who's twittering near a specific location or attending an event.
- Reliability
- Contact paths (degrees of separation)
- block updates in twitterific for selected tweets if that makes sense
- Reply-to that actually let you choose what you were replying to
- reliability!
- Better uptime on servers, subscriptions that don't just drop out, the number of times I've deleted and re-added my phone is ridiculous
- organise twitters into people / categories
- short video/audio tweets
- Show who is following me in my twitter feed. I don't want to reply to people who aren't listening.
- Stability
- groups
- A distributed Twitter that could actually scale without breaking
- Better reliability. Flickr-like authentication API.
- Better uptime.
- search people/topics
- Import my Contact list - it's hard to find out which friends are already using it other than the obvious ones!
- threaded conversations and private channels.
- Tagging to follow trends on particular topics, further streams that would allow you to choose relevant people to follow, e.g. people with particular interest, or geographical location.
- The ability to see replies on the mobile version of the site
- seeing replies in mobile (m.twitter.com)
- Groups
- conversations like jaiku
- channels/groupings maybe some Location/Presence indicator functionality...
- Properly architected archive



- filter out someone's posts occasionally so i can see the posts of others more clearly
- Option to "group" my contacts and message all at once, or just see tweets from a certain group of people.
- proper threading
- at the moment, the replies tab only shows those @s at the very start of the tweet, excluding those as part of a sentence and excluding second and third @s if they follow the first. that needs fixing ASAP. don't think it used to be that way when the replies tab first appeared. PS - point 5 & 6 should also include 'because i found their tweets offensive or annoying'
- Groups.
- Search for tweet topics.
- Yes. Jaiku.
- twit pics
- FOAF, OpenID, oAuth, better Geo/location
- hashtags
- Idiot filter...?
- stability
- More FB-like community features to add extra dimensional layers beyond SMS.
- Platform stability
- maybe an option to load a single photo?
- Stability, redundancy. Better network graph management.
- A way to see both sides of a conversation easier
- Groups
- RELIABILITY!!!
- I would like to have my personal blog/webpage in my twitter page (it's just one more tab, but external).
- tags to allow threading of conversations
- see people who follow the same people as you
- Allow programs like Twiterrific to change your profile info through the client, that is, open up the API more :)
- an optional 30 second delay, a bit less downtime, rollover tinyURLs = show full URL in tooltip, mostly keeping it simple simple simple with a dash of CLI for any advanced functions
- making it work more often, no more "well i can't see your reply to me" type stuff
- more photos!
- Yep, link URLs shouldn't take up character space (or '1'); but maximum of 2 links per tweet.
- Stability
- Reliability
- a quick reply button - would save characters
- Groups
- Threading
- I would like to see anyone who @replies to me even if I am not



following them. Maybe a Twitter job board?

- ✈ Groups
- ✈ User-created groups of contacts, so you can @ a group rather than individual people.
- ✈ Groups, so I can have separate, informal, real-time conversations with distinct groups of friends, e.g. organising an ad hoc mountain bike ride with friends I know that are bikers
- ✈ Twitter groups or channels, where you track a whole group of people with one FOLLOW
- ✈ Group capabilities for users to organize who they are following
- ✈ you need a bigger box!
- ✈ Distributed, more stable system
- ✈ groups. SXSW is going to insert WAY too much noise.
- ✈ threaded replies
- ✈ Main reason not to follow is bad language, or sex talk. Checking a profile weeds them out.
- ✈ threaded conversations
- ✈ change design
- ✈ groups so not everyone sees everything, and a way to twitter to one acct and have it echoed to everyone who follows it.
- ✈ Reliability
- ✈ sortable function on followers and better up time
- ✈ UX, multiple account admin, applications platform, list goes on...
- ✈ video,groups/rooms BUT please keep it simple and pure
- ✈ 24/7 uptime :-)
- ✈ improved stability - less downtime!
- ✈ groups

Thank you Twitter community!

I want to say a very big thank you to everyone who took part, and for giving so much interesting and diverse feedback on how you'd like to see Twitter progress.

I'm sending this report on to the Twitter team. Any reply will be posted on my website, <http://thayer18.livejournal.com>

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The survey data is free to use and reproduce as you see fit.

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