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#280characters

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#280Characters

E-Lore

POINT OF DISCOVERY/Informant

My name is Zachary Grant Bess, I'm a student with a Dual Major in English Teaching and History Teaching. I'm in the military, as well as a student, and currently serve in the USUSA as the Senator for CHaSS here at USU. I was raised in Southern Utah. I am a frequent user of social media and have had twitter for 7 years or more, besides Snapchat, Facebook, Instagram etc. (as well as the defunct, Myspace, Bebo, Hi5, Google+, etc.) I follow internet culture as a participant quite often. I understand the business news, culture, and tech news around these social media platforms.

Context

November 07 2017, Twitter announced that they were raising their character count from the long institutionalized 140 allowed characters, to double, with users being able to use 280 characters in a single tweet. The original limit of 140 was simply based off of outdated technology they argued, as 140 characters was historically the limit that "SMS" Text messages were limited to, and "Twittr" as it was then known had used the SMS service to publish, thus using that same limitation.

 Long rumored, and not as substantial as some had hoped/feared (500+) the move made a large commotion on the internet and people declared twitter as "dead." Many people were frustrated that twitter had turned away from its "Values" [perceived morality.] They believed the platform had offered a specific experience that forced users to be creative with their use of words and think things out.

Contrarily other users were excited and had felt restricted for a long time with the 140 character limitation; asking for even more than 280. Those people reasoned that users were already making chains of tweets to express themselves, and that doubling the allowed limit would at least minimize some of that.

Both sides took to, fittingly, twitter to make their meta comments on the change. Some simply cheered or whined, while

others found creative ways to be excited, angry, relieved, or annoyed by the new allowance.

This software change is not unique, Facebook and others often change their platform and receive both positive and negative reaction from their user base because something has changed.

Text

[The Chicago Bears use the limit to reference a Saturday Night Live Skit, in Humor]

Chicago Bears ✓
@ChicagoBears

Daaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaa
aaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaa
aaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaa
aaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaa
aaaaaaaaaaaaaaaaaaaaaaaaaaaaaa
Bears.

Thanks, @Twitter.
10:47 AM - Sep 27, 2017

💬 548   🔁 11,847   ♡ 52,592   ⓘ

[I use the new limit to share a longer portion of a classic poem, more than I might have previously, as a proud English Major]

Grants the Wrapper of gifts @ZGrantBess · Nov 10
Split the Lark—and you'll find the Music
Bulb after Bulb, in Silver rolled —
...for your Ear when Lutes be old.

Loose the Flood—you shall find it patent
Gush after Gush, reserved for you—
Scarlet Experiment! Sceptic Thomas!
Now, do you doubt that your Bird was true?
-E Dickinson

💬   🔁   ♡   ιlι

[Student uses satire to mock the new limit, playing the part of
an annoying internet user who abuses and overuses the limit]

[a reference to both 420, the marijuana celebration, and a
classic meme from It's Always Sunny in Philidelphia, that
explains confusing situations]

[user shows the full limit of how bad this change could be]

Malik Forté 🎤 ✓ @Malik4Play · Nov 7

This will be

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annoying!
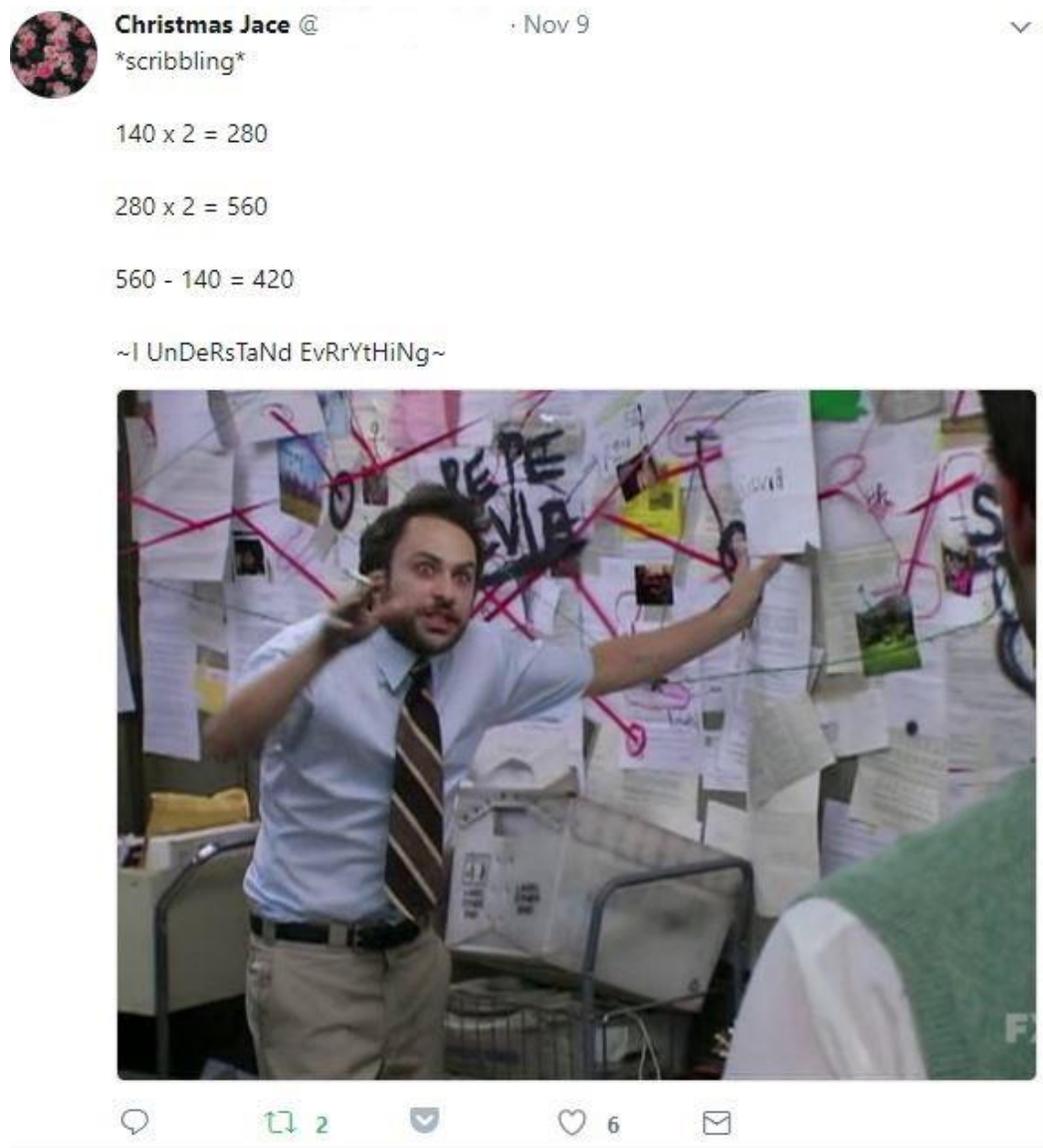
[TV Show Law And Order use the limit to show their entire intro dialogue, which, in itself, is a meme on the internet]

Law & Order: Special Victims Unit ✔
@nbcsvu

In the criminal justice system, sexually based offenses are considered especially heinous. In New York City, the dedicated detectives who investigate these vicious felonies are members of an elite squad known as the Special Victims Unit. These are their stories. *DUN DUN*

3:51 PM - Nov 7, 2017

💬 2,017   ↻ 146,097   ♡ 259,641

[Nat Geo uses the new limit to post all the animal emoji's and show they are happy with the new limit]

Nat Geo WILD ✔
@natgeowild

#280characters

9:30 AM - Nov 8, 2017

💬 60   ↻ 2,107   ♡ 4,918

[NBA Ref's use 280 to mock people's criticism of them]

NBA Referees ✔
@OfficialNBARefs

Now that we all have #280Characters, we expect your Twitter complaints about specific calls against your favorite teams to be calm, well-reasoned, and full of complete sentences. Thanks in advance for this positive step forward in basketball officiating-related discourse."

4:18 PM - Nov 7, 2017

💬 661   ↻ 7,383   ♡ 23,740

[Dictionary Company uses 280 to define "Extravagent"]

↻ You Retweeted

Merriam-Webster ✔ @MerriamWebster · Nov 7
'Extravagant':
baroque, devilish, exorbitant, excessive, extreme, fancy, immoderate, inordinate,
insane, intolerable, lavish, overdue, overextravagant, overmuch, overweening,
plethoric, profligate, steep, stiff, spendthrift, thriftless, towering, unconscionable,
undue, unmerciful

💬 127   ↻ 2.7K   ♡ 8.3K   ✉

[New York Yankees, known to be the winningest baseball team in
MLB history, take the opportunity to post all of the years they
have won the world-series, in one tweet. Bragging]

New York Yankees ✔ @Yankees · Nov 8
2009
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1923

Wow. We've never been able to do that before! Thanks, @twitter.

[a play off of another viral post, this student mocks STEM
(Science Technology Engineering Math) majors, referencing the
280 phenomenon, stating his tweet of 280 characters will have a
better audience on twitter than they STEM Major's 20 page
research paper. The original tweet was STEM major's mocking
liberal arts students and how easy their work was]
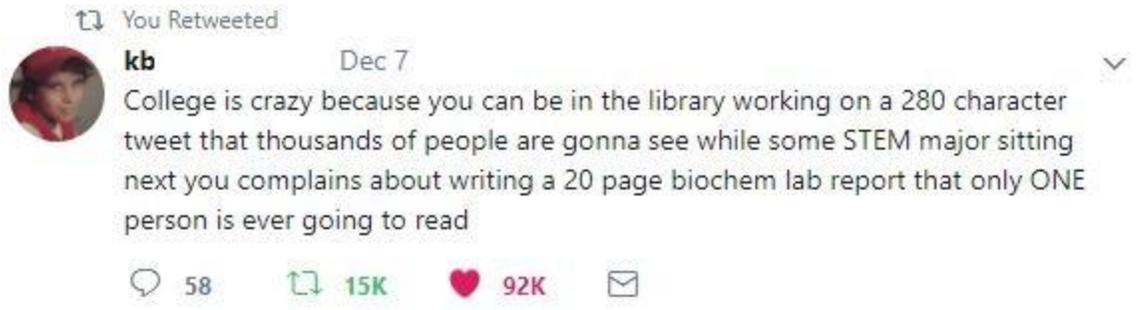
Texture

The textured use of #280characters is so varied it can be used
for any emotion. It's almost always used in humor, regardless of
if the posting user actually supported the platform change or
not. Because it's online, the user can be coming from any
perspective. As seen in the NAT Geo, NBA, Yankees, Websters etc.
post, it can be a way of bragging or promoting yourself with the
new ability of 280, or it can be meta and mocking the change
itself.

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Utah State University

Introduction to Folklore/English 2210

Dr. Lynne S. McNeil

Fall 2017

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