

Historical Hashtags: An Investigation of the #CometLanding Tweets

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Abstract : This study aims to investigate how the Twittersphere reacted during the recent historical event of robotic landing on a comet. The news is about Philae, a robotic lander from European Space Agency (ESA), which successfully made the first-ever rendezvous and touchdown of its kind on a nucleus comet on November 12, 2014. In order to understand how Twitter is practically used in spreading messages on historical events, we conducted an analysis of one-week tweet feeds that contain the #CometLanding hashtag. We studied the trends of tweets, the diffusion of the information and the characteristics of the social network created. The results indicated that the use of Twitter as a platform enables online communities to engage and spread the historical event through social media network (e.g. tweets, retweets, mentions and replies). In addition, it was found that comprehensible and understandable hashtags could influence users to follow the same tweet stream compared to other laborious hashtags which were difficult to understand by users in online communities.

Keywords : diffusion of information, hashtag, social media, Twitter

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