AN ANALYSIS OF TWITTER USAGE BY SELECT BLACK PROFESSIONAL ATHLETES PRESENTING THEIR ONLINE IDENTITIES, AS RELATED TO BLACK HYPERMASCULINITY

A Thesis
Presented to the Faculty in Communication and Leadership Studies
School of Professional Studies
Gonzaga University

Under the Supervision & Mentorship of Nobuya Inagaki

In Partial Fulfillment
Of the Requirements for the Degree
Master of Arts in Communication and Leadership Studies

By
Bryan E. Rinkus
May 2012
We the undersigned, certify that we read this thesis and approve it as adequate in scope and quality for the degree Master of Arts.

Thesis or Project Director

Faculty Mentor

Faculty Reader

Gonzaga University
MA Program in Communication and Leadership Studies
ABSTRACT

The mainstream media stereotypes Black professional athletes as overly aggressive and more masculine than athletes of other ethnicities. This study examines how three professional athletes, Reggie Bush, Chad Ochocinco, and Paul Pierce use the micro-blogging service, Twitter, to present their own identities through social media. The literature explores online identity formation, parasocial interaction, and masculinity in sports. Fifty Tweets from each athlete were collected, then coded using discourse analysis, and deconstructed through impression management theory with a focus on the dramaturgical perspective. Results reveal that athletes portrayed more individualized identities when their sport was in the offseason, while athletes currently competing Tweeted personal anecdotes less frequently. Findings related to overtly masculine representations were absent; the athletes present online identities inconsistent with media created stereotypes. There was not enough data to claim athletes use Twitter as a venue to intentionally debunk these stereotypes; the author makes recommendations for a future study on the topic.
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Chapter 1. INTRODUCTION:

IMPORTANCE OF STUDY:

The study of social media has become prevalent within the field of communication. Researchers have examined topics relating to differences of online identity formation through Facebook use between men and women, the misuse of social media services by corporations, and how users of varying ethnicities portray themselves online (Bond, 2009; Burns, 2008; Grasmuck, Martin, & Zhao, 2009; Vorvoreanu, 2009). As these services grow in popularity, there become more demographics to examine. This study focuses specifically on one of the populations using social media, Black professional athletes. This topic is of utmost importance to the field of communication, as it examines the ways in which a specific demographic can potentially subvert dominant ideologies.

STATEMENT OF PURPOSE:

Black professional athletes are frequently spoken and written about by the mainstream media. The identities of these athletes are not chosen by the athlete themselves, but by broadcasters and journalists. Black athletes are portrayed as overly aggressive and more masculine than athletes of other ethnicities by the media (Enck-Wanzer, 2009; Hardin, Kuehn, Jones, Genovese, & Balaji, 2009; Lavelle, 2010). Based on a study by Sanderson (2010) concluding former Boston Red Sox pitcher Curt Shilling was able to shift a negative public opinion through his use of blogging technology, this study examines how Black professional athletes use the micro blogging service “Twitter” to deconstruct notions of Black hypermasculinity perceived by the public.
DEFINITION OF TERMS:

The following terms will be used in this study:

Black Masculinity: A sensationalized media created narrative surrounding Black men, attributed to violence, aggressiveness and rage (Enck-Wanzer, 2009).

Hypermasculinity: The hyperbole of behaviors stereotypically considered masculine (Enck-Wanzer, 2009).

Content Analysis: “The study of recorded human communications, such as books, websites, paintings, and laws” (Babbie, 2005).

Identity: A general sense of self. This may be considered through ethnicity, gender, social status, competence, trustworthiness, and attitude, among other traits (Goffman, 1959).

Impression Management: The ways in which individuals manage traits to best present themselves to others, as “unmeant genstures, inopportune intrusions, and faux pas are sources of embarrassment and dissonance” (Goffman, 1959, p. 210).

Parasocial Interaction: A one-sided, psychological relationship between a signal sender and an audience member; the sender is unaware of the relationship (Horton & Wohl, 1956).

Tweet: A tweet is an individual set of text 140 characters or less, sent from the account of a Twitter user (“About Twitter,” 2012).

Twitter: Twitter is a micro blogging network that allows mobile and Internet users to follow updates from other accounts in “real-time.” It is considered ‘micro’ by limiting users to 140 characters or less during updates (“About Twitter,” 2012).
ORGANIZATION OF REMAINING CHAPTERS:

This chapter has introduced the topic of study, its importance and purpose to the field of communication, and defined necessary terminology. Chapter two will review the theoretical basis for the study, as well as pertinent literature. This includes academic, peer-reviewed journal articles on the subject of online identity formation, parasocial interaction, and black hypermasculinity. Chapter two also includes the research question, guiding the study through chapters three and four. Chapter three includes the scope of the study, procedure for data collection, and validity and limitations of the research goal. In chapter four the collected data is analyzed and results are presented and discussed. Chapter five offers the limitations of study, recommendations for future studies, and concludes the present study.
Chapter 2. REVIEW OF THE LITERATURE

THEORETICAL BASIS:

The words broadcasted through Twitter are more than a composition of letters; they have deeper meaning. Every message has an intent or purpose and is designed to reach a specific audience. With this understanding, we navigate past the written text, and begin to focus on the individual that produced it. In doing so, the dramaturgical perspective becomes beneficial; Erving Goffman (1959) developed this idea, comparing “everyday life” to a stage production. He contends that the self is not static, and that it constantly shifts based on interaction. When considering Twitter, the concept of a stage production mirrors the intent of the service. When a Twitter user sends a message, the user Tweets knowing it will be viewed publicly. This brings Goffman’s idea of the “presentation of self” to life. Written before the advent of the Internet, his theory was originally developed based on face-to-face interaction. For the purpose of this study, it will be applied to computer-mediated communication. Every Tweet sent from a given user provides a window into the identity formulation process. This chapter discusses the literature pertinent to this study regarding the on-line identity formation of Black professional athletes. The literature reviewed has been divided into three sections, that which relates to identity construction in the online sphere, fan and athlete relationships, and the media construction of the black athlete as hypermasculine.

IDENTITY CONSTRUCTION: OBSERVATIONS ON GENDER AND ETHNICITY ONLINE

With the growing popularity of blogs and social networking websites, access to information is at a premium. In addition to Twitter, social networking websites like
Facebook, Myspace, and Linkedin facilitate interaction between users, many of whom choose to divulge personal information on these public forums. This proves problematic for some, especially younger users. The Facebook Data Use Policy (“Facebook Data Use Policy,” 2011) specifies that anyone over the age of thirteen may create a Facebook account and lists suggestions for use by young teens, encouraging them to post truthfully about their identities. The focus on online transparency aims to increase the safety of young users, and to raise awareness of potential online predators; it also blurs the boundaries between the online and offline realm.

There is no social contract on the Internet; norms vary from sector to sector. What is appropriate on one web-based forum is not transferred to the next. When using social media, users must consider how to engage with other users, as well as what information to share. This creates a number of opportunities for research and dialogue; in his study on differences existing between gender and information sharing, Bond (2009) found that while 97.1% of participants reported having an active “Facebook” profile, 63.7% of participants felt their profiles “were representative of themselves.” This gap between active profiles and representative profiles can be explained by an understanding of “narbs,” or “narrative bits.” Mitra (2010) contends that every bit of information posted by an individual online (status update, blog comment, photo, etc.) is a piece of a larger narrative that makes up an on-line identity. Because websites ask for specific demographic information, tailored to a community of intended and assumed users, one profile may not be enough to provide an accurate depiction of an individual. Then, it is not surprising that 63.7% of profiles were said to be “representative” of their users. Mitra (2010) would propose that the missing 36.3% might actually be disclosed elsewhere on
the Internet. This offers a new dynamic and potential limitation for a study regarding online identity, when the study focuses specifically on only one of these social networking sights (e.g., Twitter).

Bond (2009) found his data consistent with prior evidence that men and women disclose information on-line in a similar fashion to face-to-face interaction. Women were more likely to communicate messages relating to family and friends, while men were more likely to engage with others in the sports or entertainment category, on-line and off-line. Findings from a study of ethnicity presentation and demonstration on Facebook reached a different conclusion in regards to identity representation. Grasmuck, Martin, & Zhao (2009) surveyed students on-line regarding the number of friends they had on and off campus. The survey was then conducted off-line, and the numbers were grossly different. On-line, participants claimed, on average, to have 150 on-campus friends and 92 off-campus friends. The off-line survey yielded results of 29 and 19, respectively. The authors claim Facebook allows its users to create a more positive and socially desirable identity, and another example of how “Goffman’s dramaturgical perspective (1959) stresses the performance nature of our identities as we seek to enact positive images of ourselves to others” (Grasmuck et al., 2009, p. 162). These two studies differ in results, but offer an implication concerning accurate information presentation when constructing an online identity. Bond (2009) discovered a willingness to disclose information was not heightened online, while Grasmuck et al. (2009) found people’s responses in the survey to be exaggerated online. An exaggeration is not necessarily an untruth; during the online portion of the Grasmuck et al. (2009) survey, the participants may have had a heightened sense of social identity, due to the number of Facebook
friends they had. Cultural and ethnic background was an important factor in the results; Grasmuck et al. (2009) survey showed African Americans “projecting the most social, most culturally expressive and most narrated identities” online (Grasmuck et al., 2009, p. 178). This finding was consistent with off-line identity in relation to campus life, as “African American leadership” was noticeable in student government as well as other student organizations of influence. The studies by Bond (2009) and Grasmuck et al. (2009) essentially agree that a willingness to disclose information on-line is reflected off-line as well, though on-line venues, such as Facebook, may provide a higher reward for presenting such information. In the daily activities of an athlete, there may not be many opportunities to present a self-identity. In the tradition of symbolic interaction, the self cannot be expressed without the help of others, it is reasonable to postulate that athletes use Twitter to project the self-identity they feel is not properly observed during sporting events, or through the media.

PARASOCIAL INTERACTION: ATHLETES, MEDIA, FANS:

Twitter accounts provide a venue for social commentary, but unlike Facebook status updates, a Twitter user cannot make comments on Tweets. Rather they can create their own commentary and direct it towards another, by Tweeting “@” (at) other users. ‘Following’ a Twitter account does not require permission; therefore it is logical that one cannot comment directly on another users Tweet. It makes for a mostly one-sided conversation between the person Tweeting, and their followers. A “parasocial interaction” is a one-sided relationship development. This term originated through the studies of Horton and Wohl (1956), who attempted to explain the psychological relationship between audience members and personalities in the media (Earnheardt &
The advent of the television into modern homes has no doubt changed the nature of sports viewing. In a study regarding “fan-athlete interaction,” Earnheardt and Haridakis (2009) found that time spent watching sports on television was significantly correlated with the concept of “fandom.” The bigger the fan, the more time spent watching that team or sport, creating a “significant relationship between fandom and parasocial interaction (p. 46). As fans watch their favorite athletes on television, they also feel like they relate to that person, and share similar interests. In a separate study, Stefanone, Lackaff, and Rosen (2010) found that television viewing was positively correlated with social media use. This means Twitter could combine fandom and parasocial interaction when gained through television viewing, and take it to another level. Twitter messages are broadcasted to all followers, but followers also have the opportunity to interact with those sending the message by Tweeting “@” the user. The probability of an athlete responding to a fan is low, but the potential response may increase parasocial interaction with that athlete. Athletes may actually come to benefit from parasocial relationships, as seen in the case of former Red Sox pitcher Curt Shilling. Sanderson (2010) studied the case of Curt Shilling and 38pitches.com and found that a retired professional baseball player found himself vilified in the press due to controversial comments made, but received an exorbitant amount of support from readers of his blog. The blog readers became a “mobilized” support group for Shilling, and “authenticated” his identity as a critic and athlete. Because his blog posts were intended specifically for his 38pitches.com audience, he was able to save face by not apologizing for his comments through mainstream media outlets. Sanderson’s (2010) study of 38pitches.com foreshadowed research by Colliander and Dahlen (2011) that weighed
“publicity effectiveness of blogs versus online magazines.” Shilling gained fan support through his blog, while his reputation was tarnished in the mainstream media. Colliander and Dahlen (2011) were able to confirm that blogs generate more parasocial interaction than online magazines and that blogs have “higher publicity effectiveness than online magazines” (Colliander & Dahlen, 2011, p. 317). This introduces the notion that athletes can control their own representation of themselves via social media.

Colliander and Dahlen (2011) found that blog readers determine who is “fashionable,” follow those bloggers, and then form relationships with the brands that the authors write positively about. Shilling is an athlete, but a blogger as well. Sanderson (2010) suggests that Shilling’s followers empathized with his situation and offered support; consistent with the findings of Colliander and Dahlen (2011) that blog followers experience higher parasocial interaction than followers of more traditional media. Earnheardt (2009), Sanderson (2010), and Colliander and Dahlen (2011) studied the effects on media consumers. Each study is unique, given the varying samples and media outlets examined, but they all reach a similar conclusion. The more one interacts with media, be it television, a retired athlete’s website, or a fashion blog, the more parasocial interaction increases. This should prove beneficial for athletes using Twitter; they will be able to construct their self-identity, escalate fandom, thereby increasing parasocial interaction, which could potentially grow future earnings.

However, increased fan media intake may have disadvantages. A higher level of fan interaction could further permeate culturally insensitive stereotypes concerning athletes. Mercurio and Filak (2010) fear social learning, through the media, may contribute to unintentional racial bias. His study of media coverage of athletes prior to the
NFL draft, over a ten-year period, shows consistent stereotyping of Black and White athletes. Black quarterback prospects were commonly referred to as “talented but unintelligent” by the media, which “socially teaches the audience to look for these aspects in the ways in which he athletes play the game” (Mercurio & Filak, 2010, p. 68). They speculate that media presentation of Black athletes as physically gifted but lacking in advanced cognitive faculties will perpetuate “the idea that Blacks should not be in a position that requires them to rely on intellect (Mercurio & Filak, 2010, p. 68). *Sports Illustrated* has a readership of 21 million per week, if journalists continue to gauge athletes in this fashion, as they have for the last ten years, the results may pour over into the blogosphere (Mercurio & Filak, 2010, p. 69).

As Sanderson (2010) and Colliander and Dahlen (2011) report, author influence is just as powerful, if not more so, via social media as it is in a magazine like *Sports Illustrated*. Stereotyping athletes is an unfortunate practice permeated by the media, if this trend continues as it has; traditional media outlets moving more towards social media may exacerbate the problem further. Increased concentration of unintentional racial bias by journalists and bloggers could contaminate the language fans use on Twitter, and may then be used directly in Tweets “@” athletes, creating great conflict.

**REPRESENTATIONS OF BLACK MASCULINITY IN SPORT:**

Online identity, thus, is a deliberately chosen and self-disclosed representation of an individual user. Professional athletes have the same capacity for online identity construction as other users, yet opportunity to present the self in an autonomous way is repressed by general depictions of these athletes by the mainstream media. Studies show how commentators (Billings, Halone, & Denham, 2002; Lavelle, 2010; Oates, 2007),
Editors (Wanta & Leggett, 1989), and journalists (Hardin, Kuehn, Jones, Genovese, & Balaji, 2009; Trujillo, 1991) shape perceptions of athletes, Black, male, athletes in most cases, as overtly masculine. Even before these athletes become professional, media members fawn over their “raw” athleticism and physical prowess during pre-draft workouts (Mercurio & Filak, 2010; Oates, 2007). Oates (2007) contends the NFL combine experience is eroticized, as players who have declared for the NFL draft are viewed like objects available for purchase annually at Lucas Oil Stadium in Indianapolis:

NFL personnel are given a sheet that lists each player’s arm and hand measurements, together with blanks for height and weight. The players are told to strip to their shorts and line up. As the audience looks on in studious silence, each player is introduced. Upon hearing his name called, the player takes the stage and poses for the audience for a few moments before his height and weight are measured and announced. (p. 77)

The disembodiment of athletes is not uncommon as noted by Trujillo (1991) regarding the representation of Texas Rangers pitcher Nolan Ryan (now principle owner, president, and CEO of the Texas Rangers) as “disembodied power.” Trujillo (1991) claims Ryan was referenced in regards to his physical attributes without considering the possibility they were acquired through any process of his own; “he was ‘the best arm’ in baseball who might develop into someone complete,” his body had been completely separated from his mental processes (p. 291). The mainstream media is partly responsible for male athletes representing what Connell (1990) calls hegemonic masculinity, “the culturally idealized form of masculine character” (p. 83). Wanta and Leggett (1989) had seen this “idealized form” of masculinity in photographs used during the 1987
Wimbledon tennis tournament. They discovered that while photographers took pictures of both men and women in highly emotional and dominant states, newspaper editors selectively reinforced gender stereotypes by choosing emotional pictures to represent the female athletes, and dominant pictures to represent the males. This practice has been seen more recently during the Men’s and Women’s NCAA Final Four Basketball Championships, as broadcasters used different vocabulary when announcing Men’s and Women’s games (Billings et al., 2002). The stereotyping of Black athletes is evident not only during broadcasts, but also through print media. Enck-Wanzer (2009) studied the ways Black male professional athletes are depicted in newspapers following domestic violence claims. She argues journalists sensationalize the narratives surrounding Black men, and attribute violence to aggressiveness and rage, while White men are exonerated for their aggressiveness in the field of play.

SUMMARY AND RESEARCH QUESTION:

Athletes are extremely visible, but often lack appropriate venues for personal expression of ideas and personality, unlike other public figures. Pre and post-game interviews, as well as in-game displays of emotion are highly scrutinized, but rarely do athletes have an opportunity to share or present other non-professional aspects of their lives. If Bond’s (2009) analysis is correct, Twitter provides an opportunity for male professional athletes to present a realistic representation of the self. As Goffman (1959) contends, the self-presentation aspect of an individual is akin to a stage drama, so a fair amount of “production value” should be expected in the form of identity exaggeration. This statement is grounded in the research by Grasmuck, Martin, & Zhao (2009), in the claim that individuals tend to present a more socially desirable image of themselves on-
line; it is vital to note that male professional athletes postings on-line may be a hyperbole of their true self. Twitter is relatively new technology, so scholars must be weary of transferring social implications relating to identity formation until the way users exaggerate their on-line personalities is fully understood.

Because athletes are viewed most often on television, the opportunity to gain fans increases dramatically, as does the probability that fans will attempt to relate to and identify with the players they spend more time watching (Earnheardt & Haridakis, 2009). This being the case, the following study contends that athletes use Twitter to showcase distinct aspects of individuality and personality traits separate from what may be presented through more mainstream venues. What athlete’s Tweet themselves should be more effective in terms of presentation resonating with fans, as opposed to what journalists say on television or magazines (Colliander & Dahlen, 2011), especially considering the correlation between television consumption and social media use (Stefanone et al., 2010). Through Twitter, Black male professional athletes have an opportunity to present themselves in the way they choose and can subvert dominant narratives of Black hypermasculinity presented by journalists, and other media members. This study opens the door for further exploration into how professional athletes can avoid being stereotyped, or at least contribute to their own representation by the mainstream media. Before there can be research claiming athletes use Twitter and other social media to subvert dominant paradigms, it is appropriate to first investigate the ways professional athletes are currently using this medium. This study investigates and analyzes the ways in which select Black male professional athletes use Twitter to perform their identities, as they relate to stereotypical notions of Black hypermasculinity.
Chapter 3. SCOPE AND METHODOLOGY

SCOPE:

This study focuses specifically on how select professional athletes use Twitter to broaden their social worlds and identities as viewed by the general public. Taking a critical approach, a discourse analysis was performed on Tweets from three male professional athletes, each with more than two million followers. Data was collected retroactively from a specific starting date, with only the first fifty Tweets from each athlete in consideration for the study. Discourse analysis is a tool used to uncover implicit meaning not explicit within discourse; “a discourse consists of groups of related statements that cohere to produce meanings and effects…a discourse produces the ‘truth’ about objects” that are spoken of (Eriksson & Kovalainen, 2008, p. 230). Because this study used discourse analysis as its method, deep analysis was required from a contextual standpoint. Fifty Tweets was an appropriate amount to avoid becoming inundated with too much information, while still having substantial data for analysis. With excess Tweets in the sample, the researcher would be unable to spend enough time on each individual Tweet, given the timeframe for this study. Eriksson and Kovalainen (2008) caution those using discourse analysis as a method to avoid “non-analysis” by expecting “exhaustive” quotations from empirical data to stand alone without explanation; each Tweet was given ample attention. The data included all Tweets made by athletes listed in the sample, including any Tweets deleted retroactively. “Retweets,” when the athlete posts the Tweet of another user, were omitted. The sample is specific, and will not necessarily allow a high level of generalization to other professional athletes. However, as these athletes have been purposively selected specifically for their likelihood
to “talk about” issues that would remove notions of hyper-masculinity, a discourse analysis of individual Tweets aimed to reveal a personality presentation consistent with the research question (Eriksson & Kovalainen, 2008).

PROCEDURE:

A) Data Collection and Sampling

Professional basketball player and Boston Celtics Forward, Paul Pierce, as well as professional football players Chad Ochocinco, Wide Receiver for the New England Patriots, and Reggie Bush, Tailback for the Miami Dolphins, provided Tweets that served as the data for this study. Pierce, Ochocinco, and Bush do not represent all professional athletes; however, these three athletes play sports professionally in which the mainstream media has created a stereotypical identity of the black male athlete as overly aggressive, and hypermasculine (Billings et al, 2002; Enck-Wanzer, 2009; Lavelle, 2010; Mercurio & Filak, 2010). Goffman (1959) argues that when “an actor takes on an established social role, he [sic] finds that a particular front has already been established for it” (p. 27). Focusing on the presentation of self through on-line identity allowed for ample data collection at a low cost. Due to the ease of access, researchers concerned with identity formation are turning more to social networking sites, such as Twitter and Facebook (Bond, 2009). The data was digitally compiled by a Twitter account (@malestudy) created specifically for the purpose of this research; this newly created account followed the Twitter handles of each athlete in the sample, thereby accumulating data automatically and instantaneously for analysis. Twitter is a free service, so the study was cost-free monetarily; man hours spent were the main expenditure. The researcher had a
computer with Internet access; there were no roadblocks in terms of data collection, aside from any unforeseen web-page maintenance or similar downtime.

B) Analysis

The collected Tweets were analyzed based on the research question. The unit of analysis was an individual Tweet from athletes in the sample. A Tweet consists of a statement no longer than 140 characters in text. The coding system was latent, and looked for underlying meaning weaving through each Tweet (Neuman, 2006, p. 326). While potentially less reliable than manifest coding, the researcher must adapt to the specific culture that comes with an on-line, text-based study. The 140-character limit on Tweets did not sufficiently support the “black and white” analysis that manifest coding suggests. Because of the character limit, various abbreviations were be used by members of the sample; e.g., the numeral “4” to represent “for.” This left large quantities of data for interpretation by the researcher; a latent system provided a more valid coding process because a specific Twitter “language” has yet to be developed, or at least universally agreed upon. Meaning was therefore generated through context, rather than just through words themselves (Neuman, 2006, p.326).

In each Tweet the researcher looked for underlying themes to determine the social presentation and nature of the given Tweet. Tweets fell within categories of social commentary; discourse analysis provided the structure needed to transform these categories into themes. These themes siloed the individual Tweets, and served to rank importance of category for self-presentation of the professional athlete. By placing each Tweet within a theme, the researcher was able to separate large amounts of data; allowing areas of focus for the self-presentation of each athlete to be available visually (Table 1).
The Tweets were deconstructed using discourse analysis, to discover what these athletes talk about, how they presented themselves, and how that presentation related to the research question.

Before created themes based on the discourse of the collected Tweets, the researcher considered potential categories: A “personal” commentary would have consisted of any Tweet of a personal nature, related to the daily life of the athlete authoring the Tweet or consisting of information regarding interaction inside the ‘life sphere’ of the athlete, including popular culture references. A “business” category would have dealt with Tweets regarding finances, labor unions, potential relocation (trades), product advertisements, or anything related to future earnings. Tweets regarding opinions on politics, world happenings, or other similar categories would be classified under the “news” commentary category. These categories are examples of the researchers intention preceding the data collection, and could not be considered static. They were subject to change once the data was collected and were based solely on expectation. Once the data collection was complete, all Tweets were analyzed and placed into categories according to the aforementioned standards. None of the categories considered prior to conducting the study became themes after data collection.

VALIDITY AND LIMITATIONS:

A) Time Dimension

In regards to qualitative study, a fifty-Tweet data analysis window may not be enough time to consider any researcher an ‘expert.’ Tweets can be authored and produced in just seconds with current cellular technology and depending on how often sample members Tweeted, an incredibly large amount of data could be produced in a short
amount of time. Research suggests that Twitter users with more than 1,750 followers Tweet in excess of ten times a day (Cheng & Evans, 2009). The athletes in this study have over two million followers. Therefore, it was expected that these athletes would Tweet at a base rate of ten times a day, which would mean the data could be collected over a five-day period. However, with only three athletes included, the coder was provided an opportunity to become deeply familiar with individual Tweeting styles in regards to context (cultural or otherwise). Intensive data collection, coupled with a low sample size, was expected to provide the coder with enough knowledge and familiarity to use time dimension as a pillar for a highly valid study.

B) Transferability

Though the study focused specifically on three professional athletes, there are millions of other active Twitter users. Tweets outside of the data set provided a vocabulary database when understood meaning could not be derived from a specific unit of text. The 140-character limit proposed challenges when the coder was unable to decipher an implied abbreviation. Assuming “U R” is intended to read “you are” is not a complicated translation, however, converting more advanced Twitter “lingo” proved difficult.

In cases as such, the coder consulted the Twitter lexicon. Using the Twitter search function allowed the coder to find Tweets outside the data set using the same unknown abbreviation; where context clues then provided the appropriate definition for the unidentified term. If there was ever a question as to the meaning of an abbreviated word, the coder followed this process. Because Twitter has such a massive textual
database, Tweets within the data set needing interpretation had a high level of transferability to other Tweets in the Twitter universe.

C) Cultural Context

Cultural context proved vital when coding the collected Tweets, but may have also served to distract the coding process. The coder could have inferred concepts that were not explicitly listed in the text, potentially clouding decision-making. This study focused on athletes attempting to broaden their social role as perceived by the general population, not fanatics. The coder was aware of literature pertaining to parasocial relationships, as time specifically focused on one athlete may have lead to increased fandom. Remaining neutral during coding was a high priority.

D) Limitations

There are no white male, or female athletes included in the sample, and only the National Football League and National Basketball Association have athletes represented. Because the parameters surrounding discourse analysis are not strictly defined, it was necessary to pay attention to what is considered non-analysis. Antaki contends the researcher must be cautious not to summarize or be biased during coding, and cannot conduct underanalysis by simply discovering themes (as cited in Eriksson & Kovalainen, 2008, p. 238). Consistent, deep analysis was the only way to properly honor the research question. If the researcher took a position on the content of these Tweets, be it personal, political, or otherwise, the study would lose validity. It was imperative that when analyzing data of this kind, the focus was on presenting the most accurate depiction of the data possible. Taking a side in this study, making assumptions or inferences specifically to support the research question would have negated all merit of the study. Regardless of
outcome, this research has value in regards to understanding the social presentation of Black athletes (Eriksson & Kovalainen, 2008, p. 238).
Chapter 4. THE STUDY:

INTRODUCTION:

If employed by one of the four major American sporting leagues, a male athlete can receive personal income opportunity few other professions provide. The average salary of NBA, MLB, NHL, and NFL players for professional seasons played during 2010 and 2011 was $5.15 million, $3.34 million, $2.4 million, and $1.9 million, respectively (Aschburner, 2011). These salaries are drastically higher than the average U.S. full-time, year-round, male worker, who earned $47,715 in 2010 (U.S. Census Bureau, 2011). Contrasting the aforementioned salary figures helps conceptualize the mainstream media focus on the world of professional sports, and more specifically, on individual players. This heightened attention paid to the individual athlete has cultural implications, as the mainstream media has framed the public perception of Black athletes as aggressive and overtly masculine (Enck-Wanzer, 2009; Hardin, et al., 2009; Lavelle, 2010; Mercurio & Filak, 2010).

DATA ANALYSIS:

The data was collected retroactively on 27 March, 2012, and consists of 150 Tweets, fifty from each athlete in the sample. The fifty most recent Tweets from each athlete were identified and all retweets (RT) were subsequently omitted. Omitted Tweets were replaced with the most recent Tweets that adhered to the selection criteria. Tweets were copied directly from the official Twitter page of each sample member to a separate Microsoft Word document bearing the name of each individual athlete. Tweets were sequentially organized by date and time for each athlete and numbered from “1” to “50.”
All Tweets were reformatted to Times New Roman font, size 12, but maintained the same spelling and grammatical integrity as their original form.

Each Tweet in the data set was read independently of the rest. Following this close reading, the researcher examined Tweets 1-50 from the athletes separately and identified themes that became present for each. By conducting a discourse analysis on the data, themes were determined by exploring what the sample athletes “talked about;” in which arenas they entered into discourse (Eriksson & Kovalainen, 2008). Themes were then compiled in a separate document, and given operational instructions for identification (as follows, alphabetically):

**Active Lifestyle**: Any Tweet indicating or referencing exercise.
**Declarative Statement**: Any Tweet with an “I” Statement, or statement professing a point or idea.
**Event Attendance**: Any time the athlete attends or references attending a specific happening.
**Expressing Excitement**: Any Tweet featuring multiple exclamation points, or words commonly used to express excitement.
**Family & Friends**: Any reference to family or friends. This includes pets, when referenced by name.
**Humanitarian**: Any Tweet related to the interests of humankind.
**Introspection**: Any Tweet related to the players’ emotion, or self-examination.
**Music**: Any Tweet referencing music or musical artists of any kind.
**Photoshare**: Any time an athlete Tweets a photo.
**Promotion**: Any Tweet referencing a specific brand or product.
**Question**: Any Tweet using a question mark, a rhetorical question, or asking followers for a response.
**Request**: Any time a player asks his followers to “do” something, including “retweet.”
**Salutation**: Any Tweet using a greeting, or a valediction (closing).
**Spirituality**: Any Tweet referencing “god” or “prayer,” or anything related to religion or spirituality.
**Sports:** Any Tweet related to “sport” of any kind.

**Travel:** Any Tweet where the athlete indicates he is in transit, outside of everyday routine.

**World News:** Any time an athlete Tweets about something newsworthy happening outside the US.

After establishing themes, the researcher coded each Tweet and maintained awareness of the time separating successive Tweets, which indicated a grouping in some cases. There was no limit on the amount of themes potentially present in any given Tweet. For each Tweet the researcher established context through citation (see appendix), if possible. This context allowed the researcher to make a more informed theme choice when it was not explicitly clear what the athlete was referencing. Tweets are presented verbatim from the Twitter website and are followed by analysis from the researcher. The following is an example of how each Tweet was coded:

2. Feb 19\(^{th}\), 9:33pm: “#greenvalley is going off right now!!!!!!! @SteveAngello killing it on the tables”


The hashtag “green valley” indicates a venue in Camboriú, Brazil. “Going off” is a term to indicate a popular happening. There could be an ample amount of persons attending this event, the music could be very loud, etc. Something of note is taking place where Bush is. Steve Angello is a producer/DJ and a member of the popular “house” trio “Swedish House Mafia.” When Bush writes that he is “killing it on the tables,” killing should not be taken in a literal sense, but rather as a slang term that can be understood as “performing something very well.” “The tables” refers to the turntables a DJ will use to produce an auditory experience.

Without a deep understanding of context, themes would have been improperly coded.

The author found the ‘hashtag’ “#greenvalley” as a reference to an entertainment venue in Brazil, where electronic music artist Steve Angello performed the night this Tweet was
authored. This Tweet qualified for “travel,” and “music” themes only when the context was considered. In-depth analysis of each Tweet was imperative in order to provide the valid coding necessary for a study using a qualitative method. In some instances, context could not be established, though the Tweet (or grouping of Tweets) remained in the data set. For example, see Tweets 31, and 35-37 from Chad Ochocinco:

31. Mar 26th, 12:30pm: “Roses and Concrete”
   Declarative Statement Music
   Ochocinco could be referring to the poem by late hip-hop artist Tupac Shakur entitled “The Rose that Grew from Concrete.” This poem is about triumphing against the odds. At one point the poem reads: “proving nature’s law is wrong, it learned to walk without having feet.”

35. Mar 26th, 3:28pm: “#Picasso”
   Declarative Statement
36. Mar 26th, 3:41pm: “#CreativeGenius”
   Declarative Statement
37. Mar 26th, 3:41pm: “#Masterful”
   Declarative Statement
   These three Tweets may best be explained as part of a set. It seems as though Ochocinco has recently seen some work by the artist Picasso, and is commenting on his painting style.

Tweet 31 states only “Roses and Concrete.” It was coded including the “Music” theme, because of a poem written by hip-hop artist Tupac Shakur. The definitions for coding terms indicate that any Tweet referencing musicians are to be coded as “music.” Tweets 35-37 are one word ‘hashtags,’ noted by the symbol “#,” and appear to be a part of the same thought, or “Declarative Statement;” however, context could not be provided. Only one Tweet, authored by Paul Pierce, did not meet any of the criteria for a theme:

28. Feb 8th, 12:12am: “Mpp”
   This Tweet could mean a number of different things, though research provided little clarity. MMP could be an abbreviation for the Marijuana Policy Project or Magellan
Midstream Partners (which was trading close to its highest price of the year on the NYSE at this time). However, there isn’t enough context to offer a definitive answer.

Following coding of the 150 Tweets, the researcher determined the frequency of theme reoccurrence within the data set for each athlete, and additionally for the three athletes combined. The numbers in the figure below (Table 1) represent theme occurrence per fifty Tweets. The “Totals” column is the sum of theme occurrence in the data set (150 Tweets).

RESULTS OF THE STUDY:

The most common theme among all athletes was “Declarative Statement,” which makes some sense. Twitter was created on the premise of sharing thoughts and entering into conversation; as a Time blogger once wrote about the service, “It’s not what you say, it’s what happens afterwards” (McMillan, 2011). “Declarative Statement” occurred in 120 of the 150 possible Tweets; the second most frequent theme was “Expressing Excitement,” although it occurred in only forty-four Tweets, comparatively; the “Sports” theme was found in thirty-eight Tweets; “World News” was the least frequently coded theme, occurring in just one Tweet. The data shows much variation in the way the sampled athletes use the social networking service. When “Declarative Statement” is removed, the next most frequent theme is different depending on the athlete in question.
Table 1:

<table>
<thead>
<tr>
<th></th>
<th>Bush /50:</th>
<th>Ochocinco /50:</th>
<th>Pierce /50:</th>
<th>Totals:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Active Lifestyle:</td>
<td>5</td>
<td>3</td>
<td>6</td>
<td>14</td>
</tr>
<tr>
<td>Declarative Statement:</td>
<td>42</td>
<td>47</td>
<td>31</td>
<td>120</td>
</tr>
<tr>
<td>Event Attendance:</td>
<td>6</td>
<td>0</td>
<td>6</td>
<td>12</td>
</tr>
<tr>
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<td>4</td>
<td>15</td>
<td>44</td>
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<tr>
<td>Family &amp; Friends:</td>
<td>6</td>
<td>8</td>
<td>3</td>
<td>17</td>
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<tr>
<td>Humanitarian:</td>
<td>1</td>
<td>1</td>
<td>7</td>
<td>9</td>
</tr>
<tr>
<td>Introspection:</td>
<td>7</td>
<td>24</td>
<td>2</td>
<td>33</td>
</tr>
<tr>
<td>Music:</td>
<td>8</td>
<td>4</td>
<td>2</td>
<td>14</td>
</tr>
<tr>
<td>Photoshare:</td>
<td>7</td>
<td>9</td>
<td>4</td>
<td>20</td>
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<tr>
<td>Promotion:</td>
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<tr>
<td>World News:</td>
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<td>0</td>
<td>0</td>
<td>1</td>
</tr>
</tbody>
</table>

Bush uses the service mainly to express excitement about a range of topics, including “Travel,” “Event Attendance,” “Music,” and “Sport”:

4. Feb 20th, 2:38pm: “Getting ready to head over to Carnival Parade! Can’t wait I heard its a lot of fun!”

4. Feb 20th, 2:38pm: “Getting ready to head over to Carnival Parade! Can’t wait I heard its a lot of fun!”


Bush is preparing to attend the Carnival Parade, a five-day carnival in Rio de Janeiro. Without the context of the preceding Tweets, his location would be unknown, and it would be impossible to assume he was in the country of Brazil. He appears excited about this event.

19. Mar 5th, 4:46pm:

“New #MMG Video!!! @RickyRozay ”Spend It” Freestyle Video

Music: Expressing Excitement. Request.

The hashtag “MMG,” refers to the “Maybach Music Group,” which was founded by the Hip-Hop artist Rick Ross (Twitter handle is “RickyRozay”). There is a link to a
music video featuring Ross. Bush also asks that his followers retweet this message, as indicated by “RT.”

30. Mar 12, 1:16pm: “Let’s go Marlins! Comeback????” 
Sports, Declarative Statement, Expressing Excitement, Question

Bush is referencing the March 12th Marlins/Red Sox Spring Training (exhibition) game. The Red Sox won by a score of 5-3, and manager Marlins manager Ozzie Guillen was ejected. The Red Sox won the game by scoring two runs in the bottom of the 10th inning. This Tweet most likely came in the 9th inning as the Marlins tied the game 3-3, before falling in extra inning.

Ochocinco primarily Tweets “Introspective” thoughts, akin to a stream of consciousness narrative. He regularly shares his emotional state and perspectives with his followers:

10. Mar 20th, 4:24am: “Ok the 5am workouts are killing my beauty sleep or this mirror is needs to be adjusted.”
Declarative Statement, Active Lifestyle, Introspection

Ochocinco tells his followers working out at 5am is having an effect on his personal appearance, at least early in the morning.

12. Mar 20th, 7:32am: “Driving down 22nd ave I can’t believe the entire Scott Projects is gone, the new housing developments are nice but those childhood memories.”
Travel, Declarative Statement, Introspection

Ochocinco is in Miami, Fl. The Scott Projects were demolished in an attempt to rebuild and offer affordable homes to those who had previously lived in the community. Apparently Ochocinco had fond memories of growing up in this neighborhood. The article linked offers a less than positive view about the rebuilding process; claiming over 800 families have been displaced.

49. Mar 27th, 2:39pm: “Seeing all of your thoughts in black n white as I scroll. Keep on keeping on, dream n visualize your wants/needs into existence. #goodluck”
Declarative Statement, Introspection, Salutation

In contrast to Bush and Ochocinco, Pierce uses Twitter often for promotional purposes:

3. Nov 30th, 10:40am: My friends @Switch2Health have THE perfect gift - the new STEP! Walk & get rewards from #Amazon, #GameStop & #Target!”
Link to:
http://store.s2h.com/ProductDetails.asp?ProductCode=S2H

STEP

Promotion Family & Friends Active Lifestyle
Pierce uses “friends” in his Tweet, so this qualifies for the family and friends category. “Switch to Health” is a company that encourages fitness through rewards systems. It is available for business and individual consumers. Pierce uses the “hashtags” “Amazon” for the website Amazon.com, “GameStop” for the electronic game store GameStop, and “Target,” a large department store chain.

12. Jan 12th, 2:05pm: “500,000 people in #Haiti still live under tarps and tents. I’m helping thru #AidStillRequired http://bit.ly/wTtw7y Hope you will too. RT”

Declarative Statement Promotion Humanitarian Request
Pierce writes about the aftermath of the January 2010 earthquake in Haiti. He mentions that he is helping the effort through a specific foundation “Aid Still Required.” He asks his followers to retweet this message, in addition to donating themselves.

31. Feb 23rd, 1:44pm: “Headed over to footlocker at the Florida mall come check me out gonna b there 5-6 pm come holla”

Promotion Travel Declarative Statement Request Event Attendance
Paul Pierce is one of many athletes who made an appearance at Footlocker in the Florida Mall over NBA All-Star weekend 2012. NBA Players Jeremy Lin, Russell Westbrook, Derrick Williams, and Derrick Rose were also scheduled for appearances. Footlocker is an athletic shoe store, which carries many brands, as well as other sporting apparel.

The Tweets from Bush, Ochocinco, and Pierce span varying timelines. Research indicates that users who are like the athletes in the sample who have a large number of followers would Tweet in excess of ten times a day (Cheng & Evans, 2009). This did not hold true for either Bush or Pierce, as only Ochocinco reached ten daily Tweets or more during data collection. The first Tweet included for Bush is dated February 19th; it took
thirty-nine days for him to produce fifty Tweets relevant to the study. The timeframe for Pierce is even greater, with November 21st as the date of the first Tweet that met this study’s criteria. It took 128 days for Pierce to produce the Tweets necessary for the study. Conversely, Ochocinco produced the desired amount of Tweets in eight days (March 19-March 27). All variables are important to note in a qualitative study, including time. Pierce Tweeted the most infrequently, though when he Tweeted multiple times in the same day, they were often related to the same subject. On March 18th he Tweeted sequential statements about Kansas University:

40. Mar 18th, 8:06pm: “Aahhhhhhhhhhh let go Jayhawks”
   Sports Expressing Excitement
   Pierce expresses excitement for the Kansas Jayhawks basketball team after their victory over Purdue. This placed KU in the sweet 16 of the NCAA tournament.

41. Mar 18th, 8:07pm: “Wow great game and we still rocking and chalking go KU”
   Expressing Excitement Sports Declarative Statement
   Pierce Tweets one minute later about the Kansas victory.

He shows a similar frequency when Tweeting during the super bowl:

23.  Feb 5th, 4:47pm: “Ahhhhhhhhhh leegooo”
   Expressing Excitement Sports
   Without context this post would be impossible to understand. However, Feb. 5th was the Super Bowl, and Pierce’s local team, the New England Patriots, are playing the New York Giants. Because the following two Tweets pertain to the game, we can assume this Tweet does as well. “Leggo,” is hip-hop slang for “let’s go.”

24.  Feb 5th, 5:07pm: “Pats all day”
   Sports
   This Tweet refers again to the super bowl. “Pats” standing for Patriots. We can infer that Pierce’s use of “all day,” means either he will be rooting for them all day, or that he expects them to win.
25. Feb 5th, 5:28pm: “Paaaaaaaatsssssssss baby”

This is the third Tweet in this series regarding the Patriots. This game has obviously not yet ended, as the Patriots ended up losing the game.

In addition to the temporal dimension of these Tweets, the previous two Tweets are examples of coding with the “Sport” theme. While neither pertained directly to the sport or league of which Pierce is a member, it was apparent that he uses the service to show rooting interest in the teams mentioned. Pierce had the most Tweets fall within the “Sports” category. It is necessary to note that Pierce is the only athlete in the sample whose professional season was underway at the time of the study. Some of his other Tweets in the theme relate directly to the performance of his employer, the Boston Celtics:

17. Jan 26th, 8:44pm: “Wow great Win back at it Tomm”

Declarative Statement | Sports | Expressing Excitement

The Celtics beat the Orland Magic on Jan 26th by a score of 91-83. Pierce was a top performer in the game scoring 24 points, grabbing 6 rebounds, and recording 10 assists. At the time of this game, the Magic had a superior record to the Celtics.

19: Jan 27th, 10:51pm: “Great week fellas lets keep it going”

Declarative Statement | Sports | Expressing Excitement

Pierce authors this Tweet after his team beat the Indiana Pacers 94-87. Pierce was a top performer in the game. Pierce has Tweeted after consecutive games at this point.

All three athletes used Twitter to share digital photographs. Of the seven Bush “Photoshare” Tweets, he was included in one picture, taken with Miami Dolphins teammates at a children’s hospital. Pierce shared a photograph four times, appearing in one, looking at a picture of Celtics legend, Larry Bird, the night Pierce passed Bird for sole possession of second place on the Celtics all-time scoring list. Ochocinco, in contrast
to Pierce and Bush, appeared in five of the nine photographs he shared through his account.

Tweets analyzed are available in their original form in the Appendix. Reporting analysis from each Tweet in the data set does not serve the purpose of this study, as main themes have been reported and will be deconstructed further in the Discussion section. Tweets in the appendix may serve as a starting point for a future study on professional athlete social media use.

DISCUSSION:

The research question asks how Black professional athletes use Twitter to perform their online identities, as they relate to black hypermasculinity. Literature suggests that mainstream media idealizes masculinity as a desirable trait within male athletes, and promotes those exhibiting such values (Billings, et al., 2002; Hardin, et al., 2009; Trujillo, 1991). This promotion creates a perception among the fan base of athletes as overtly masculine, as media intake is positively correlated with fandom (Earnheardt & Haridakis, 2009; Lavelle, 2010). In particular, the media focuses on Black athletes as naturally more aggressive than White athletes (Enck-Wanzer, 2009). Additionally, in comparison to White athletes, Black players are rarely noted for their intellectual ability (Mercurio & Filak, 2010).

A discourse analysis was used to detect themes present in the Tweets of three Black male athletes. As the results of this study show, each athlete in the sample uses Twitter to make declarative statements in a unique way. The ‘talk’ of the athletes did not unveil Black masculinity as an overarching theme; however, the lack of discussion around the topic is relevant to this study. Themes of “Active Lifestyle” and “Sport” were
present, but Tweets from those categories were not authored in a way pertaining to hypermasculinity. Using Twitter as a “front stage” for identity presentation, Bush performs a personality showing excitement with his everyday life (Goffman, 1959). He Tweets about music and movies, and interacts with his followers, expecting genuine care about his whereabouts and well-being. Ochocinco presents himself in a way inconsistent with media generated stereotypes of Black athletes. He is often introspective, and commonly shares thoughts with his followers. These messages contain subjects relating to love, change, and concern.

Pierce performs his identity as a professional and a businessman. He rarely interacts on a personal level with his followers, as do Bush and Ochocinco. This information provides depth to a previous discussion; Pierce is the only player currently ‘in-season’ during data collection. NFL training camps do not begin until the second half of 2012; Bush and Ochocinco have more opportunity to present an online personality because their status at the time of data collection was more loosely affiliated with their professional teams. Pierce is constantly traveling and playing games in the midst of an NBA season; his focus is on Paul Pierce, the brand. Pierce maintains “Dramaturgical Discipline:”

He must offer a show of intellectual and emotional involvement in the activity he is presenting, but must keep himself from actually being carried away by his own show lest this destroy his involvement in the task of putting on a successful performance (Goffman, 1959, p. 216).
His most personal Tweets pertain to “Sports,” and “Promotion” reflecting a non-controversial ‘hometown’ attitude as he Tweets about local teams (New England Patriots), his Alma mater (University of Kansas), and his Boston youth foundation. Pierce is focused on being a team player, while Bush and Ochocinco are operating as individuals. When the NFL season begins, both will experience a change in what Goffman (1959) calls “production;” their “directors,” which can be considered coaches, general managers, and agents, will narrow their personality presentation as best suited for their teams, the Miami Dolphins for Bush, and New England Patriots for Ochocinco.
Chapter 5. SUMMARIES AND CONCLUSIONS:

The findings indicate a lack of conversation surrounding the subversion of a dominant media ideology of Black athletes as hypermasculine; however, they show the athletes presenting online personalities inconsistent with stereotypes of aggressive or violent behavior (Enck-Wanzer, 2009). This is not enough to claim that Black professional athletes use Twitter as a venue to counter media created stereotypes. While deep analysis was conducted on each of the 150 tweets, the belief that the study would present an answer to the question regarding hypermasculinity was incorrect. However, future researchers will not have to explore Twitter in regards to the presentation of self, particularly related to professional athletes.

LIMITATIONS OF THE STUDY:

Coding each Tweet within various themes, then considering the frequency of Tweets appearing inside theme boundaries was expected to yield an answer regarding hypermasculinity presentation, or lack thereof. The researcher was shortsighted as to the information the themes would actually offer. Tweeting about “sports” repeatedly would initially seem like a masculine trait; however this study lacks a literature background to determine whether or not discourses surrounding sport are intrinsically masculine. Tweeting about “family and friends” was thought to be a more feminine, but when it came time to present findings, there was no proof that Tweeting about “family” or “friends” carried any specific gender connotation. The only valid claim to be made from this study is that Black professional athlete’s Tweets to not carry special gender implications nor do they give any indication that many followers use these narratives to interpret Tweets.
RECOMMENDATIONS:

To make claims regarding the research question for this study, a literature background needs to be established for each theme uncovered through discourse analysis. Without a foundation in literature, the researcher is left only with coded Tweets, and cannot sufficiently say what is masculine and what is feminine. More research is needed on the potential to view gender through 140 character Tweets; Twitter may exist as a service that does not allow for gender presentation, because of the limit on amount of characters allowed per Tweet. This study may be more appropriate for a specific event within the realm of professional sports. The self-presentation of masculinity could be researched at combines prior to the NFL and NBA draft. Each team has an opportunity to interview players; a discourse analysis should be conducted on the transcripts of player interviews. Using the framework from the Twitter study, but using transcribed interviews instead of Tweets will provide the appropriate amount of data necessary to answer the research question.

CONCLUSIONS:

This study is valuable to the field of communication research, as it creates a format for analyzing the Twitter service. Discourse analysis is an effective method for deconstructing the identity of Twitter users, if the researcher is prepared to make claims on the themes uncovered during coding. Twitter is a relatively new phenomenon, and until more research is present, studies regarding the service will be trial and error. This particular study did not have enough basis in the literature to sufficiently answer the research question, but it presents future researchers an opportunity to see what has, and has not worked, in regards to online identity presentation related to gender and ethnicity.
through a micro blogging service. Though this study was unable to state Black professional athletes use Twitter as a forum to counter media stereotypes, it offers an example of what questions are being asked of the service and those who use it, in the field of communication.
REFERENCES:


APPENDIX:

MENTOR AGREEMENT:

You have been asked to serve as a Mentor for Bryan Rinkus, who is completing the requirements for her Masters Degree in Communication and Leadership Studies. As a mentor you are asked to share ideas with this student and read the next to final draft of their thesis. You are not expected to directly supervise this student’s work but rather meet with them as a “young colleague.” If you are willing to serve as a Mentor for him, please sign this agreement.

I am willing to serve as a Mentor for Bryan Rinkus as he completes his thesis. I realize I do not need to supervise their work in any direct fashion and will only serve as a more experienced colleague with a younger colleague. I will provide help in the way of suggestions, ideas and resources and am willing to review drafts of their written work. I also agree to read the next to last draft of the student’s thesis and will sign my name on the title page of their final draft. My signature on the thesis only indicates that I have read it and is no indication of the quality of the work. I will not be asked to assign a grade or make any evaluative comments to the course convener.

Signature Nobuya Inagaki

Title Lecturer

Email and Telephone Number Inagaki@gonzaga.edu, (509) 313-3853

Date February 1, 2012
THEMES:

Active Lifestyle: Any tweet indicating or referencing exercise.

Declarative Statement: Any tweet with an “I” Statement, or statement professing a point or idea.

Event Attendance: Any time the athlete attends or references attending a specific happening.

Expressing Excitement: Any tweet featuring multiple exclamation points, or words commonly used to express excitement.

Family & Friends: Any reference to family or friends. This includes pets, when referenced by name.

Humanitarian: Any tweet related to the interests of humankind.

Introspection: Any tweet related to the players’ emotion, or self-examination.

Music: Any tweet referencing music or musical artists of any kind.

Photoshare: Any time an athlete tweets a photo.

Promotion: Any tweet referencing a specific brand or product.

Question: Any tweet using a question mark, a rhetorical question, or asking followers for a response.

Request: Any time a player asks his followers to “do” something, including “retweet.”

Salutation: Any tweet using a greeting, or a valediction (closing).

Spirituality: Any tweet referencing “god” or “prayer,” or anything related to religion or spirituality.
Sports: Any tweet related to “sport” of any kind.

Travel: Any tweet where the athlete indicates he is in transit, outside of everyday routine.

World News: Any time an athlete tweets about something newsworthy happening outside the US.
CODED TWEETS:

REGGIE BUSH:

1. Feb 19th, 6:05pm: “I love Brazil. That’s all....”
   Declarative statement, Travel.
   Not an open-ended question. He writes, “that’s all,” as if to indicate there will not be a follow up tweet. This statement does not indicate that Bush is in the country of Brazil, if standing alone.

2. Feb 19th, 9:33pm: “#greenvalley is going off right now!!!!!!!! @SteveAngello killing it on the tables”
   Travel, Music, Declarative Statement, Event Attendance, Expressing Excitement.
   The hashtag “green valley” indicates a venue in Camboriu, Brazil. “Going off” is a term to indicate a popular happening. There could be an ample amount of persons attending this event, the music could be very loud, etc. Something of note is taking place where Bush is. Steve Angello is a producer/DJ and a member of the popular “house” trio “Swedish House Mafia.” When Bush writes that he is “killing it on the tables,” killing should not be taken in a literal sense, but rather as a slang term that can be understood as “performing something very well.” “The tables” refers to the turntables a DJ will use to produce an auditory experience.
   Source:
   http://www.songkick.com/concerts/11864738-steve-angello-at-green-valley

3. Feb 19th, 9:39pm: “In Brazil and crowd just went crazy for @chrisbrown-beautiful people. Historical!!”
   Travel, Music, Declarative Statement, Expressing Excitement.
   Bush is in Brazil, attending a concert. We can assume he is at the same venue as his most recent tweet, because of the time dimension. After an Internet search, it has become apparent that the musical artist Chris Brown is not performing at this event, however his song “Beautiful people,” featuring Benny Benassi was most likely performed by a DJ. We can assume the DJ was Steve Angello, as he was the headlining act, and this tweet comes 6 minutes after Bush initially mentioned Angello. “Historical” could mean that the event is something Bush will not forget.

4. Feb 20th, 2:38pm: “Getting ready to head over to Carnival Parade! Can't wait I heard its a lot of fun!”
   Travel, Declarative Statement, Event Attendance, Expressing Excitement.
   Bush is preparing to attend the Carnival Parade, a five-day carnival in Rio de Janeiro. Without the context of the preceding tweets, his location would be unknown, and it
would be impossible to assume he was in the country of Brazil. He appears excited about this event.
Source:
http://www.cnn.com/2012/02/19/world/americas/brazil-carnival/index.html

5. Feb 20th, 10:46pm: “You have not lived until you've been to Carnival in Rio. By far one of the greatest times of my life!”

6. Feb 20th, 11:47pm: It's amazing to see how rich this city is in its culture and how much joy singing and dancing brings them. Puts life into perspective...

7. Feb 22nd, 12:59pm: “Vacation is nearing the end! Just about time to get back on this grind mode in the gym!”

8. Feb 22nd, 2:08pm: “Say a prayer tonight for the people of Syria”
bombing of local Syrian neighborhoods in Homs by President Bashar al-Assad. More than 80 people were killed, including two Western journalists. Source: http://www.reuters.com/article/2012/02/22/us-syria-idUSL5E8DB0BH20120222

9. Feb 22nd, 8:10pm: “Nossa nossa Assim você me mata Ai se eu te pego, ai ai se eu te pego Delícia delícia Assim você me mata Ai se eu te pego ai ai se eu te pego”

Music.

This tweet is in Portuguese. The words are the chorus to a song by “Michel Teló.” A rough translation is as follows: Our, our, So you kill me, Oh if I get caught, Ai ai if I caught you. Delight, delight, so you kill me, oh if I get caught, ai ai if I caught you. Michel Teló is a Brazilian composer and singer, and this song “Ai Se Eu Te Pego” has more than 266 million views on youtube.com

Source:
http://muzland.info/songs.html?auth=482&song=1
http://www.youtube.com/watch?v=hcm55lU9knw&ob=av2e


This tweet is in Portuguese, the English translation reads: “had a nice relaxing day today here in Rio of in January! Now is time to sleep a bit! Friends goodnight!”

It appears that Bush has used “January” instead of the correct month of “February.” This is the second time Bush has used Portuguese rather than English in a tweet, and the first time it has been used to make a Declarative Statement.

11. Feb 24th, 3:29pm: “The Christ Redeemer Statue is amazing! One of the best parts of my trip! I feel blessed to have seen it!


“The Christ the Redeemer” is the world’s largest statue of Jesus Christ. It stands 130 ft. tall, and 92 ft. from fingertip to fingertip. It is located in Rio de Janeiro, Brazil. Bush comments that viewing the statue is one of the best parts of his trip. In tweet number 5, he mentions that attending the Carnival was one of the “greatest times of (his) life,” so it can also be considered to be one of the best parts of his trip.

Source:
http://www.time.com/time/magazine/article/0,9171,742502,00.html
12. Feb 25th, 4:54am: “Nothing like American Soil”
Declarative Statement, Travel.
Based on previous Tweets, we can assume Bush has returned to America from Brazil. When Bush says “nothing like American Soil,” we cannot be sure if he has an ethnocentric view of America, if he means that all countries are different, or if he is happy to be back in his home country.

13. Feb 27th, 1:00pm: “Hello world! Back on my workout grind! Let's go! Missed the smell of the gym, weights banging the ground, loud music while lifting!”
Salutation, Active Lifestyle, Expressing Excitement, Music.
This is the first time Bush has used a greeting to open a tweet. It appears that after returning from his vacation, he is beginning his workout routine. He expresses an affinity for this process, exclaiming that he missed the smell and sounds of the gym.

14. Feb 27th, 1:04pm: “#Motivation”

Photo Share, Declarative Statement
Bush uses the hashtag “motivation,” implying that he is motivated by Muhammad Ali, former heavyweight boxing champion. This photo depicts a print of Ali training underwater. Ali is the self-proclaimed “Greatest of all time.”
Source:
http://www.ali.com/

15. Feb 28th, 12:44am: “Just watched "Safe House". Great movie. Loved every part of it from beginning to end! Is there a movie Denzel isn't great in?”
Declarative Statement, Question, Expressing Excitement.
Bush has recently viewed “Safe House,” a movie starring Denzel Washington and Ryan Reynolds. He thoroughly enjoyed the movie, and asks if there are any movies “Denzel isn’t great in?”
Source:
http://www.imdb.com/title/tt1599348/
16. Feb 29th, 8:24pm: “Nothing like home cooking and hanging out with the family.”

Bush shares a photograph of what appears to be a multiple serving size dish of spaghetti. This is the second time he has used the phrase “nothing like…” the first in reference to returning to the United States from Brazil (tweet 12). This is also his first time tweeting about family or friends.

17. Mar 1st, 11:35am: “Man I’m about to turn 27 tomorrow I can honestly say I’m not looking forward to it! Lol! #midlifecrisis”

Bush begins this tweet with the word “Man.” It can be inferred that he uses “Man” not to indicate gender, but as a slang term often preceding something frustrating or negative. He considers his inner feelings about turning 27 and does not appear pleased with becoming a year older. The hashtag “midlifecrisis,” represents his feelings about his upcoming birthday. While a “midlife crisis” commonly happens to someone entering “mid-life,” (40-50), it may be important to note that most NFL players retire much earlier than the average American.

18. Mar 2nd, 3:53pm: “Thanks guys for the birthday wishes. Keeping it low key today and just hanging out with the fam…”

Bush thanks his followers whom have wished him a happy birthday. He mentions that he is “keeping it low key,” meaning that there will not be any activity of note for the day. He will be spending the day with his family.

19. Mar 5th, 4:46pm: “New #MMG Video!! @RickyRozay "Spend It" Freestyling Music Video http://www.youtube.com/watch?v=773VVq81XBQ #MMGTV RT!!”

The hashtag “MMG,” refers to the “Maybach Music Group,” which was founded by the Hip-Hop artist Rick Ross (twitter handle is “RickyRozay”). There is a link to a music video featuring Ross. Bush also asks that his followers retweet this message, as indicated by “RT.”
20. Mar 6th, 1:38pm: “This brightened up my day! Just got a birthday card from the kids of St. Jude’s Hospital! Miss you guys!”

Bush has received a birthday card from children at the St. Jude’s hospital. St. Jude’s is a research institution focusing on finding cures for diseases effecting children.

Source:
http://www.stjude.org/stjude/v/index.jsp?vgnextoid=f87d4c2a71fca210VgnVCM1000001e0215acRCRD


This tweet may imply the beginning of Spring Training for professional baseball. While the start of spring training was a few days prior to this tweet, there are no other sports starting at this point in the year. Bush may be tweeting about the beginning of another game, but we cannot know without more context.

22. Mar 8th, 10:24pm: “My bro @Neima_PD clothing line @pinkdolphinco Spring Collection just dropped! http://PinkDolphinOnline.com crazy swag! Go get that”

Bush is commenting on the unveiling of the “Spring Collection” for Pink Dolphin clothing. “Swag” is a term used often in hip-hop and sporting culture, short for “swagger.”

23. Mar 9th, 10:41am: Good afternoon everyone! Have a blessed day!

Bush offers a salutation. This is his first tweet of the day.

24. Mar 9, 9:54pm: “RIP Timothy James. We gonna miss you bro...”

Timothy James died on February 29th, 2012. He was a 44-year-old Black man shot in Compton, CA. We can infer that this is the James Bush is referring to, as RIP stands for “rest in peace,” meaning Timothy James is dead. A google search reveals the Homicide report from the LA times. The time dimension would make sense, as would the location. Bush attended and played college football at the University of Southern California, which is located near Compton in Los Angeles, CA.

Source:
http://projects.latimes.com/homicide/post/timothy-james/
http://www.usc.edu/
25. Mar 10th, 11:31pm: “Good night twitter world! Me and Rocky calling it a night!”

Bush offers a salutation by saying “goodnight” to his followers. We can assume Rocky is his dog, or at least a dog sleeping in his home.

26. Mar 11th, 12:00am: “Rocky is gonna wake up with the worst neck ache tomorrow morning! Lol!”

It appears that Rocky the dog is sleeping in a contorted position.

27. Mar 11th, 10:10am: “Good morning!”

Bush tweets “Good Morning” to his Twitter followers.


Bush is listening to the song “Finer Things” featuring the hip-hop artist Nas. “Finer things” is the second track of the “Pleasures U Like” LP (2008) by R&B artist Jon B. Source: http://www.amazon.com/Pleasures-You-Like-Jon-B/dp/B0026OIBP4

29. Mar 12th, 11:49am: “On my way to get this good workout in. No grind no shine!”

Bush is heading in, we can assume, to a gym for a workout. He uses the term “grind” again here, while saying “no grind, no shine.” In layman’s terms, this means, “without the work, there is no reward.” “Shine” is a term often used in hip-hop culture to indicate wealth. “Shine” refers to jewelry, and “more shine” is a way of presenting wealth, and therein power.
30. Mar 12, 1:16pm: “Let's go Marlins! Comeback????”
**Sports** | **Declarative Statement** | **Expressing Excitement** | **Question**
Bush is referencing the March 12th Marlins/Red Sox Spring Training (exhibition) game. The Red Sox won by a score of 5-3, and manager Marlins manager Ozzie Guillen was ejected. The Red Sox won the game by scoring two runs in the bottom of the 10th inning. This tweet most likely came in the 9th inning as the Marlins tied the game 3-3, before falling in extra inning.
Source: http://scores.espn.go.com/mlb/recap?gameId=320312102

31. Mar 12th, 1:17pm: “Huge play!!!!!!!!!!”
**Sports** | **Declarative Statement** | **Expressing Excitement**
The time dimension would indicate Bush is tweeting about the above-mentioned game.

32. Mar 12th, 1:28pm: “Can't wait to get to some Marlins games this year in the new stadium! Should be an exciting season...”
**Sports** | **Declarative Statement** | **Expressing Excitement** | **Event Attendance**
This tweet most likely comes after or during the Marlins loss to the Red Sox. Bush mentions attending games in “the new stadium” which opens for the 2012 baseball season. The Miami Marlins, formerly the Florida Marlins, changed their uniforms and city affiliation in anticipation of the move to a new stadium. Bush plays football for the Miami Dolphins, it is logical assumption he would root for the baseball team affiliated with the same city.

33. Mar 12th, 6:07pm: “I'm bout to SMACK this dude @Neima_PD on FIFA 12! Let's go Messi!!!!!!!!!!”
**Declarative Statement** | **Expressing Excitement** | **Sports** | **Family & Friends**
Bush’s statement indicates that he intends to beat his friend at FIFA 12, a video game for the Xbox 360 and Playstation 3 consoles. “Messi” is “Leo Messi,” of the soccer club FC Barcelona. @Neima_PD is the same person Bush refers to as his “bro,” earlier in regards to the Pink Dolphin clothing line. It is unknown whether they are playing in the same physical space, or over an Internet connection.
Source: http://www.leomessi.com/eng/

34. Mar 12th, 11:13pm: “Good night yall”
**Salutation** | **Declarative Statement**
Bush tweets “good night” to his twitter followers.

35. Mar 13, 1:21pm: “Hate to see my boy B Marshall go. That's the league for you, one day your hear next day your gone. Chicago is getting one hell of a player!”
**Declarative Statement** | **Sports** | **Introspection**
On March 13, 2012, the Miami Dolphins traded Wide Receiver Brandon Marshall, a teammate of Bush’s, to the Chicago Bears. The league he refers to is the National Football League. Marshall has been a productive player in his NFL career, but has been involved in many off-field incidents.
36. Mar 13, 1:25pm: “Here*”
   **Declarative Statement** **Introspection**
   Bush corrects his spelling error from the previous tweet. As indicated by the “*”

37. Mar 14th, 11:52pm: “Speechless”
   **Declarative Statement** **Photoshare** **Sports**
   Bush has tweeted a picture from his phone showing a tweet from ESPN reporter Adam Schefter. He is speechless because of the record-breaking contract given to Detroit Lions Wide Receiver Calvin Johnson, worth 132 Million Dollars.
   Source: http://espn.go.com/nfl/story/_/id/7685419/calvin-johnson-signs-7-year-extension-detroit-lions

38. Mar 15th, 2:35am: “Man if I had a dime for every time someone handed me a business card!”
   **Declarative Statement** **Introspection**
   Bush uses the word “Man” here again, which alludes to the following statement being “less than ideal.” Apparently he receives many business cards, which most likely comes with the territory of being a high profile professional athlete.

   **Salutation** **Active Lifestyle**
   Bush wishes his twitter followers good morning, and alludes to his impending workout. We can assume he is writing about working out because he has used the word “grind” to describe his workouts in the past.

40. Mar 15th, 11:48am: “This weather sucks!”
   **Declarative Statement**
   Bush lives in Miami, so initially it may seem that he is being facetious. However, the forecast in Miami, FL for March 15th, showed a high probability of rain. Bush is originally from San Diego, where there is very little precipitation, so he most likely does not enjoy the rain (based on his statement above, and his hometown.)
41. **Mar 15th, 1:31pm:** “Just finished up speaking to His House Children's Foster Home here in Miami. These kids are amazing thanks guys!”

It appears as though this was an event sponsored by the Miami Dolphins, or at least Bush and his teammates went to this Foster Home representing the Dolphins. His House is a non-profit, Christian foster home for abused, neglected, and drug exposed children newborn- age 18.

Source: http://www.hhch.org/

42. **Mar 15th, 8:34pm:** Having a Starbucks craving right now! Are they all closed right now? I need a 24hour Starbucks in Miami”

Because Bush resides in Miami, this tweet occurred at 11:34 EST. Most Starbucks would most likely be closed at this time. We cannot be sure what he is doing, or why he desires Starbucks over another coffee shop.

43. **Mar 16th, 8:56am:** “Workout time lets go!”

Bush is ready for his workout. We cannot be sure if he is excited about this, but his use of an exclamation mark, in addition to the phrase “lets go” assumes a desire for motivation.

44. **Mar 19th, 2:19pm:** “I swear sometimes these car salesman will tell you anything to get you to buy a car from them. Then you find out later it was all B.S! SMH!”

Bush makes a negative statement about car salesmen. He claims they will do anything to get you to buy a car, but later you learn it was all “Bull Shit.” He also uses the acronym “SMH” which urban dictionary defines as “Shaking My Head.” This statement from Bush is in line with a general assumption/stereotype about car salesmen. We cannot know what interaction he had with a dealership, but we know it was not a positive experience.

45. Mar 21st, 12:56pm: “My bed is way to comfortable I swear I could literally sleep in it all day!”

**Declarative Statement**  **Expressing Excitement**
Bush enjoys the bed he sleeps on at home. He uses the word “literally” to imply that if he needed to, or wanted to, he could sleep all day, without waking up.

46. Mar 21st, 3:27pm: “On my way Neiman-Marcus in Coral Gables for an event with Hugo Boss! Should be a good time looking forward to the evening!”

**Event Attendance**  **Declarative Statement**  **Expressing Excitement**  **Travel**
Neiman-Marcus is an upscale fashion store for men and women. Hugo Boss is a line of clothing sold in Neiman-Marcus stores. Coral Gables is a city in Florida, self-proclaimed “the city beautiful.”

**Source:**
http://www.neimanmarcus.com/
http://www.coralgables.com/

47. Mar 21st, 9:11pm: “Miami is crazy! Lol! Man!”

**Declarative Statement**  **Expressing Excitement**
The use of the term “LOL” or “Laugh out Loud” may help us frame Bush’s use of the word “crazy,” but his use of “man,” leads us to think he is indicating something overwhelming or “over-the-top.”

48. Mar 22, 10:09am: “Wow what an amazing beautiful day it is out today! Mother nature is showing off...”

**Declarative Statement**  **Expressing Excitement**  **Photoshare**
Bush remarks on the weather, and shows his followers a picture of his location.

49. Mar 22nd, 10:43pm: “Just watched that movie Devil. Scary and also has a powerful message behind it. The Devil is real and he's constantly working.”

**Spirituality**  **Declarative Statement**
This is a fictional movie written by Claudio Carvalho, who happens to be from Rio de Janeiro. Bush found the movie frightening, but also saw parallels to evil in the real world.

50. Mar 26th, 11:22am: “What's up twitter world!”

**Salutation**  **Question**
Bush says hello to his Twitter followers. He does not use a question mark, but the words indicate that he is asking his followers to respond.
CHAD OCHOCINCO:

1. Mar 19th, 2:34pm: “My grandmas 2 tea cup yorkies 2Pac and Biggie”

Ochocinco shares a picture of his grandmother’s two dogs. The dog’s names are significant, as they are named after two hip-hop artists who were both murdered. Both 2Pac (Tupac) and Biggie (aka The Notorious BIG) are considered to be among the greatest rappers of all time.

Source:

2. Mar 19th, 2:39pm: “Y’all gotta see my granny wig collection. Hold up”

Ochocinco wants to share his grandmothers wig collection with his Twitter followers. He asks that his followers be patient, as we can assume he will be sharing a picture.

3. Mar 19th, 2:43pm: “Grandma got church hats for days. Hold up though, peep the#BackWoods near the green hat box though. Lol”

Ochocinco shares a picture of his Grandmothers collection of hats to wear at church. He asks his followers to look closely at the picture; there is a package of “Backwoods” near the hats. One cannot be sure of the significance, but there is a possibility Ochocinco references the Backwoods because they can be used as a wrap when smoking marijuana.

Source:
4. Mar 19th, 2:46pm: “She has 40 wigs but I could only fit so many on the bureau.”

Declarative Statement Photoshare Family & Friends
Ochocinco is here referring to his Grandmother’s wig collection. He shares a photo of some of her wigs, claiming that she has many more that cannot fit on top of the dresser. This is significant, as it has cultural implications. Many Black women wear wigs, especially in the United States, as society (through the media, etc.) has created a stereotype of how a woman’s hair should be presented (based on “White” women’s hair).

5. Mar 19th, 4:59pm: “Just met some new friends that go to Cornell University”

Photoshare Family & Friends Declarative Statement
Ochocinco shares a photograph he has taken with some friends/fans. We cannot be sure how Ochocinco knows the two men in the picture, but it appears that they are at a restaurant of some kind. He mentions that the two men attend Cornell University, which is a private university in Ithaca, NY.
Source: http://www.cornell.edu/

6. Mar 19th, 7:03pm: “Dinner on the dining room table as soon as I walk in the door. It's gone be one of those nights I see. I'm loving life.”
Declarative Statement Expressing Excitement
Ochocinco does not mention who prepared the dinner he is about to eat, but seems excited about it’s presence on the dining room table. He mentions that he is “loving life,” but without context we are unsure of goings-on that would explain why.
7. Mar 19th, 8:55pm: “In no way do I mean any of the sarcastic or demeaning tweets I send out. I like n enjoy the banter back n forth n it's 4 reading enjoyment.”

Ochocinco wants his followers to know that he may tweet things in a sarcastic way, and wants them to know he does not actually mean those things. He mentions that he enjoys interacting with his followers in this way for its entertainment value.

8. Mar 19th, 8:59pm: “Please continue to tweet me negative/positive tweets. Regardless of my answers it's just fun and I love you. No deleting accounts please.”

Ochocinco asks his followers to continue tweeting “at” him. He mentions that he enjoys interacting in this way, and that he is appreciative of those who follow him. He requests that those who tweet at him do so on their permanent twitter accounts.

9. Mar 19th, 9:15pm: Okay I have to workout in 5 hours, goodnight. I love you!!!!”

Ochocinco offers a “goodnight” message to his followers. He expresses his appreciation of followers by saying “I love you” with multiple exclamation points. He refers to an upcoming workout, which will ostensibly occur early in the morning.

10. Mar 20th, 4:24am: “Ok the 5am workouts are killing my beauty sleep or this mirror is needs to be adjusted.”

Ochocinco tells his followers working out at 5am is having an effect on his personal appearance, at least early in the morning.


Ochocinco shares a picture of a car with a refrigerator in its trunk. He asks a rhetorical question as if to ponder whether or not that is the best option for transport. He uses the term “fuckery,” as if to say “nonsense.”


12. Mar 20th, 7:32am: “Driving down 22nd ave I can't believe the entire Scott Projects is gone, the new housing developments are nice but those childhood memories.”

Ochocinco is in Miami, Fl. The Scott Projects were demolished in an attempt to rebuild and offer affordable homes to those who had previously lived in the community. Apparently Ochocinco had fond memories of growing up in this neighborhood.
article linked offers a less than positive view about the rebuilding process; claiming over 800 families have been displaced.

Source:

13. Mar 20\textsuperscript{th}, 7:45am: “Y’all smiling today? I am, remember you look good, you’re smart and everybody wants to have relations with you.”

![Image](image)

Ochocinco shares a picture of himself, and asks his followers why they are smiling today. He offers words of encouragement.

14. Mar 20\textsuperscript{th}, 8:53am: “Wanna hear a clean joke? Johny was taking a bath with bubbles. Wanna hear a dirty joke? Bubbles was a man.”

Ochocinco tweets a joke. Whether or not the joke is in poor taste is up for debate.

15. Mar 20\textsuperscript{th}, 9:12am: “Deja Vu: When God thinks something in your life was so funny he had to rewind it to show it to his friends.”

Ochocinco shares a statement. This is not an original thought, and has origins (on the Internet, at least) from over a year before this tweet.

Source:
http://www.newlikes.com/funnylikes/6895/Deja-Vu-When-God-thinks-somet


Without context, little can be gained from this tweet. However, a search indicates this as a lyric from a song entitled “Devil in a new Dress,” performed by Kanye West and Rick Ross. “Dress…” is the 8\textsuperscript{th} track on West’s 2010 release “My Beautiful Dark Twisted Fantasy.”

Source:
http://www.songmeanings.net/songs/view/3530822107858843567/
17. Mar 20th, 10:43am: “Interrupting my damn cafe con leche break, all the way from Kenn University in Jersey @lanna_foxx @itsbrookedotco”

Ochocinco tweets a picture of some women he met while having coffee. While he writes “Kenn,” he is most likely referring to “Kean” university, located in Union Township, New Jersey.
Source: http://www.kean.edu/

18. Mar 20th, 1:31pm: “‘One of Many Black Men” and @antoniobrown84”

Chad Ochocinco has referred to himself before as “one of many black men,” and does so again in this picture with Steelers Wide Receiver Antonio Brown. Brown was born in Miami, Fl, where Ochocinco also resides.
Source: http://www.nfl.com/player/antoniobrown/2508061/profile

19. Mar 24th, 5:11pm: “Gracias por la hospitalidad a toda mi gente se Sinaloa, Mexico. Estare por siempre endeudado con ustedes. Hasta una proxima oportunidad.”

A google translation produces the following: Thank you for the hospitality to all my people Sinaloa, Mexico. I will be forever indebted to you. Even a next opportunity.
We can assume that Ochocinco has traveled to Sinaloa, Mexico, because he thanks his hosts for the hospitality he received.

20. Mar 25th, 10:05am: “#Exquisite”

We cannot be sure why Ochocinco has chosen to tweet this “hash tag,” though it appears he is considering personal values.
21. Mar 25th, 10:50am: “#Magnificent”
Declarative Statement  Introspection
We cannot be sure why Ochocinco has chosen to tweet this “hash tag,” though it appears he is considering personal values.

Declarative Statement  Introspection
We cannot be sure why Ochocinco has chosen to tweet this “hash tag,” though it appears he is considering personal values.

23. Mar 25th, 12:23pm: “Bible = Basic Instructions Before Leaving Earth”
Declarative Statement  Spirituality  Music
It isn’t clear what Ochocinco is referring to here. He could be tweeting regarding his spirituality, and that he considers the bible a valuable tool, or he could be tweeting in regards to the hip-hop song performed by “Gza” and “Killah Priest.” Because Ochocinco has tweeted lyrics to other rap songs, it makes sense he may be doing the same thing here.
Source:
http://www.lyricstime.com/gza-b-i-b-l-e-basic-instructions-before-leaving-earth-lyrics.html

24. Mar 25th, 2:33pm: “#Love”
Declarative Statement  Introspection
We cannot be sure why Ochocinco has chosen to tweet this “hash tag.”

25. Mar 25th, 3:17pm: “I vividly remember how and where it all began.”
Declarative Statement  Introspection
Ochocinco shares that he remembers how and where “it” all began. We do not know what “it” means, if it’s that he remembers his birth, or if “it” can be the beginning of any happening in his life.

Declarative Statement  Introspection
We cannot be sure why Ochocinco has chosen to tweet this “hash tag.”

27. Mar 25th, 3:46pm: “So many new ideas”
Declarative Statement  Introspection
Ochocinco lets his followers know he has many new ideas. He does not indicate whether or not he will share these ideas.

Declarative Statement  Introspection
We cannot be sure why Ochocinco has chosen to tweet this “hash tag,” although it appears many of these words can be seen as positive. This seems to be the last of several hours worth of “hash tag” tweets. Ochocinco could potentially be tweeting words that represent qualities he sees in himself.
29. Mar 25th, 3:53pm: “#TrayvonMartin”

**Declarative Statement** Humanitarian

Trayvon Martin was a young man killed in Florida. Details of the case are still emerging, though it has polarized many.

Source:

30. Mar 25th, 6:03pm: “snıu‐o‐nqi‐d‐o‐s,ı‐ıp‐sı‐lı‐ı‐ı‐ı”

**Declarative Statement**

Ochocinco tweets “Criticism is mediocrity’s way of paying tribute to genius,” though he has found a way to flip and reverse the text. This is significant, because Ochocinco has tweeted this thought at least twice before.

Source:
http://www.celebritytweet.com/ochocinco/link/104178277035413504/
http://www.celebritytweet.com/ochocinco/link/45453882385629185/

31. Mar 26th, 12:30pm: “Roses and Concrete”

**Declarative Statement** Music

Ochocinco could be referring to the poem by late hip-hop artist Tupac Shakur entitled “The Rose that Grew from Concrete.” This poem is about triumphing against the odds. At one point the poem reads: “proving nature’s law is wrong, it learned to walk without having feet.”

Source:
http://allpoetry.com/poem/8574649-The_Rose_That_Grew_From_Concrete-by-Tupac_Shakur

32. Mar 26th, 12:34pm: “So many thoughts, finding ways to make wrong right. Loving her every move, doves, turtles. The rabbit was fast but finished last. Silence..”

**Declarative Statement** Introspection

Ochocinco may be tweeting about a newfound companion. He writes that he is “loving her every move.”

33. Mar 26th, 1:00pm: “None of us are perfect, you ever met someone or something you were willing to change for? The process is cool the results are even better.”

**Declarative Statement** Introspection Question

Again, it is unclear if Ochocinco is referring to his significant other, but that would make the most sense.

34. Mar 26th, 3:27pm: “If u wanna shed some pounds follow @Musclepharmpres he will lead the way! #TeamMP”

**Active Lifestyle Promotion** Declarative Statement Expressing Excitement

Ochocinco lets his followers know that they can follow @musclepharmpres if they would like tips on how to get in shape.
35. Mar 26th, 3:28pm: “#Picasso”
Declarative Statement
36. Mar 26th, 3:41pm: “#CreativeGenius”
Declarative Statement
37. Mar 26th, 3:41pm: “#Masterful”
Declarative Statement
These three tweets may best be explained as part of a set. It seems as though Ochocinco has recently seen some work by the artist Picasso, and is commenting on his painting style.
38. Mar 26th, 3:46pm: “The sails to my ship ---> @Evelynlozada Just in case I make a wrong turn, somebody got change my direction....Silence...The turtle.....”
Declarative Statement Introspection Family & Friends
It has become clear that Ochocinco has been referring to his significant other, Evelyn Lozada. He claims she is the sail to his ship, that she can help him reach his destination. He writes: “silence…the turtle” again, as he did in tweet #32. This may be some sort of code he uses when tweeting about her.
39. Mar 26th, 6:10pm: “Man this fool took my last $100 dollars, somebody find @vontaedavis21”
Photoshare Family & Friends Request Declarative Statement
Ochocinco shares a photograph he has taken with Vontae Davis, a cornerback for the Miami Dolphins. The picture would indicate that Ochocinco is joking in his text, and that he was not in fact robbed.
Source:
http://espn.go.com/nfl/player/_/id/12424/vontae-davis
40. Mar 26th, 6:13pm: “#Concepts”
Declarative Statement
Another “hash tag.”
41. Mar 26th, 6:25pm: “Eating more ways than 1. Pay attention to the #blueprint Rainy days will always come, make wrong right 2+2 = 5”
Declarative Statement Introspection
This tweet does not offer much room for analysis without context. It appears that Ochocinco is offering advice to his followers, if not to himself.
42. Mar 27th, 5:33am: “Goodmorning, work smarter today not harder, think before making any decisions, clear mind often produces the best results.”

**Introspection**  **Declarative Statement**  **Introspection**

Ochocinco offers advice to his followers, if not to himself.

43. Mar 27th, 5:34am: “#Reposition”

**Declarative Statement**

44. Mar 27th, 8:50am: “...”

**Declarative Statement**

45. Mar 27th, 9:45am: “There's a certain personal satisfaction when degrading or talking about someone. Your words are expressed but in "reality" u're still BLAH”

**Introspection**  **Declarative Statement**

46. Mar 27th, 10:31am: “We eating together, such a great feeling being on the receiving end for a change. As you laugh n question, I laugh louder.answer is so clear”

**Introspection**  **Declarative Statement**

47. Mar 27th, 10:37am: “Reaction...Change...Reflection..Living Life without Limits....#Reposition.... Back to the LAB....#Reinvent...#Rebrand....Keep eating...”

**Introspection**  **Declarative Statement**

48. Mar 27th, 2:22pm: “What's on your mind?”

**Question**

49. Mar 27th, 2:39pm: “Seeing all of your thoughts in black n white as I scroll. Keep on keeping on, dream n visualize your wants/needs into existence.#goodluck”

**Introspection**  **Declarative Statement**  **Introspection**  **Salutation**

50. Mar 27th, 3:57pm: “Are there any Physics Majors amongst me? Seriously?”

**Question**

66
PAUL PIERCE:

1. Nov 21st, 4:46pm: “Spalding basketball always has innovative ideas wait till u see what they come out wit next”

   Spalding basketball always has innovative ideas wait till u see what they come out wit next. Pierce is most likely referencing a new line of basketballs to be released soon.
   Source:

   http://www.spalding.com/basketball_balls.html

2. Nov 29th, 7:44am: “man it felt good to be back home in Boston for the @truthonhealth#millionhourchallenge and @RajonRondo's charity game http://boston.com/community/blogs/paul_pierce/2011/11/one_million_hours_of_exercise.html

   Pierce teamed with “The Boston Initiative,” for a program called “The Million Hour Challenge,” which challenged local youth to engage in 1 million hours of fitness. Rajon Rondo is the point guard for the Boston Celtics, the team on which Pierce plays. Pierce does not indicate where he was prior to being in Boston.
   Source:


3. Nov 30th, 10:40am: My friends @Switch2Health have THE perfect gift - the new STEP! Walk & get rewards from #Amazon, #GameStop & #Target!

   Pierce uses “friends” in his tweet, so this qualifies for the family and friends category. “Switch to Health” is a company that encourages fitness through rewards systems. It is available for business and individual consumers. Pierce uses the “hashtags” Amazon for the website Amazon.com, GameStop for the electronic game store GameStop, and Target, a large department store chain.
   Source:

   http://www.s2h.com/

4. Dec 2nd, 6:21pm: “Inglewood High vs Taft, I'm there tonight...let's go Wood!”

   Paul Pierce attended Inglewood High in Inglewood, California. Taft high school is located in Woodland Hills, California.
   Source:

5. Dec 11th, 4:25pm: “Is Tebow the Jordan of football wow”

*Question*  **Sports**
Tim Tebow was the Quarterback for the Denver Broncos (currently of the New York Jets), this tweet is in reference to the Broncos come from behind win over the Chicago Bears.
Source: http://scores.espn.go.com/nfl/recap?gameId=311211007

6. Dec 12th, 2:07pm: #MillionHourChallenge kickoff event photos! [source]

*Event Attendance*  **Promotion**  **Humanitarian**  **Active Lifestyle**  **Photoshare**  **Expressing**  **Excitement**

Pierce links to a photo gallery from his “Million Hour Challenge” kickoff event. He also thanks the sponsors of the event.

7. Dec 29th, 4:30pm: I'm close very very close very”

*Declarative Statement*
We cannot be sure what this tweet is in reference to. Though he uses the word “very” three times, we cannot assume he is expressing excitement.

8. Dec 29th, 5:09pm: “I'm here time to bowl”

*Declarative Statement*  **Sports**
Without the context of the following tweet, we would be unable to assume this was sport related. However, since his next tweet references “Oregon vs. Wisconsin,” we know he is writing about a college football bowl game.
Source: http://scores.espn.go.com/ncf/recap?gameId=320022483

9. Dec 31st, 6:54am: Oregon vs. Wisconsin in the #VIZIORoseBowl this coming Monday. @VIZIOtv and I want to know who you think will win?”

*Sports*  **Question**  **Promotion**
Pierce asks his followers who they think will win the 2012 Rose Bowl, sponsored by Vizio. Oregon won this game, in the highest scoring Rose Bowl ever.
Source: http://scores.espn.go.com/ncf/recap?gameId=320022483

10. Dec 31st, 8:54pm: “Happy New year”

*Salutation*
Pierce wishes his followers a Happy New Year.

11. Jan 1st, 5:58am: 1st day of the rest of my life Happy New Years again I'm just Thankful to still b a Celtic Banner 18 here we come”
Pierce wishes his followers a happy new years for the second time. He mentions that he is thankful to still be a Celtic, the basketball team he is employed by. He would later become the subject of speculation for trade rumors, but was not traded. “Celtic Banner 18” refers to the number of NBA championships the Boston Celtics have won (17), he is hoping for #18 this year.

Source:
http://www.nba.com/celtics/history/ChampionshipWins.html

12.  Jan 12th, 2:05pm: “500,000 people in #Haiti still live under tarps and tents. I’m helping thru #AidStillRequired  http://bit.ly/wTtw7y  Hope you will too. RT”

Pierce writes about the aftermath of the January 2010 earthquake in Haiti. He mentions that he is helping the effort through a specific foundation “Aid Still Required.” He asks his followers to retweet this message, in addition to donating themselves.

Source:
http://aidstillrequired.org/home


Pierce again tweets in promotion of “Aid Still Required.” He asks that his followers retweet this message. He includes a hyperlink to the Aid Still Required donation page.


Pierce tweets again about the 2010 earthquake in Haiti. He asks if his followers will donate money to “Aid Still Required.” And requests a retweet.


This is the final tweet from pierce regarding the two year anniversary of the earthquake in Haiti. He asks his followers to donate to “Aid Still Required,” and requests a retweet.


This a tweet in regards to the upcoming Super Bowl matchup between the New England Patriots and the New York Giants. Pierce is rooting for the Patriots, as indicated by his use of the term “sweet revenge.” The Patriots lost to the Giants in Super Bowl XLII. Pierce also plays for the Boston Celtics, so he is cheering on the local team.

Source:
http://www.nytimes.com/2008/02/04/sports/football/04game.html

17. Jan 26th, 8:44pm: “Wow great Win back at it Tomm”
   Declarative Statement Sports Expressing Excitement
   The Celtics beat the Orland Magic on Jan 26th by a score of 91-83. Pierce was a top performer in the game scoring 24 points, grabbing 6 rebounds, and recording 10 assists. At the time of this game, the Magic had a superior record to the Celtics.
   Source: http://espn.go.com/nba/recap/_/id/320126019/boston-celtics-vs-orlando-magic

   Declarative Statement Introspection
   “When you want to succeed as bad as you want to breathe, then you’ll be successful.” This is a link to a youtube video by Eric Thomas, a man who calls himself “The Hip Hop Preacher.” He has a book titled “The Secret to Success.”

19: Jan 27th, 10:51pm: “Great week fellas lets keep it going”
   Declarative Statement Sports Expressing Excitement
   Pierce authors this tweet after his team beat the Indiana Pacers 94-87. Pierce was a top performer in the game. Pierce has tweeted after consecutive games at this point.

20. Jan 28th, 12:03pm: Just went to see that movie Contraband Great movie 5stars”
   Declarative Statement Expressing Excitement Event Attendance
   “Contraband” is a movie starring Mark Wahlberg. Pierce expresses excitement after attending the movie, claiming it was “5stars,” which we can assume means he gives it a 5/5 rating.
   Source: http://www.imdb.com/title/tt1524137/

21. Feb 1st, 11:04pm: “We ballin now but wen Rondo come bak its on”
   Sports Declarative Statement Expressing Excitement
   This tweet comes after the Celtics have defeated that Toronto Raptors. Pierce is again a top performer in the game. “Rondo” refers to Rajon Rando, the Celtics point guard who has missed the last 8 games due to injury. He indicates that the Celtics are “Ballin,” or playing very well, but when their point guard comes back, they will be even better.
   Source: http://espn.go.com/nba/boxscore?gameId=320201002

22. Feb 2nd, 3:06pm: “Wow her this Valentine's with @1800Flowers. Use code VDAYGAME to Save 15% and get 25 Facebook credits: http://bit.ly/wICrKh -spon”
   Promotion Request
   Pierce tweets a Valentines Day promotion for 1800Flowers. The “-spon,” indicates that this is a sponsored post.
23. Feb 5th, 4:47pm: “Ahhhhhhhhhh leegoo”

Expressing Excitement | Sports

Without context this post would be impossible to understand. However, Feb. 5th was the Super Bowl, and Pierce’s local team, the New England Patriots, are playing the New York Giants. Because the following two tweets pertain to the game, we can assume this tweet does as well. “Leggo,” is hip-hop slang for “let’s go.”

24. Feb 5th, 5:07pm: “Pats all day”

Sports

This tweet refers again to the super bowl. “Pats” standing for Patriots. We can infer that Pierce’s use of “all day,” means either he will be rooting for them all day, or that he expects them to win.

25. Feb 5th, 5:28pm: “Paaaaaaaatyyyyyyyyyyyyyyyyyyyyyyyyyyyyyyyyy baby”

Sports

This is the third tweet in this series regarding the Patriots. This game has obviously not yet ended, as the Patriots ended up losing the game.

26. Feb 7th, 7:49pm: “Just want to thank everyone who has supported me my whole career to my teammates my coaches my family and all my fans Thank You”

Salutation | Family & Friends | Declarative Statement | Sports

This tweet alone is fairly self-explanatory. Pierce offers a thank you to all who have supported him throughout his career. However, examining the context provides a deeper understanding of what transpired to warrant a tweet of this nature. On this night, as the Boston Celtics defeated the Charlotte Bobcats, Pierce passed Larry Bird to claim second place on the Celtics all time scoring list.

Source:
http://espn.go.com/nba/recap/_/id/320207002/charlotte-bobcats-vs-boston-celtics

27. Feb 7th, 10:23pm: http://instagr.am/p/GuvK88mwVZ/

Photoshare | Sports

Pierce shares a photo of himself holding a basketball, looking at a picture of Boston Celtic legend Larry Bird, the player he passed earlier in the night for sole possession of second place on the Celtics all time scoring list.

Source:
http://espn.go.com/nba/recap/_/id/320207002/charlotte-bobcats-vs-boston-celtics

28. Feb 8th, 12:12am: “Mpp”

This tweet could mean a number of different things, though research provided little clarity. MMP could be an abbreviation for the Marijuana Policy Project or Magellan
Midstream Partners (which was trading close to its highest price of the year on the NYSE at this time). There isn’t enough context to offer a definitive answer though.

Source:
http://www.mpp.org/

29. Feb 8th, 3:50pm: “Let’s go KU we need this game tonight Rock Chalk”

Sports Declarative Statement
Pierce is tweeting in regards to the Kansas Jayhawks men’s basketball game against the Baylor Bears taking place later in the night. At the time of this game, the Jayhawks were the 7th ranked team in the nation, with the Bears being the 6th. Kansas won the game 68-54. “Rock Chalk,” is chanted at KU games, and has been a tradition since the late 1800’s. More information about the chant can be found on the website listed below.

Source:
http://www.ku.edu/about/traditions/

30. Feb 16th, 8:40am: “sending a shoutout to patrick o’brien of my fitclub 34 - logging in almost 100 hours of exercise since joining #millionhourchallenge”

Active Lifestyle Salutation Declarative Statement Promotion
Pierce is offering congratulations to a member of his “Million Hour Challenge” initiative. A google search did not return adequate information about Patrick O’Brien, or at least enough to sufficiently comment on his relationship to Pierce. The “Million Hour Challenge” asks Boston area youth to combine for 1 million hours of physical activity in 2012. Because O’Brien may be under the age of 18, it makes sense that his name would not appear in search results, in conjunction with the “Million Hour Challenge” search term.

Source:

31. Feb 23rd, 1:44pm: “Headed over to footlocker at the Florida mall come check me out gonna b there 5-6 pm come holla”

Promotion Travel Declarative Statement Request Event Attendance
Paul Pierce is one of many athletes who made an appearance at Footlocker in the Florida Mall over NBA All-Star weekend 2012. NBA Players Jeremy Lin, Russell Westbrook, Derrick Williams, and Derrick Rose were also scheduled for appearances. Footlock is an athletic shoe store, which carries many brands, as well as other sporting apparel.

Source:
http://www.footlocker.com/
32. Feb 25th, 8:17pm: “I'm taking Exile and Kenny dobbs in dunk contest over any body in the NBA. Book it!”

**Declarative Statement**  **Sports**
Exile and Kenny Dobbs are renowned “ballislife” basketball players. Both have become popular among basketball fans because of their acrobatic dunking abilities, and competed in a dunk contest sponsored by Sprite (an affiliate of the Coca-Cola company) airing on NBA TV, February 24th, during NBA all-star weekend. Neither has played professionally. The NBA dunk contest featuring professional players was held the next day (the day of this tweet).

Source:
http://ballislifeent.com/
http://ballislife.com/
http://www.nba.com/dunk/

33. Feb 26th, 12:45pm: “Headed to the allstar game fa the 10th time this never gets old East on 3”

**Event Attendance**  **Travel**  **Sports**  **Declarative Statement**
Paul Pierce is playing in his 10th NBA All-Star game. He plays for the Boston Celtics, who compete in the Eastern Conference of the NBA. The All-Star game pits players from each conference, voted on by fans (and coaches), against one another. The West won the 2012 All-Star Game by a score of 152-149. Pierce had 3 points in the game, and finished 1-8 from the field.

Source:
http://www.nba.com/games/20120226/WSTEST/gameinfo.html

34. Mar 6th, 8:56am: Love this new #ad for #MLB12TheShow because it reminds me of when the @RedSox broke the curse back in '04 =“

**Link to:** http://www.youtube.com/watch?v=JVGAfA15U1I

**Sports**  **Promotion**  **Declarative Statement**  **Expressing Excitement**
Pierce is referring to a television advertisement for the Playstation 3 video game MLB 2012: The Show. In the ad, a player of the game wins the World Series with the Chicago Cubs, a team known for it’s lengthy World Series drought, and the entire city of Chicago celebrates (The Cubs have not won the title since 1908). This is significant, because the Boston Red Sox won the World Series in 2004 for the first time in 86 years. This was commonly called “The Curse of the Bambino,” which alludes to the trade that sent Hall of Fame player Babe Ruth from the Red Sox to the Yankees in 1919.

Source:
http://nbcsports.msnbc.com/id/6323070/
http://www.baseball-reference.com/bullpen/Chicago_Cubs
35. Mar 13\textsuperscript{th}, 8:00am: “Follow & tweet @VIZIO who you think will win March Madness with the hashtag #VIZIOMadness and you can win a @VIZIO Audio Dock!”

Promotion Request Expressing Excitement Sports

Pierce requests here that his followers tweet “at” the Television company VIZIO who they think will win the 2012 NCAA Men’s Basketball tournament. If they tweet with the hashtag “VIZIOMadness” they will be entered into a contest to win VIZIO products.

36. Mar 14\textsuperscript{th}, 2:42pm: “Gotta go with @KU_Hoops all the way! Check out my bracket @Thelockerroom”

Photoshare Sports Declarative Statement Request Expressing Excitement Promotion

Pierce shares a picture of the NCAA Tournament bracket he has filled out, picking his former university, Kansas, as the winner. He asks that his followers look at his bracket on “thelockerroom,” a twitter page calling itself “a digital content hub for the world of sports.”

Source:
http://twitter.com/#!/thelockerroom

37. Mar 14\textsuperscript{th}, 3:53pm: “In case you missed it my bracket is up @thelockerroom”

Promotion Sports Declarative Statement

Pierce reminds his followers that he has submitted his NCAA tournament picks on the twitter page “thelockerroom.”

38. Mar 16\textsuperscript{th}, 7:19am: hey @livekelly, make @MichaelStrahan your full time cohost”

Declarative Statement Request

Pierce tweets “at” “Live! With Kelly” host Kelly Ripa with a request that she brings on former New York Giants football player Michael Strahan as her full time co-host. Strahan was a guest host for the show on the morning of March 16\textsuperscript{th}. Live! With Kelly is ABC’s morning broadcast, and is currently searching for a co-host for Kelly.

Source:
http://twitter.com/#!/livekelly
http://dadt.com/live/
http://www.kellyscohosts.com/

39. Mar 16th, 8:49am: “Check out my http://boston.com/http://boston.com/community/blogs/paul_pierce/2012/03/let_the_games_begin.html blog where I went in on my @thelockerroom bracket”
Link to:
https://twitter.com/#!/TheLockerRoom/media/slideshow?url=pic.twitter.com%2FfYETTmmW

Though Pierce actually makes a mistake when linking the URL to his blog, a quick edit sent me to the right page. The correct link is listed as a source. When Pierce says “(he) went in on (his) @thelockerroom bracket,” he means that he is giving some insight into how he made his picks for the tournament. Pierce maintains a blog on Boston.com, which is the website for the Boston Globe newspaper.
Source:
http://boston.com/community/blogs/paul_pierce/2012/03/let_the_games_begin.html

40. Mar 18th, 8:06pm: “Aahhhhhhhhhhh let go Jayhawks”

Pierce expresses excitement for the Kansas Jayhawks basketball team after their victory over Purdue. This placed KU in the sweet 16 of the NCAA tournament.
Source:
http://www.huffingtonpost.com/2012/03/18/kansas-reaches-sweet-16-purdue-ncaa-tournament_n_1360063.html

41. Mar 18th, 8:07pm: “Wow great game and we still rocking and chalking go KU”

Pierce tweets one minute later about the Kansas victory.

42. Mar 19th, 7:26am: “win 12 tix in my @tdgarden suite when we take on Miami.. to benefit the @truthonhealth”
Link to: http://truthonhealth.org/blog/2012/03/12/paul-pierces-suite-night-at-the-garden-vs-heat-raffle/

Pierce is offering an opportunity to win suite tickets in conjunction with his “truth on health” campaign.
Source:
http://truthonhealth.org/blog/2012/03/12/paul-pierces-suite-night-at-the-garden-vs-heat-raffle/
43. Mar 19th, 7:32pm: “I’m voting 4 my friend @mariamenounos & @derekhough #DWTS#01 tonight, lets help em go all the way.4 how 2 vote:”
Link to: http://www.afterbuzztv.com/

Declarative Statement Promotion Request Family & Friends
Pierce asks his followers to vote for Maria Menounos on the television show “Dancing with the Stars.”

44. Mar 22nd, 1:05pm: “want tix in my suite vs. the heat? –“
Link to: http://www.celebritiesforcharity.org/raffle/paul-pierces-celtics-vs-heat-raffle

Question Promotion
Pierce references his “Truth on Health” campaign contest again in this tweet.

45. Mar 23rd, 1:56pm: Power by @kanyewest is my #1 workout song. It’s up 4 @GoldsGym & @MensHealthMag #MarchMusicMadness. Vote here”
Link to: http://www.goldsgym.com/mmm/

Music Promotion Request Declarative Statement Active Lifestyle
Pierce asks his followers to vote for hip-hop artist Kanye West on a Golds Gym/Mens Health Magazine music poll.

46. Mar 25th, 5:55pm: “Kansas Jayhawks please stand up and salute”
Request Sports
Pierce asks his fellow Jayhawks to be counted as the men’s basketball team defeats North Carolina by a score of 80-67, advancing to the final four.

47. Mar 25th, 6:00pm: “Can I get a Rock Chalk on three 1 2 3 !!!”
Request Question Sports Expressing Excitement
Pierce again expresses his excitement for the Kansas basketball victory. He uses the customary “Rock, Chalk, Jayhawk” chant here.

48. Mar 25th, 6:19pm:
“https://twitter.com/#!/paulpierce34/status/184087184163352578/photo/1”

Sports Photoshare
Pierce shares a photo of the Kansas University logo following the men’s basketball victory over North Carolina.
49. Mar 26th, 8:41am: “my @Truthonhealth raffle for tickets in my suite vs the heat on April 1st – “
Link to: http://www.celebritiesforcharity.org/raffle/paul-pierces-celtics-vs-heat-raffle
Promotion Sports Declarative Statement
Pierce again references his ticket contest.

50. Mar 27th, 12:21pm: “You can help @StJude in the fight against childhood cancer. Donate now at http://www.stjude.org/hoops #Hoops4StJude @NBA”
Humanitarian Request Declarative Statement Promotion
Pierce tweets as part of “Hoops for St. Jude” week.
Source:
http://www.stjude.org/stjude/v/index.jsp?vgnextoid=2fcc659effdf5310VgnVCM100000290115acRCRD