

Just a Twitter, Yet a Twitter

– A qualitative study for adolescent females handling multiple Twitter accounts –

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The purpose of this study is to describe and clarify the experience of adolescent females along with their process for making sense of things when handling multiple accounts on Twitter. Six females (24–26 years old) that had continuous activity on Twitter using multiple accounts were chosen as informants for this study. The narrative data was gathered through semi-structured interviews and analyzed via the modified grounded theory approach (M-GTA) method. Seventeen concepts, four subcategories, and four categories were generated through continuous comparison analysis. Finally, a grounded theory was generated that described the changes in the process of making sense of activities and experiences when using Twitter. The results revealed: 1) The users had established a self-identity as well as close relationships with others through rich intercommunication with followers on Twitter, 2) they did not keep their experience and interaction only in a closed Twitter world but expanded these into their real life world, 3) the establishment of their identity appeared to be created by repeated experiential learning processes of “write/read/respond” activities via Twitter, and 4) they often reframed the meaning of their experiences, which were usually designated as a negative, into positive experiences, thus devising an engine for growth. This study proposes that, through the narratives of the users’ individual experiences, the Twitter universe carries its own significance in today’s world.