Facebook, Twitter and Google Plus for Breaking News: Is There a Winner?
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Abstract

Twitter is widely seen as being the go to place for breaking news. Recently, however, competing Social Media have begun to carry news. Here we examine how Facebook, Google Plus and Twitter report on breaking news. We consider coverage (whether news events are reported) and latency (the time when they are reported). Using data drawn from three weeks in December 2013, we identify 29 major news events, ranging from celebrity deaths, plague outbreaks to sports events. We find that all media carry the same major events, but Twitter continues to be the preferred medium for breaking news, almost consistently leading Facebook or Google Plus. Facebook and Google Plus largely repost newswire stories and their main research value is that they conveniently package multiple sources of information together.

Keywords

Event detection, breaking news

Full Text: PDF

Facebook and Twitter really have Apple and Google to thank. The critical need for app install ads stems from their negligence around app discovery. The App Store and Google Play provide search engines and Top 10 charts, but little in the way of personalized, social-proofed browsing or discovery. Basically the only way to get a hit app is to score enough downloads to break into the charts, and let the added visibility keep you there. That's a struggle unless your app is inherently viral, kooky, or great enough to inspire word of mouth, or you win the favor of the app store editors who choose wh Will Google Plus overtake Facebook? One argument, extrapolated from the Social Media Today article we referenced at the outset, is that one cannot truly overtake the other because of the platform differences: Facebook is an avenue for joking with your customers and running competitions or giveaway. It's a place to build a “cult following.” Google Plus can be overwhelming to use. The site itself is huge, and it seems like features are being added before you have a chance to master what's already there-he, it's Google, what did we expect? Google is always innovating, and G+ is no exception. So, just how can you best use this social media platform? The must-read news, updates, and insights into all things social media marketing. Daily. Sign up. We have Facebook, Twitter and now there is Google Plus. How on earth are you going to manage all these social sites, parrellely? If you are already active on Facebook and Twitter, you know how difficult it is to manage both the social streams concurrently. Both Facebook and Twitter are so real time in nature that you just can’t afford to remain offline and check them at the end of the day, much like email. Your Facebook news feed and Twitter timeline will automatically load in the background and reading the updates on these social sites is now just a click away. Here is how my Facebook news feed looks inside my Google Plus account: And here goes my Twitter timeline in Google Plus.