



# Twitter әлеуметтік желісіндегі мәлімет түрлерімен танысу

# Сабақтың мазмұны

- Жаңа құралдармен және технологиялармен танысу
- Негізгі кіріспе
- Практикалық демонстрация
- [Twitter.com](https://twitter.com) интерфейсін пайдалану

# Twitter дегеніміз не?

- Әлеуметтік желілер және микроблогинг қызметі
- "Твит" деп аталатын қысқа мәтіндік хабарларды жіберу және шолу
- Басқаларға жазылу немесе олардың сізге жазылуына болады
- Көпшілікке арналған Твиттерді іздеу (күніне 1 миллиардтан астам сұраныс)

# Твиттерді не үшін пайдаланамыз?

- Әлемде не болып жатқанынан хабардар болу
- Достармен араласу
- Атақты және басқа да адамдарға жазылу
- Жаңалықтар оқу
- Нақты уақыт режиміндегі посттарды іздеу
- Мақсатты аудиториямен байланыс орнату
- Аудиторияңыз сізге жауап бере алады

# Твиттерді қалай пайдаланамыз?

- Twitter.com веб браузер арқылы
- Жетілдірілген мүмкіндіктері бар мамандандырылған бағдарламалық жасақтама (TweetDeck, Hootsuite)
- Мобильді платформаларға деген күшті үрдіс
- SMS мәтіндік хабарлар арқылы Твит
- RSS арналарының қарапайым көзі
- Планшеттер мен ұялы телефондарға арналған арнайы қосымшалар

# Твиттерді кім пайдаланады?

- Қарапайым адамдар (300 миллион тіркелген пайдаланушылар)
- Бұқаралық ақпарат құралдары
- Атақты адамдар мен ғалымдар
- Белсенділер мен саясаткерлер
- Ұйымдар, соның ішінде университеттер

# Твиттердің жоғары білім берудегі артықшылықтары

- Жылдам, жедел байланыс
- Жолда хабар алмасу
- Компьютерге де, мобильді пайдалануға да жоғары бейімделу
- RSS арналарын құру мүмкіндігі
- "Ретвитинг" ақпаратты таратуға көмектеседі

# Твиттер терминологиясы

- "Твит" - Twitter арқылы жасалған хабарлама. Ұзындығы 140 таңбаға дейін. (Твиттер көбінесе басқа веб-сайттарға қысқартылған сілтемелерді қамтиды.)



**TempleUniv** Temple University

Soccer without borders. Kate Yurkovic & Jenna Gosnay spent winter break helping children in Nicaragua [bit.ly/zrTT50](https://bit.ly/zrTT50)

17 hours ago



# Твиттер терминологиясы

- "@аты" -- @ таңбасы Twitter пайдаланушысына оның есептік жазбасының атымен сілтеме жасаған кезде қолданылады.



**Smithsonian** Shannon D. Smith

Attending the @EDUCAUSE Mid-Atlantic Regional Conference?

Be sure to vote on lunchtime roundtable topics: [bit.ly/A9heX3](https://bit.ly/A9heX3)

# Твиттер терминологиясы

- "#Hashtag" -- # Таңбасы сіздің жарияланымдарыңызды көпшілікке қол жетімді ету үшін кілт сөзбен бірге қолданылады. Бұл әсіресе Educause сияқты конференцияда жариялау үшін пайдалы. Осы конференцияға арналған хэштег- # MARC12



**bwatwood** Britt Watwood

Leaving work to catch the train to Baltimore and **#MARC12** - looking forward to catching up with colleagues there!

2 hours ago

# Твиттер терминологиясы

- «Ретвит" -- Басқа біреудің басылымын қайта басып шығару (тиісті атрибуциямен). Бұл ақпаратты таратудың жақсы тәсілі. Ретвит, әдетте, егер хабарлама алдында пайдаланушы аты көрсетілсе, @ RT көрсетіледі.



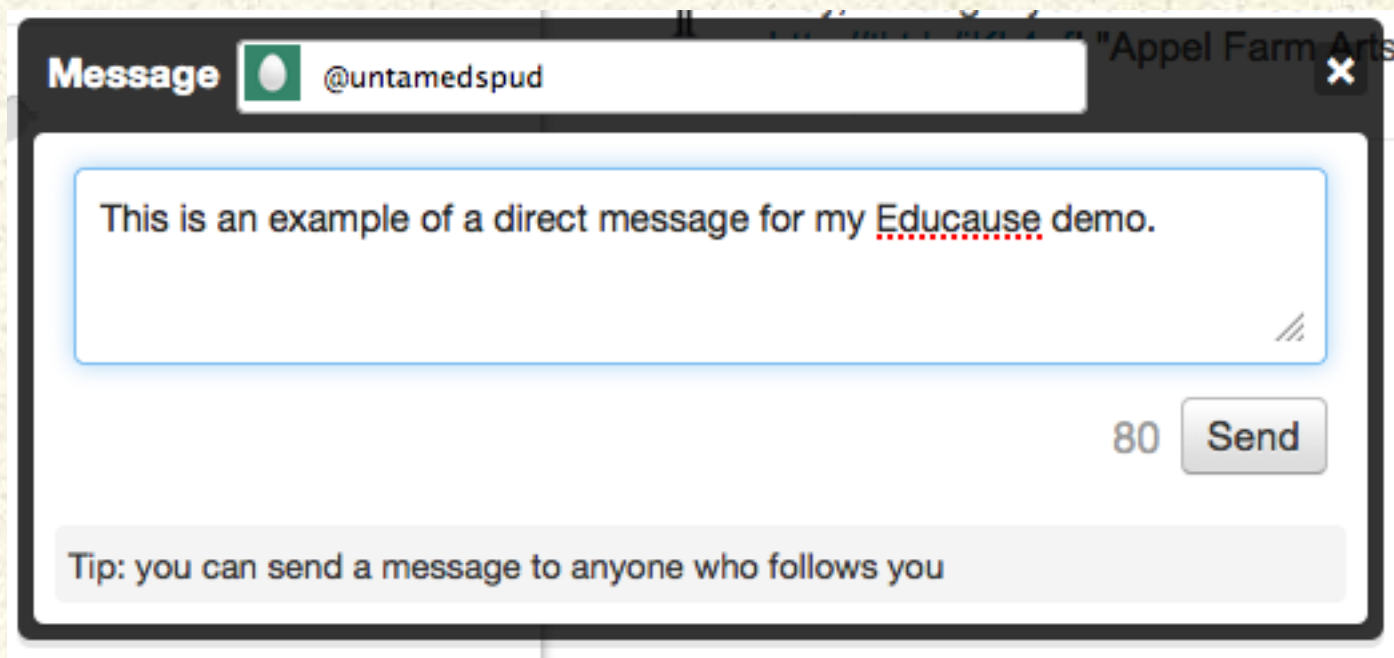
**TempleUniv** Temple University

H'burg! RT [@templetsg](#): Join us in advocating for Temple's funding! Tue 1/31, buses leave 9am! Register: [bit.ly/wSNnW6](http://bit.ly/wSNnW6)

43 minutes ago

# Твиттер терминологиясы

- "Direct Message" -- Әдетте, Twitter арқылы жариялаған кез-келген хабарлама көпшілікке қол жетімді. Алайда, сіз тікелей хабарлама (DM) функциясын қолдана отырып, біреуге жеке хабарлама жібере аласыз.



# Twitter-мен жұмысты бастау

- Twitter-ге кіруге арналған ондаған құралдар бар. Осы демонстрацияда біз Twitter.com интерфейсін қолданамыз .



The image shows a screenshot of the Twitter website's login and sign-up interface. The background is a dark blue world map. In the top left corner, the Twitter logo is displayed. On the right side, there are input fields for 'Username' and 'Password', a 'Sign in' button, a 'Remember me' checkbox, and a 'Forgot it?' link. Below these, there is a section for new users with the heading 'New to Twitter? Join today!' and three input fields for 'Full name', 'Email', and 'Password', followed by a yellow 'Sign up' button.

twitter 

Username Password Sign in

Remember me Forgot it?

New to Twitter? Join today!

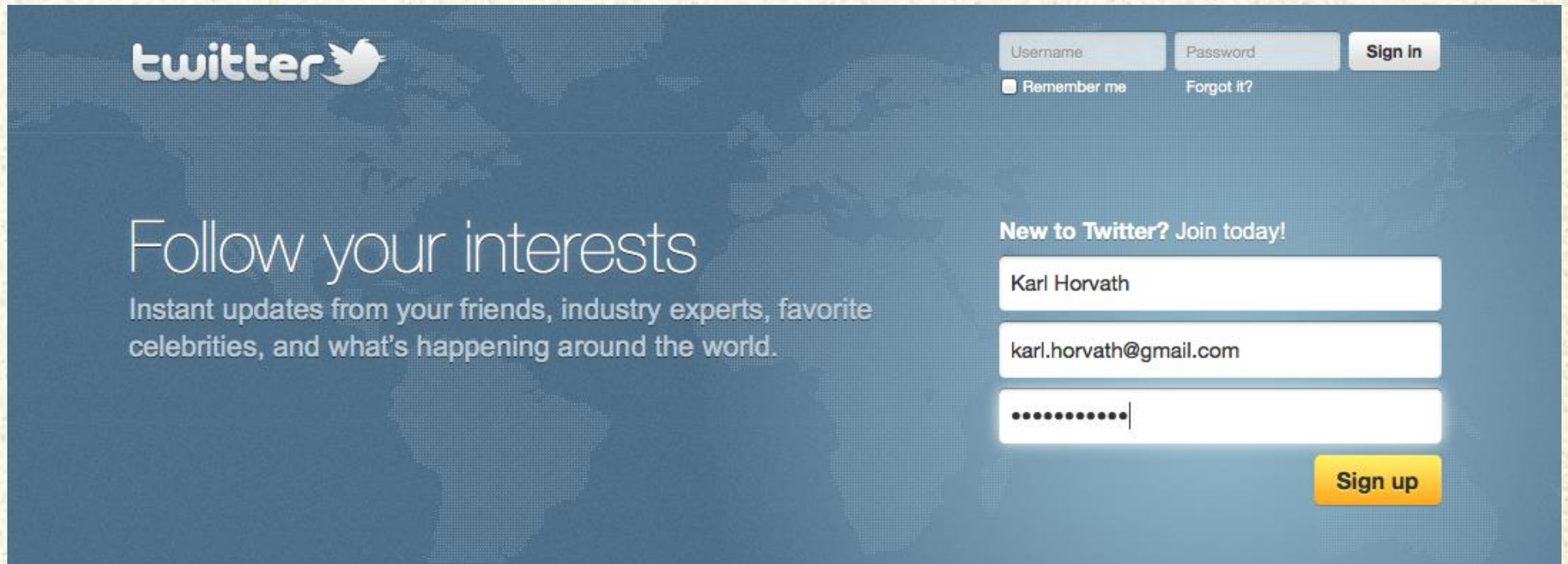
Full name

Email

Password

Sign up

# Аккаунт құру



The image shows a screenshot of the Twitter sign-up page. The background is a dark blue world map. In the top left corner is the Twitter logo. In the top right corner, there are input fields for 'Username' and 'Password', a 'Remember me' checkbox, a 'Forgot it?' link, and a 'Sign in' button. The main text reads 'Follow your interests' followed by a description: 'Instant updates from your friends, industry experts, favorite celebrities, and what's happening around the world.' Below this, there is a section for new users: 'New to Twitter? Join today!' followed by three input fields: the first contains 'Karl Horvath', the second contains 'karl.horvath@gmail.com', and the third contains a masked password '.....'. A yellow 'Sign up' button is located at the bottom right of the form area.

twitter

Username Password Sign in

Remember me [Forgot it?](#)

Follow your interests

Instant updates from your friends, industry experts, favorite celebrities, and what's happening around the world.

New to Twitter? Join today!

Karl Horvath

karl.horvath@gmail.com

.....

Sign up

# Аккаунт қуру



Have an account? [Sign in](#)

**It's your turn.**  
Join Twitter.

Karl Horvath

✓ Name looks great.

karl.horvath@gmail.com

✗ This email is already registered. Want to [login](#) or [recover your password](#)?

●●●●●●●●



✓ Password could be more secure.

KarlHorvath2

✓ Username is available.

Suggestions: [HorvathKarl](#) · [HorvathKarl](#) · [HorvathKarl](#)

Keep me logged-in on this computer.

By clicking the button, you agree to the terms below:



These Terms of Service ("**T**erms") govern your access to and use of the services and Twitter's websites (the "**S**ervices"), and any information, text, graphics, photos or other materials

Printable versions:  
[Terms of Service](#) · [Privacy Policy](#)

**Create my account**

Note: Others will be able to find you by name, username or email. Your email will not be shown publicly. You can change your privacy settings at any time.

# Twitter.com kipy

New to Twitter? [Join Today »](#)

### Sign in to Twitter

Username or email

Password

Remember me

[? Forgot your password or username?](#)  
[📱 Already using Twitter via SMS? \[Activate your account »\]\(#\)](#)

[New to Twitter? Join Today!](#)

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# Негізгі бет

Home Profile Messages Who To Follow Jerryhinkle

### What's happening?

**Timeline** @Jerryhinkle Activity Searches Lists

 **untamedspud** Ray Lauff  
I'm at #PanasonicCES Booth at CES (3150 Paradise Road, Las Vegas) w/ 8 others [4sq.com/A2GpDf](http://4sq.com/A2GpDf)  
17 minutes ago

 **untamedspud** Ray Lauff  
I'm at Casio At CES 2012 (Las Vegas Convention Center, Las Vegas) [4sq.com/A9GS75](http://4sq.com/A9GS75)  
28 minutes ago


 **untamedspud** Ray Lauff  
I'm at Samsung Booth 2012 CES (Las Vegas) w/ 18 others [4sq.com/AuLks1](http://4sq.com/AuLks1)  
42 minutes ago

 **untamedspud** Ray Lauff  
I'm at Canon CES Booth #13304 (Central Hall (right off the central lobby), Entrance C5, Las Vegas) w/ 8 others [4sq.com/ympX2s](http://4sq.com/ympX2s)  
1 hour ago

 **TempleUniv** Temple University  
Next 2 #TUMBB games (at St Louis Wed 1/10 9pm, vs Richmond Sat 1/14 7pm) will be broadcast live nationally on @CBSSportsNet  
1 hour ago

 **rardron** Ron Ardron  
@Jerryhinkle looks like trip is a no go, will follow up  
1 hour ago

 **untamedspud** Ray Lauff  
I'm at Sony Booth CES 2012 #14200 (3150 Paradise Rd, at Las Vegas Convention Center, Las Vegas) w/ 47 others [4sq.com/w7XWgu](http://4sq.com/w7XWgu)  
1 hour ago

Your Tweets **289**  
20 hours ago :  **TempleUniv** Soccer without borders. ...

Following **20**      Followers **15**

Who to follow · refresh · view all

-  **wherePHILLY** Where Philadelphia · Follow  
Followed by @stephkuo and others
-  **hanleybrand** Peter Hanley · Follow  
Followed by @LeoNel
-  **yfrog** yfrog · Follow  
United in frog-land with ImageShack

Trends: Philadelphia trends · change

- #CES  Promoted
- #ThingsIHearEveryday
- #IThinkOomf
- Hue Jackson
- Amber Rose's
- John Bowker
- The Game
- Tantrum Castle
- Dance Moms
- Liam Ardiente Payne

Twitter for Android  
The official Twitter app for Android phones.

About Help Blog Mobile Status Jobs Terms Privacy  
Shortcuts Advertisers Businesses Media Developers  
Resources © 2012 Twitter

# Сіздің алғашқы твитіңіз...

**twitter** Search Home Profile Messages Who To Follow Jerryhinkle

**What's happening?**

I am giving a demo of Twitter at #MARC12

100 Tweet

**Timeline** @Jerryhinkle Activity Searches Lists

**untamedspud** Ray Lauff  
I'm at #PanasonicCES Booth at CES (3150 Paradise Road, Las Vegas) w/ 8 others [4sq.com/A2GpDf](http://4sq.com/A2GpDf)  
19 minutes ago

**untamedspud** Ray Lauff  
I'm at Casio At CES 2012 (Las Vegas Convention Center, Las Vegas) [4sq.com/A9GS75](http://4sq.com/A9GS75)  
31 minutes ago

**Your Tweets 289**  
20 hours ago : [TempleUniv](#) Soccer without borders. ...

**Following 20** **Followers 15**

**Who to follow · refresh · view all**

- wherePHILLY** Where Philadelphia · Follow  
Followed by @stephkuo and others
- hanleybrand** Peter Hanley · Follow  
Followed by @LeoNel
- yfrog** yfrog · Follow  
United in frog-land with ImageShack

**Trends:** Philadelphia trends · change  
#CES Promoted

# hashtag бойынша іздеу жүргізу...

twitter  Home Profile Messages Who To Follow Jerryhinkle

What's happening?

Timeline @Jerryhinkle Activity Searches Lists

**Jerryhinkle** Jerry Hinkle  
I am giving a demo of Twitter at #MARC12  
14 seconds ago

untamedspud Ray Lauff

Your Tweets 290  
14 seconds ago : I am giving a demo of Twitter at #MAR...

Following 20 Followers 15

Who to follow · refresh · view all

where wherePHILLY Where Philadelphia · Follow  
Followed by @stephkuo and others

# #MARC12 бойынша іздеу нәтижелері

twitter  #MARC12  Home Profile Messages

[← Back to Home](#) [+ Save this search](#)

## Results for #MARC12

Tweets · Top [Refine results »](#)

1 new tweet



**bwatwood** Britt Watwood  
"@jeffnugent: On the train w/ @bwatwood @wdeihl heading to #marc12." Surrounded by friends!  
9 minutes ago



**jeffnugent** Jeff Nugent  
On the train w/ @bwatwood @wdeihl heading to #marc12.  
15 minutes ago



**micala** micala  
Hey #edusocmedia people - if you're headed to #marc12, join me for a social media discussion tomorrow at 11:30AM!  
1 hour ago



**bwatwood** Britt Watwood  
Leaving work to catch the train to Baltimore and #MARC12 - looking forward to catching up with colleagues there!  
3 hours ago



**sppitt** sppitt  
All y'all at #MARC12, pls give a shout to Mason's new director of classroom & lab technologies, Dr. Tim Murphy. He'll be there tomorrow.  
5 hours ago



**sppitt** sppitt  
Looking for to seeing my EDUCAUSE colleagues at the MARC conference on Thursday, when I pop in for the day. #MARC12  
5 hours ago



**micala** micala  
Busy day at work today. Whew. At #marc12 the rest of the week!

# Ретвитинг....

#1 кадам



A screenshot of a tweet from user **bwatwood** (Britt Watwood). The tweet text is: "@jeffnugent: On the train w/ @bwatwood @wdeihl heading to #marc12." Surrounded by friends! Below the text are interaction options: "11 minutes ago", a star icon for "Favorite", a retweet icon for "Retweet", and a reply icon for "Reply". A white mouse cursor arrow points to the "Retweet" button.

#2 кадам



A screenshot of the retweet confirmation dialog box. The title is "Retweet this to your followers?". It shows a preview of the tweet from **bwatwood** with the same text as in the first step. At the bottom, there are two buttons: a blue "Retweet" button and a grey "Cancel" button. A white mouse cursor arrow points to the "Retweet" button.

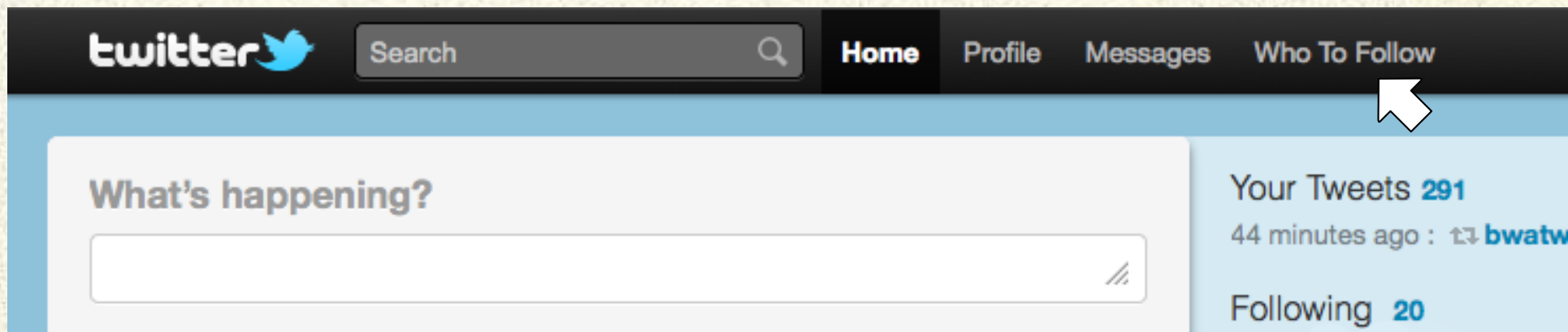
# • Жазылу....

Біреуге жазылу үшін «Follow» сілтемесін басыңыз.

The screenshot shows the Twitter search interface for the query 'marc12'. The top navigation bar includes the Twitter logo, a search bar with 'marc12' entered, and links for Home, Profile, Messages, and Who To Follow. The user's name 'Jerryinkle' is visible in the top right. The main content area is divided into two columns. The left column, titled 'Results for marc12', shows a 'Tweets · Top' filter and a 'Refine results »' link. Below this, a box indicates '1 new tweet'. A tweet from user 'bwatwood' (Britt Watwood) is displayed, with the text: '@jeffnugent: On the train w/ @bwatwood @wdeihl heading to #marc12.' Surrounded by friends! 1 hour ago'. The right column, titled 'People results for marc12 · view all', lists several accounts: 'bwatwood' (Senior Faculty Consultant for online teaching and learning), 'Marcl987' (Marc12), 'educause' (EDUCAUSE - Nonprofit association and foremost community of IT professionals), and 'marc12' (marc). A white mouse cursor is pointing at the 'Follow' button for the 'bwatwood' account. At the bottom of the right column, there is a 'Trends: Philadelphia trends · change' link.

# • Жазылуы керек адамдарды іздеу....

Ұсыныстарды алу үшін «Кімге жазылу керек?» тетігін басу керек

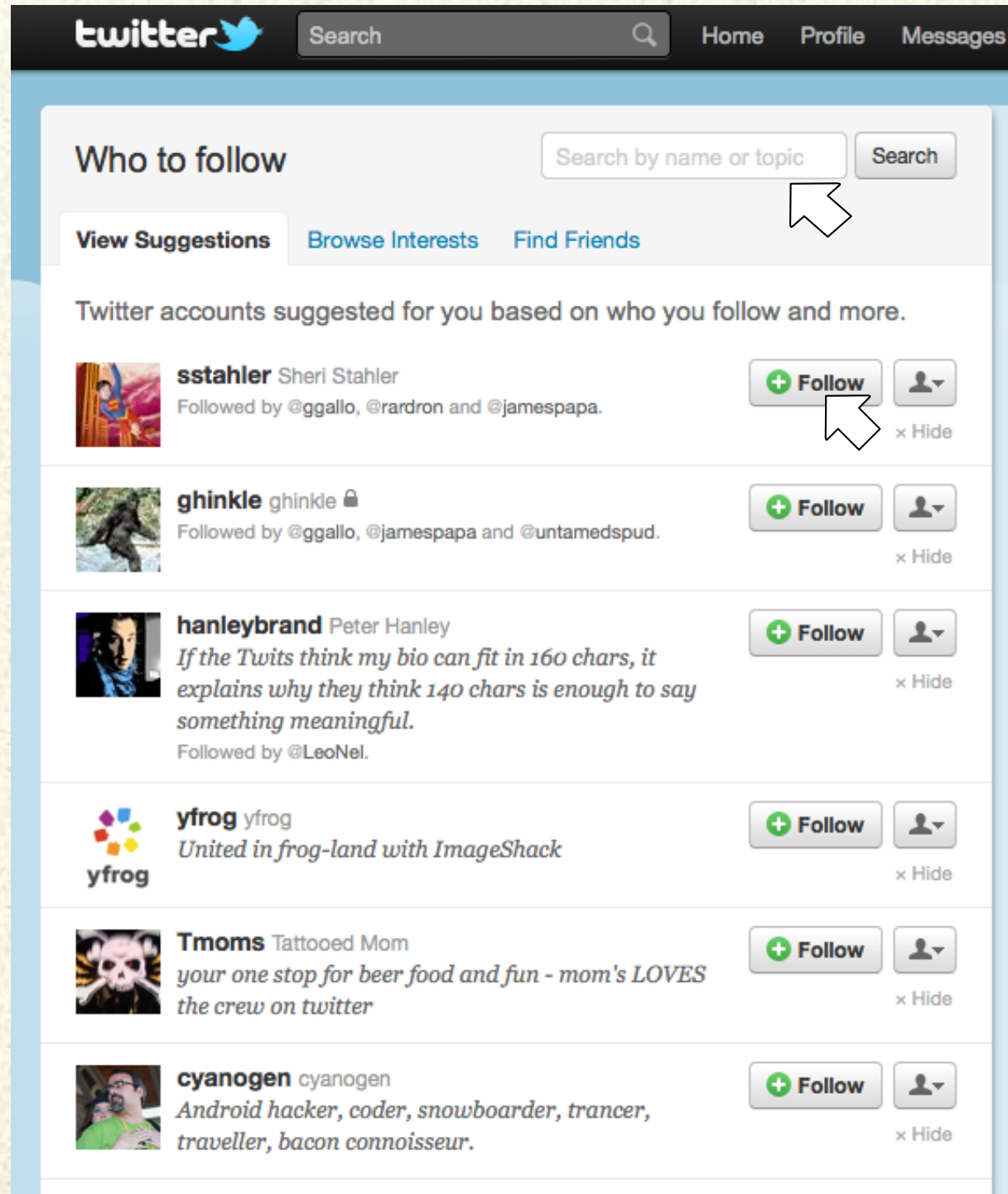


# • Жазылу....

Twitter

ұсыныстарын  
орындаңыз

немесе іздеу  
жолағынан  
біреудің атын  
іздеңіз.










twitter  Home Profile Messages

Who to follow  Search

[View Suggestions](#) [Browse Interests](#) [Find Friends](#)

Twitter accounts suggested for you based on who you follow and more.

-  **sstahler** Sheri Stahler  
Followed by @ggallo, @rardron and @jamespapa.  
[+ Follow](#) [x Hide](#)
-  **ghinkle** ghinkle   
Followed by @ggallo, @jamespapa and @untamedspud.  
[+ Follow](#) [x Hide](#)
-  **hanleybrand** Peter Hanley  
*If the Twits think my bio can fit in 160 chars, it explains why they think 140 chars is enough to say something meaningful.*  
Followed by @LeoNel.  
[+ Follow](#) [x Hide](#)
-  **yfrog** yfrog  
*United in frog-land with ImageShack*  
[+ Follow](#) [x Hide](#)
-  **Tmoms** Tattooed Mom  
*your one stop for beer food and fun - mom's LOVES the crew on twitter*  
[+ Follow](#) [x Hide](#)
-  **cyanogen** cyanogen  
*Android hacker, coder, snowboarder, trancer, traveller, bacon connoisseur.*  
[+ Follow](#) [x Hide](#)



# Сіз кімге жазылдыңыз?

The image shows a screenshot of a Twitter profile page for Jerry Hinkle (@Jerryhinkle). The profile is displayed on a light blue background. At the top, there is a navigation bar with 'Messages' and 'Who To Follow' options, along with a search icon and the user's name 'Jerryhinkle'. The profile header includes a profile picture of a cartoon character, the name 'Jerry Hinkle', and the handle '@Jerryhinkle'. Below the header, there are four statistics: 290 Tweets, 20 Following, 15 Followers, and 2 Listed. A white mouse cursor is pointing at the '20 Following' statistic. At the bottom of the profile, there are links for 'About', 'Help', 'Blog', 'Mobile', 'Status', 'Jobs', 'Terms', 'Privacy', 'Shortcuts', 'Advertisers', 'Businesses', 'Media', and 'Developers', followed by 'Resources' and '© 2012 Twitter'. On the left side, there is a green button labeled 'Following' and a user icon.

Statistic	Value
Tweets	290
Following	20
Followers	15
Listed	2



← @Jerryhinkle's profile

## You follow 20 people

Here's more about them.

People: 20

Tweets



**sstahler** Sheri Stahler

Followed by @rardron and others



**jeremyshafer** Jeremy Shafer

*Husband, father, IT guy, and poor man's philosopher.*



**TempleUniv** Temple University

*The official Twitter feed of Temple University.  
Your source for information, news and events from one of the nation's great urban universities.*



**bobbykershner** Bobby Kershner



29  
Tw

Ab  
Sh  
Re

# Сізге кім жазылды?

Messages Who To Follow Jerryhinkle ▾

**Jerry Hinkle**  
[@Jerryhinkle](#)

<b>290</b> Tweets	<b>20</b> Following	<b>15</b> Followers	<b>2</b> Listed
----------------------	------------------------	------------------------	--------------------

[Following](#)

[About](#) [Help](#) [Blog](#) [Mobile](#) [Status](#) [Jobs](#) [Terms](#) [Privacy](#)  
[Shortcuts](#) [Advertisers](#) [Businesses](#) [Media](#) [Developers](#)  
[Resources](#) © 2012 Twitter

[← @Jerryhinkle's profile](#)

## You have 15 followers

Here's more about them.

### People



**rardron** Ron Ardron

*Father, Husband, Friend, Leader, Mobile and Bedroom DJ and just one hell of a man !*

Following



**OwlTeam2012** Temple Orientation

Follow



**jamespapa** James Papacostas

Following



**aixaivelisse** Aixa Pomaes

Follow



**Bekahwolfspirit** Bekah Parsons-Bayne

*love Harley's, dogs, cats, art, music, science fiction.*

Follow



**alphadoggs** alphadoggs

*Bob Brown, BU grad and 1-time yo-yo champ now editing Network World, tracking Cisco, IBM, Microsoft, CIOs, IT pros, network research, VCs, startups*

Follow



**sstahler** Sheri Stahler

Followed by @rardron and others

Following



# Твиттердегі кілттік сөз бойынша іздеуге жазылу

<https://www.presentationpoint.com/blog/real-time-tweets-powerpoint/>

Назарларыңызға  
рақмет... Твиттерде  
кездескенше!

