Common Core in the Twitterverse

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Unpacking the Common Core Debate on Twitter
Implications for Education Policy and Politics

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December 4, 2014

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Key Questions

• How is social media being used to influence education politics & policy and what are the implications for education reform moving forward?

• In what ways does a social network perspective provide insight into the Common Core debate on Twitter?
  
  • Who are the key actors in the Common Core debate on Twitter?
  
  • What are their primary issues & motivations?
We live in a data-rich world...
... where social networks are everywhere.
Number of Active Twitter Users 2010-2014

- Q1 '10: 10 million
- Q2 '10: 12 million
- Q3 '10: 14 million
- Q4 '10: 15 million
- Q1 '11: 19 million
- Q2 '11: 23 million
- Q3 '11: 27 million
- Q4 '11: 30 million
- Q1 '12: 34 million
- Q2 '12: 37 million
- Q3 '12: 40 million
- Q4 '12: 45 million
- Q1 '13: 48 million
- Q2 '13: 49 million
- Q3 '13: 53 million
- Q4 '13: 54 million
- Q1 '14: 57 million
- Q2 '14: 60 million
- Q3 '14: 63 million
Tweets

At the heart of Twitter are small bursts of information called Tweets. Tweets must be 140 characters or less, including:

- Original messages
- Links to webpages
- Photos
- Other’s tweet content
- Videos
- Other media (professional, blogs, news, etc.)
Key Twitter terms...

• A *tweet* is an individual message

• *Retweet* is to repost a valuable message from somebody else on Twitter and give them credit

• *Mention* is when you reply to someone else or use their @username in the tweet
#commoncore data from 9/13-2/14

196,000 #commoncore tweets in 6 months
Distribution of Twitter Activity

- 32,735 People with 1 Tweet (62%)
- 17,351 People with 2-9 Tweets (33%)
- 1,955 People with 10-23 Tweets (4%)
- 581 People with 24-48 Tweets (1%)
- 243 People with 49-96 Tweets (0.5%)
- 61 People with 97-168 Tweets (0.1%)
- 67 People with 169 or More Tweets (0.1%)

53,000 distinct authors
Tweets, Retweets, & Mentions

Two-thirds of activity were original tweets.

75% of tweets contain mentions.
Geo Location of Tweets
Two Types of Elite Actors

1. Transmitters have high # of tweets (outdegree)

2. Transceivers have high # of retweets and mentions (indegree)
Three Structural Factions
Transmitters (outdegree)
Transmitters (outdegree)
Transceivers
(indegree)
Individuals Outside Education: 40 (29%)
Institutions/Groups Inside Education: 35 (25%)
Journalists/Media: 22 (16%)
Education Professionals: 15 (11%)
Institutions/Groups Outside Education: 15 (11%)
Education Practitioners: 12 (9%)

Transceivers (indegree)
Number of Tweets Mentioning Different Political Topics/Actors in Random Sample of 5000 Tweets from Elite Network

- **RACE TO THE TOP**: 23
- **FEDERAL**: 55
- **DATA PRIVACY**: 62
- **BILL GATES**: 111
- **OBAMA**: 162
- **ARNE DUNCAN**: 164
What we are learning...

- Politics makes strange bedfellows – The opposition coalition is very diverse.
- The Common Core debate is a proxy war for deeper underlying disagreements about education.
- Supporters use policy-speak, while opponents use politics-speak.
- Social media gives a squawk box to those previously peeping in the hinterlands.
- Social media is a conduit for debates on the periphery to enter mainstream consciousness.
#COMMONCORE


HOW TO NAVIGATE THIS SITE

TWEETS from the PROJECT

Lorem ipsum Nullam quis risus eget urna mollis ornare vel eu leo. Cum sociis natoque penatibus et magnis dis parturient montes. #commoncore

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