
Prospect of *Threads* in Contrast to Twitter as an Online Social Network Tool for Conflict Resolution

Adebayo Ola Afolaranmi, PhD

Lead City University, Ibadan Nigeria

afolaranmi.adebayo@lcu.edu.ng, +2348055159591

<https://orcid.org/0000-0001-8057-137X>

doi: <https://doi.org/10.37745/bjmas.2022.0250>

Published July 23, 2023

Citation: Afolaranmi A.O. (2023) Prospect of *Threads* in Contrast to Twitter as an Online Social Network Tool for Conflict Resolution, *British Journal of Multidisciplinary and Advanced Studies: Engineering and Technology*, 4(4),1-13

ABSTRACT: *A new online social network service – Threads – was recently created and launched by Mark Zuckerberg to compete with Twitter. The rate at which people throughout the world accepted and created accounts on this new social network within hours of its creation and launching was prodigious. Conflicts have been inevitable in the world. As one of the Sustainable Development Goals of the United Nations (SDGs) (Goal 16) has to do with peaceful coexistence by the year 2030, this paper aims at comparing the features of Twitter that can be used for conflict resolution to the emerging features of Threads. The paper gives the origin and acceptance of Threads. The discussion in the paper is based on the review of some selected literature, Public Sphere as a Theory of social media, an empirical review of a previous study, and comparisons of some features of Twitter with those of Threads. The paper concluded by giving a recommendation that while Twitter as a social network should not be jettisoned especially in resolving conflicts, the new social network – Threads – should be studied more to discover how it can be used better to resolve conflicts and promote peaceful coexistence in society thereby achieving Goal 16 of the SDGs by the year 2030.*

KEYWORDS: conflict resolution, conflicts, Goal 16 of the Sustainable Development Goals of the United Nations, microblogging apps, online social network services, peacebuilding, social media, *Threads*, Twitter

INTRODUCTION

Social media in general and online social networks, in particular, have transformed the world and the ways that people communicate with one another since the advent of each social media platform. A category of these social media platforms is known as microblogging apps (or applications). According to Baggyalakshmi, Kavitha, & Marimuthu (2017: 77), “Microblogging is the practice of posting small pieces of digital content—which could be text, pictures, links, short videos, or other media—on the Internet.” In the words of Yazdanifard, et al. (2011: 578), “Microblogging is assumed as the practice of posting small pieces of digital content which could be in the form of text, pictures, links, short videos, or any other form of

media over the web.” People usually migrate to these online social networks as they are launched to explore how the networks can be used in people’s day-to-day activities. While users of many of these social networks grow slowly, some networks have instant growth of users. As the world is plagued by many conflicts, stakeholders in peacebuilding specifically and conflict resolution generally are keying into using these online social networks to resolve conflicts and promote peaceful coexistence in society thereby achieving Goal Number Sixteen of the Sustainable Development Goals of the United Nations that has to do with “peaceful and inclusive societies” (The United Nations, n.d.).

Recently, a new online social networking service – *Threads* – was launched by Mark Zuckerberg (Vanian, 2023). The instant acceptance of the social network, which was launched to rival Twitter – another popular social network – is worthy of study, especially in using the new social network to resolve conflicts. Thus, this paper aims at comparing the features of Twitter that can be used for conflict resolution to the emerging features of *Threads* and find out the prospect of using the new social network in peacebuilding and conflict resolution. This researcher purposely italicizes the word “Threads” in this paper (except in direct quotations) because of its relative newness in English and scholarly usages.

WHAT IS *THREADS*?

Threads is a new online social media and networking service that gives users the opportunity to exchange text, images, and videos with their network. To guarantee availability and accessibility to many people, *Threads* is made available on iOS and Android devices (The Statesman, 2023). The Meta’s CEO and co-founder, Mark Zuckerberg, officially launched *Threads* on July 5, 2023 as an attempt to address the trend of users who are leaving Twitter amidst the often controversies associated with Twitter in recent times (Vanian, 2023). This deliberate attempt makes the new social network become a major rival of Twitter (Milmo, 2023). Twitter has been a microblogging app and it is a universally recognised social media platform that has made provision for social and commercial platforms for masses of people globally (Osolase, 2021: 2). The new social media platform, *Threads*, is an online social media network that allows users of Instagram with iPhone or Android devices to exchange and interact with the posts of one another (Mok, 2023). Its acceptance is awesome as over five million users signed up “in its first four hours of operation” (Milmo, 2023). Okafor (2023) was of the opinion that *Threads* is achieving what other online social networks have failed to achieve. This is because, in the initial few days of the launch of the new app, it has had tens of millions of signups. As quoted by a news media, *Threads* has had over one hundred million users in just five days of its launching, thereby breaking the record of ChatGPT (an AI tool) as the “fastest-growing consumer app” (Channels Television, 2023). With this achievement, as reported by Ishaya (2023), the owner of the new social media network is contemplating monetizing the app especially “once its users cross the one billion mark.” The new microblogging app can be accessed online at <https://www.threads.net/>. iOS users on Apple’s App Store and Android users on Google Play Store now have access to *Threads*. This has ensured its accessibility for a wide range of users. Already, users of the online social network have spread to over 100 countries of the world like the United Kingdom, the United States of America, Nigeria, and the like (Milmo,

2023). However, it is not available in the European Union countries currently because of “strict data privacy rules” (AfricaNews, 2023).

Possibly, the wide acceptance of the new microblogging app is receiving its wide acceptance because of some factors. One, it is owned by Meta, the company that owns other popular social network services (SNSs) like Facebook, Instagram, and WhatsApp Messenger. Two, it is easier to become a user of *Threads* if one is a user of Instagram as one can easily use one’s Instagram account to create *Threads*’ account. In fact, there is a link between posts on Instagram and *Threads*. A news media believed that it is easier for *Threads* because of its link to Instagram that already has over one billion regular users (Channels Television, 2023). Three, *Threads* allows users to post a longer number of characters in a single post or message in contrast to Twitter – another similar SNS – that allows only 140 (now 280) characters (Clayton, 2014). One can post as much as 500 characters and include links, photos, and videos of around five minutes on *Threads* (Meta, 2023). Four, Twitter has been enmeshed in a number of controversies recently making its future to be doubtful. In the words of Vanian (2023), it is worthy of note for the launching of *Threads* because Twitter has experienced a series of misfortunes since Tesla CEO Elon Musk took its ownership, there making the once popular microblogging app susceptible to rival apps.



Figure 1: *Threads*’ Logo

(Source: Udin, 2023)

Udin (2023) attempted to explain the meaning of the logo of *Threads* (Figure 1) by citing Instagram boss Adam Mosseri. As cited, “The *Threads* logo, in Instagram Sans, is inspired by the @ sign, which stands for someone’s username, the individual, and the voice. It was designed by @rourkery, @jezburrows, and others. Its a single broken line, inspired by the loop seen in the app when the thread is started” (Udin, 2023).

SELECTED LITERATURE REVIEW

While Denskus (2019: 1) thought that “there is no singular, universal, or unilateral way in which social media has been contributing to peacebuilding,” Aslam (2016: 64) argued that

social media networks are “rapidly rewriting the principles and protocols of war and conflict reporting.” This is against the backdrop as Tarmaeva, & Narchuk (2020: 81) asserted, “Conflicts are an integral part of communication in social media.” The growth of technological tools has changed the information space around conflict by providing an increasing number of people with the instruments to record and share their experiences with other people in the world (Widmer & Grossenbacher, 2019). As Esberg & Mikulaschek (2021) identified and explained four areas where social media, in particular, is influencing conflict dynamics. These areas are: “incitement to violence; the spread of misinformation, disinformation, and propaganda; recruitment into armed groups; and the growing role of social media to suppress opposition.” It was the opinion of Nonnecke, et al. (2021: 423) that “While social media platforms hold great promise for promoting an inclusive public sphere, they are simultaneously susceptible to nefarious manipulation, including rampant harassment and echo chambers that silence political debates and amplify the spread of disinformation.”

There have been arguments about whether social media is good or bad or neutral. This is against the backdrop that social media “can be used for social good, such as overturning oppressive regimes or bringing income inequality to the forefront of national and international discussions. At the same time, there will always be those who leverage technology in ways that were unintended by the designers” (Hemsley, Jacobson, Gruzd, & Mai, 2018: 3). In support of this, Lunga (2020) chronicled some illustrations of activities on Facebook and Twitter that demonstrated how social media is a “place for both good and destructive conflict resolution.”

Lately, a study was carried out to have a better understanding of how “the interplay of online and off-line dynamics creates opportunities for social media narratives to gain traction and contribute to conflict” in some countries (Proctor, 2021). Parts of the findings of the research are: threats of social media are not limited to users of social media; trust in social media narratives is usually informed by offline social networks; and access and vulnerability to social media vary across class, age, gender, and geography (Proctor, 2021). In another research, it was discovered that social media can play a more significant role in building peace in many ways (International Alert, 2020). Among these ways are: providing new perceptions in understanding conflict contexts and thereby informing how interventions are designed; magnifying peaceful voices while influencing the public and political description; and forming new spaces for people to connect, coordinate and mobilise around peace (International Alert, 2020). Yet another research discovered that both print and digital media have positive and negative contributions to conflict resolution (Mbima, 2011). In summary, media in general, and social media in particular have both positive and negative roles it is playing in escalating or deescalating conflicting situations. This is the submission of Musaeva (2021).

THEORETICAL FRAMEWORK

This paper will be based on Public Sphere Theory as one of the theories that can be used for a contextual framework for social media. The theory was created in the 18th century but modernized by a German sociologist and critical theorist, Jürgen Habermas (Soules, 2007). According to Hauser (1999: 61), Public Sphere is “a discursive space in which individuals and groups associate to discuss matters of mutual interest and, where possible, to reach a common judgment about them.” It is also viewed as various ways where people can liberally “express,

participate, communicate and share their understanding, ideas and information that involve political, social issues and other diverse things that affect their social coexistence; peace and conflicts inclusive” (Firchow, Martin-Shields, Omer, & Ginty, 2017: 5). The platforms for this information sharing can be through the traditional media, parliament houses, clubhouses, coffee or beer joints, saloon places, marketplaces, and even religious places like churches and mosques. Nevertheless, with the advent and constant evolution of information and communication technologies, the character of Habermas’ public sphere theory has metamorphosed from a simple physical, locational platform to a more advanced, cyber-based but complex communication space (see Khan, Gilani, & Nawaz, 2012). Social media, in particular, and especially Threads have made this advanced change possible.

EMPIRICAL REVIEW

This paper is based on a study carried out recently by this researcher where it was discovered that social media in general can be used as a tool for conflict resolution (Afolaranmi, 2022). The study focused on the use of Facebook and Twitter as social network services (SNSs) and WhatsApp and Telegram as instant messaging apps by Baptist pastors in the Ibadan metropolis, Nigeria. While it was discovered that pastors in particular and other people, in general, have started making use of social media to resolve conflicts, the researcher provided how various aspects and features of social media (especially Facebook, Twitter, WhatsApp Messenger, and Telegram Messenger) can be used not only by pastors but also by other stakeholders in promoting sustainable peace and resolving conflicts through mediative dialogue. With the advent and wide acceptance of *Threads*, this paper will explore how the new microblogging app can be used for conflict resolution.

THREADS AS AN ALTERNATIVE TO TWITTER AND OTHER ONLINE SOCIAL NETWORKS

The creator of *Threads* did not hide his intention in making the recent social network service an alternative to Twitter (AfricaNews, 2023). It is noteworthy here to point out that Twitter is not the only existing microblogging app. There are others like Koo – another microblogging platform launched in March 2020 that was previously known as *Ku Koo Ku* by Aprameya Radhakrishna and Mayank Bidwatka (India Today, 2021). Other microblogging apps as explained briefly by Bhattacharya (n.d.) are Tumblr, Plurk, Twister, Gab, Reddit, Micro.blog, VK, Plerb and the like. However, Twitter is considered one of the most popular online social network services, with more than 554 million active users, competing with other popular online social network services (Chaturvedi, Toshniwa, & Parida, 2021). Even, when the Nigerian government banned Twitter in 2021, other microblogging apps could not replace Twitter as people waited till the ban was lifted and continued using the services offered by Twitter. One would see why the creator of *Threads* aims at competing with Twitter in particular. For this reason, this paper will compare some of the features of Twitter that can be used for conflict resolution to the emerging features of *Threads* and see if the new app can fulfil its intention of being a rival to Twitter. Before doing this, it is expedient to know more about Twitter by reviewing what some scholars said about it here.

Jack Dorsey created Twitter in 2006 (MacArthur, 2020). Twitter is “a microblogging and globally known social media platform [that] has provided social and commercial platforms for millions of humans across the globe” (Osolase, 2021: 2). In the words of Chaturvedi, Toshniwa, & Parida (2021: 2), “Twitter is an extremely popular microblogging platform that allows people to write and share short messages among digital users.” On the network, users can send and receive messages (called tweets) of up to 140 (now 280) characters that those who choose to “follow” the “tweeter” (Clayton, 2014: 425). Individuals, grassroots movements, and political and social elites use it “to directly communicate to the public and influence opinion” (Münch, Thies, Puschmann, & Bruns, 2021: 1). Twitter is also “used for information sharing, social interaction, information seeking, mobilization, content, and new technology gratifications” (Kircaburun, Alhabash, Tosuntaş & Griffiths, 2020: 525). Likewise, pictures and videos can be sent through Twitter. Twitter members can broadcast tweets and follow other users’ tweets by using multiple platforms and devices (Omosotomhe & Olley, 2018). Meanwhile, some scholars asserted that “Twitter has 328 million active users every month who tweet at 230000 messages per minute” (Chaturvedi, Toshniwa, & Parida, 2021: 2). Ceron, de-Lima-Santos, & Quiles (2021: 3) thought that “... Twitter has become an indispensable social communication platform by offering many contrasting views and cultures on miscellaneous topics.” In the words of Ramadhanti & Mahestu (2021: 50), “The interactive, participatory, and decentralized character of Twitter is an essential point of excellence for Twitter compared to other social media.”

One prominent feature of Twitter in particular, and other social media in general, is the use of hashtags (#) that “have now become a useful discourse strategy” (Opeibi, 2019: 6). Opeibi, (2019) thought that this unique techno-communicative opportunity has become a valuable tool for political and other purposes as hashtags are increasingly being used to monitor and disseminate current events, topics, issues, and trending messages globally. Another prominent feature of Twitter is what is known as the “cyber community.” Ramadhanti & Mahestu (2021: 50) explained this to mean “gathering people who have a common interest or other things that impact their own culture in the world *cyber* commonly called *cyberculture*.”

Having reviewed what some scholars have said about Twitter, let us compare it with the new micro-blogging online social networking site, *Threads*, and see how the latter can be used to resolve conflicts in contrast to the former. *Threads* app virtually looks like Twitter visually. Some major differences are that while posts are called “*tweets*” in Twitter, they are called “*threads*” in *Threads* while “*reposts*” in *Threads* have replaced “*retweets*” in Twitter (Milmo, 2023). Milmo (2023) continued to observe that “Posts on *Threads* can be 500 characters long, compared with 280 for most Twitter users, and videos of up to five minutes in length can be posted while a post can be shared as a link on other platforms. Users can unfollow, block, restrict, or report others. Users can also filter out replies with certain words in them.” Other similarities and differences will be drawn out of the compiled features of Twitter and their uses in conflict resolution as this researcher compiled and reported them in a recent study among Baptist pastors in the Ibadan metropolis, Nigeria (see Afolaranmi, 2022). Three things should be noted here: one, Twitter features explained here might have been modified between the time they were compiled during the aforementioned study and when this paper was presented for publication in a journal; and two, many features that Twitter has may not have been on *Threads* before this paper was presented for publication; and three, as at the time of writing this paper,

while Twitter is available on iOS users on Apple's App Store and Android users on Google Play Store as well as on Microsoft Store for Microsoft users and on the web through its website <https://www.twitter.com> for people to use on any Internet browser, *Threads* is only available on iOS users on Apple's App Store and Android users on Google Play Store. The new microblogging app can be accessed online at <https://www.threads.net/> but its features are not accessible yet for people to use on any Internet browser.

Some of the features pointed out in these comparisons are:

1. *Account Name*: People can decide to use their real name, or nickname as an account name or username on Twitter. This can be done on *Threads*. Indeed, this will give other Twitter users the first and long-lasting impression of the user. The account name may be what will attract other people to the person. Conversely, an unattractive account name may drive people away from the user.
2. *Profile Picture*: Apart from a picture or other desired pictures, people can use a designed logo or poster about their brand, company, organization or a cause they believe in on Twitter or *Threads*. The picture, logo or poster can attract other people to the account of a user.
3. *Following Other Users*: People can follow other Twitter or *Threads* users and ask other Twitter or *Threads* users to follow them. By this, a connection has been built among these followers as each of them will see the activating of one another on Twitter.
4. *Sending Messages (Tweets or "threads")*: Users can consciously post (or tweet or "threads") short messages, pictures and short video clips on their accounts. These can be quotes or simple brief messages, pictures and short video clips that have to do with conflict resolution and promotion of peaceful coexistence in the society. As pointed out above, *Threads* has an edge over Twitter here as one can "threads" (or post) a longer message on it (500 characters in each post or "threads") compared to a shorter number of characters of message (or tweet) that is allowed on Twitter (280 characters). People can also retweet (in Twitter) or repost (in *Threads*) relevant tweets or "threads" from other people if they desire to. The type of information that a person tweets or reposts will portray who the person is and what the person represents. This can attract other people to the person and may also drive people away from the pastor.
5. *Pinning a Tweet*: A person can pin a message (or tweet) to remain at the top of the feed on his Twitter profile page. This can be a post about conflict resolution and promoting peaceful coexistence in the society. *Threads* has not had this feature.
6. *Using of Hashtags*: Users can use "hashtags" to group their posts (or tweets) on Twitter by topic or type. This can be done by using the sign "#" before a word to refer to the word or the use of the sign "@" before someone else's username to refer to the person. There is even what is termed "hashflags" to promote a campaign. People can use this to promote somethings like "Peace for All", "Say No to Conflicts", and the like. It not certain if this feature has been activated on *Threads*.
7. *Direct Messages*: People can send direct messages (DM) privately to any of their followers on Twitter. Only the follower will receive the message. The receiver can also reply through a direct message sent privately to the originator of the conversation. By this, a user can converse with any of his followers privately, and no third party will

have access to such conversation. It not certain if this feature has been activated on *Threads* also.

8. *Twitter DM Groups*: On Twitter, users can create private Twitter DM groups to interact with a small number of people with direct messages that each group member will receive. This is good for mediative dialogue sessions as a Twitter DM group can be created for a specific conflict. The only disadvantage of this feature is that any group member can add any other person to the group without the consent of the group creator. The creator of *Threads* has not created a similar feature on its platform.
9. *Twitter Lists*: Related to, but different from, Twitter DM groups are Twitter lists. Users can select either public or private list. The only disadvantage of this feature is that only the list's creator will have access to the list. It is just a way of building relationships and easily following people's tweets on one's list. The creator of *Threads* also has not created a similar feature on its platform.
10. *"Friends Only Tweets"*: This is a new feature of Twitter where only selected people will see what they post. As this is a new feature on Twitter, people can explore it and see how they can make the best use of it to use Twitter in conflict resolution and promote peaceful coexistence in society. It is expected that *Threads* will also have a similar feature on its platform in the future.
11. *AutoComplete in Tweets*: Users can use AutoComplete in Tweets to expedite sending a message (or tweet) directed to a particular Twitter user using the @username format. It may also be a suggesting #hashtag (keywords associated with a tweet) to make keyword-tagging of tweets easier. However, users must be very careful of this so that they do not send messages to the wrong person or use the wrong "hashtag" when sending their messages. This may cause conflicts instead of curbing or resolving conflicts if care is not taken. The feature is not on *Threads* yet.
12. *Limit Who Can Reply One's Tweet*: Users can decide who can reply to their tweets. This may be "Everyone" (this is the standard Twitter and the default setting), "Only people you follow", or "Only people you mention". While the last two settings restrict those who can reply one's tweet, the feature will not control others from viewing one's tweet, retweet, retweet with a comment, and "like" these tweets. This feature is not on *Threads* yet.
13. *Scheduling Tweets*: Users can type a draft message and save it on Twitter as "an unfinished tweet" to be sent later. If the message is typed on a computer Twitter app, it will be available both on the computer and the mobile device Twitter app, but if typed on the mobile device Twitter app, it will not be available on the computer Twitter app. The saved draft message can be scheduled to be sent at a specific time. The feature is not on *Threads* yet.
14. *Read a Tweet before Sending It*: To guide against misinformation and misrepresentation through wrong messages that were unconsciously sent out, users can use this new Android feature that prompts them to open an article link where they can read what they are about to send out before actually sending it. Again, this feature is not on *Threads* yet.
15. *Tweeting Voice with Audio Clips*: With the restriction of posting only 280 characters on Twitter, users can use the audio tweet feature to share a 140-second voice recording

with their followers. Another 140-second voice recording can start automatically if the first period is insufficient. The feature also is not on *Threads* yet.

CONCLUSION

Threads social network has come to stay. Many other people will still join its users. The owners and administrators of *Threads* may strive to outshine Twitter. Nonetheless, it is evident that Twitter has many features that *Threads* has not had. Being a new and an emerging microblogging app, many features are still missing in *Threads*. It will obviously take some time for *Threads* to replace Twitter as the most popular and most used microblogging app. Only time will tell if *Threads* will overtake Twitter in its acceptability and usage. However, experts, scholars, and other stakeholders in peace study and conflict resolution should study and employ the new microblogging app to make use of the opportunities that the app offers in their operations. This will likely improve conflict resolution and promote peaceful and inclusive societies for sustainable development and thereby making Goal Number Sixteen of the Sustainable Development Goals of the United Nations more achievable before the year 2030.

RECOMMENDATIONS

Against the backdrop of the conclusion above, these recommendations are made:

1. While not neglecting the use of Twitter and other social media platforms as long as these platforms are in operation, people should embrace the use of *Threads* as a social media platform. People should be proactive in exploring the features of the new platform and find out how they can use the platform to better their relationships with other people.
2. There has been rivalry among various online social network services. The rivalry will continue. Stakeholders in peace studies and conflict resolution explore how to constructively use the new social network in their operation to have a peaceful society.
3. Like the proponents of Public Sphere Theory advocate, *Threads* and other social media platforms should be used to share ideas and communicate with one another in a way to have a better society. The new social network should not be used to compound the many conflicts and crises that have been in the world.
4. The owners of the new social media platform – Meta – should jettison the rivalry mentality. They should rather improve on the features of existing social media platforms and make *Threads* more unique to enable people to enjoy the new social media platform better than the others. This would not disappoint people that have enthusiastically joined the platform within its first hours of launching.
5. As there have been many studies and literature on Twitter and many other social media platforms, scholars should start research on *Treads* and come up with scholarly writings on the uses of the new app. This would afford other scholars and stakeholders to have a better understanding of the new app.
6. Concerned government regulatory bodies should study *Treads* and enforce rules that will guide against fake and unverified news and other misuse of the new app.

FOR FURTHER STUDY

There is a need for other researchers to study the impacts of *Threads* on other spheres of life. This will likely enable other scholars and stakeholders in these spheres of life to know more about the new microblogging app.

Funding

No financial grant was received from any funding agency for this research.

Declaration of conflicting interest

It is declared by the author that there is no likely interest conflict regards to the research, authorship, or publication of this research.

References

- Afolaranmi, A. O. (2022). "Use of Social Media for Sustainable Peace by Church Pastors of the Nigerian Baptist Convention, 2010-2020." A thesis submitted to the Department of Politics and International Relations, Faculty of Management and Social Sciences, Lead City University, Ibadan, Oyo State, Nigeria in 2022.
<https://www.grin.com/document/1352250>
- AfricaNews (2023, July 6). Meta officially launches "Threads", the new social network competing with Twitter. *AfricaNews*. <https://www.africanews.com/2023/07/06/meta-officially-launches-threads-the-new-social-network-competing-with-twitter/>
- Aslam, R. (2016). Building Peace through Journalism in the Social/Alternate Media. *Media and Communication*, 4(1), 63-79. <https://doi.org/10.17645/mac.v4i1.371>
- Baggyalakshmi, N., A. Kavitha, & A. Marimuthu (2017). Microblogging in Social Networks - A Survey. *International Journal of Advanced Research in Computer and Communication Engineering*, 6(7), July 2017. DOI10.17148/IJARCCCE.2017.6715, 76-81. <https://ijarccce.com/upload/2017/july-17/IJARCCCE%2015.pdf>
- Bhattacharya, J. (n.d.). Microblogging Sites List (Examples). *SEO Sandwich*. <https://seosandwich.com/microblogging-sites-list-top-10/>
- Ceron, W., M. de-Lima-Santos, & M. G. Quiles (2021). Fake News Agenda in the Era of COVID-19: Identifying Trends through Fact-Checking Content. *Online Social Networks and Media*, 21(100116), January 2021, 1-14.
<https://doi.org/10.1016/j.osnem.2020.100116>
- Chaturvedi, N., D. Toshniwa, & M. Parida (2021). Combinatorial Approach of Feature Generation for Traffic Event Detection using Social Media Data: CFGA. *Research Square* September 27th, 2021, 2. <https://doi.org/10.21203/rs.3.rs-876469/v1>
- Channels Television (2023, July 10). Twitter Rival Threads Signs Up 100 Million Users In Five Days. *Channels Television*. <https://www.channelstv.com/2023/07/10/twitter-rival-threads-signs-up-100-million-users-in-five-days/>
- Clayton, R. B. (2014). The Third Wheel: The Impact of Twitter Use on Relationship Infidelity and Divorce. *Cyberpsychology, Behavior, and Social Networking*, 17(7). <https://doi.org/10.1089/cyber.2013.0570>

- Denskus, T. (2019). "Social Media and Peacebuilding". In S. Romaniuk, M. Thapa & P. Marton (eds.). *The Palgrave Encyclopedia of Global Security Studies* London: Palgrave Macmillan.
- Esberg, J. & C. Mikulaschek. Digital Technologies, Peace and Security: Challenges and Opportunities for United Nations Peace Operations. *United Nations Peacekeeping*, August 25, 2021. https://peacekeeping.un.org/sites/default/files/esberg_and_mikulaschek_-_conflict_peace_and_digital_technologies_-_v3_210825.pdf
- Firchow, P., C. Martin-Shields, A. Omer, & R. M. Ginty (2017). PeaceTech: The Liminal Spaces of Digital Technology in Peacebuilding. *International Studies Perspectives*, 18, 4–42. <https://cpb-us-e1.wpmucdn.com/blogs.gwu.edu/dist/8/846/files/2017/11/ekw007-1y3cfw7.pdf>
- Hauser, G. A. (1999). *Vernacular Voices: The Rhetoric of Publics and Public Spheres*. Columbia: University of South Carolina Press.
- Hemsley, J., J. Jacobson, A. Gruzd, & P. Mai (2019). Social Media for Social Good or Evil: An Introduction. *Social Media + Society*, July-September 2018, 1-5 <https://doi.org/10.1177/2056305118786719>
- India Today (2021, February 11). Koo vs Twitter: How Atmanirbhar Social Media App Different from Microblogging Website. *India Today*. <https://www.indiatoday.in/technology/news/story/koo-vs-twitter-how-atmanirbhar-social-media-app-different-from-microblogging-website-1768101-2021-02-11>
- International Alert (2020). *Realising the Potential of Social Media as a Tool for Building Peace*. International Alert, November 2020. <https://www.international-alert.org/wp-content/uploads/2021/07/Social-Media-Peacebuilding-Tool-EN-2020.pdf>
- Ishaya, C. (2023, July 8). Meta may monetise Threads after crossing one billion users – Zuckerberg. *TheNewsGuru*. <https://thenewsguru.com/world-news/meta-may-monetise-threads-after-crossing-one-billion-users-zuckerberg/>
- Soules, M (2007). Jürgen Habermas and the Public Sphere. Malaspina University-College. <http://www.media-studies.ca/articles/habermas.htm>
- Khan, M. Z., I. S. Gilani, & A. Nawaz (2012). From Habermas Model to New Public Sphere: A Paradigm Shift. *Global Journal of Human Social Science*, 12(5), Version 1.0, March 2012. https://globaljournals.org/GJHSS_Volume12/6-From-Habermas-Model-to-New.pdf
- Kircaburun, K., S. Alhabash, Ş. B. Tosuntaş & M. D. Griffiths (2020). Uses and Gratifications of Problematic Social Media Use Among University Students: a Simultaneous Examination of the Big Five of Personality Traits, Social Media Platforms, and Social Media Use Motives. *International Journal of Mental Health and Addiction*, 18, 525–547. <https://doi.org/10.1007/s11469-018-9940-6>
- Lunga, C. M. (2020). Social Media: A Space for Dialogue or a Tool for Warfare? *Conflict Trends* 2020/1, ACCORD May 8, 2020. <https://www.accord.org.za/conflict-trends/social-media/>
- MacArthur, A. (2020, November 25). The Real History of Twitter, In Brief. *The Lifewire*. <https://www.lifewire.com/history-of-twitter-3288854>

- Mbima, R. B. B. (2011). "Digital and Printed Media: and its Effects for Conflict Resolution and Societal Peace in Côte d'Ivoire, Between 2002 and 2011." A PhD dissertation submitted to Technischen Universität Berlin in 2021. https://www.depositonce.tu-berlin.de/bitstream/11303/13715/6/bachelard_birou_mbima_ruben.pdf
- Meta (2023, July 5). Introducing Threads: A New Way to Share With Text. <https://about.fb.com/news/2023/07/introducing-threads-new-app-text-sharing/>
- Milmo, D. (2023, July 6). Threads app: Instagram owner's Twitter rival logs 5 million users in first hours. *The Guardian*. <https://www.theguardian.com/technology/2023/jul/06/meta-launches-twitter-rival-threads-in-100-countries>
- Mok, A. (2023, July 6). How to use Threads, Instagram's new rival to Twitter. *Business Insider Africa*. <https://africa.businessinsider.com/news/how-to-use-threads-instagram-new-rival-to-twitter/xjdr3j8>
- Münch, F. V., B. Thies, C. Puschmann, & A. Bruns (2021). Walking Through Twitter: Sampling a Language-Based Follow Network of Influential Twitter Accounts. *Social Media + Society*, January-March 2021, 1-17. <https://doi.org/10.1177/2056305120984475>
- Musaeva, G. I. (2021). The Concept of Mass Media and Its Current Significance and Its Other Disadvantages and Advantages Sides. *Eurasian Journal of Humanities and Social Sciences*, 3 December, 2021, 60-63.
- Nonnecke, B., et al. (2021). Harass, Mislead, & Polarize: An Analysis of Twitter Political Bots' Tactics in Targeting the Immigration Debate Before the 2018 U.S. Midterm Election. *Journal of Information Technology & Politics*, 423-435. <https://doi.org/10.1080/19331681.2021.2004287>
- Okafor, O. (2023, July 8). Threads: Meta's New Social Media App Becomes the Fastest Downloaded App Ever. *NNN*. <https://nnn.ng/threads-meta-new-social-media/>
- Omosotomhe, S. I. & W. O. Olley (2018). Utilisation of Social Media for News Gathering and Dissemination by Journalists in Edo State, Nigeria. *The Nigerian Journal of Communication (TNJC)*, 15(2), November 2018.
- Opeibi, T. (2019). The Twittersphere as Political Engagement Space: A Study of Social Media Usage in Election Campaigns in Nigeria. *Digital Studies/Le champ numérique*, 9(1), 6, 1–32. <https://doi.org/10.16995/dscn.292>
- Osolase E. H. (2021). Twitter as a Business Hub for Entrepreneurship and Environmental Sustainability: The Case of Nigeria. *Academia Letters*, Article 1595, 1-10. <https://doi.org/10.20935/AL1595>
- Proctor, K. (2021). *Social Media and Conflict: Understanding Risks and Resilience; An Applied Framework for Analysis*. Washington, D.C.: Mercy Corps. <https://www.mercycorps.org/sites/default/files/2021-08/Assessing-Digital-Conflict-Risks-Resilience-073021.pdf>
- Ramadhanti, N. & G. Mahestu (2021). Social Interaction Process Virtual Lover Player Role Player in Squad Kaden via Media Social Twitter. *e-Proceeding: Randau @UPMKB: International Conference of Social Sciences and Management iRandau*, 49-61. https://btu.upm.edu.my/upload/dokumen/20211020105306eProceeding_iRandau2021-.pdf

- Tarmaeva, V.I. & V.S. Narchuk (2020). Tactics Used to Finish Conflict Situations in Social Media. *Russian Linguistic Bulletin*, 1(21), 81-85.
<https://doi.org/10.18454/RULB.2020.21.1.25>
- The Statesman (2023, July 7). What is Threads? Exploring the latest social media platform making waves. *The Statesman*. <https://www.thestatesman.com/what-is/what-is-threads-exploring-the-latest-social-media-platform-making-waves-1503197905.html>
- The United Nations (n.d.). *Goal 16: Promote just, peaceful and inclusive societies*.
<https://www.un.org/sustainabledevelopment/peace-justice/>
- Udin, E. (2023, July 8). META EXPLAINS THE MEANING AND INSPIRATION OF THREADS' LOGO. *GizChina*. <https://www.gizchina.com/2023/07/08/meta-explains-the-meaning-and-inspiration-of-threads-logo/>
- Vanian, J. (2023, July 5). Meta launches Instagram Threads in a direct challenge to Twitter. CNBC. <https://www.cnbc.com/2023/07/05/meta-launches-instagram-threads-messaging-app-challenging-twitter.html>
- Widmer, J. N. & A. Grossenbacher (2019). *Information and Communication Technologies in Peacebuilding*. Basel: The Swiss Platform for Peacebuilding (KOFF).
<https://www.swisspeace.ch/assets/publications/downloads/Essentials/87df4dac25/Information-and-Communication-Technologies-Essential-1-2019.pdf>
- Yazdanifard, R., et al. (2011). Social Networks and Microblogging; The Emerging Marketing Trends & Tools of the Twenty-first Century (pp 577-581). *2011 International Conference on Computer Communication and Management Proc .of CSIT* vol.5 IACSIT Press, Singapore.
https://www.researchgate.net/publication/229053574_Social_Networks_and_Microblogging_The_Emerging_Marketing_TrendsTools_of_the_Twenty-first_Century