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The Change of the Appearance of Pictures and Texts on Online Interfaces

The variety of online interfaces adds more opportunities to the broadcasting of message contents. While earlier it was characteristically possible to send texts only, today already most of the time software enables us the sending of mixed messages, containing both text and picture.

We examine an aspect of this, focusing on the connection of text and picture, comparing an online microblogging service (Twitter) and a more conventional one, which works in a forum system website (4chan). The characteristics of Twitter are the bound text length (140 characters) and the # (hashtag), the usage of a topic nominator, with the help of which it is possible to promptly assemble microblog entries born in a given topic. Users can decide either to make a topic indication to a picture or to write a short comment. On 4chan the topic indications are on a higher level, the forum topics themselves are named. Here there are no bounds to the length of the written message added to the image.

We examine the two websites from the viewpoint whether there are topics or clusters of topics (subcultures, events of the world, memes...), in which images and connected messages relate similarly to each other on both interfaces. According to our hypothesis those similarities are influenced not just by the topic, but by the number of users and by the technical opportunities.



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