ANATOMY OF A TWITTERSTORM

On 12 November 2014, the European Space Agency (ESA) landed a spacecraft on a comet as part of the Rosetta mission. On the same day, ESA scientist Matt Taylor wore a shirt covered with half-naked women to mission control, prompting Twitter discussions under the #shirtstorm and #Shirtgate hashtags about the message that the garment sent to women and girls. Two days later, palaeoecologist Jacquelyn Gill started the #scishirt hashtag to encourage scientists to post pictures of their favourite (non-sexist) shirts.

The shirt

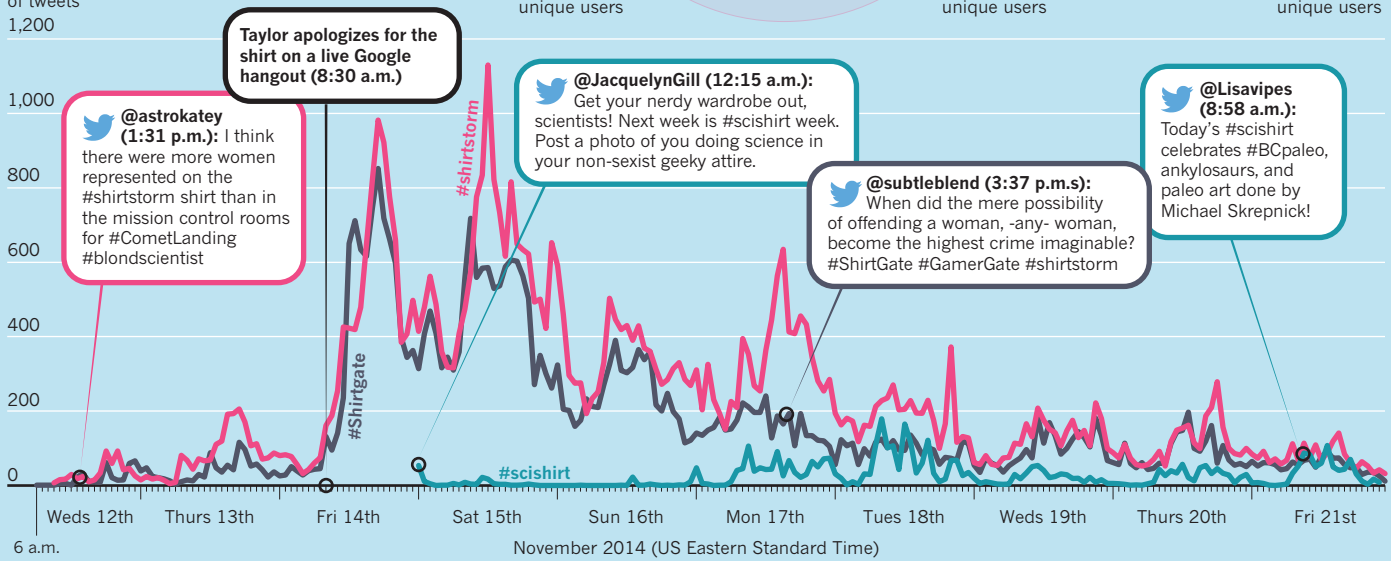
HASHTAG DEMOGRAPHICS

Tens of thousands of tweets about the shirt may have been seen by tens of millions of people (reach). Gender estimates (Twitter does not ask for this information) suggest that the majority of tweets using #shirtstorm and #Shirtgate came from men.

#shirtstorm
53,905 tweets
Gender split: 22% female
Reach: **49.5 million** unique users

#Shirtgate
38,457 tweets
Gender split: 21% female
Reach: **32.7 million** unique users

#scishirt
4,424 tweets
Gender split: 67% female
Reach: **5.5 million** unique users



SOURCE: KEYHOLE; SHIRT IMAGE: *NATURE* VIDEO

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