

Difference between the Functioning of Twitter Inc. in USA and KSA

The advent of 21st century introduced the entire world to the platform of social media through which they can raise various issues at national and global level. Irrespective of the availability of the social media networks in most of the countries, their functioning and usage varies according to the political and social culture of that country. Twitter is commonly understood as a microblogging social networking platform where celebrities or famous people tend to post their perceptions within 140 characters (Marwick and boyd, 2011). It is widely used in different countries throughout the world including US and Saudi Arabia. Where the functioning of Twitter in US is quite common and free from any sort of restrictions, its functioning in Saudi Arabia is subject to various the restrictions imposed by the local authorities. The American people can tweet regarding anything without thinking about the consequences of their tweet, whereas Saudi people have to keep the repercussions of their tweet in mind before posting it on Twitter because the local government is keeping track of their tweets. The difference between the functioning of Twitter in both of these countries clearly reveals the prevalence of different media systems in both of the countries. The performance of media system of any country is strongly related to the political system that is prevalent within the country. As US is a democratic country and Saudi Arabia is an authoritative regime, the media system in both of these countries operates in a completely different manner. Due to the prevalence of different media systems in US and Saudi Arabia, Twitter Inc. functions quite differently in both of the countries as it works without any sort of restriction in United States, whereas its functioning strategy in Saudi Arabia is completely different due to certain restrictions imposed by the local government.

History of Twitter

The Twitter was originally introduced by the podcast company Odeo on the 15th of July, 2006 as a short messaging service (Twitter launches, 2019, para 1). Initially, this service was introduced by the name of Twtr and enabled the people to share their messages by sending them to a single number that was made public by the Odeo (Twitter launches, 2019). Evan Williams, who later became the co-founder of Twitter, gained fame by introducing unique ideas in Silicon Valley. The first project of Williams was called "Blogger" that he sold to Google in 2003 (Twitter launches, 2019, para 3). He then introduced Odeo with the collaboration of Noah Glass,