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Reflection of U3 Multimodal Project

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I chose to write a Twitter thread to promote an engaging social online space that can spread education on HIV/AIDS and bring change on a wide scale. The text I chose as my mentor text was another Twitter thread by Tucker Shaw (https://twitter.com/tucker_shaw/status/1041839498999603202?lang=en). In this thread, Shaw draws attention to the wide array of ages within his audience and uses this to engage them in a topic that impacts them. Shaw tells the story of the 80's AIDS epidemic and a moment he overheard young people discussing it. The thread notes that the same misconceptions are around today and that there is still much progress to be made in HIV/AIDS education. My thread aims to prioritize the audience's role in the big picture of the AIDS crisis.

The primary audience for this Twitter thread includes individuals interested in social justice, LGBTQ+ rights, and public health, and those who actively engage in online discussions. Users on this side of Twitter are usually more outspoken and socially conscious. This diverse audience spans different age groups, from younger individuals learning about the AIDS epidemic as part of historical education to those who lived through the 1980s epidemic. Those who lived through the 1980s epidemic may bring firsthand experiences and memories, while the younger

generation may seek to understand the historical context that shapes contemporary perspectives on HIV/AIDS. My research addresses the enduring stigma associated with AIDS, a concern relevant to both groups, fostering a sense of shared responsibility in combating misconceptions. Some readers may assume outdated information, lingering stigmas, or misconceptions about transmission. I hope this thread can relieve concerns that may revolve around the ongoing impact of AIDS stigma, access to accurate information, and the need for advocacy to promote destigmatization.

Twitter threads offer a dynamic space to promote advocacy for sensitive topics because they are concise, visually engaging, and accessible, encouraging real-time interaction with a diverse audience. Twitter's character limit encourages limited but concise information. This allows stories, insights, and other information to be shared throughout multiple tweets without overwhelming the audience. Threads facilitate an inclusive and interactive dialogue by allowing diverse voices to be heard. Audience participation not only enhances the educational aspect but also builds a sense of community around the topic. In addition, individuals from diverse backgrounds, ages, experiences, and perspectives can contribute to the conversation in real time. This inclusivity enriches the discussion, promotes a comprehensive understanding, and adds a personal layer by asking the readers to post their thoughts. It is an opportunity for individuals to share their own experiences, ask questions, and contribute to a collective understanding. Furthermore, you can enhance your points and ensure visibility by utilizing trends such as visuals, relevant hashtags, and links about AIDS awareness. By aligning with what is currently trending, the Twitter thread becomes part of a larger narrative.

Twitter threads can transform awareness into tangible action. Beyond the digital realm, this conversation begs individuals to share their education and understanding with their

communities. By sharing the insights gained from the thread, we can initiate dialogues that challenge misconceptions and stigma around HIV/AIDS. The battle against HIV/AIDS continues with advocacy, education, and meaningful change. The audience's familiarity with social media and their interest in current affairs and advocacy aligns with the nature of a Twitter thread, where trends and conversations unfold. The interactive features of the platform also allow for audience engagement, enabling a communal effort in breaking down barriers and fostering understanding. Offline, the Twitter thread can inspire people to be more comfortable about sharing information and engaging in more conversation around HIV/AIDS. In summary, the choice to write a Twitter thread is rooted in the characteristics and interests of the audience. It reflects an understanding of the platform's strengths in engaging a diverse audience, bridging generational gaps, and fostering a dynamic conversation around a topic as important and sensitive as AIDS awareness.