

# in the final analysis

*"Fabulous #TMS2015 conference! Met loads of inspiring, intelligent scientists. Feeling reinvigorated to get back to Purdue and get to work."*

—@knl410

# JOM

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There's a new oh-so-clever phrase that I find splendidly descriptive—"Breaking the Internet." It is used when something is posted to the web that attracts waves and waves of viewers eager to like it, share it, pin it, tweet it, and [*insert your favorite social media action verb*] it. The load is so great that online traffic, euphemistically, grinds to a halt. Think of the endless flotsam that Kim Kardashian uses to maintain her status as a pretend celebrity. Old-schooler that I am, I think that we should only endeavor to break the Internet with higher purposes in mind. For example, reporting about March's TMS2015! Aspirationally, I did my personal best to break the Internet by issuing about three tweets per day during the conference via Twitter. Who wouldn't want to follow that? For those who don't attend to social media, Twitter is immeasurable wit and wisdom in very measurable packages of 140 characters (a.k.a., a tweet); photo or video attachment optional.

I gave tweeting a serious go at TMS2015 with the goal of being fully engaged in the second year of our TMS (@TMSociety) experiment designed to robustly engage the Twittersphere in the TMS Annual Meeting & Exhibition (#TMS2015Experience). It was fun, and it has been suggested on more than one occasion that I was made for Twitter, being a man of occasional wit and generally tiny thoughts. Maybe, but I'll let you be the judge with my example tweets captured here.

I don't think that Kim Kardashian has anything to worry about from me . . . yet!



James J. Robinson  
Executive Director

