



Did Twitter Create Lady Gaga?: How the Stunt-Fueled Social Network Launched a New Kind of Superstar [Article]

Robert McColl

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This article examines how Lady Gaga used Twitter to rise to music stardom. In 2006, Twitter was brand new and no one had heard of Lady Gaga. Four years later, Gaga was the most-followed person on Twitter, and had established herself as a music superstar. Find out how Gaga used Twitter to rise to superstardom.

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