According to an article on Forbes.com, Twitter has become a part of the “fabric” of sports. Sports journalists are among the most frequent users of Twitter. For nearly every sporting event that happens worldwide, there is always at least one reporter tweeting on the scene. Coaches use Twitter all the time. Athletes tweet frequently. Twitter is popular among fans as well. The purpose of this study is to examine why Twitter becomes the most commonly used social media platform for sports, whether frequency and intensity of Twitter use correlates with sportsmen’s athletic performance, if and how Twitter is changing the way people in the sports world such as journalists, athletes, coaches and fans interact with each other. The study utilize a focus group interview and will find out how certain fans believe Twitter has impacted the sports world.