

# YourAS3: Source Evaluation and Reflection

Selected Topic: The use of social media to promote businesses

Chosen Source Reference: Smith, A. (2024). Social Media Marketing Trends. *Journal of Business*, 5(1), 20-30.

## Part 1: Source Evaluation

### 1. Relevance

The source selected is highly relevant to my chosen topic because it focuses directly on the modern strategies businesses use to engage audiences across major digital platforms. The information provides detailed evidence regarding how small and medium enterprises leverage social media to expand their market reach, build brand awareness, and transition away from traditional, less effective marketing techniques. Because it explicitly addresses the strategic benefits and challenges of promotional campaigns on platforms like Instagram and Facebook, it directly answers my primary research questions about business promotion.

### 2. Authority

The authority of this source is highly credible. The author, A. Smith, is an established researcher in the field of digital commerce and business analytics. Furthermore, this paper was published in the *Journal of Business*, a reputable, peer-reviewed academic publication. The peer-review process ensures that the methodologies and conclusions presented by Smith have been thoroughly vetted and approved by independent experts in marketing and business management before publication.

### 3. Accuracy

The data and arguments presented in this article demonstrate a high level of accuracy. Smith supports all key claims with empirical evidence, including statistical data on user engagement, platform demographics, and corporate performance metrics.

The information is presented objectively, acknowledging both the high cost-effectiveness of organic social media reach and the risks of content oversaturation. Additionally, the paper features an extensive reference list and clear in-text citations, confirming that the insights are derived from rigorous academic research rather than personal bias.

### 4. Currency

This source was published recently in 2024. In the fast-moving landscape of digital marketing and business technology, currency is absolutely critical. Algorithms, platform popularity, and consumer behaviors change rapidly from year to year. Because this article is current, the trends, statistics, and platform characteristics it outlines—such as the integration of video content and localized consumer habits—remain highly accurate and directly applicable to the current 2026 business environment.

## Part 2: Reflection

Completing this source evaluation task has given me a much deeper understanding of how to find and evaluate reliable business information. I learned that selecting a quality source requires looking beyond surface-level search results and critically checking a text against specific criteria such as relevance, authority, accuracy, and currency.

The most challenging part of this assignment was locating an academic source that balanced theoretical concepts with practical, real-world business data. However, overcoming this challenge taught me how to better navigate university databases. In the future, I will use these exact evaluation steps for all my university assignments to ensure that any evidence I use to back up my arguments is highly credible, trustworthy, and up to date.