

Task 3 – Source Evaluation Template

Student Details

Name and student ID: Eislaine 2536750

Topic chosen: Social Media Promote Businesses

Title of source: County-level integrated media center promotes cultural inheritance and innovation with "short video" as the carrier

Author(s): Zun Jiao; Chunwei Lyu

Year published:

Was published in 10/2023 Sao Paulo.

How did you find this source?

I found this source while searching in my institution's academic database for scholarly articles. I searched **social media promotes businesses**. The search led me to a peer-reviewed scientific article published in *GeSec: Revista de Gestão e Secretariado* in October 2023, titled "County-level integrated media center promotes cultural inheritance and innovation with short video as the carrier."

Why did you choose this source?

I chose this topic because I was motivated by the fact it is an academic article, it shows credibility and relevance to the topic and provides to me my based information from qualified researchers. It was published in peer-reviewed academic journal trusted.

When was it published? Is it recent enough? Why?

Was published in 10/2023

Sao Paulo.

Yes, recent enough to support research on how social media can promote businesses because it was published within the last five years.

Author Credibility

Who is the author? What are their qualifications or expertise?

Zun Jiao; Department of Literature **academy in China,** **Chunwei Lyu;** School of Housing, Building and Planning, University Sains in Malaysia.

Reliability

They are academic researchers who co-author psychology and education studies.

Is the source reliable? Why?

Yes. That used peer-review in academic journal, the article I was found through my institution's database, It is a scientific article.

5-Minute Presentation Structure

1. Introduce topic and source
2. Explain how you found the source
3. Evaluate credibility (author, date, reliability) - To do so, you will need to respond to the above questions.
4. Short reflection – What did you find difficult about this task?
5. What did you learn from this task?