

Task 3 – Source Evaluation

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Topic chosen: “The use of social media to promote businesses”

Title of source: A thematic analysis of factors influencing small and medium enterprise adoption of social media marketing: a Technology Organization Environment, framework and perspective.

Author(s): Muhammad Arsalan Nazir, Hadia Rizwan and Xiaoxian Zhu

Year published: 2024

How did you find this source?

About this, I found a source by searching Google for academic articles in social media marketing and businesses. Also, I checked the article through the Science Direct website to make sure it was an academic source at all.

Why did you choose this source?

I chose this source, because it is directly related to my topic, “the use of social media to promote businesses”. The article focuses on small and medium sized enterprises and examines the factors that influence their adoption of social media marketing. This makes it useful for understanding why businesses use social media as a marketing tool. The article is also useful because it looks at both the factors that encourage businesses to use social media and the barriers that may prevent them from using it effectively in this days.

Is it relevant to the topic?

Yes at all, the source is highly relevant. It specifically investigates social media marketing adoption by SMEs and explains how businesses use social media for marketing purposes. The research therefore connects directly with my topic.

Is this a useful article?

Yes. It is useful because it provides research-based information rather than just opinions. It can help me explain why businesses choose social media as part of their marketing strategy and what challenges they may face.

Is this an academic source?

Yes. It is an academic research article published in the Qualitative Market Research: An International Journal. The article uses a research methodology involving semi-

structured interviews with representatives of SMEs and thematic analysis of the information collected.

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

The article was published online on, 06 September 2024. I think it is recent enough for my topic because social media is constantly changing. Using a recent academic source means that the research is more likely to reflect current approaches to social media marketing and the challenges businesses face today.

Author Credibility

The authors are academic researchers who have expertise in areas related to business, marketing and social media adoption. The article was published in an established academic journal, which adds credibility to the research. The authors also use a recognised theoretical framework called the Technology Organization Environment, framework to examine social media marketing adoption. This shows that the research is based on an established academic approach rather than opinion.

Reliability

I consider this source reliable because it is published in an academic journal and uses a clear research methodology. The researchers collected qualitative data through semi-structured interviews with SME representatives and analysed the data thematically. The article also provides references to previous research, allowing the information to be compared with other academic studies. Because it is an academic journal article, it is more reliable for my assignment than a normal website, social media post or marketing blog.

Reference:

Nazir, M.A., Rizwan, H. and Zhu, X. (2024) "*A thematic analysis of factors influencing small and medium enterprise adoption of social media marketing: a TOE framework perspective*", *Qualitative Market Research: An International Journal*, 28(1), pp. 178–204. doi: 10.1108/QMR-10-2023-0143.