

Source Evaluation Template

Name: Eva Stefan

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Topic Chosen: The use of social media to promote businesses .

Impact of social media on small businesses

Authors: Nory Jones, Richard Borgman and Ebru Ulusoy

Year Published: 2015

How did you find this source?

I found this article on Google Scholar by searching for information about social media and business promotion.

Why did you choose this source?

I chose this article because it explains how social media can help small businesses grow. It also shows how businesses can use social media to reach more customers and promote their products.

Is it relevant to the topic?

Yes the article is about using social media to promote small businesses which is the same as chosen topic.

Is this a useful article ?

Yes it gives useful information and research about the advantages of social media for businesses.

Is this an academic source ?

Yes it is an academic journal article that was written by researchers and published in a peer-reviewed journal.

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

The article was published in 2015. Even though it is a few years old , it is still useful because many businesses continue to use social media to promote their products .

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

The authors are researchers who study business and social media . Their knowledge and research make them qualified to write about this topic.

Is the source reliable? Why?

Yes i think this source is reliable because it was published in a peer-reviewed journal and is based on research. It also includes references to other academic studies.