

Task 3 – Source Evaluation Template

Student Details

Name and student ID: Sara Lara Aguilar 2545741

Topic chosen: The Use of Social Media to Promote Business

Title of source: Using Affective content to Promote High-Involvement Services on Social Media

Author(s): Tran, Hai Anh; Farrel, Andrew; Evanschitzky, Nguyen, Bach; Ackfeldt, Anna-Lena

Year published: 2024

How did you find this source?

(e.g. Google Scholar, library database, google)

I found this source in the UWSTD Library catalogue using the words social media promotion.

Why did you choose this source?

(Think about relevance, credibility, usefulness)

I chose this source because it talks about general business and the information is completely recent.

Is it relevant to the topic?

Yes. It is relevant because it shows how businesses can use social media content to reduce customer risk and increase sales.

Is this a useful article?

Yes. It is very useful because it explains how emotional language helps brands connect with customers and improve their digital marketing.

Is this an academic source?

It is a peer-reviewed research study. It was published in a serious academic journal of Business Research.

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

It was published in June 2024. Yes, it is recent enough because social media trends change very fast, so we need up-to-date information.

Author Credibility

The authors are professors and researchers from different universities, including The University of Nottingham. They are experts in marketing, business and social media. They have published research about digital marketing and consumer behaviour.

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

The authors are Dr. Hai Anh Tran, Professor Andrew Farrell, Professor Heiner Evanschitzky, Professor Bach Nguyen, and Professor Anna-Lena Ackfeldt.

They are university professors and researchers in major business schools. Their main expertise is studying marketing strategies, social media, and customer decision-making.

Reliability

Is the source reliable? Why?

(Consider journal, publisher, peer review, citations)

Yes, this source is reliable. It is a peer-reviewed study published in a famous academic journal called the Journal of Business Research, which means other experts checked and approved the information before publication.

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?

The most difficult part was searching the library database. There are numerous generic articles about social media, so it was hard to select just one specific academic study.

5. What did you learn from this task?

I learned how to check if a source is reliable using academic criteria. Also, I learned that businesses need to use emotional content, not just facts, to attract customers on social media.