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Topic chosen: The use of social media to promote businesses

Title of source : Social media marketing gains importance after COVID-19

Authors: Andrew N. Mason, John Narcum, Kevin Mason

Year published : 2021

How did you find this source?

I found this source using Google scholar by searching for articles about the use of social media to promote businesses.

Why did you choose this source?

I chose this source because it is directly related to my topic and it explains how social media marketing became more important for businesses after the Covid-19 pandemic and provides research findings to support its conclusions.

Is it relevant to the topic?

Yes it is because the article is highly relevant because it explains how businesses use social media to promote products, communicate with customers, and influence purchasing decisions.

Is this a useful article?

Yes it provides evidence from research and explains how social media affects consumer behaviour and business marketing.

Is this an academic source?

Yes it is an academic journal article published in a cogent business and management journal.

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

The article was published in 2021. It is recent enough because it discusses changes in social media marketing following the Covid-19 pandemic and remains relevant to current business practice.

Author credibility

The authors are researchers in business and marketing. They have experience in studying consumer behaviour and social media marketing, which makes them qualified to write on this topic.

Reliability

The source is reliable because it is published in a recognised academic journal, includes research based on data collected from 327 consumers, and presents evidence to support its findings.