

Task 3 – Source Evaluation Template

Student Details

Name and student ID: Ntumba Tshimanga 2541214

Topic chosen: The use of social media to promote businesses

Title of source:

- There is a growing desire to use social media to promote business
- The Benefits of Social Media Marketing: Our chat board posters talk about expanding their online presence

Author(s):

- Ima Jackson Obot
- N/A Editorial Staff

Year published:

How did you find this source?

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

I found both articles by searching it on Moodle library. The first thing I did was I started to research the title of my chosen topic, and I was able to see different articles that covered what I was looking for. When my first searched returned with too many results I changed the way I wrote the title to match my exact theme. I checked for the publication date and analysed what was the most relevant to irrelevant source of information and I concluded to only choosing topics which would help me with my research.

Why did you choose this source?

(Think about relevance, credibility, usefulness)

Is it relevant to the topic?

Is this a useful article?

Is this an academic source?

The first source is highly relevant as it focuses on business promotions which is perfect for my subject. It is highly useful as it provides you with real life examples, practical guidance, and expert insights. It is also from a trusted industry making it highly reliable and for my second topic, I had chosen this to compare both articles from each other on how social media promotion has changed to compare the two articles.

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

The first article is the most recent one as it was created in 2018 and it aligns with how social media is run today for online promotion. The second article is not recent as it was created in 2011, and I had used it to compare both sources as it consists of public discussions and opinions rather than verified examination.

Author Credibility

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

Ima Jackson Obot – She is a professional writer and financial adviser from a well known and respected industry publication, she covers businesses, financial advice and industry topics.

Author N/A- Nonprofessional [-=expertise and contributors were provided.

Reliability

Is the source reliable? Why?

(Consider journal, publisher, peer review, citations)

The 2018 is more reliable as it is written by a professional journalist and it comes from a real company with factual evidence. The 2011 article is far less unreliable than the first one as it does not have any named authors and relevant source of information, but I only used it to compare both articles for my chosen topics as a lot of the ways social media is promoted in today generation has changed.

<https://www.proquest.com/docview/880293663/fulltext/88CB08F237A74441PQ/1?accountid=130472&sourcetype=Trade%20Journals>

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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?