

Research paper on
pinterest is a platform
on which it is possible
to upload and p...

[Business](#), [Marketing](#)



SOURCE #1

- Reference (APA):

Alampi, A. (n. d). Social Media is More Than Simply A Marketing Tool For Academic Research. Retrieved from

[http://www.guardian.co.](http://www.guardian.co.uk/higher-education-network/blog/2012/jul/24/social-media-academic-research-tool)

[uk/higher-education-network/blog/2012/jul/24/social-media-academic-research-tool](http://www.guardian.co.uk/higher-education-network/blog/2012/jul/24/social-media-academic-research-tool)

- Summary:

The article highlights the role of the internet and social media in the digital age. They are not just marketing tools for academic research. They are a revolutionary way to create powerful, dynamic and interactive connections among people all over the world. As every innovation, there are also some risks to take like sharing truthful contents and personal data. However, it is undeniable that social media and internet represent the future of communication in every single field.

- Main idea:

Internet and social media are untapped resources by academic institutions.

They are very proactive and, by the time, they become fundamental for shaping and sharing academic, educational and research activities.

Some professors maybe be worried about the contents and personal data shared online. As a matter of fact, social media and internet opened a new way to create and develop powerful connections and to reach new audiences very easily.

- Source evaluation

She argues about the massive power and diffusion of social media in the

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digital era. They can be used not only in marketing but also in academic research. She highlights how they changed the way to share contents. They personalize the interaction and the development of the academic research in terms of interactivity. They give new life to the academic research allowing people to comment and actively participate to it.

- Context:

The article was published on the Guardian and it was in the section of Professional- Higher Educational Network. It was published on Tuesday 24 July 2012. This article is intended to a wide and specialized audience, as it is available on the website of a trustworthy newspaper in a specific section.

- Objectivity:

5) Critical response:

- I chose this source because I think the author of the article has a lot of experience in the field. I am sure she has the right knowledge to understand, describe and analyze the topic of social media and internet. I am sure this article is relevant to my topic because there is always a risk in using social media and internet. Despite that, it is not impossible to control and contain all the risks with the right tools and appropriate knowledge.

- This article is focusing on tools, social media and internet, that are totally changing our habits. As the topic is about risk related to the use of social media and internet for advertising, although they represent a revolutionary way to interact and develop business, they still represent a huge risk if they are not used and meant in the proper way. Since the web is available to everyone, it is very easy to share and spread the wrong messages. Even worst, to lose credibility for brands.

- The information in this source is connected to the information in my other sources because the main point is that social media and internet represent the future for advertisement. It is not possible to ignore the fact that social media and internet have the most powerful strength of persuasion, which is exactly what advertisement and strategic politics of brands are based on.
- I learnt more ways to improve social media platforms and the existence of online spaces like Storify, which I find very interesting.
- The Guardian is very trustworthy source, always updated and related to culture and innovation in every sector.

6) Vocabulary:

- Platform – it is the basic system on which all the application can be uploaded
- Interactivity – interaction among the client and the computer

Advertisement on social media is based on strong interactivity.

- Crowdsourcing – the act to externalize a part of the business activity

Open Office is a crowdsourcing product, based on an open source system.

- Feedback – judgment

In order to establish if a product is successful it needs to get a good feedback.

- Cyberspace – the space where people interact using computers and web.

Cyberspace allows people to communicate with each other all over the world.

SOURCE #2

- Reference (APA):

Edwards S. (2011). A Social Media Mindset. Journal of Interactive Advertising 12 (1)

<http://jiad.org/article148>

- Summary:

The main topic of this article is interactive advertising. The principal aspect of this subject matter is related to the massive use of social media that radically changed not only the process of communication, but also the way to produce advertisement.

- Main idea:

It is necessary to re- conceptualize the way advertisement is created and developed. As a matter of fact, a good advertisement strategy is based on several factors and among them it is fundamental to have a wide audience to buy the product. Consumers are now changing their habits thanks to social media, affecting their way of communicating and “ word of mouth”. Advertisement on social media is more influent than the traditional print advertisement and, therefore, persuasion is stronger on social media platforms than offline contexts.

- Source evaluation

(<http://jiad.org/estaff>)

He wrote this article in order to highlight a new state on mind oriented towards a communication based on social media, internet and interactive

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space that influence also sectors like the modern advertisement.

- Context:

The article was published in fall 2011. It is intended for specific audience, working and related to the advertisement sector. It is also intended for people studying at the American Academy of Advertisement.

- Objectivity:

5) Critical response:

- I chose this source because I consider the topic of the article relevant to the main topic of risk, especially if it is related to the advertisement on social media. I knew it was relevant to my topic because the source comes from a sectorial online publication.

- Edwards explains in detailed way how to construct the message and the fundamental passages to improve it. It is important to follow few efficient rules in order to avoid risks with the spread of the message.

- The information in this source is connected to the information in my other sources because it is focused on a specialized section and, on specific technics about the risks with the advertising messages on social media.

- I learnt that there are specific technics in order to improve and spread the advertising messages on social media.

- The source is academic because this article is related to the American Academy of Advertisement.

6) Vocabulary:

- Persuasion- the strength to convince people of something

Persuasion is the first aim of a brand in order to expand itself.

- vehicle – the medium used to reach a massive quantity of consumers

Social media are powerful vehicles for advertisement.

- Word of mouth – a massive way to spread a message

Word of mouth is the best technic used by a brand to become leader in the market.

- Talkers– small groups of possible consumers

Talkers are the people advertisement needs to refer as audience.

- Tools – the technical medium used to spread the message

Advertisement uses strong and developed tools in order to help the message to spread itself through the web.

SOURCE #3

- Reference (APA):

Brito, M. (2011). Smart Business, Social Business: A Playbook for Social Media in Your Organization. Que Publishing.

- Summary:

The key words in title of the book are smart business, social business. In this book the author highlights the role of social business, in terms of people interacting in the social media determining or not the success of a brand.

- Main idea:

People share experiences in online and real life. This is exactly what happens in social business. Social customers turn themselves into stakeholders,

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capable to determinate the success and the relevance of a brand. This is what could be called Social Business, based on a new generation of connected customers and a framework specifically built for a successful model of business. This means that companies need to embrace social customers and learn how to work with them in collaborative way. The best way to do it is to integrate customer support into social media, and Twitter is perfect as platform and social media for this specific purpose. In case of substandard client services, consumers do not have many problems in giving bad reviews and slamming companies. As a consequence, companies need to keep the social customer top of mind when optimizing internal business processes and creating external engagement strategies.

- Source evaluation

This chapter explains why companies have to consider the importance of social customer when they try to optimize their internal business and engagement strategies.

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- Context:

The book was published in 2011 and it is intended for a general but specialized audience. People who actively spend time and energies on social media and, of course, interested in new models of business.

- Objectivity:

5) Critical response:

- I chose this source because I consider the topic of the article relevant to the main topic of advertising and the risks on social media. This book demonstrates that the risk of a bad feedback is real but, with appropriate

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strategies, the risk can be neutralized. I knew it was relevant because the author has a huge experience in digital and advertising field.

- Brito explains in detailed way the dynamics of the social business and its intrinsic features. It is important to follow few efficient rules in order to embrace the social customers and, receive a good feedback.
- The information in this source is connected to the information in my other sources because it is focused on a specialized section and, on specific features about the new social business. Brito tells how to avoid the thread of a bad feedback in social business.
- I learnt how important are social customers in establishing the feedback and the success of a social business.
- The source is not academic but still, specialized because the author has a massive experience in the digital, social media and advertising field.

6) Vocabulary:

- Social business- business involving a large community of people interacting on social media

The Social Business is the new model of business, based on social customers.

- engagement – the strong and powerful connection among people and social media

Digital society is based on a strong engagement among people and social networks.

- feedback – positive or negative judgment posted on social media

it is very important to receive a good feedback in order to succeed with

social business.

- empowerment- development and improvement

In the digital era, thanks to social media, social consumers have seen an empowerment of their position in new business models.

- brand – the trademark of a company

Strong brands create strong advertising campaign by using social media and new models of business