**MAIN IDEA TABLE**

**NAME: LOW JUNYI GROUP: ALITA**

**Read one academic article based on your topic and Complete the table below with main ideas to include in your Reading reflection**

**TOPIC: The Impact of Social Media on Businesses and Consumer Habit**

**THESIS STATEMENT: The Development of Social Media Introduced A New Stream of Commercial Opportunities in Business and Changed Consumers’ Purchasing Habits.**

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| --- | --- |
| REFERENCE(Full reference details in APA format) | Sumerson, J. (2013). Click HERE to Learn More About Online Consumer BehaviorClick HERE to Learn More About Online Consumer Behavior. Psyccritiques, 5858(1111). https://doi.org/10.1037/a0030983 |
| MAIN IDEAS(summarize the key ideas from the text) | Does it support your thesis statement? (Y/N) |
| 1. Social media as new community creators | Y |
| 2. Social media marketing as a new marketing tool | Y |
| 3. The expansion of social media | Y |
| 4. Basic common mistakes in social media marketing | N |
| 5. Influences of social media on decision making process | Y |