**SOURCE SELECTION: EXERCISE**

**NAME: LOW JUNYI**

**YOUR 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.**

**Find 2 academic articles on your topic and complete the following table**

**DOES IT PASS THE CRAAP TEST?**

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|  | SOURCE 1  TITLE: Impact Of Social Media On Consumer Behaviour  AUTHOR: Chahat Chopra and Sachin Gupta  URL: <https://www.researchgate.net/publication/342638389_Impact_Of_Social_Media_On_Consumer_Behaviour> | SOURCE 2  TITLE: Online Consumer Behavior  AUTHOR: Dr. Angeline G. Close  URL:  <https://www.routledge.com/Online-Consumer-Behavior-Theory-and-Research-in-Social-Media-Advertising/Scheinbaum/p/book/9781138107557> |
| C- Currency:  was this source published recently?  Write the date/ year | Yes, it just published recently  6th June 2020 | Yes, it just published recently  31st May 2017 |
| R- Relevancy:  Does it answer your research question? Does it explain your thesis? How? | Yes, it answer my research question so as my thesis. This article analyses whole decision process of consumers influenced by social media. | Yes, it answer my research question so as my thesis. This ebook let me understand how consumers think, feel and act regarding social media, online advertising, and online shopping. |
| A- Authority:  Who is the author? Why is he/ she credible? | Chahat Chopra and Sachin Gupta  Both of them are the members of International Journal of Creative Research Thoughts (IJCRT) | Angeline G. Close, Ph.D.  The University of Texas at Austin  Professor Close　researches, teaches, and serves in the marketing community. She is a experienced marketing research consultant, as she has contributed marketing research projects for: Hallmark, Coca-Cola, Dodge, Ford, Cingular, New Media Institute, Harvey’s Grocery, United Community Bank, AT&T, Fashion Show Mall, Suzuki, Tour de GA, Road Atlanta, Red Rock Country Club, and Lexus. |
| A- Accuracy:  Can the claims be supported by another research? Is the source reliable/ believable? | This journal have several research and survey using quantitative survey investigation. Analysis made on the data collected from the questionnaire. The set of questions were sent to individuals who are currently living in New Delhi, India. Since the survey was sent to 150 individuals, and the number of participants was 137, therefore the total percentage of responses was 91.33(%). In total the questionnaire contains 12 questions. | This ebook have a lot of research based on the social media users. Some professors also agree and give their opinion such as Russell Belk, Schulich from School of Business of York University and Jonah Berger from The Wharton School, University of Pennsylvania. |
| P- Purpose:  What was the paper created for? To inform/ educate/ persuade/entertain? | To research empirically the role of social media in consumers' decision-making processes. | To understand how consumers think, feel and act regarding social media, online advertising, and online shopping. |