Annotated Bibliography

Social Media and New Technology

Arceneaux, N., & Schmitz Weiss, A. (2010). Seems stupid until you try it: Press coverage of Twitter, 2006-9. New Media & Society, 12(8), 1262. The authors examined Twitter’s usage and diffusion among magazines, blogs and newspapers from 2006–2009. Diffusion of innovations theory and social construction theory were the backbone of this study. A grounded theory approach was used in this study to examine Twitter’s usage on press coverage. The authors coded and analyzed numerous text articles from newspapers, magazines, and blogs for judgments about Twitter usage. The study found that most of the stories about Twitter had a positive tone underscoring them. Applying past studies, the authors did a fair job in explaining their methods and identifying what data were to be measured, however there should have been more analyses applied on images and video. Since this study only concentrated on text, video blogging about Twitter and image advertising analyses could have bolstered the study’s results.

Bakshy, E., Hofman, J. M., Mason, W. A., & Watts, D. J. (2011). Everyone's an influencer: Quantifying influence on Twitter. Paper presented at the Proceedings of the Fourth ACM International Conference on Web Search and Data Mining, 65-74. The authors of this study sought to understand the influence of popular Twitter users. In addition, they tried to predict which users propel links more than others. Over a two-month period from September to November in 2009, 1.03 billion tweets were recorded for analysis. The authors catalogued the tweets that shared URLs to determine the origin, which would then lead to a measurement of influence. The results determined that with popular Twitter users, there was more diffusion of information. However the findings also suggested that in the case of “ordinary users”, they might be a more cost effective solution for dissemination. Other findings proposed that the predictability of origin of the shared link was not conclusive. The sample for this study was ample to answer their research questions. With more than 1 billion tweets analyzed, the authors were able to apply a reasonable statistical analysis on the data. As Twitter becomes more sophisticated, studies like this can be extended with more data to generate a deeper understanding of influence with its users.

Cha, M., Haddadi, H., Benevenuto, F., & Gummadi, K. P. (2010). Measuring user influence in Twitter: The million follower fallacy. Paper presented at the 4th International AAAI Conference on Weblogs and Social Media (ICWSM), Washington, DC. The authors of this text sought to measure user influence in Twitter. They did this by crawling Twitter with computer scripts and harvesting over 2 billion tweets. After some filtering and coding, the remaining tweets were analyzed to identify the influence and value of each user. Once this was done, they measured hyperlink data to determine the influence popular users had. The conclusion described that users with
more value had more influence. The dataset this study used was an invaluable resource to their examination. The authors did exceptionally well in coding variables and filtering data. The structure of the text was somewhat confusing however the information gained is an invaluable resource for electronic word-of-mouth studies.

Chen, M. J., Grube, J. W., Bersamin, M., Waiters, E., & Keefe, D. B. (2005). Alcohol advertising: What makes it attractive to youth? Journal of Health Communication, 10(6), 553-565. In this study, the authors examined the affective responses to television alcohol advertisements among youth. Children from high schools and junior high schools were showed a series of television alcohol advertisements to identify what elements were more appealing. The authors meant to understand if television alcohol advertisements created the need for young individuals to drink. In their findings, the most likeable advertisements contained humor and animals. The content of this article was pertinent in that it blended well with not only television advertisements but it also noted the appeals of children. These findings can address content generation for electronic word of mouth or other genres of advertising just so as long as it uses humor and animals.

Cottle, S. (2011). Media and the Arab uprisings of 2011: Research notes. Journalism, 12(5), 647-659. In this study, Cottle discussed the impact of Twitter and Facebook during the Arab Spring. Cottle’s essay examined the intricacies of communication models and the ways of how each form of communication facilitated an uprising. Access to different communication technologies was discussed to develop an understanding of how individuals organized for protests. Cottle also explained how these forms of communication (Twitter, Facebook) helped garner international support by the disseminated and uncensored content that was uploaded to these networks during the revolts. The author’s discussion of communication was adequate as he touched on numerous topics that warranted discussion. The study was backed by solid facts in which the author used for a backdrop of his examination. However, the text could have been improved if an empirical study was applied.

Davison, W. P. (1983). The third-person effect in communication. Public Opinion Quarterly, 47(1). Davidson’s examination of individual’s perception on themselves and others among social circles led him to the development of the third-person effect theory. His study involved four experiments with small groups. In each experiment participants were asked a question about how susceptible they are to media influences, as opposed to ‘others’. In each experiment, participants were more likely to think ‘others’ were more influenced by the media. The results of these experiments create an opportunity for researchers to apply this knowledge to new media like social networking sites. This study is simplistic in nature but reveals an interesting behavior among individuals describing an ego hidden from the beholder. This study is a valuable resource for sociology and journalism research. Its versatility and broad application are its core strengths.

Giles, D. C., & Maltby, J. (2004). The role of media figures in adolescent development: Relations between autonomy, attachment, and interest in celebrities. Personality and Individual Differences, 36(4), 813-822. The authors of this study
examined the role of media figures, namely celebrities and their parasocial relationships among youth. They sought to examine if youth identifies celebrities as one of their peers. The examination took a sample of 191 British adolescents and used a 5-point Likert scale to measure a celebrity’s influence, in which they called the Celebrity Attitude Scale (CAS). This study found that the interest in celebrities positively correlated to a youth’s age. In contrast, interest in parents was negatively correlated with a youth’s age. The study had adequate findings and presented a fair assessment on their hypotheses. The findings presented interesting relationships in that a celebrity has powerful influence among youth. This suggests that parents need to work even harder to maintain influence among their child.

Golan, G. J., & Zaidner, L. (2008). Creative strategies in viral advertising: An application of Taylor’s Six-Segment message strategy wheel. *Journal of Computer-Mediated Communication, 13*(4), 959-972. In Golan and Zaidner’s study, they attempted to examine viral advertising and word of mouth effects on the Internet from a select amount of websites geared towards online viral campaigns. This study used a content analysis of 360 online viral advertisements to identify what appeals are most favored. Using Taylor’s Six-Segment message strategy wheel model, the authors coded each viral video into two different categories, Transmission view (information) and Ritual view (emotion). The findings exhibited that humor and sexuality were the most common appeals of online viral advertisements. The authors’ approach was sufficient to this study and the method was adequate. There should have been more websites examined and social networking sites also should have been included in the analysis. Even though these oversights could have reinforced the text, the approach and organization was clear.

Hill, J. A. (2011). Endangered childhoods: How consumerism is impacting child and youth identity. *Media, Culture & Society, 33*(3), 347. Hill’s study about consumerism and children’s exposure without consuming awareness was the central topic. In this essay, Hill describes how children are exposed to more material messages than the previous generations and that youth should be educated in consumption to build a stronger character. A section dedicated to marketing of young girls described how they are becoming more susceptible to how marketers want them to look and how they create an importance of physical beauty. Hill addressed concerns by including past studies in which she implies that the more television a youth watches, the more they are attuned to consumer culture. The author concluded that youth identity must not be compromised by marketing ploys and that consumerism without awareness can be detrimental to the individual. This essay was well rounded in that it touched on key issues like consumer awareness and consumer literacy for youth. Despite the lack of statistical analyses, the author did a fair examination on the topic. Also, this essay can be used in other studies involving word-of-mouth advertising among youth.

Hobbs, R. (1998). The seven great debates in the media literacy movement. *Journal of Communication, 48*(1), 16-32. Hobbs’s intention for this paper was to discuss the issues about media literacy among youth. The reoccurring theme of this article was set in education and media literacy training. Building on past issues, Hobbs identified seven important questions and discussed the advantages and disadvantages of each. In addition,
Hobbs also gave advice about where and how to begin discussion among institutions and explores the pitfalls associated with each question. Hobbs sought to identify the complex problems associated in media literacy training among youth and concluded that to solve these issues, there must be tolerance and respect. The author made valid points and seemed knowledgeable about the subject. There were some very important discussions about aligning interests to further the progress of media literacy and how approaching a consensus might not solve every problem. This text is adequate for media literacy awareness among youth.

Hounshell, B. (2011). The revolution will be tweeted. Foreign Policy, (187), 20-21. Retrieved from http://ezproxy.library.unlv.edu/. In this article, Twitter was the central point of discussion. The author talked about recent uprisings in the Arab Spring and how Twitter was used on a daily basis during these crises. By using an investigative approach, the author looked at a recent study by Deen Freelon from the University of Washington. In this study, 6 million tweets were examined during the protests in seven Arab countries. Freelon’s findings suggest that Twitter ran parallel with current news but with more intimacy. The author of the article had detailed that Freelon’s findings contribute to Twitter’s success and that it can continue to be a mainstream social network. The article exhibits the social aspect of Twitter and its potential to disseminate information. The information that can be transferred from one account to another could be used as word-of-mouth advertising. With the results of Freelon’s study, one can suggest that word-of-mouth advertisements on Twitter could also parallel current events.

Jansen, B. J., Zhang, M., Sobel, K., & Chowdury, A. (2009). Twitter power: Tweets as electronic word of mouth. Journal of the American Society for Information Science and Technology, 60(11), 2169-2188. The authors’ purpose in this text was to examine any relationship between tweets from Twitter and word-of-mouth (WOM) advertising. By using a case study of 150,000 tweets from a random sample of users that contained brand or product content, they determined that 20% of them were brand sentiments. Within this sample more than half were positive tweets of the brand. The authors found that these tweets mimicked WOM advertising as the linguistics were colloquial in nature. This study centered on the content of a tweet. Determining if a tweet could be considered a WOM advertisement is a mandatory question that needed to be answered for electronic WOM studies. The authors did a sufficient job in creating the relationship.

Java, A., Song, X., Finin, T., & Tseng, B. (2007). Why we twitter: Understanding microblogging usage and communities. Paper presented at the Proceedings of the 9th WebKDD and 1st SNA-KDD 2007 Workshop on Web Mining and Social Network Analysis, 56-65. This study examined the usage and communities that Twitter users engaged in. By harvesting tweets from a two-month period from April 1–May 30, 2007, the authors’ sample size was well over 1 million tweets from over 76,000 distinct users. This dataset was then run against statistical analyses to identify a user’s usage patterns and their intentions. The findings revealed that users tweeted about self-documentation and their daily lives. In addition, sharing of links, news reporting and information dissemination to friends, were among the top uses for Twitter users. Despite that individual user intentions were more difficult to read, the intentions of communities were
more predictable given the results. The findings of this study present an opportunity for extension to measure influence on other users. The sample size generated was an adequate number to statistically analyze this. One could further this study by employing the two-step flow theory.

Katz, E. (1957). The two-step flow of communication: An up-to-date report on an hypothesis. *Public Opinion Quarterly, 21*(1), 61. In this examination, Katz takes past successful studies of communication and compared them against his hypotheses about flows of communication. The studies he had used for corroboration were, The Rovere Study (1940), The Decatur Study (1945–46), and The Drug Study. Through his analysis, he confirmed that opinion leaders produce a two-step flow of communication among peers in their respective spheres. Meaning that opinion leaders influence people close to them in their field of expertise. The study also stated that opinion leaders are more exposed to media, which suggested that all forms of media have opinion leaders. Katz’s in-depth examination was ground breaking and its theory can be applied to all forms of media, including social media networks. There isn’t much improvement needed in this study, however, an updated study on social media networks using these past studies would be beneficial to the research topic.

Liu, I., & Lee, M. (2010). *Understanding Twitter usage: What drive people continue to tweet*. Paper presented at the Proceedings of the Pacific Asia Conference on Information Systems, Taipei, Taiwan. This study’s aim was to research Twitter and why people continue to use the social media service. The authors used the uses and gratification (U&G) framework to identify particular criteria in why users continued their use on Twitter. They compared past studies of different forms of media and identified that different typologies of U&G were present. After an analysis of data from an online survey of 124 participants, the findings exhibited eight different motives. A few important motives were self-documentation and social interaction. The authors’ approach to this study was adequate and their conclusion suggests that social interaction and self-documentation exposed to followers in Twitter is not only a gratification but can also be applied to influences on the social network application. By extending this study, research could be further enhanced by statistically analyzing the data gathered.

Marwick, A., Boyd, D. (2011). *To see and be seen: Celebrity practice on twitter*. *Convergence: The International Journal of Research into New Media Technologies, 17*(2), 139. Marwick and Boyd examined Twitter and the usage of the social network by famous people. They sought to determine the acts of being a celebrity on Twitter and the relationships with their followers. The authors defined celebrity as a practice and celebrity users as celebrity practitioners. The text examined multiple uses among celebrity practitioners of Twitter including the relationship between the celebrity and their followers. By analyzing the tweets of celebrities, the authors gained insight on how celebrities maintained fans and interacted with other celebrities on Twitter. This text contained valuable information about being a celebrity in Twitter. Examination on the topic was sufficient in that it identified the connection between celebrity and fan.
Mills, A., Chen, R., Lee, J., & Rao, H. R. (2009). Web 2.0 emergency applications: How useful can Twitter be for emergency response. *Journal of Information Privacy & Security, 5*(3), 3-26. In this article, the authors’ goal was to examine Twitter and its advantages of using it during moments of crises. The study presented a list of criteria of useful for emergency response teams and compared that to the functions provided by Twitter. In addition, the study also identified past events in which Twitter was used during an emergency. Their findings concluded that Twitter is an effective tool to disseminate information quickly and easily with a broad platform of accessibility. In contrast, their findings also mentioned that Twitter is pervasive, but their lack of television integration is a disadvantage. The authors’ recommended use Twitter to supplement an emergency response is supported by their thorough analysis. The criterion that was specified was an exhaustive list. The suggestions are agreeable, as it can be another form of response with a low footprint on emergency funds and personnel effort.

Muralidharan, S., Rasmussen, L., Patterson, D., & Shin, J. H. (2011). Hope for Haiti: An analysis of Facebook and Twitter usage during the earthquake relief efforts. *Public Relations Review, 37*(2011), 175–177. This study centralized on social network postings from 41 non-profit organizations and eight media organizations during the Haiti earthquake relief effort. A content analysis of 4006 Facebook posts and 6673 Twitter tweets from the institutions were performed between Jan. 12–26. This data were coded into categories that reflected the post type (i.e. images, links or videos). Their efforts revealed that the most common posts involved updates on Haiti relief. The authors also found that organization type determined the theme of the message. Non-profits were more positive meanwhile media were more negative. The authors’ discussion about posts or tweets message was a valuable insight on social networking applications. Since the authors had statistically analyzed these data, more questions could have been proposed to gain a better understanding of the relationship between non-profit and media. In future studies, an examination that includes private companies response could be a significant vector to add.

Vandoninck, S., d'Haenens, L., & Donoso, V. (2010). Digital literacy of Flemish youth: How do they handle online content risks? *Communications, 35*(4), 397-416. The focus of this study involved Flemish youth between the ages of 15–19 and their exposure to online content. The risks that were included with this exposure were examined by a measurement of a questionnaire. A total of 815 Flemish participants were included in the study and the authors sought to identify youth media literacy levels, their socio-demographic/personality traits and the coping strategies after exposure. Their findings showed that any level of media literacy is exposed to the same amount of online risks. In addition, majority of risks are nullified with parental supervision. However the amount of online risks are still present and confidence in youth may ignite the posed risks. The article articulates an empirical research well and discusses in detail how it is important for youth to develop a strategy to cope with these risks. This study was sufficient in both method and theoretical background and there is not much improvement to be made.
Zhang, J., & Daugherty, T. (2009). Third-person effect and social networking: Implications for online marketing and word-of-mouth communication. *American Journal of Business, 24*(2), 53-64. The authors’ intention of this study was to apply Davidson’s third-person effect (TPE) theory onto social media networks (SNW) to identify effects of word-of-mouth advertising. This study used TPE to identify effects on social networking sites, on social distance and behavioral consequences. Evaluating 245 nonrandom participants using the survey method, the data gathered were statistically analyzed. The findings revealed that respondents thought that SNWs have a greater influence on others more than themselves. These findings also reveal that the greater the social distance from the respondent, the more inclined someone else is to absorb media influence. However, the results showed that behavioral prediction was unreliable. The structure of this article was in tune to word-of-mouth studies and the studies analysis was highly organized. The authors did a sufficient job in applying Davidson’s TPE theory and the results of this study were adequate. The weakest point about this effort was the nonrandom sample. However, because of the highly detailed description of this examination, replication is possible.