

Research Paper

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How might the findings of this study relate to the "groundswell" approach to social media?

Chapter 9 on the Groundswell book shows the important roles of using Twitter. "In fact, the richness that Twitter packs into its tiny updates is amazing. It caught on not only for the reasons we originally predicted in chapter 2—it's free and open, connects people, and gives them power—but also because it's so simple. Signing up is trivial. Posting an update is a piece of cake. It interfaces nicely with mobile phones, which allows people to update from anywhere. (Bernoff and Li, 2011)"

Based on the research study, what have you learned about consumers of social media?

I have learned that people use social media as a marketing tool. "The use of the internet and social media have changed consumer behavior and the ways in which companies conduct their business. Social and digital marketing offers significant opportunities to organizations through lower costs, improved brand awareness and increased sales. (ScienceDirect, 2021)"

Do you feel that the findings of this research are applicable to the general public? Why or why not?

Finding the research on Twitter is applicable to the general public. "Twitter remains the most popular platform for academic research, as it still provides its data via a number of Application Programming Interfaces. (Ahmed, 2019)"

How could the study have been improved?

There are ways to improve your Twitter. "Outstanding content is more likely to be retweeted, increasing your reach and audience. Your best bet for increasing Twitter reach is to get more of them, and the best way to do that is to post better content. (Whatman, 2021)"

What made you choose this particular study?

Twitter plays an important role in research. "For these reasons, using Twitter appropriately can be more than just a social media activity; it can be a real career incubator in which researchers can develop their professional circles, launch new research projects and get helped by the community at various stages of the projects. (NCBI, 2020)"

## References

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