

Name

Instructor

Course

Date

Social Media and its Affect on America Today; Annotated Bibliography

Kietzmann, Jan H., et al. "Social media? Get serious! Understanding the functional building blocks of social media." *Business horizons* 54.3 (2011): 241-251.

This article presents a framework which defines social media by use of seven functional building blocks which are: conversation, identity, relationship, sharing, conversation, reputation, groups and presence and explains the implications each building block can have on firms engaging on social media. This article by Jan Kietzmann and colleagues: Kristopher Hermkens, Ian McCarthy and Bruno Silvestre, who are all products of Segal Graduate School of Business, recognizes the significance of social media on firms in modernity given that all have business backgrounds. The publication by Elsevier targets the corporate society with the aim of impacting sales, reputation and its survival. Notably, youths are also in the corporate world and this would be of important to them in realizing job satisfaction. This piece of work is essential for this research as it elucidates the extent to which social media is useful in the current generation of internet users and in the corporate sphere.

Curran, James M., and Ron Lennon. "Participating in the conversation: exploring usage of social media networking sites." *Academy of Marketing Studies Journal* 15 (2011): 21.

This article explores the use of social media by college students who have shifted from content consumers to content producers, and how it has impacted them. It employs the use of Theory of

Planned Behavior, Composite Model of Attitude Behavior and Theory of Reasoned Action to explain this. The article was written by Curran and Lennon was chosen basing on the vast knowledge the two have concerning social media and behaviors towards their use and have also done other works on the same such as "*Comparing Younger and Older Social Network Users: An Examination of Attitudes and Intentions.*" This work is essential for the project as it will provide insight into the social networking phenomenon and what influences the youths to use this platform to relay information.

Chou, Wen-Ying Sylvia, et al. "Social media use in the United States: implications for health communication." *Journal of medical Internet research* 11.4 (2009): e48.

This work was anchored on identifying socio-demographic and health related factors that are linked to current adult social media users in the US. All the writers, Chou, Hunt, Moser, Burke and Hesse are PhD holders in medicine and thus understand the role social media has in the current society in the field of medicine. The work targets all medical practitioners and also individuals, more so adolescents in as far as social media use and health are concerned. This article has a foundation in this research as it highlights and gives prime examples of how social media is being embraced in today's world and how it is used to connect with the current events.

Lederer, Karen. "Pros and cons of social media in the classroom." *Campus Technology* 25.5 (2012): 1-2.

This document highlights the pros and cons of social media in the classroom set up by pointing out several pros and the criticism of social media. Lederer is the author and has experience in the education sector in the Dominican University' School of Education. This gives him deep

knowledge of the education sector and the behavior of children and adolescents. His work targets both educational stakeholders who include teachers, students and parents. This work was chosen as a valuable and resourceful one for this research. This is because it brings out the positive and negative side of social media from critiques point of view of which is important to be incorporated in this research. The younger generation will thus understand the impacts of social media on their lives.

Briones, Rowena L., et al. "Keeping up with the digital age: How the American Red Cross uses social media to build relationships." *Public relations review* 37.1 (2011): 37-43.

This research by Briones and colleagues document how effective and necessary it is, in this digital age, to practice public relations by use of social media. Researchers engaged forty officials from Red Cross through interviews as such, the results from the interview is primary and of essential since it is from individuals who are professionals yet on the ground. Worth noting is that the research targets both professionals and public relation scholars. The work is of essence for this research as it elucidates the essence of social media on today's world.

Bolton, Ruth N., et al. "Understanding Generation Y and their use of social media: a review and research agenda." *Journal of Service Management* 24.3 (2013): 245-267.

This researched focused on USA and reviews literature about Generation Y's social media use habits and asses the implication for individuals, firms and society at large. Bolton and other authors are based in a university set up which are research centered. Resultantly, the information provided by the publication can highly be relied upon for this research. The target audience includes social media users, managers of firms among others in the society. Like other researches

such as this work provides insights into the social media phenomenon and the behavior of its users, generation Y. As a result, this work was deemed important for this research in showing how social media has impacted the younger generation.