Social media has become prominent in the 21st century. Companies are persistently

looking for ways to utilize this new platform within their marketing strategies to increase

business growth. Since social media is a networking and communication platform, it is important

for companies to create a voice to humanize the business and maintain foot traffic. Although

there are studies on how to use social media marketing within a business, there is minimal

corroboration available of how social media marketing activities influence a consumer's buying

behavior. This study investigated the effects of social media on consumer attitudes of social

media marketing and purchasing behavior from the perspective of Northern Virginia (NOVA)

Community College students. A survey that inquired about the perceptions toward social media

marketing were given to 20 participants from Northern Virginia (NOVA) Community College.

Responses to the survey showed that 95% of the participants use social media platforms

on a daily basis. The most used social media platforms are Facebook and Snapchat with 22.7%

of participants having an account in these platforms, and 70% of participants indicating using

more than 3 social media platforms. The results showed that 55% of the respondents say that

online visibility would affect their purchase. The most important factor for a business using

social media was customer engagement and the least important factor was the timing of posts.

The survey also revealed that only 55% of the respondents post about products or services a

business. However, 95% of the respondents believe that a business will receive better results

when it comes to customer loyalty and profits if social media is integrated into marketing and

75% of the respondents believe that social media is the best way to reach a business's targeted

audience. The results also suggest that people are more likely to share and experience they

have had with a business rather than sharing sales or promotions a business is offering.

According to the results from this study, purchasing behavior is more likely to have a positive

effect for a business when using social media platforms for marketing strategies.

[Social Studies On The Internet](#)

Kathleen Kopp

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Government, Economics, and Contemporary World Issues James M. Shiveley,Phillip J. VanFossen,2001-09-30 Teachers of political science social studies and economics as well as school library media specialists will find this resource invaluable for incorporating the Internet into their classroom lessons Over 150 primary source Web sites are referenced and paired with questions and activities designed to encourage critical thinking skills Completing the activities for the lessons in this book will allow students to evaluate the source of information the content presented and it usefulness in the context of their assignments Along with each Web site a summary of the site s contents identifies important primary source documents such as constitutions treaties speeches court cases statistics and other official documents The questions and activites invite the students to log on to the Web site read the information presented interact with the data and analyze it critically to answer such questions as Who created this document Is the source reliable How is the information useful and how does it relate to present day circumstances If I were in this situation would I have responded the same way as the person in charge Strengthening these critical thinking skills will help prepare students for both college and career in the 21st century **A Year of Social Studies on the Internet** Teaching Technology, Inc,1996 Toward Assessing Internet Use in the Social Studies Classroom James M. Shiveley,Phillip J. VanFossen,2005 This study conducted a review of the literature related to the use of the Internet for general classroom teaching and more specifically for the teaching of social studies The study first focused on three questions what research is being conducted on defining best practice related to the use of the Internet what is the impact of various types of Internet use on K 12 student learning and what is the impact of various types of Internet use on powerful social studies teaching and learning The answers to these questions then served as a starting point for describing a set of holistic guidelines for Internet use in social studies classrooms The literature review on the use of the Internet both for general classroom teaching and in the social studies classroom found that while much is said about the potential of the Internet and various examples described in which it can be utilized little research has been conducted on its impact on student learning and on the in service use of the Internet use in social studies classrooms The study also indicated that many teachers do not use the Internet on a regular basis and for those teachers who do use the Internet it is employed without changing their traditional approach to teaching The recommendation from this study was to utilize the NCSS Position Statement on Powerful Teaching and Learning in the Social Studies as a guide to assist in developing a more structured and intentional use of this medium To this end an inventory of Internet use based on the tenets of Powerful Teaching and Learning was provided along with examples on how each domain of the inventory could be used in the social studies classroom *Internet Studies* Panayiota Tsatsou,2016-05-23 This book considers the lessons learnt so far from the emergence of the Internet and the development of the field of Internet studies whilst also considering possible directions for the future Examining broad media theories and emerging theorisations around the Internet specifically it explores the possibility of the development of an Internet theory in the future A comprehensive overview of the field Internet Studies

considers key issues of social importance that the study of the Internet draws upon such as the role of the Internet in civic participation and democratisation the development of virtual communities digital divides and social inequality as well as Internet governance and policy control At the same time it examines the role of the Internet in social research and the development of highly interdisciplinary and rapidly developing Internet research Hence this volume maps key areas of certainty and uncertainty in the field of Internet studies and as such it will be of interest to scholars and students of media and communication sociology and social research methods **Social Studies and the Internet** Kristen Heider,2003 **Doing Internet Research** Steve Jones,1998-11-03 Whether or not one believes the hyperbolic claims about the Internet being the biggest thing since the invention of the wheel the Internet is a medium with great consequences for social and economic life Doing Internet Research is written to help people discern in what ways it has commanded the public imagination and the methodological issues that arise when one tries to study and understand the social processes occurring within the Internet Each contributor to the volume offers original responses in the search for and critique of methods with which to study the Internet and the social political economic artistic communicative phenomena occurring within and around it This book provides encouragement for readers getting started with Internet research and also provides perspective on this new and ubiquitous communication medium Making Connections in Elementary and Middle School Social Studies Andrew P. Johnson,2006 Making Connections in Elementary and Middle School Social Studies is based on the idea that students learn more and are more motivated to learn when they are able to connect their own knowledge observations ideas imagination and emotions with the content at hand This book demonstrates how personal connections can be incorporated into social studies education while meeting NCSS thematic pedagogical and disciplinary standards It is written in a very direct reader friendly style Each chapter describes a variety of practical strategies and creative activities that novice and experienced teachers can use to make social studies more interesting and to help students make meaningful personal and academic connections Each chapter contains a wealth of classroom strategies pedagogical techniques activities and lesson plan ideas that can be used to enhance learning and make lessons more interesting active and student centered The book covers the three types of standards that elementary and middle school teachers work with as they teach social studies o Thinking Ahead questions invite the reader to reflect on his her own experiences as they relate to the material covered in the next chapter These can be used as discussion points for a class or small group or simply as pre reading prompts to enhance comprehension o Teachers in Action boxes contain real life narratives from practicing teachers These cases are designed to expand upon key issues presented in each chapter Every case is accompanied by the author s personal reflection on the case These reflections are intended to give the reader an opinion against which he she can measure his her own reactions After each case the reader is prompted to think about the narrative presented and think about the way that his her reactions compare with those presented by the author o Go There boxes provide links to Web sites that offer additional resources for

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