

## **Social Media: A New Way of Marketing and Communicating**

Jessica Reyes

Facebook turns ten this year and in the grand scheme of things, ten years seem like a short amount of time. Similar to other social media sites, Facebook has allowed us to share our lives and thoughts about anything and everything. Social media has become a fixture in our lives. What we may not realize is that we have been a part of a cultural change that puts a new spin on how we view products, ideas, and ourselves. Thanks to sites like Facebook, Twitter, Instagram, and Reddit the marketing culture and overall manner of communicating has changed dramatically. First, how has social media changed the culture of marketing? If we want to see an example of this change, we just look at Mr. Splashy Pants.

Mr. Splashy Pants is a whale. Not just any whale, but the mascot for the Greenpeace movement to save the whales that were being targeted in a whale sanctuary in 2007. Mr. Splashy Pants earned his name through a contest on Reddit (Greenpeace 2007). Reddit gives users the opportunity to post links or posts on just about anything and other users are free to comment on them. Greenpeace gave the power to the people to come up with a name for their whale mascot and the people had spoken. This may not have been the name that Greenpeace was hoping for, but they kept the name and it worked out in their advantage. The name did exactly what it needed to do, draw attention to an important topic.

Social media has allowed for immediate exposure of ideas and products to a very large audience. Events like Mr. Splashy Pants have become a springboard for the growth of social media. “This shift enabled social media to become interactive and provide constituents with a ‘voice’”( Judson et al. 2012:133). The voice of the people can play an important role in our society, especially when this voice is amplified by

social media. Again, we can look back at Mr.Splashy Pants. The contest through Reddit gained enough attention that it was enough to aid in Japan's decision to end the hunt for the whales in the whale sanctuary.

Marketing through social media is not something that is just limited to products as Greenpeace clearly demonstrated through their contest. The use of social media has changed marketing to encompass ideas and it has changed the way society communicates with each other. Groups such as universities and even NASA market their latest events and triumphs with the use of social media. The spread of academic and research papers allows for the public to be informed it also gives the researcher a way to market their abilities in order to receive grants or other awards. Not only do researchers use social media, but so do more than one hundred million business professionals that use the site LinkedIn (Bryfonski, 2012). LinkedIn is a way to network with others in your same field without leaving the comfort of home. Facebook and Twitter are just two more examples of how we can communicate with others without having to deal with geographical boundaries.

### **Growth of Social Media**

Television has been a great resource for companies to market their products. Social media allows for product and brand exposure for longer periods of time than a general commercial. EMarketer, a digital marketing research firm, projected that US companies would spend a total of more than 66 billion dollars in television advertising in 2013 (<http://www.plunkettresearch.com>). Social media advertising costs less and has a projected forecast of growth. In 2014, revenues from social media will see a 31 percent gain. The percent gain is from a combination of Facebook, Twitter, LinkedIn, Social games and other smaller social media sites. By 2015, revenues are projected to be more than 7 billion dollars (Freid,2014). Numbers like these only support the decision for companies to turn to social media for advertising. Companies are benefiting from the increase

in sales and the connection made with consumers through social media.

Marketing's shift into using social media allows for people to feel like they are more a part of the brand name. This connection with a brand changes how people are associating themselves with these companies. The connection that is made with these companies creates a loyalty between the people and the brand (Judson et. al, 2012). This loyalty changes how we see word of mouth because people are not only talking to one another about the brands they love, but they are posting text and pictures about them too. Allowing the public to have control over a product is an idea that has exploded, and it is all because of social media.

Using social media to increase awareness about a company's brand, cause or idea is a great way to increase your audience. Every medium that a company uses requires a special way of marketing. Social media is no exception to this rule. Involving the public is a great way to increase word of mouth about a product or name. This involvement cannot be one sided. The relationship between social media and consumers is one of give and take. "However, in order for social media to fulfill its function as a tool to co-create value, companies must make efforts or investments in consumers in order to provide them with incentives to share information and engage in relational behaviors with the organization"( Clark and Melancon, 133: 2013). Coca-Cola's international Facebook account has more than 42 million followers (Perez Desilva et al. 2013). 42 million people are able to connect with Coca-Cola without having to leave home. Achieving this amount of loyalty among consumers means that a company must give the people a reason to connect with them. Coca-Cola provides an excellent example of the give and take relationship between company and consumer.

### **Creating a Connection with Consumers**

Coca-Cola took a large leap into social media in 2010. They had been a part of social media before, but they decided to take a risk and

reach out to a larger audience through social media. Coca-Cola decided to sponsor a trip around the world. Expedition 206 involved an all-expense paid to several countries for a small group of bloggers. The bloggers posted text and photos to Facebook, Twitter, Flickr, a blog site, and the expedition's web page. The campaign was a success. Coke was able to reach markets that it had not been able to in the past. Anne Carelli, the senior communications manager explained to AdvertisingAge that "in China, for example, instant-messaging service QQ received a billion visits related to Expedition"(Zmuda 2011:1). This is a billion people who are now, not only following the expedition, but Coke as well. Coke would not have been able to reach the same amount people in such a small time frame without the help of this social media campaign. Social media allowed for the whole world to follow the bloggers in real time, making it their experience too.

Bringing people together through the internet avoids many of the logistical problems companies have when trying to create an event in one specific geographical location. Mattel created the first ever microsite to bring girls together from all parts of the world. A microsite is a separate website that is accessed from the main website. BarbieGirls.com, which launched in 2007, was a perfect way create an online community with a focus on a brand name (Judson et al. 2012). The site today contains microsites that allow you to create a Barbie Dream House and fashion an electronic version Barbie. These creations can then be shared with the online community that Mattel has created for its users.

Girls that are sharing the creations with friends at school or at home are, unknowingly, practicing marketing. These girls are taking control of the brand and making it into their own. Those that are born after 1990 are being considered Generation C (Williams et al.2012). The girls that are using sites like BarbieGirls.com will be a part of a generation that will have more control over brand names than any generation before them. Companies are taking advantage of consumers having control over their

brand names for a few reasons. First, having the consumer create your advertising is much more cost effective. Also, the content created by avid social media users spreads faster and can, potentially, be more effective than anything the company can produce mostly because of the credibility a consumer provides (Williams et al. 2012).

Companies are allowing people to put a voice to a product, but they are still keeping some of the control. Companies can take control over what is being said in public forums by creating carefully worded positive content that encourages for the public to share positive responses. The content can then be monitored by a social media specialist or contractor who can redirect the conversation into a positive direction or delete offensive comments, if need be. Control over content supplied by specialists or contractors is also important because some avid social media users have become accustomed to putting opinions out on the internet without thinking of the consequences. These types of habits can result in big problems. Take, for example, Chrysler's unfortunate tweet about Detroit. A contractor for the company used the official site to make a remark about city. The contractor used offensive language when complaining about the driving skills of the residents in the Motor City. His tweet was not well received, he was fired and Chrysler had to make a public apology (<http://www.washingtonpost.com>).

Companies that sell or promote products of an adult nature have to be more careful and have more control when marketing their product. Social media allows for nearly everyone to have access to a brand even if it is across the world. Australia's Advertising Standard Bureau made new regulations for the vodka brand Smirnoff and the beer Victoria Bitter advertisements on Facebook. The brands were promoting the excessive consumption of alcohol and many of the pictures posted were of people who appeared to be under the age of 25. Advertisements are not allowed to feature people drinking alcohol who look like they may be under the age

of 25 (Brodmerkel and Carah, 2013). The companies were found guilty of committing violations.

The idea that companies can take away from this example is that there is an increased awareness on the effectiveness and importance of social media advertising. The more a picture or post is commented on or shared the more cultural value it has for the company. “Branding on social media provided brands with the opportunity to create, amplify and exploit cultural practices” (Brodmerkel and Carah, 2013:277). Exploiting cultural practices can change the behavior of those who are taking part in the exchange between the brand and themselves. This interaction between the brand and the consumer is what helped make social media a popular way to market a product. Some research suggests that it is better, in some cases, to promote a brand or product to people to have strong ties to others. Those who provide emotional support to friends and family generally have strong ties to those people. Research shows that those with strong ties to others have a more credibility when promoting a brand to friends and family (van Noort et al.2012).

Strong ties not only aid in promoting brands, but also ideas. The idea of research is to find answers to our questions and then share them with others. Academics tend to have a network of other researchers and professors that share common interests. Social media is a great way to connect with colleagues that are placed all over the world. Evidence of these connections can be seen at conferences. The Pew Research Center recently conducted a study that followed the activity on Twitter. One of the events that was observed was the Modern Language Association conference. Those who attended the conference and posted on Twitter were defined as being a part of a “tight crowd”. A tight crowd is considered to be a group that has dense internal group connections. These groups then have strong connections with other groups. This can be seen by the sharing of information via Twitter from group to group<sup>1</sup>. Another

1 See Image A

aspect to a tight crowd the absence of isolates. Isolates are considered to be “users who tweet the hashtag but do not follow, mention, or reply to anyone else”(Himmelbiom,2014:1). The information gathered from this particular part of an overall study on social media trends, sheds light on what this could mean for networking with others in a group. The research conducted by the Pew Research center not only sheds light on how we define groups and connections in the cyber world, but we also see the growing interest of social media in academic settings.

### **Distribution of Research**

A few years ago, a NASA researcher was convinced that they had come up with a new element that was supporting life. A researcher at a university examined the research and disputed this claim on her personal blog. She felt as though the methodology was wrong. She was not alone, and it wasn't until she attended a conference, that she realized others felt the same way. Her colleagues had followed her blog and came to the same conclusion that she did. The new research conducted found that the previous conclusion was wrong and that there had been an error in the NASA funded research. Social media sparked a debate that essentially fueled the idea for further research. The idea that a new “bacterium ion that could substitute arsenic in place of phosphate as a key nutrient necessary to support life” could be wrong and it's very public condemnation put this theory on the fast track for research (Ogden 2013:148).

The implications of this kind of coverage could mean further advances in research in less time. A physics professor at Notre Dame “applied the preferential attachment model to online social networks and found that future gains more often accrue to nodes with more connections”(Howard 2008:15). Essentially this means that the more cited a paper is, the more likely it is to continue to be cited. New members to the online scene will be more likely to connect with an established member. A researcher in Canada noticed the same trend.

Anatoliy Guzd from Dalhousie University specializes in social media and has completed several research projects associated with how social media impacts various aspects of our lives. Guzd was quoted in an article of American Institute of Biological Science as saying “Our studies confirm that most institutions don’t [yet] recognize social media use as a part of tenure and promotions activities”(Ogden 2013:149). Guzd goes on to explain that the junior faculty understand the importance of social media and how effective it can be. The advantage the junior faculty sees of having research posted and discussed in a social media network is that the research becomes readily available to all researchers on a global level within a few minutes. This exposure also allows academics from other disciplines to view the work posted. Sites like PLOS ONE and Academia.edu will allow researchers and students to post research papers. PLOS ONE will allow you to share the research across a wide variety of social media platforms. Academia.edu provides the option to Tweet a paper. This exposure allows academics from other disciplines to view the work posted. A multidisciplinary view on research could, potentially, shed light on a problem that was once unsolvable.

### **Obtaining Participants through Social Media**

As discussed before, social media has the potential to reach a large amount of people on a global level. A global reach can be very important when it comes to research. Finding the right participants for a study can be time consuming and difficult. Social media can reach groups that may be difficult to access face-to-face, which can be an advantage when conducting research on those that would, normally, be difficult to track down. One example of a hard to track group is young travelers.

Qualitative research was conducted on the use of social media sites to recruit participants. The study focuses on a small part of a larger study that looked at the experience of rail passengers in India. 82 participants were used in this study. Private recruitment and snowball sampling were

used, but the 63% of the participants were found using couchsurfing.org (Hirsch 2014: 1) Couchsurfing.org<sup>2</sup> is a social networking site that would be classified as a “hospitality exchange network”(Hirsch 2014:4).

Four major benefits of using social media for participant recruitment were identified during this study. The first benefit of using social media is having easier access to populations that are, generally, hard to reach. Specific sites, such as couchsurfing.org, cater to travelers that would be otherwise difficult to locate. A social media platform tells them what they need to know quickly and efficiently. The study also found that there was a higher rate of participation and that the participants were more likely to use their own name instead of a pseudo-name. The final benefit discussed concerned the safety of the researcher and participant. Couchsurfing.org requires member to have profiles. These profiles, similar to other social media sites, allow for some personal information to be filled out, pictures can be posted, and allow references from other users to be posted on a person’s profile. The researchers created a guideline that allowed them to pick the people that had no negative comments, a fully filled out profile, and at least one picture (Hirsch 2014:8).

### **Changing Curriculum to Accommodate Social Media**

Universities have started to recognize the shift in how we communicate our ideas. This recognition has called for a change in curriculum, especially when it comes to journalism. A study of journalism students in New Zealand looked at their proficiency of writing on a social media forum. The study found that while the students use social media for personal use, they were not comfortable producing “news-like content” (Hirst and Treadwell 2011: 450). In the ever changing digital world, employers are looking for journalists that have the ability to produce

<sup>2</sup> The goal of this site is to aid travelers in finding accommodations and travel information. Travelers who use this site are able to find accommodations from people who are not expecting any type of monetary benefit. In addition to this, travelers receive the best information from locals as to where the best places are to visit, eat, etc.

content that can be easily read on the web. This called for a change in how we teach others to communicate their ideas and news via social media. The research suggests that universities integrate more social media aspects, such as digital storytelling, into their curriculum and add more direct interaction with social media accompanied by discussion (Hirst et al. 2014:459).

### **How Social Media Expedites learning Through Group Communication**

The use of Facebook as a way to learn a foreign language is an idea that has been gaining momentum in the recent past. Po-Chi Kao and Philip Craigie looked at the role Facebook and personality traits played in the learning of English for 164 Taiwanese university students. They first looked at previous research published in the *Australasian Journal of Education and Technology*. The study included Taiwanese English students, with a range in abilities, and required them to post their writing assignments on Facebook. Students who participated in the research showed improvement in writing abilities. This improvement was attributed to the amount of feedback and to the use of the “Like” option located underneath each post and comment (Shih 2011:835). The “Like” button allows for positive feedback and positive reinforcement. Kao and Craigie’s branched off of this study and looked at the personality attributes that could have contributed to an improvement in writing. The study determined that those who made an effort to use Facebook and to connect with others had more success in learning English. These groups tended to be classified as extroverts and conscientious (2014:21-22). Those who were more extroverted communicated with others with ease and this personal attribute transferred into the online world.

Social media has become an avenue for education in many ways. Researchers are able to market themselves and their research through social media forums. Connecting with popular social media platforms

allows for the spread of new research that could have gone unnoticed. Furthermore, we are able to learn and gain proficiency in another language with the help of peers. Groups are able to connect with others that are in similar situations or with others that have previous experience in the matter at hand. All of this allows the exchange of information and thoughts in a community without borders.

### **Learning from Others on a Personal Level**

Social media allows for people to connect with other who, otherwise, may never have had the ability to before. The Mayo Clinic, for example, established a social media network in order to connect patients with doctors. Through this network, they found that those who used social media were more likely to use the services at the hospital and it also made the consumers feel like the hospital was more advanced (Mowafa Househ et al. 2014:51-52). Connecting with the community via social media, especially to those who are not fond of doctors or hospitals, may be the first step in preventative medicine. Allowing for the general public to have easy access to hospital information on an easy and familiar platform aids in patient willingness to seek medical treatment. Social media allows patients to have access to information about hospitals and doctors, but it also provides access to the personal support of other patients.

Patients have taken to social media in order to connect with those who suffer from similar illnesses. Many times, patients find themselves feeling alone in their illness. This may be because there is not many who have the same affliction or because they are somehow cut off from people who may understand. Avenues like YouTube provide a better way to share information and personal accounts of treatments and everyday experiences when discussing illnesses such as cancer (Mowafa Househ et al. 2014:53). Allowing patients to connect to various patients in different stages of illnesses aids them in what to expect. This connection provides the patient with a sense of community and understanding.

## Personal Use of Social Media

“Social Medias have changed and challenged the way we interact with each other” (Hilsen 2011:3). One study looked at the differences in how participants from different age groups used Facebook to communicate. Those participants that were a part of the age group 40 and above, used social media in order to share pictures of family and topics of interest, like recipes. The older generation was more restrictive on who they allowed themselves to be friends with. Social media seems to be gaining popularity across many age groups (2011:4). Those who are “Digital Immigrants”, or those who did not grow up with social media and the internet, tend to carry cultural habits from the past. One example is printing off online material instead of reading it on screen(Hilsen 2011:8) Anyone under the age of 25, referred to as Net Generation in this study, has never known life without computers or the internet. One of the Net Generation participants was quoted as saying “Much of my life is on Facebook” (Hilsen 2011:3). The younger generations tended to use social media, in this case Facebook, to arrange meetings with friends and to share information between larger groups about activities they were interested in doing. Another one of the participants was quoted as saying “If you are not on Facebook you don’t know what’s happening”(Hilsen 2011:4). The connection that others make on social media forums like Facebook and Twitter can have lasting and positive effects.

Batkid of San Francisco is a great example of how people use social media to unite people across geographical locations. The Make A Wish Foundation helped a 5-year-old boy receive his wish of being Batman for a day. San Francisco shut down for the day in order to fulfill his wish. Normally the Make a Wish Foundation expect around 300 people to show up at events like this, but because of social media more than 20,000 people showed up to give Batkid their support. Social Media allowed for many who couldn’t be there to share his story and give moral support. Batkid received more than 500,000 tweets and was talked about

through social media in 117 different countries.

## **Conclusion**

The purpose of this literature review was to examine how we communicate brands, ideas, and ourselves through social media. It is clear from the research that there is a cultural shift taking place. What is interesting about this particular shift is that it is not just in one area or for one particular group. We are experiencing a global cultural shift to using social media to connect with others. The three areas where this shift can be seen the most is in the marketing world, academics, and within personal connections.

Cola-Cola provided a perfect example with their Expedition 206. Including 3 bloggers from different backgrounds was the best way to reach a large demographic. These bloggers were able to share their experiences with others and while doing this, they created a way for Coca-Cola to expand their market to places that it could not reach before. Marketing now requires making a more personal connection with the consumer, and the best way to do that is social media. Social media has eliminated all geographical boundaries that once limited companies' connection with their consumers. Little power was given to consumers before social media, which made them feel disconnected and powerless. Now, consumers have more say than ever before about the products and brands they associate themselves with.

Social media has not only created stronger ties between buyers and sellers, but it has created stronger ties within the world of academics. The use of social media has the potential to speed up the rate of scientific discover exponentially. For example, we can consider the example from NASA and the researcher who disagreed with the NASA funded work. Her blog prompted other colleagues in her field to connect with her and pull resources in order to conduct the research again. It is hard to say when and if anyone would have tried to pull a team together test the validity of

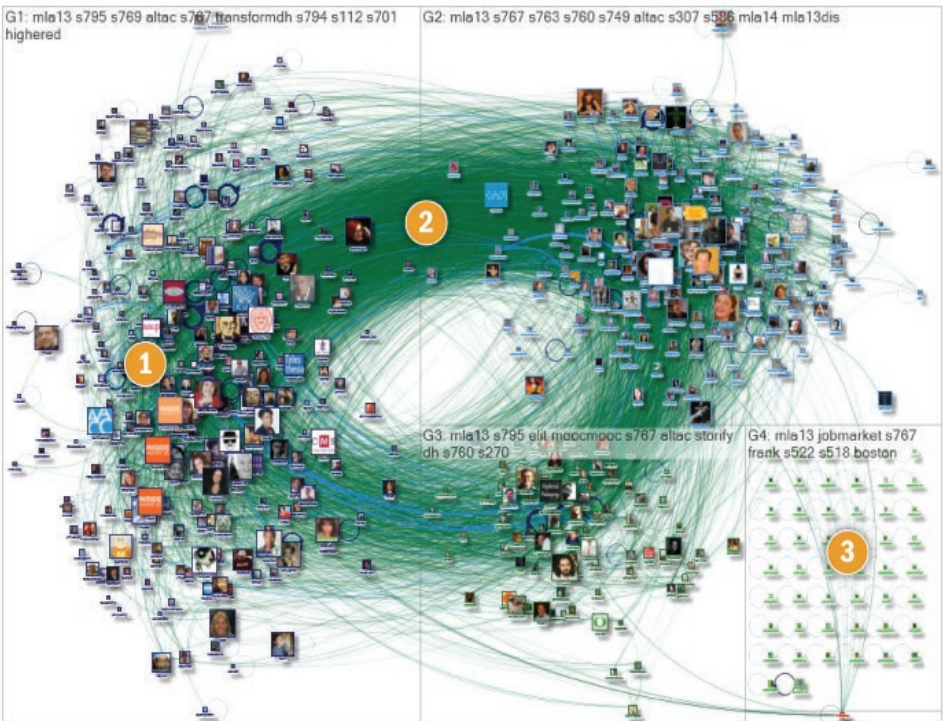
NASA's research if the disagreement over methodology had not been so publicly scrutinized. Sharing research on social media can bring scientists of all disciplines together in order to create advances in medicine, technology, etc. Sharing our own personal stories can bring people together in the most powerful way. Social media can take a story like Bat Kid and spread it to 117 different countries, bringing people together across all nations. The opportunities for success become limitless when someone employs social media to pull people together for a cause.

The social implications of the change in how we communicate are important to how we continue to advance social media's reach. Social media eliminates geographical boundaries which means that the message that we send out must have this idea in mind. What the Coca-Cola, NASA experiment, and Batkid examples show is that a small voice can be amplified and heard by many, whereas before, it only would have been a few. Society as a whole has the ability to transform into a global culture where we are all connected to each other.

In order for social media to become the driving force for a better world, we need to focus on conducting more research on how it creates connections here in the U.S. I found that a large portion of all scholarly research was conducted outside of the country. The research that was conducted in the U.S. focused more on the psychological effects of social media and database use and development benefits. Conducting more research in the States would allow for a more complete view of how different groups and cultures connect through social media. Also, examining the benefits of publishing academic research on social media forums like Facebook, Twitter, and Reddit, should be researched as well. Now that sites like PLOS ONE have added a metrics sections to see where the research is being talked about, researchers should take advantage of that data to research the impact of sharing academic studies through social media. The end goal of this research would be to find the best way to share research to multiple disciplines in order to advance scientific discovery.

It will be important to learn how to focus our messages to appeal to humanity as a whole and not just a demographic. Amplifying the voice of consumers, academics, and people with a cause provides for an advancement of a global culture; one where we are all connected. It is important for us to mold it into what we need it to be while it is still in its infancy. There is no other forum that allows us to ignore geographical boundaries and connect with others on such a personal level. The more we connect and stay connected to each other, the more we can grow as a global culture.

Image A



This image shows how a “tight crowd” is connected through tweets during an MLA conference (Pew Research Center, 2014).

## Works Cited

- “You Named the Whale, Now Save Him.” n.d. Greenpeace. Retrieved February 5, 2014e (<http://www.greenpeace.org/usa/en/news-and-blogs/news/you-named-the-whale-now-save/>).
- Brodmerkel, Sven, and Nicholas Carah. 2013. “Alcohol Brands on Facebook: The Challenges of Regulating Brands on Social Media.” *Journal of Public Affairs* 13(3):272–81. Retrieved February 12, 2014 (<http://onlinelibrary.wiley.com/doi/10.1002/pa.1466/abstract>).
- Bryfonski, Dedria. “Introduction to The Global Impact of Social Media: Current Controversies.” *The Global Impact of Social Media*. Detroit: Greenhaven Press, 2012. Current Controversies. Gale Opposing Viewpoints In Context. Web. 6 Mar. 2012.
- Carlson, Tom, Göran Djupsund, and Kim Strandberg. 2014. “Taking Risks in Social Media Campaigning: The Early Adoption of Blogging by Candidates.” *Scandinavian Political Studies* 37 (1): 21–40.
- Clark, Melissa, and Joanna Melancon. 2013. “The Influence of Social Media Investment on Relational Outcomes: A Relationship Marketing Perspective.” *International Journal of Marketing Studies* 5(4):p132.
- Dasilva, J. Á. Pérez et al. 2013. “Companies on Facebook and Twitter. Current Situation and Communication Strategies.” *Revista Latina de Comunicación Social* 68(68):676–95.
- Freid, Justin. 2014. “Social Advertising Revenues Forecast to Grow 31% in 2014.” *Search Engine Watch*. Retrieved February 17, 2014c (<http://searchenginewatch.com/article/2326963/Social-Advertising-Revenues-Forecast-to-Grow-31-in-2014>).
- Hirsch, Lily, Kirrilly Thompson, and Danielle Every. 2014. “From Computer to Commuter: Considerations for the Use of Social Networking Sites for Participant Recruitment.” *Qualitative Report* 19(5):1–13.
- Hirst, Martin, and Greg Treadwell. 2011. “Blogs Bother Me.” *Journalism Practice* 5(4):446–61. Retrieved April 23, 2014 (<https://proxy.iusb.edu:2443/login?url=http://search.ebscohost.com/login.aspx?direct=true&db=ufh&AN=62668017&site=eds-live&scope=site>).
- Howard, Bill. 2008. “Analyzing Online Social Networks.” *Communications of the ACM* 51(11):14–16.

- Judson, Kimberly M., P. Raj Devasagayam, and Cheryl L. Buff. 2012. "Self-Perceived Brand Relevance of and Satisfaction with Social Media." *Marketing Management Journal*22(2):131–44.
- "Make-A-Wish® Greater Bay Area : Miles' Wish to Be Batkid." n.d. Make-A-Wish® Greater Bay Area. Retrieved May 7, 2014b (<http://sf.wish.org/en/wishes/wish-stories/i-wish-to-be/wish-to-be-batcid=soc-fb-025-000>).
- Mowafa Househ, Elizabeth Boryck, and Andre Kushniruk. 2014. "Empowering Patients through Social Media: The Benefits and Challenges." *Health Informatics Journal*20(1):50–58.
- Van Noort, Guda, Marjolijn L. Antheunis, and Eva A. van Reijmersdal. 2012. "Social Connections and the Persuasiveness of Viral Campaigns in Social Network Sites: Persuasive Intent as the Underlying Mechanism." *Journal of Marketing Communications* 18(1):39–53.
- Ogden, Lesley Evans. 2013. "Tags, Blogs, Tweets: Social Media as Science Tool?" *BioScience*63(2):148.
- "MLA Tweet Map".2014. Pew Research Center. Retrieved May,62014 (<http://www.pewinternet.org/2014/02/20/part-2-conversational-archetypes-six-conversation-and-group-network-structures-in-twitter/#network-type-2-tight-crowd-network-communities>).
- Po-Chi Kao, and Philip Craigie. 2014. "Effects of English Usage on Facebook and Personality Traits on Achievement of Students Learning English as a Foreign Language." *Social Behavior & Personality: An International Journal*42(1):17–24.
- Shih, Ru-Chu, and Ru-Chu Shih. 2011. "Can Web 2.0 Technology Assist College Students in Learning English Writing? Integrating 'Facebook' and Peer Assessment with Blended Learning." *Australasian Journal of Educational Technology* 27(5).
- "Social Media Research Toolkit List." n.d.Social Media Lab. Retrieved March 3, 2014d ([http://socialmedialab.ca/?page\\_id=7962](http://socialmedialab.ca/?page_id=7962)).
- "Tweets Gone Wrong." *Washington Post*. 2012. Retrieved February 16, 2014 ([http://www.washingtonpost.com/business/economy/tweets-gone-wrong-in-2011/2011/12/16/gIQAKPcb4O\\_gallery.html](http://www.washingtonpost.com/business/economy/tweets-gone-wrong-in-2011/2011/12/16/gIQAKPcb4O_gallery.html)).
- Williams, David L., Victoria L. Crittenden, Teeda Keo, and Paulette McCarty. 2012. "The Use of Social Media: An Exploratory Study of Usage Among Digital Natives." *Journal of Public Affairs* (14723891)12(2):127–36.

“You Named the Whale, Now Save Him.” n.d. Greenpeace. Retrieved February 5, 2014e (<http://www.greenpeace.org/usa/en/news-and-blogs/news/you-named-the-whale-now-save/>).

Zickuhr, Kathryn. 2011. “College Students and Technology.” Pew Research Center’s Internet & American Life Project. Retrieved March 3, 2014 (<http://www.pewinternet.org/2011/07/19/college-students-and-technology/>).

Zmuda, Natalie. 2011. “Coca-Cola Wraps Largest Social-Media Project Ever.” Retrieved February 15, 2014a (<http://adage.com/article/news/marketing-coca-cola-wraps-largest-social-media-project/147953/>).

<p>Jessica Reyes is a senior and will be graduating with Bachelor of Arts (B.A.) in Anthropology. This paper was written for Professor Gail McGuire’s S457 Writing for Social Scientists course.</p>
--