

Publications

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The Future of Social Media Usage for Scholarly Research

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The Future Outlook of Social Media Usage for Scholarly Research



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Abstract

The initial method of this research was developed by Dr. Brent Bowen in leading the conceptual idea of social media and the impact it can have on scholarly research. This study concludes years of data compiled into a deliverable platform for universal use in academic research and serving as a common topic of interest. The Airline Quality Rating (AQR) was first developed and introduced in early 1991 as an objective method of comparing and rating airline performance on a multiplicity of factors that are combined, and shown to be important to consumers. Scores are calculated by the defining of 15 elements in four major areas focusing on airline performance and the significance to consumers of air travel in a given calendar year.

The report is a summary of month-to-month ratings for U.S. airlines, which is required by the U.S. Department of Transportation in giving performance data on their domestic schedule. The general case study focus of this research is the AQR as it relates to the utilization of social media platforms, and thus having the ability to reach out to a broader worldwide presence. Future research will involve increasing the number of social media tools and platforms under consideration in order to obtain a more in-depth view of how scholarly research is used and disseminated via social media tools. Developing into scholarly platforms for future use including Mendeley, ResearchGate, Academia.edu, among others. In conclusion, the use of these tools to gain metrics of quantitative/qualitative analysis data the research can further develop into a more elaborate research base.

Student Research

- ✈ Social Media
- ✈ Google Scholar
- ✈ ResearchGate
- ✈ Mendeley
- ✈ Social Networks

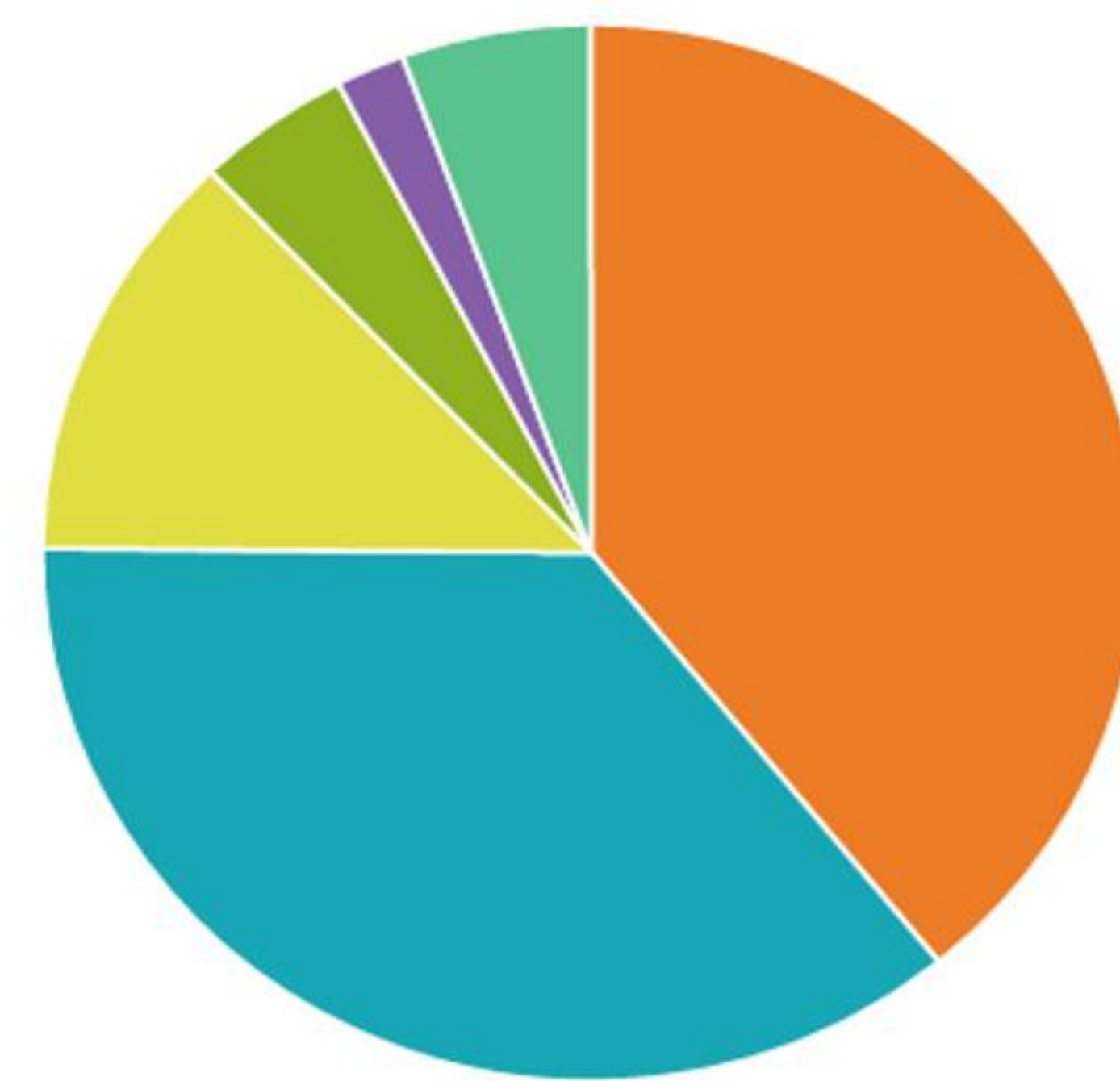
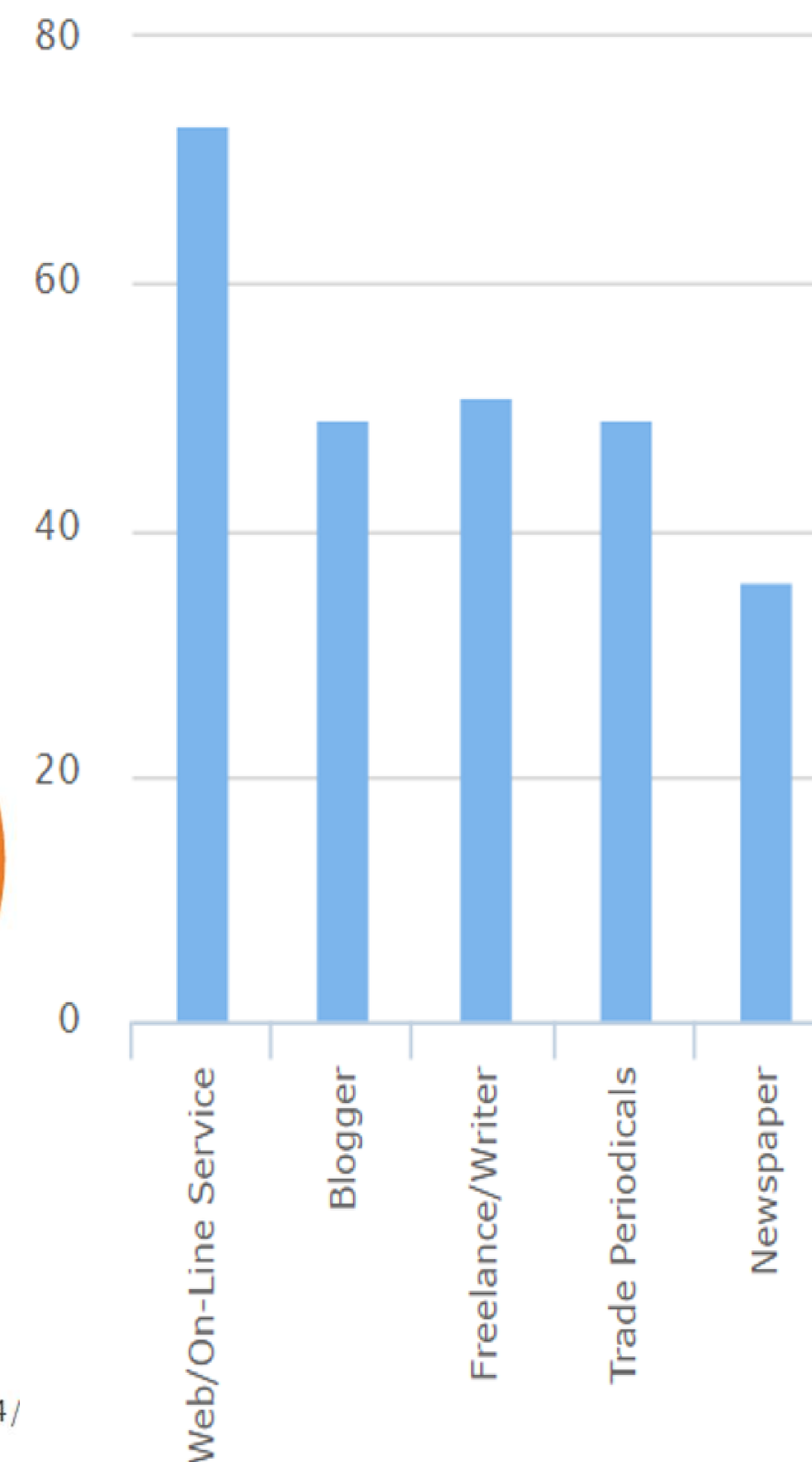


Conclusions

In conclusion, future research will involve increasing the number of social media tools and platforms under consideration in order to obtain a more in-depth analysis of how research is used and disseminated via social media tools. Our ultimate goal will be to create a template for measuring social media impact on the dissemination and utilization of scholarly research across disciplines. This benefits the researcher in spreading his/her work to audience members globally but can be proven to help the business of raising awareness to the topic of your research.



Top Media Types



- Newspaper (77 / 39.1%)
- Broadcast Media (71 / 36.0%)
- News & Information Service (25 / 12.7%)
- Blog (9 / 4.6%)
- Online News Sites & Other Influencers (4 / 1.9%)
- Other (11 / 5.6%)



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