

Unit 3

by Chandra Kant

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Unit 3 Discussion Board
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Section 1: Four References and Summaries

Article 1

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Benthaus, J., Risius, M., & Beck, R. (2016). Social media management strategies for organizational impression management and their effect on public perception. *The Journal of Strategic Information Systems*, 25(2), 127-139.

The article was written by Benthaus, Risius, and Beck provides information concerning the strategies that organization has put in place to facilitate social media communication. The article emphasizes the importance of having good communication skills in social media so that there is no miscommunication. Professionals have to ensure that they learn social media and other digital communication so that there is proper communication between them and the other people especially the clients and other users.

Article 2

1

Dessart, L., Veloutsou, C., & Morgan-Thomas, A. (2015). Consumer engagement in online brand communities: a social media perspective. *Journal of Product & Brand Management*, 24(1), 28-42.

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This article was written and published by Dessart, Veloutsou, and Morgan-Thomas on the impact on online consumer engagement and communication. Most of the consumers are used to informal communications in the social media and this has a negative impact when interacting with the professionals in company's website. The written communication from the professionals should always be formal and standard so that all are able to access and interpret well.

Article 3

4

Ngai, E. W., Tao, S. S., & Moon, K. K. (2015). Social media research: Theories, constructs, and conceptual frameworks. *International Journal of Information Management*, 35(1), 33-44.

The article by Ngai, Tao and Moon provide information on social media in terms of

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theories, constructs, and conceptual framework. The article provides information about effects of

the social media on the professionalism when communicating. The written communication has been affected by the social media communication and utilization in that it tends to be informal in nature.

Article 4

³ Wakefield, R., & Wakefield, K. (2016). Social media network behavior: A study of user passion and effect. *The Journal of Strategic Information Systems*, 25(2), 140-156.

The article “Social media network behavior: A study of user passion and effect,” by Wakefield and Wakefield gives insight ⁷ on social media use and effects. The use of social media has both negative and positive effects on the communication, especially where professionalism is involved. One may not be able to communicate effectively due to the use of words that may have different signs and meaning.

Section 2: Social Media Advantage and Disadvantage Summary

Social media has both positive and negative effects. The effects can be personally, professionally and academically. Awareness is ⁶ one of the most important advantages of the social media. A person is able to know about many things especially affairs around them and in the world (McNaughton & Light, 2013). ⁸ At the personal level, social media enables a person to get information on the various subjects and therefore becomes aware. The person will therefore not be left behind in terms of knowing what is trending and even what happened in the past. Professionally, a person is able to get information concerning their profession and hence grow and become competent in the profession. In addition, the person is also able to grow academically since one can access most of the information on the various subjects. Through the social media, one is able to get the information on the various research hence accurate information is accessed.

Social media is very addictive and this is a serious disadvantage in the modern society. At the personal level, addiction has led to disorientation and lack of performance of personal commitments due to the addiction. One spends a lot of time on the social media sites that may not help them to grow professionally (Allmer, 2015). In fact, one can lose their jobs due to wastage of time on the social media sites browsing. One is unable to perform their duties due to spending most of their time in the social media and not growing professionally. In addition, addiction to most sites that are not educative has led to drop in academic performance of an individual. Hardly will you find a person in college and even university being addicted to academic sites in the ⁵ social media.

References

Allmer, T. (2015). *Critical Theory and Social Media: Between Emancipation and Commodification*. Hoboken: Taylor and Francis.

McNaughton, D., & Light, J. (2013). The iPad and mobile technology revolution: Benefits and challenges for individuals who require augmentative and alternative communication.

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