Academic Writing

Annotated Bibliography

1- Chang, Y.-C., Ku, C.-H., & Chen, C.-H. (2019). Social media analytics: Extracting and visualizing Hilton hotel ratings and reviews from TripAdvisor. International Journal of Information Management, 48, 263-279. https://doi.org/10.1016/j.ijinfomgt.2017.11.001

This article discusses using social media analytics in the hotel industry to extract and visualize Hilton hotel ratings and reviews from TripAdvisor. The study uses a mixed-method approach involving qualitative and quantitative data analysis collected from TripAdvisor. The authors highlight the benefits of social media analytics in understanding customers' perceptions of hotels and improving their services. The study finds that negative reviews are more prevalent on TripAdvisor and that the overall sentiment towards Hilton hotels is positive. The authors conclude that social media analytics can provide valuable insights to hotels to improve customer service and enhance their reputation.

2- Islam, M. S., Sarkar, T., Khan, S. H., Kamal, A. H. M., Hasan, S. M. M., Kabir, A., Yeasmin, D., Islam, M. A., Chowdhury, K. I. A., Anwar, K. S., Chughtai, A. A., & Seale, H. (2020). COVID-19-Related Infodemic and Its Impact on Public Health: A Global Social Media Analysis. American Journal of Tropical Medicine and Hygiene, 103(4), 1621-1629. https://doi.org/10.4269/ajtmh.20-0812

This article analyzes the global infodemic surrounding COVID-19 on social media and its impact on public health. The authors conducted a global social media analysis of popular social media platforms, including Twitter, Facebook, and Instagram. They found that the most common themes discussed in the infodemic were the origin and spread of COVID-19, the effectiveness of preventive measures, and the impact of the pandemic on mental health. The authors also identified common misconceptions and rumors surrounding COVID-19 and their potential impact on public health.

3- Liu, X., Shin, H., & Burns, A. C. (2021). Examining the impact of luxury brand's social media marketing on customer engagement: Using big data analytics and natural language processing. Journal of Business Research, 125, 815-826.

This article examines the impact of luxury brands' social media marketing on customer engagement using big data analytics and natural language processing techniques. The authors collected data from luxury brands' social media accounts and analyzed customer engagement using metrics such as likes, comments, and shares. Using natural language processing techniques, they also analyzed customer sentiments and opinions towards luxury brands' social media marketing activities. The study provides important insights into the impact of social media marketing on customer engagement for luxury brands. The study highlights the importance of creating high-quality content and engaging with customers on social media platforms. The study's findings can help luxury brands, and marketers better understand the effectiveness of social media marketing in engaging customers and building brand loyalty.

Ibrahim Furkan Aksan   533425