

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>

The focus of this article is on the utilization of social media analytics in the hotel industry to extract and visualize Hilton hotel ratings and reviews from TripAdvisor. The study employed qualitative and quantitative data analysis from TripAdvisor. The authors highlighted the advantages of social media analytics in comprehending customers' perceptions of hotels and improving their services. According to the study, negative reviews were prevalent on TripAdvisor, but Hilton hotels had an overall positive sentiment. Therefore, the authors concluded that social media analytics could furnish hotels with useful insights to upgrade their customer service and 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>

In this article, the authors investigate the global infodemic related to COVID-19 on social media and its implications for public health. First, they comprehensively analyzed popular social media platforms such as Twitter, Facebook, and Instagram to identify the prevailing themes surrounding COVID-19. The study revealed that the most frequently discussed topics in the infodemic were the origins and transmission of COVID-19, the effectiveness of preventative measures, and the pandemic's impact on mental health. Moreover, the authors identified common myths and rumors circulating on social media about COVID-19 that could potentially affect 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 investigates how social media marketing by luxury brands affects customer engagement by utilizing big data analytics and natural language processing techniques. The authors collected data from the social media accounts of luxury brands and evaluated customer engagement based on metrics such as likes, comments, and shares. Additionally, they analyzed customer sentiments and opinions about luxury brands' social media marketing activities using natural language processing techniques. The article offers valuable insights into the impact of social media marketing on customer engagement for luxury brands. It emphasizes the importance of producing top-quality content and interacting with customers on social media platforms. The research findings can help luxury brands, and marketers better understand the effectiveness of social media marketing in building brand loyalty and engaging customers.