

Table: 1 (Please consult the given article to solve the questions (which is available on assignment tab of VULMS)).

Criteria	Focus questions	Solution
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• Significance and contribution to the field	• What is the author's aim? • To what extent has this aim been achieved? • What does this text add to the body of knowledge? (This could be in terms of theory, data and/or practical application) • What is missing/not stated? • Is this a problem?	to investigate the use of social media as a new investigative tool in marketing research The aim has been achieved because Findings show that Social media's effects are clear. What is not so straightforward are the techniques and approaches to use them for marketing research. This text gives insight of marketing research and its diversity and It is theory and data, can be practically applied Healthy criticism is missing , Yes it is because some of the traditional research methods suffer from changes in consumer communication patterns. As social media supplant communication methods such as telephony and even email, researchers have diminished capacity to reach consumer subjects. As a result, the social media have spawned a number of research techniques that overcome the problems that have started to affect the old techniques.
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• Methodology or approach (This usually applies to more formal, research- based texts)	• What approach was used for the research? (eg; quantitative or qualitative, analysis/review of theory or current practice, comparative, case study, content analysis, personal reflection etc...) • How objective/biased is the approach? • • Are the results valid and reliable? • • What analytical framework is used to discuss the results?	Literature review I it is biased beacuse use onlyLiterature review and resercher bise can be high in this type reserch The result is valid and reliable but One limitation of the study is the focus on published research techniques. The study does not address proprietary techniques that may be used in practice..
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• Argument and use of evidence	• Is there a clear problem, statement or hypothesis? • What claims are made? • • Is the argument consistent? • What kinds of evidence does the text rely on? • How valid and reliable is the evidence? • How effective is the evidence in supporting the argument? • What conclusions are drawn? • Are these conclusions justified?	use of social media as a new investigative tool in marketing research.. Yes the argument is consistent. The evidence is valid and reliable because it used sufficient data and evidence from major journals for data verification. Evidence is supporting the argument. The market research profession has been affected by developments in social media. . the nature of social media, a public discourse that can be viewed covertly, requires researchers to be careful about how they use and evaluate the voice of the customer heard in these sources The study does not address proprietary techniques that may be used in practice..
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• Writing style and text structure	• Does the writing style suit the intended audience? (eg; expert/non-expert, academic/non-academic) • What is the organizing principle of the text? Could it be better organized?	The writing style is for expert and academic audience. Organizing principle is based on APA style. But it could be organized better.
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