

CHAPTER NINE

ROUNDING UP OF SOCIAL MEDIA RESEARCH, RECOMMENDATION, FUTURE STUDY, IMPLICATIONS AND CONCLUSION

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CHAPTER OBJECTIVES

This chapter aims to provide clarity, based on international best practices, as regards how to round up data collection processes, sustain discussions, make recommendations, and draw up conclusions in social media research (SMR). More importantly, it aspires to furnish scholars and researchers with the knowledge of how to produce high-quality, reliable, and readily publishable publications in the field of social media research. This chapter particularly explores how the social media research community can strengthen social media research and propose satisfactory best practices for rounding up data collection processes leading to discussions, recommendations, and conclusions.

Additionally, this chapter attempts to address the concept of social media and social media research. It progresses in its line of inquiry to dig out opportunities and challenges associated with social media research. Lastly, the chapter sought to present cohesive information that identifies ways to effectively round up and give recommendations for future researchers in social media research.

ABSTRACT

The importance of social media in our daily lives continues to linger in symmetrical progression, and the volume of information it generates and records per minute is terrific.

Social media platforms are among the few channels for scholars to access and gather data, but the goal also sets new designs and structures of facts across the Internet. The volume of information spawned and stored within a short timeframe every minute is astounding. This places a huge responsibility on the shoulders of academics and non-academic researchers to access, analyse and interpret data deposits. This chapter seeks to provide ways to round up and recommendations for future researchers in social media research. Therefore, a scoping review methodology was adopted to map the literature on the social media research field, as well as offer a platform to recognise the main notions and challenges accrued to the social media study. It also investigates social media research while making recommendations for future studies.

Keywords: Data collection processes, Draw up conclusions in social media research, Recommendations, Round up, Scoping review methodology, Social media, Sustain discussions

INTRODUCTION

Social media studies have been described as a thriving methodology that leverages multi-media platforms. Accessibility of information gathered on social networks has birthed the popularity of social media investigation (Pearce, Özkula, Greene, Teeling, Bansard, Omena & Rabello, 2020). Emergent scholars are enthusiastic about upholding social media as a critical component of the study. The justification that drives social network platforms has successfully transformed the orthodox investigation practices of the research community by facilitating a quick and cost-effective manner of obtaining information; nevertheless, it conveys originality and entertainment to a known stern area of study (Research Design Review, 2020). The authors avowed that this evidence encompasses data collection and examination; that is, looking out for social media outcomes in form of videos, pictures, text, and graphics; confirming it as a model for digital-based references (Research Design Review, 2020).

In recent years, social media research has progressively developed as an acceptable study method and has been published across various disciplines. Remarkably, social media is a wealthy foundation of research information for social impact with good social media research knowledge. Brandwatch (2016) asserts that the volume of conversation on the social media platform breaks unprecedented opportunities for social media research (SMR) to be a novel ability that uncovers qualitative insights on a quantitative scale. Globally, the internet has become very popular and progressively reachable to unskilled communities through social media platforms. While cooperative services have flourished, it allows users to communicate, discuss and segment their comforts, and so on (Poynter, 2010). Social media is prevalent in everyday individual endeavour, promoting socialisation, public discourse, and dialogue engendering vital information that is probable of boundless opportunities to the body of scholars and researchers globally (Sloan & Quan-Haase, 2017).

Popular social media platforms are Facebook, WhatsApp, YouTube, Twitter, LinkedIn, Second Life, and many more. They allow individuals, irrespective of their demographic status, to receive and send desired messages as quickly as possible globally (Poynter, 2010). The shared interest in social media is often used by scholars and researchers to understand and analyse its events. SMR has created a growing need to develop an all-encompassing system, a clear and reproducible to secure, organise and evaluate innovative kinds of information (Sloan & Quan-Haase, 2017).

BACKGROUND OF THE STUDY

Social media research has become an increasingly popular approach for many scholars and researchers in diverse human endeavours in this present generation. However, a universal definition of social media research is yet to be agreed on as new approaches spring up from time to time in the research community. For example, Beer (2008) highlights that some researchers and scholars often adopt the term Web 2.0 over social media because the former can function as an overall concept that covers a large group of applications online that promote interaction and expression. Furthermore, Trottier and Fuch (2015) highlight three elements of sociality that theorists often adopt as focal points in understanding social media phenomena; they are cognition, communication, and cooperation. Remarkably, social media research has been successful with diverse issues relating to humanity, medicines, business, airline, tourism, science, academics, marketing, information technology, and many more (Poynter, 2010). The author asserts that social media research is now the most popular methodology used globally among various digital researchers.

The volume and collections of social media data in diverse disciplines demand innovation in scientific methodological analysis. This has drawn much attention to research communities. In addition, these novel methods of subjective approach (Salmons, 2017) range from short fiction in a descriptive study (Georgakopoulou, 2017), thorough comprehension (Stewart, 2017), strong statistics report (Latzko-Toth, Bonneau & Millete 2017), to research approaches that centre on nonverbal information such as pictures, similes, music and images (Pennington, 2017). Besides, studies have revealed that social media research creates opportunities for review in an organised and analytical manner based on contemporary societal concerns in a cost-effective approach (Burgess & Matamoros-Fernández, 2016). For example, scholars, social media experts, and the research community at large commended the innovation brought by social media platforms based on opportunities and gaps to exploit (Sloan & Quan-Haase, 2017).

Von Stieglitz, Dang-Xuan, Bruns and Neuberger (2014) affirm that new media research is a developing multi-disciplinary study targeted at integrating, lengthening, and conforming approaches to the investigation of social media statistics. On the other hand, the authors aver that social network platforms can support other research fields to respond to their study questions. It offers and focuses on providing **essential information and meeting the needs and demands of the researcher**, as well as providing structured solutions for social media research-based applications and information systems communities. Despite the significance of

social media research, limited research exists, as works that can help in professionally conducting studies, piloting, and rounding up social media research are insufficient. However, the study by Poynter (2010) confirms that many researchers examine the use of social media to conduct market research, communication, politics, academics, and many more.

Conversely, this book chapter is divided into six major sections. Section I is broad and addresses the literature review to formulate research questions that anchor the study. Section II emphasises the research methodology used to gather information and justify the adopted research methodology. Section III contains the proposed best practices for rounding up interdisciplinary social media research to aid research communities. Section IV presents the results based on the available literature of the study. Section V briefly establishes the book chapter's contribution to potential researchers and existing scholars in the research community. Lastly, section VI presents recommendations, future studies, implications, and conclusions.

RESEARCH PROBLEM

While scholars and researchers in diverse fields of study are fascinated with the new media and online participation, researchers with divergent backgrounds emphasise diverse study inquiries, and yet these researchers lack clear formal descriptions of new media study (Sloan & Quan-Haase, 2017). Notably, this diversity (Von Stieglitz et al., 2014; FoodRisC Resource Centre, 2016; Social Media Research Group, 2016) engenders a dearth of standardisation of practices and, consequently generated a deficiency in recommended global best practice approaches in rounding up social media research concerning the approval, prospect study, inferences, and decision-making.

The lack of consistency among the social media reviewers remains a concern, given the lack of acceptable meaning or goals for social media research in diverse fields. These challenges, as mentioned above, present new tasks to scholars and the research community as it necessitates novel approaches to rounding up social media in the area of recommendation, future study, implications, and conclusion.

Lastly, the research community is yet to wake up to the challenges of developing a standard or suggested best practice regarding innovative approaches, techniques, and how to round up studies specifically tailored towards social media research irrespective of discipline. When there is a lack of transparency, it becomes difficult to detect substandard recommendations and flawed research strategies. Nevertheless, the challenge is how to disseminate this information to the broader social media research public. Therefore, an argument is needed to help develop best practices for social media research to support researchers and protect social media users.

PURPOSE OF THE STUDY AND CHAPTER QUESTIONS

Given the infancy of social media research, the objectives of this study focused on discovering the best approach to rounding up social media research. For this study, a scoping review methodology was adopted to map the literature on the social media research field, as well as offer a platform to recognise the main notions and challenges accrued to the social media study. The overarching chapter questions help to guide the scope of the chapters in providing a quality review. The questions are:

- **RQ1:** What are the concepts of social media and social media research?
- **RQ2:** What are the suggested best practices for rounding up social media, future study, implications, and conclusion?

I. LITERATURE REVIEW

The significant goal of this literature review section was to propose and gather information related to the best practices in rounding up social media, recommendations, future studies, implications, and conclusions. Social media research covers related studies irrespective of their disciplines, such as social sciences, medicine, marketing, politics, information system, education, and many more. Therefore, the first section of this book chapter provides related and relevant literature to the study's research questions. Consequently, the study opens with the benefits and challenges associated with new media studies.

Concept of social media

Globally, social media, otherwise known as new media, has turned out to be more relevant to human endeavours. Therefore, it is obvious and undoubtedly stress-free to identify various disciplines where social media hardly fits in with human endeavour rather than mentioning the broad coverage where it added value and has a significant impact. Social media is an internet mass social group and a platform such as blogs and microblog sites, social networking, wikis, collaborative projects, photo sharing, video sharing, music sharing, and product virtual games (Branthwaite & Patterson, 2011; Kapoor, Tamilmani, Rana, Patil, Dwivedi & Nerur, 2018; Olutade, 2020).

Furthermore, social media is an inclusive term, and no two scholars appear to agree on a clear definition (Treem, Dailey, Pierce & Biffel, 2016). Nevertheless, the basic component of the connotations of new media is how information technology (IT) and various digital technologies have shifted from a fundamentally traditional channel to a multi-point model. The definition of Kaplan and Haenlein (2010: 61) advocates that social media is a collection of web-built sites that were formed on the philosophical and high-tech premise of the social web, and also permits the conception and interchange of online created information. Schlagwein and Hu (2016) argue that new media establishes cyberspace interaction and relationship networks, generally used as an information system outlook, collective channel platforms, and encompassing organisational and administrative framework that institutes communal data systems.

Wakefield and Wakefield (2016) and Kapoor et al. (2018) remark that social media, social network platforms, and internet sites are related through identified qualities and potentials, namely: (i) online participant biodata, (ii) online participant easy contact with social media data, (iii) the online participant record of the social bond, and (iv) online participant capacity to understand and follow social bonds. Online space must be formed by the user and for the user, and to offer a conducive setting aimed at fostering relationships and connections at diverse positions (for example, personnel, expert, commercial, promotion, partisan, and social group).

Remarkably, Kaplan and Haenlein (2010) accredited six allocations for social media arenas formed on the platform of respective diverse competence. These are blogs and microblog sites (Twitter, Tumblr), social networking sites (Facebook, MySpace), content communities (YouTube, Daily Motion, Pinterest, Instagram, Flickr, Vine), collaborative projects (Wikipedia), virtual game-worlds (World of Warcraft), and virtual social worlds (Second Life, Farmville).

Given the significance of social media to numerous participants and the many benefits linked across its functionality, new media has engrossed the interest of scholars and research communities from diverse disciplines, for example, communications, politics, computer science, business management, marketing management, and others (Jaring & Back, 2017; Kapoor et al., 2018). The authors asserted that many scholarly articles on social media research have appeared in various outlets. These scholars opined that there is a need to devote an amount of time and effort to the gathering, evaluating, and integrating results from current research studies before they commence social media-related research. Going by the relevance of this contemporary study, a scoping research methodology will provide invaluable sustenance to diverse investigators and scholars proposing to be involved in new media studies.

Social media research

Throughout the last part of the year 2008 and the beginning of 2009, *Research 2.0* has arisen to the level of being seen as overdue; additionally, the phrase *New Research* has begun to dominate the research communities – nevertheless, the two expressions are not the same (Poynter, 2010.) The phrase *Web 2.0* was espoused by the diverse disciplines of mankind undertaking such as Law 2.0, Government 2.0, and Marketing 2.0. SMR was introduced to the research community, with Martin Oxley being the first to make known the concept of Research 2.0 (Oxley, 2006; Poynter, 2010).

However, the notion of Research 2.0 speedily occupied the heart of the research community and turned out to be prevalent among seminars and academic forum planners. Notably, the concept of Research 2.0 grew and linked with the emergent use of virtual communities for surveying businesses, and to a minor magnitude, which also employs blogs and blog mining. Preliminary social media research was incidental from various approaches and is prone to a dearth of standards within a specific discipline of study. Poynter (2010) champions revolution

among scholars and investigators in a specific field of research, where they can mutually approve the use of social media data to solve social concerns and explore as a means of answering recurrent inquiries in a related specific discipline of study.

Previous studies (Duggan, 2015; Snelson, 2016) remark that new media study is a moderately evolving discipline along with the advancement in digital skills and increase in their competence. Therefore, social media research uses social media instead of other research approaches to subjective or measurable studies (Pulsar, 2020). Limited reviewed and published journal articles were recorded as related to quantitative, subjective, and multi-method approaches of new media research in terms of their source and accessibility regarding which academic platform anchored their publications.

By some accounts, social media research is a fast emergent method in the research community and is more extensive than virtual target communities (Poynter, 2010). Preferably, a new media study emerges as a comprehensive examination of the supplementary origin of data gathered for perceptions, as well as orthodox subjective methods, empirical study, and subsidiary social statistics origin (Burke, 2014). However, it is unfortunate that ample social media study publications lack efforts of conventional or uniform meaning; most of the definitions are inferred by the internet or web-based app designated for analysis (Quan-Haase & McCay-Peet, 2017). Nevertheless, this present study succeeded in closing this gap by collating different scholars' formal definitions of social media research. Table 9.1 indicates collections of social media research definitions with authors and year, respectively.

Table 9.1: Definitions of social media research

Definitions of social media research	Authors/year
Social media research is a technique of examining social media data to manage both subjective and empirical investigation to comprehend how online participants interact on social issues by exploring the platform and information mining approaches.	Pulsar(2020)
The concept of social media research involves every method of investigation that explores data extracted from community channel sources.	Luke Sloan and Anabel Quan-Haase (2017).
Social media study is a technique of investigation that provides insights into how social researchers critically collect and discern social formations via a social media platform.	Murthy (2015)
Social media research involves the investigation of numerous social groups that embraced online created information, the information created by these participants, such as users' data, social trends, broadcasts, pictures, and remarks that emanated from the communication that transpires among online participants.	Anabel Quan-Haase and Lori Mc Cay - Peet (2017)
Social media research is an emergent interdisciplinary investigation that aims at bonding encompassing and collaborating research techniques for the study of social media facts.	Von Stieglitz <i>et al.</i> (2014)
Social media research is an innovative procedure that arises as a result of the gathering, studying, and conceptualising of social media information.	Lori Mc Cay-Peet and Anabel Quan-Haase (2017)
Social media research denotes a novel way of gathering resources and methods of mining and examining data from communal platforms and cyberspace. For example, integrating communal information associated with programmes or problems that are time-based, topical, and attitude/ subjective.	FoodRisC Resource Centre (2016)

Based on the above analysis of the definitions above, the authors established certain agreements on significant fundamentals of prevailing denotations. This study, therefore, proposes a broad definition. Despite a great deal of new knowledge about social media research, we define social media research “as an evolving interdisciplinary methodological platform that accepts user-generated and firm-generated content, with the sole aim of combining, integrating, encompassing, and adopting suitable methods for investigating social media data.”

The above definition will add to the body of knowledge in research communities among scholars, academia, and researchers. Research related to social media varies from listening and identifying participant intellect by spotting the relevant information formed, creating digital content, and discovering developments and intuitions that arise from this information (Pulsar, 2020). As a result of an increase in effortless and rapid accessibility of social media data, scholars and officials in directorate institutions have risen to deliberate on the subjective investigation approach, which can be integrated to aid social media research. These encompass a variety of deliberations such as the merits of social channel information, the usage of social media study as the only approach or in collaboration with supplementary techniques, statistics gathering and evaluation, moral consideration, and the presentation of social media research results.

Social Media Research Group (2016) stresses that opinion search, internet-based surveys, and webpage reviewing are sources of data platforms owing to the communal identity of the information mined from both online and social network platforms. Similarly, with alternative approaches, the new media analysis must be viewed as a critical and essential evolving resource for research. Likewise, many studies employ social media approaches and alternative approaches (Social Media Research Group, 2016). In a nutshell, social media research comprises exclusive lay-down resources that can unveil the influence on individual communication. Social media can track the extent to which a system evolves and responds to an inquiry concerning its growth.

Opportunities and challenges of social media research (SMR)

Relative to the knowledge of social media, this section has assessed the opportunities and challenges accrued to SMR, alternative methods, and their effectiveness as investigation resources.

Opportunities for social media research

Social media research significantly broadens the scope of researchers by using the platform to call the attention of academia and researcher in diverse fields (interdisciplinary), especially those that do not study social media as a discipline. However, their study could add value to social media attributes to aid research in numerous fields. Sloan and Quan-Haase (2017) avow that social media research can serve as a distinctive technique that combines alternative approaches, data gathering, investigation, social behaviour effects, and addressing social media research results (Sloan & Quan-Haase 2017). Studies related to social media can be

piloted on numerous subject matters of human endeavours that exist virtually. Life situation experiences can be showcased both virtually and physically (Sloan & Quan-Haase, 2017). Pulsar (2020) asserts that social media research is persistently growing, with researchers emerging with novel approaches and methods in a manner that helps to determine how online participants explore social networks platform, their attitudes, and discussions on these platforms.

Social media has advanced in scope and significance. It is also suitable as an essential part of daily human survival. Social media research uses research tools to comprehend these innovative platforms for conversation (Pulsar, 2020). Social media research possesses a substantial nature of reachability, immediate creation of action virtually, and a sample of a particular set of concerned online participants (Social Media Research Group, 2016). Social media permits a researcher to examine the impulsive emotions and judgments of online participants. Sometimes, it aids empirical researchers to gather data via review or market study. SMR offers a considerable amount of accessible information for researchers to analyse people's words. Social media research encompasses traditional approaches as well as current trends in academic, social sciences research, and industry-based social media analytics (Sloan & Quan-Haase, 2017). Recently, social media's advent and widespread popularity began to offer a novel foundation for data gathering and a unique perception to assess users and communal attitudes. Lastly, the research of Buntain, McGrath and LaFree (2016) concurs that new media research offers a register of numerous online participants' attitudes.

Challenges of social media research

Social media study offers an opportunity to discuss public problems and issues. The platform updates individuals on the latest community happenings or trending events such as weather transformation, athletic, and entertainment news. Nevertheless, individuals need to appreciate that social media platforms are collections of diverse participants, innovations, and records of information (among other things) that entail researchers to regularly focus their study on the quantitative analysis unit of their study (Marres, 2017; Pearce *et al.*, 2020). Occasionally, social media does overemphasise and influence users' daily behaviour and dispositions by allowing them to occupy a world of fantasy and reality. These habitual occurrences form distrust of a great deal of information emanating from bloggers as an untrustworthy platform for scientific study analysis results. Gladwell (2011) and Branthwaite and Patterson (2011) avow that the platform contributes to trendy feeble bonds and unstable associations, unpredictable and varying behaviours and moods, especially among online users.

Sloan and Quan-Haase (2017) state that connecting statistics at distinct levels is a significant issue in social media statistics relating to methods that are subjectively distinct from prevailing approaches, frequently merging image, script, and transverse communications and backgrounds. Conceivably, it is related to the study by Kuhn (1970), where it was described as "anomalies" leading to new scientific paradigms. As such, predispositions will occur, and this might be tough to deduce conclusions related to the large populace.

II. METHODOLOGY

The significant goal of this systematic review is to recommend the standard review and to propose the best practices in rounding up the new media study. This analysis is expressive and strictly adheres to scoping review methods, which attempt to describe the empirical and non-empirical research. Scoping analysis methods are known to easily recognise research problem statements and consequences for policymaking. The manner and broadcasting of social media research are inconsistent globally among scholars and researchers. However, the authors of this book chapter conducted comprehensive literature searches from diverse fields in this study.

Firstly, the authors searched electronic databases. This search was peer-reviewed using many electronic search strategies and also searched for grey literature (unpublished material and non-empirical). The scoping review approach used in this study began with designing the specific study of inquiries. Articles with the subjects and conceptual references associated with social media research were reviewed to prevent wasting resources in gathering extraneous journals that are below the required standard established. Meanwhile, the subjects and conceptual significance screening template were designed by the four authors of this book chapter. Furthermore, the authors searched electronic databases for peer-reviewed and non-peer-reviewed (blogs) social media research papers and IDR. Upon independently reviewing, two independent reviewers were consulted to screen all the references incorporated into this study.

Meanwhile, information conceptualisation and authentication were accomplished by the two selected assessors. There were no significant discrepancies among reviewers and the authors in evaluating the available resources, though minor modifications were recommended. The databases searched in this study cover medicine, business administration, engineering, accounting, sociology, broadcasting and art studies, finances, and others.

III. ROUNDING UP THE SOCIAL MEDIA-RELATED RESEARCH

This section proposed the ideal best practices for concluding social media studies. Therefore, the findings of this book chapter resulted in the development of 12-fold probable suggestions to round up interdisciplinary social media research as significant contributions, based on an in-depth literature review (Markham & Buchanan, 2012; Sloan & Quan-Haase, 2017; Poynter, 2010; Moreno, Goniú & Diekema, 2013; Beninger, Fry, Jago, Lepps, Nass & Silvester, 2014; British Psychological Society, 2013; Gelinas, Pierce, Winkler, Cohen, Lynch & Bierer, 2017).

- **Intellectual property ownership:** The organisation or individual sponsoring a new media study demands their credit for the concept and propositions formed should be addressed to their respective group or individual. Ambivalence not well managed might lead to social issues. It must be clear to all the members participating in the social group that acquired knowledge is exclusively for the final customer.
- **Eligibility status/criteria:** This states the specification of who is fit to participate in the proposed social media research. The section would further look at other matters, for

example, participants' country of origin, and socio-demographics (for example, gender, stage, personal record). Certain researchers tend to exploit social media research more than others, and significant differences can be found among various social media platforms.

- **Information safeguarding and confidentiality:** The operating settings and conditions must be assured with the safeguarding rules of users' information and the extent to all human endeavours regarding societal concerns. For example, the place of information storage, who would have access to it, the nature of data or statistics to be published, and a report of rules and regulations that bind all the participants of the group. Consequently, researchers need to reflect on confidential information to know the information to publish and those not to be published and those not published.
- **Keeping track of the research:** The investigator is expected to adequately search online users who purposely post information that reveals too much about themselves on social media during the research process (i.e. data gathering). For example, avoid prints of their main entrance, and remarks about the aesthetics of their house. Surfing the internet might lead to further dangers; research that broadcasts direct comments from a social group could put an online user in danger (Moreno et al., 2013).
- **Confidential information:** Confidential noticeable information is important and must be handled strictly with esteem care. Adhering to personal information protection policies and government directives is crucial. If a certain person's profile is appraised as confidential, the researcher needs to be very careful in handling them. For instance, the European Union Information Defence describes confidential information as a spiritual conviction, dogmatic sentiments, well-being, and ethnic group (EU Commission, 2020). Whenever research participants are submitting personal confidential facts, such as personal monetary transactions, such data must be treated with utmost care.
- **Identity disclosure:** A researcher must make arrangements when communicating with the online participant before posting their online statement verbatim. The researcher should endeavour to conceal the name of the respondents during the research process. However, there is no absolute assurance of anonymity in new media studies.
- **Participation must adhere to informed consent:** Individual informed consent must be sought before engaging in the research process. Investigators must analyse suitable manners to access the online participants and respondents, ensuring that appropriate measures are adhered to in line with the condition of operation in safeguarding respondents' confidential data.
- **Confidentiality:** The dangers associated with the dearth of privacy protection are weighty, due to the limited influence of social media researchers over various activities on the platform compared to the power of offline research over personal information protection (British Psychological Society, 2013). The study of Roberts (2012) discloses that information uploaded on social media remains forever, and direct statements online can easily be tracked to the origin from where it emanated (BPS, 2013) via the internet, such as Google. Sloan and Quan-Haase (2017) affirm that a user's identity cannot be hidden.

- **Ethical issues associated with mixed methods:** Knowledge about the moral problems related to subjective and empirical investigation methods is vital. Researchers exploring diverse approaches must be conscious of the moral issues related to empirical investigation and the subjective study approach.
- **Report of the scientific environment that facilitates social media research success:** Researchers need to report facilities and other resources that enabled the success of the proposed mixed methods. For example, the empirical study includes workstations, virtual investigation operating systems, analytical programs (for example, R, SAS, SPSS), facilities to assist involvement methods, and experienced research analysis. In contrast, the subjective study comprises workstations, computerised documentation devices, cross-examining areas, data arranging operating systems, subjective statistics study operating systems (for example, Atlas.ti, HyperResearch, MAXQDA, NVivo), and facilities to reinforce.
- **The research methods must be suitable to the research questions proposed to be undertaken:** The research methods in any investigation related to interdisciplinary social media-related research need to be suitable to the specified inquiry study or query. Study questions need to be appropriate for the study method stated. For instance, the triangulation approach is a kind of research method that accommodates both subjective and empirical study methods, due to the inefficiency of a single research approach in developing multi-fold outlooks or offering an all-inclusive understanding of study inquiry (NIH Office of Behavioural and Social Sciences 2018).
- **Social media platforms are not fully representative of populations:** Social media users are not generally accepted as members of the populace (Ruths & Jurgen, 2014). Therefore, prejudice will occur, and it might be difficult to conclude the wide-ranging populace. However, these attributes are valuable, especially when a study centred on a specific association is known to be lively on a social network forum.

IV. DISCUSSION

In this book chapter, the search for social media research predominates in the reviewed journal articles and unpublished write-ups that seem to be broad. Furthermore, it is not part of this scoping review approach to evaluate the systematic standard of a user's (unit of analysis) encompassing in this book chapter. However, based on the known attributes, variety of research approaches, and scoping reviews adopted while writing this book chapter, the authors proposed some recommendations for progressing the social media assessment technique and improving the dependability that aids in strengthening the study.

More so, this study validates that SMR is a novel technique that enjoyed geometric progression as an autonomous investigation entity today. Consequently, there seems to be a non-existent precision or concord based on the definite definition of SMR and methodology for social media measurement. Remarkably, this book chapter succeeded in closing this gap by collating a formal report of social media research by different scholars.

Adopting a scoping review methodology that reviewed over ten social media research works from a diverse field of discipline revealed that SMR is a relatively novel research entity. Currently, efforts have been made by this present study to show, clarify, enhance, communicate to the research community, and report social media research about current standardisation in the emerging field of research.

Lastly, it is essential to design a structure that can aid researchers to understand standards or best practices that must be considered when rounding up social media-related studies irrespective of disciplines. Therefore, this is believed to yield a shared benefit to all the research communities, especially interdisciplinary social media-related research at large.

V. CONTRIBUTION OF THE CHAPTER

This book chapter has several contributions:

1. The current book chapter enumerates various definitions of SMR in tabular form and recommends a comprehensive definition of social media research.
2. This book chapter also offers characteristics, opportunities, and challenges associated with social media research.
3. This book chapter recommends best practices for rounding up social media recommendations and future studies.
4. It also provides a social policy guide to potential researchers and existing scholars in social media research communities.

RECOMMENDATION, FUTURE STUDY, IMPLICATION AND CONCLUSION

Recommendation and future study

This study recommends that researchers need to display honesty and transparency. The researcher should be enthusiastic to entertain the opinion of diverse online participants, be transparent in their goals, and engage online users ethically during both virtual and internet community studies. There is a need for transparency in the recruitment exercises and resources used. This study demands that future studies should protect the personality and status of users. Therefore, a researcher should endeavour to uphold confidence in the assessment of the research community. Social media researchers should endeavour to be open and truthful in their reports to aid the field's progression.

The researcher should endeavour to monitor any chat, tweet, or broadcast and take a satisfactory viewpoint to enlighten online participants, and protect their users' names and status from the general public, if possible. These choices of activity to protect users include rephrasing rather than using exact words or usage of citing. The researcher can also explore the privy to use precise statements, pictures, or audio-visuals such as exact testimonials, secluded communication or letter, and broadcasts. More so, this study recommended that SMR be limited to analysing social media data collected only, relatively accommodating the relationship between data collected via the social platform and traditional media. SMR research is significant; it has increased the level of interdisciplinary progression in systematic techniques for analysing SMR and fostering collaboration in diverse fields.

FUTURE RESEARCH DIRECTION

As regards the social media research obstacles as mentioned earlier, the authors recommend a few imminent study guidelines that need to be accomplished in interdisciplinary research. Firstly, SMR needs to develop and evaluate systematic techniques, methodological outlines, operating system resources, and policy for tracing, evaluating, and collating significant social media information from diverse fields of study. Furthermore, future research could focus on an empirical investigation that centres on rounding up social media studies. Our call to potential researchers and scholars is to expand their scope and extend their study to the analysis of videos and pictures, methodological challenges while gathering data, and engaging in social media analysis.

IMPLICATION

This book chapter has introduced the best practice approach for rounding up social media research (SMR) as an emerging social research field that will favourably impact prospective social media researchers from different disciplines. Furthermore, this book chapter argued that social media research offered several challenges and new opportunities. Therefore, SMR can be extended to other disciplines related to social media research. The clarion call of this book chapter emphasises the need for future researchers to understand, explore and apply best practices identified in this unique book chapter. Remarkably, this book chapter encompasses rounding up social media-related research in various quarters of research disciplines such as medical, public health, political, information technology, animal welfare and genomics, economics, transportation and logistics, education, technology, business, and marketing, to mention but a few; and to protect social media users and support research communities at large.

LIMITATION

The primary means of disseminating results are conventionally through printed manuscripts, but the emergence of social media results has increased online manuscripts and publications. There appears to be a nonexistence of sound/pictorial material, which could be more educative for the participant, researcher, and scholars at large. Gestures, quality of vocal sound, and other kinds of non-lexical communiqué hypothetically impact the quality of communications. The dearth of sound/audio-visual resources could be a result of standard or prerequisite conditions for publication in academic communities, where objects such as images and videodisks might not be alternatives. Another obvious limitation to this review is that it includes material available through academic and non-academic databases. Consequently, there is an increase in the amount of information in this review.

CONCLUSION

Social media research is a state-of-the-art method to research communities at large now that its popularity has risen. As part of the research, objectives stated in this study, rounding up social media research, recommendations, future studies, and implications is far-reaching, yet there is a dearth of uniformity to promote the value and significance of social media research results. This book chapter established the formation of standard definitions and best practices

for rounding up social media research. It also made recommendations as a vital policy toward promulgating the research standardisation piloted. Furthermore, this study's contribution could facilitate and provide a mutual forum for SMR-related discussion among scholars from diverse fields of study.

Given the infancy of social media research, the scoping review approach was adopted. The primary objective of this book chapter focused on recommending the definition of social media research, rounding up social media research, conclusions, recommendations, future study, and implications. Notably, the findings of this book chapter revealed that social media research has remarkable value to researchers interested in engaging in scientific and social media-based data.

CONFLICT OF INTEREST

The authors state that there are no financial and conceivable conflicts of interest. This book chapter study was within our timeframe, and no financial assistance was received. The scholars were genuinely involved in the subject matter and have consequently contributed equally.

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