



# curriculum BUILDER

Curriculum Builder Makes it Easy for Students to Access High-Quality Academic Resources through the Learning Management System (LMS).

## Easily build a course reading list

1. Search your library's online content from within the LMS
2. Click "Add to Reading List" and your selections are saved
3. Annotate reading list items and copy other reading lists created at your institution\*

## Curriculum Builder helps with class collaboration, discussion and participation:

- The reading list can be used as a basis for a class project
- Weekly reading lists from Curriculum Builder can be correlated to combine themes to spark class discussion
- Students can share evaluations of websites selected from a Curriculum Builder list using the class wiki
- Students can upload writing exercises based on articles assigned in the reading list

## Curriculum Builder for educators:

**Remove Facets**  
 Expander: Also search within the full text of the articles

**Limit your results**

Full Text  
 Scholarly (Peer Reviewed) Journals  
 References Available  
 Catalog Only

**Expand your results**

Apply related words  
 Also search within the full text of the articles

**Source Type**  
**Subject**

Familiar and fully functional facets are available to manipulate a search

2014 Summer LIR 10 section 8022 Virtue 35385: Reading List: The Impact of Social Media

**Add a website**

URL:  Title:  Add to Reading List

**Add a comment**

A study of the impact of social media:  
 Add/Edit Notes:

Remove from Reading List Update Notes and Sort Order

Showing 1 - 20 of 924606 for social media impact

Sort (Relevance) Page options (Detailed) Results per page (20)

12 3 4 5 6 7 8 9 10

**A study of the impact of social media on consumers.**  
 By: Hajji, M. Nick<sup>1</sup> m.najji@obk.ac.uk  
 Academic Journal  
 International Journal of Market Research, DOI: 10.2501/IJMR-2014-029, ISSN-Print: 14707853, Publisher: 07/01/2014, Vol: 56, Issue: 3, Start Page: 387, Page Count: 18, Language: English

**Abstract:** Social media have provided new opportunities to consumers to engage in social interaction on the internet. Consumers use social media, such as online communities, to generate content and to network with other users. The study of social media can also identify the advantages to be gained by business... Copyright of International Journal of Market Research is the property of IJMR LTD and its content may not be copied or emailed to multiple sites or posted to a listserve without the copyright holder's express written permission. However, users may print, download, or email articles for individual use... [1]

**Subjects:** RESEARCH; CONSUMER behavior; ELECTRONIC commerce; SOCIAL media; SOCIAL interaction; VIRTUAL communities; INTERNET users;

**Add to Reading List** **Click to add**

## This is how students will see Curriculum Builder:

The student selects the reading list link

**WEEK 3: Searching, Evaluating, Citing**

- Lecture: Week 3
- Reading List: The Impact of Social Media
- Assignment - Week 3: Reading List Reflection
- Lecture Reading Quiz: Week 3
- Week 3 Checklist

The student is taken to the item record and the document

2014 Summer LIR 10 section 8022 Virtue 36386: Reading List: The Impact of Social Media

Back to Reading List

**A study of the impact of social media on consumers.**

**Authors:** Hajji, M. Nick<sup>1</sup> m.najji@obk.ac.uk  
**Source:** International Journal of Market Research, 2014, Vol. 56 Issue 3, p387-404, 18p.  
**Document Type:** ARTICLE  
**Subject Terms:** RESEARCH; CONSUMER behavior; ELECTRONIC commerce; SOCIAL media; SOCIAL interaction; VIRTUAL communities; INTERNET users

**NAICS/Industry Codes:** 454110 Electronic Shopping and mail-order houses; 519130 Internet Publishing and Broadcasting and Web Search Portals

**Abstract:** Social media have provided new opportunities to consumers to engage in social interaction on the internet. Consumers use social

Learn more: [cloud.ebsco.com/apps/curriculum-builder](http://cloud.ebsco.com/apps/curriculum-builder)

\*Please note that the full text to which an institution subscribes is sometimes subject to unique conditions for use as course materials, and the guidelines for each must be followed, as appropriate.

