

- Baxter, R.S. & Babbi,e J. (2004). *Structural holes: the social structure of competition*. Cambridge, MA: Harvard University Press.
- Bend, K.& Gottel, M. (2016). Benefits of social media. *Journal of Organizational and Behavioural Science*, 10(1) 234 - 236
- Belch, B. & Belch, F. (2015). *Social Media and marketing communication*. New York: Mentro press.
- Benkler, E.& Wilson, .T. D. (2006).*Social Psychology in upper Saddle River*, New Jersey: Prentice Hall.
- 11
- Berland G, Elliott M, Morales L, Algazy J, & Kravitz R. (2001), Health information on the Internet: accessibility, quality, and readability in English and Spanish? *JAMA. Journal of American Medical Association* 21
- Best online stores in Nigeria (2018). www.nigerianfinder.com
- Bimber, W. (1998).Three faces of technological determinism. In Smith, M. And Marx, L., editors, *Does Technology Drive Mistory? The Dilemma of Technological Determinism*, pages 79-100. MIT Press, Cambridge, MA.
- Blanchard,-J.C, Haywood Y., &Stein B.D., Tanielian T. L., Stoto M, & Lurie N. (2005) In their own words: lessons learned from those exposed to anthrax. *Journal of Public Health*; 95(3):489
- Bloch, M. (2010), A new look at social media. *Digest* 10(2) . 18 - 20
- Blumenshine P, Rheingold A, Egerter S, Mockenhaupt'R, Brave man P, Marks J.(2-008). *Pandemic influenza planning in the United States from ahealth disparities perspective. Emerge Infect Dis.* 14(5), 709.
- Boer, C. de & S. Brennecke (2003). De Uses and Gratifications benadering. In: Boer, C. de & S. Brennecke, *Media en nubtiiek, Theorieen over media-impact (97-115)*. Amsterdam: Boom.
- Borden, N.H.,(2001) "The Concept of the Marketing Mix," *Journal of Advertising Research*, 1964, pp 2-7 and reprinted in: Baker, M.J. (ed), *Marketing: Critical Perspectives on Business and Management*, 5, 3-4
- Boyd, D..M. and Ellison, N.O. (2007). Social media network sites, definition and history. *Journal of Computer-Mediated Communication*, 13(1), 2100 – 30.
- Braverman P, Egerter S, Cubin C, Marchi K. (2004). An approach to studying social disparities in health. *A Public Health*, 94, 2139
- Breazeale, A. (2009). Retail marketing online. *Journal of Marketing Research* 3(2) 23-26

Brenner, J. & Smith, A. (2013). 72% of Online adults are social media users. *Pew Research 1(10) 101-112*

Brennecke, J, A. (2003). Influence of Online social media . *Social Communication Research, 2(20), 11-19*

Brossard (2003). *Social media customer analysis*. Cape Town: Real Printer

12

Brown, M (2008). *Interpersonal communication and social networks*. UK: Oxford University press

Bussey, K., & Bendra, A. (1999). Social cognitive theory of gender development and differentiation. *Psychology Review, 106, 676-7.13.*

Callon, M. (1999). Some Elements of a Sociology of Translation: Domestication of the Scallops and the Fishermen of Saint Brieuc Bay. In Biagioli, M., editor, *The Science Studies Reader*,. New York Routledge. p67- 83.

Castkova, S. S. (2006). *Social network analysis*. Cambridge: Cambridge University Press.

Caroll, J. M. (1995) *Scenario-based Design: Envisioning Work and Technology in System Development*. New York: Will villa

Chirelstein, M. (2001). *Concepts and Case Analysis in the Law of Contracts*. New York: Foundation. ISBN 1587781972.

Choi, S. (2014). The Two-Step Flow of Communication in Twitter-Based Public Forums. *Social Science Computer Review, 0894439314556599.*

Chong, K. 2010, *Social media*. Cambridge: Orion press

Chu, K. (2011). *The impact of social media in economic growth of marketer*. UK: Oxford University Press

Coleman, A., (2013). Targeting networking and social media; how to win new business effectively. *The Guardian*, [online]27 November. Available at <https://www.theguardian.com/small-business-network/2013/nov/27/targeted-networking-social-media-business>

Claxton, L. & Woo, A. (2008). How to say it: Marketing with New Media, *A Guide to Promoting Small Business*. .New York: Prentice Hall press.

Cohen, L. & Wao, A. (1998). Marketing with Social Media, *A Retail Guide*. New York: Prentice Hall press.

Coleman, A. (2013). Targeting networking and social media; how to win new business effectively. *The Guardian*, [online]27 November. Available at

<https://www.theguardian.com/small-business-network/2013/nov/27/targeted-networking-social-media-business>

13

- Constantinides, E. Lorenzo-Romero, C. & Alarcón-del Amo, M.C. (2011). Consumer adoption of social networking sites: implications for theory and practice, *Journal of Research in Interactive Marketing*, vol. 5, no. 2/3, pp. 170-188,
- Constantinides, E. Lorenzo-Romero, C & Alarcón-del Amo, M.C. (2012), Consumer adoption of social networking sites: implications for theory and practice, *Journal of Research in Internet Marketing and advertising*, vol. 7(2)pp136-156
- Cox, S.A.(2010). Viral advertising in social media: Participation in Facebook groups and responses among college-aged users. *Journal of Interactive Advertising* (12), 30-43
- Curren, K. Garban, S & Temple, C (2011). Advertising on Facebook. *International Journal of e-Business Development* (1), 26-33
- Daft, K & Lengel, B. (1986). *Marketing and social media*. Indiana: Publica publishers
- Dargar, P.O. & O'siri (2017). Strategies for value creation in social media. *European Management Journal*. (18) 463 - 470
- Dedi, R. R. & Leon, A.A (2013). The utilization of social media networking as promotion media. *Seminar Nasional sistem Informasi Indonesia 2- 4*
- Dennis, U, & Valacrch, B. (1999). *Social Media Opportunities*. Oxford: University Press
- DeSanctis, G. & Poole, M.(1994). Capturing the complexity in advanced technology use: Adaptive Structuralion Theory, *Organization Science* 5 121-147.
- Dewangan, M. (2016). Social Bot: Behavioural analysis and detection. *International Symposium in computing and communication (SSCC)* 450 – 460
- Dijk, J. A. G. M. (2001). *Netwerken a Is Zenuwstelsel van onze Maatschappij*.
- Dolson. V E (2010). *Social Media Interaction in communication*. New York: Naville Publishers
- Dynamic Object Oriented Requirements System(DOORS)(1987).Reference Manual, *Version 2.1 Quality Systems and Oxford: Software ltd.,*
- Ebinga, D.E.(2014). The impact of sales volume on the retailers in *Ohaozara local government area of Ebonyi State*. *Proceedings of African Regional Conference on Sustainable Development, Abuja Nigeria* 12 (2). pp 202-208
- Edeoga, W. and Nwachukwu D. C (2015). Impact of e-marketing on the *wholesaale businesses in Enugu Urban, Enugu state*. A conference .paper at *IJEC conference Abuja, Nigeria* pp 22-25

Erhun, M, N.(2003). *Social Learning and Imitation*, New Haven, CT: Yale University Press.

Facebook (2012). Blog on e-commerce. <http://www.facebook.com> retrieved 2nd June 2015.

Evans, M A. (2008). *Renaissance of contemporary social media communication and marketing*. London: Oxford university press.

Falls, D. (2008). Towards an epistemology of Wikipedia. *Journal of American Society of Information and Research* 59 (10) 1662 - 1674

Feeley, T.H., & Barnett, G.A.(1996). Predicting employee turnover from communication networks. *Human Communication Research*, 23, 370-387.

Freeman, L.C., White, D.R., & Romney, A.K. (1992). Communication. *Research vol 12* (3) pp. 23 - 24

Fill, C., (1995). *Marketing Communications: Framework, Theories and Application*, London: Prentice Hall p. 70.

Flanagan, (2010). Social Media customer impression. *Digest*. 10(2), 12- 14

Frick, T. (2016). *Designing for sustainability A Guide for building Greener Digital Products and Services* Boston: O'Reilly Media press.

Gaitho.J Martins.J Perira.M.A. Y, Olivera Y., Feriria, J. P. (2016) Enterprise Web accessibility levels amongst the Forbes 250: Where art thou o virtuous leader?" *Journal of Business Ethics*, volume 113, number 2, pp. 363–375.

Garside, M.B. (2004). *Communication and evolution in marketing*. Essex. Neville press

Gault, M. N. (2000). Social Media Trade Opportunities *Digest*. 10(2), 19- 21

Glanz, K., Rimer, B.K. & Lewis, F.M. (2002). *Health Behaviour and Health Education. Theory, Research and Practice*. San Fransisco Wiley & Sons.

Golder, R Scott, W & Huberman, B (2006).Usage pattern of collaborative tagging system. *Journal of Information Science* 32(2) 198 – 208

Google (2010). Definition and encyclopaedia. [www. Wikipedia.com](http://www.Wikipedia.com)

Google (2012). Definition and encyclopaedia.. [www. Wikipedia.com](http://www.Wikipedia.com)

Google (2013). Definition and encyclopaedia [www. Wikipedia.com](http://www.Wikipedia.com)

Google (2015). Definition and encyclopaedia.. [www. Wikipedia.com](http://www.Wikipedia.com)

Google (2016). Definition and encyclopaedia..h [www. Wikipedia.com](http://www.Wikipedia.com)

Google (2017). Facebook Definition and encyclopaedia..

Google (2018). Togo Definition and encyclopaedia www. Wikipedia.com

Graham, S., & Weiner, B. (1996). Theories and Principles of Motivation. In D. C. Berliner & R. C. Calfee (Eds.). *Handbook of Educational Psychology* (pp. 63-84). New York: Simon & Schuster Macmilian.

Grefen, P. & Wieringa, R (1998). Subsystem Design Guidelines for *Extensible General Purpose Software*. 3rd International Software Architecture Workshop (ISAW3); Orlando, Florida, p 49-52,

Grefen, P, Sikkel, K. & Wieringa R. (2007). Two Case Studies of Subsystem *Design for Extensible General-Purpose Software*. Report 98-14, Center for Telematics and Information Technology, Enschede, Twente.

Greenbaum, J. & Kyng, R. (1991) (Eds). *Design at Work: Cooperative Design of Computer Systems*. Lawrence Erlbaum Associates, New Jersey: Hillsdale.

Glik J.A (2007). Netwerken als Zenuwstelsel van onze Maatschappij. *Tijdschrift voor Communicatiewetenschap*, 30),. 37-54.

Griffin, E (2000). A first look at communication theory (4th Ed.). *Sosto., MA: McGraw-Hill*.

Griffin, E. (1997). *A first look at communication theory* (3rd Ed) New York; McGraw-Hill Groves, R.M. (1989). *Survey Errors and Survey Costs* Wiley. ISBN 0-471-61171-9

Griffith, J.. (2014) "Survey Research in Military Settings." in *Routledge Handbook of Research Methods in Military Studies* edited by Joseph Soeters, Patricia Shields and Sebastiaan Rietjens. pp. 179–193. New York: Routledge.

Groves, R.M. (1999). *Survey Errors and Survey Costs* Wiley. ISBN 0-471-61171-9

Haithgoin P.K. (2009). *Communication Technology: The New Media in Society*. New York: Free Press.


Harris M. & Dennis, H (2011). *Social Media and communication strategy*. UK: Oxford Press.

Hawes, L. C. (1975). *Pragmatics, of, analogutng-Theory and construction in communication*. Reading, MA: Addison-Wesley.

- Haythornthwaite, C. (1996). Social network analysis: An approach and technique for the study of information exchange. *Horary and Information Science Research*, 18, 323-342.
- Henquen, K. (2011). Consumer activity on social media. Management approaches to social media behaviour. *Journal of Consumer Behaviour* 10 356 – 364
- Hilbert, M., Vasquez, J., Halpern, D., Valenzuela, S., & Arriagada, E. (2016). One Step, Two Step, Network Step? Complementary Perspectives on Communication Flows in Twittered Citizen Protests. Social Science Computer Review. <http://escholarship.org/uc/item/0nn4p7mv>
- Hogg, M.A. and White, K.M., (1999). The theory of panned behaviour: self-identity, social identity and group norms. *Br. J. Social Psycho!*. 38, 3, pp. 225-244.
- Hughes,.A, Randall, D. & Shapiro,R.(1992. Faltering from Ethnography to Design. *Proc. ACM Conf. on Computer-Supported Cooperative Work*, 115-122.
- Ibarra, H., & Andrews, S. B. (1993). Power, social influence., ana sense making: Effects of network centra I ity and proximity on employee perceptions. *Administrative Science Quarterly*, 38, 277-303
- Ihekwaba, M. E.(2007). *The Entrepreneur*. Nigeria: Rothmed publishing company
- Infante, D. A., Rancer, A.S., & W.omack, D F. (1997). *Building communication theory (3rd ed.)*. Prospect Heights, IL: Waveland Press
- Inante ,B.& Rancer, P (1997) *Social Media Platforms*. Hall United Kingdom: Paint Press
- Isaac, M.; E, J. & Sydney, E.(November 8, 2016). "For Election Day Influence, Twitter Ruled Social Media". The New York Times. 22
- Jacques, B. L. C., James, M. and Borja, KM.R. (2011). *The impact of Internet Technologies. High School Practice*. America: McKinsey company
- Johnson, A. C. and Steven, P (2005). How Today's popular culture is affecting the actual consumer smartness. New York: River Head
- Jones, L. & Somekh, B. (2004).Observations in social media. *Journal of Business Management and social Sciences (139-143)*. Longra publishers
- 17
- Jospeh, P. & Contractor, N. (2009). *Theories of Communication Networks*. Cambridge: Oxford University Press.
- Junco, R., E. Heiberger, G. & Loren, C.N. (2012). "Putting Twitter to the test: assessing outcomes for student collaboration, engagement, and success". *British Journal of Educational Technology* 12(2) 121- 125
- Kaplan, A. & Haenlin, P.(2010).challenges of e-retailing and social media communication. *Business Horizon*. 53, 76-81

- Katz, L. & Lazarsfeld, K. (1955). *"Personal Influence"*. New York: Free Press.
- Kendra, B. (2011). *Social Media and Influence on consumption habit in marketing* New Jersey: Inglewood Press
- Kevany, M. (2010). *Socio Media techniques*. Rochdale: Vaan press
- Kim, K.S, Sin, S.C. J., & Tsai, T.I. (2014). Individual differences for social media use for information seeking. *Journal of academic leadership*, 40 (2) 171- 178
- Kimberley, Sara (April 13, 2010). "Twitter Debuts 'Promoted Tweets' Ad Platform". *MediaWeek* (U.K. edition)..
- Kirby, B. (2008). *Influence of online retailing*. Leicester: University Press
- Kittsen, S., & Weiner, B. (2007). Theories and principles of motivation. In D, C. Berliner & R. C. Caiffee (Eds.)- *Handbook of educational psychology* (pp. 63-84). New York: Simon & Schuster Macmillan
- Klapper. G. (1960). *Happiness indices of a consumer*. Leeds: University press
- Klein, L. and Pearob, B (2004). A social influence model of consumer participation in social media networking. *International Journal of research in marketing* 21, 241- 263
- Kock, B. (2001). *Communication theories and practices*. East London: Dave Press
- Kock, B. (2004). *Communication theories and practices*, 2nd edition East London: Dave press
- Knoke, D. & Kublinski, J.H. (1982). *Network Analysis*. Beverley Hills: Sage Publications
- Korunka, C. A, Weiss, S. & Zauchner, Z. (1997). An interview study of 'continuous' implementations of information technology. *Behaviour and information technology* 16, p3-J6. 18
- Kotler, P., Armstrong, G.,(2008). *Principles of Marketing*, 12th ed., Upper Saddle River, Pearson Education, p. 28
- Krafft, Manfred; Mantrala, Murali K., eds. (2006). *Retailing in the 21st Century: Current and Future Trends*. New York: Springer Verlag. ISBN 3-540-28399-4.
- Kruchen, P.B.(1995). The 4 + 1 View Model of Architecture. *IEEE*42-50.
- Kuruk, K.(2007). An analysis of consumer power on the Internet. *Technology*, 27,(1-2), 47 – 57.
- Laurent, O. (2011). "Photo agency's CEO addresses TwitPic controversy". *British Journal of Photography*. London

- Li, B. A. & Benoff, R.H. (2008). *Social Learning Rationality Development*. New York: Holt Rinehart & Winston
- Littlejohn, S.W. (1999). *Theories of human communication* Belmont, CA: Wadsworth, p. 319-322.
- Lofti, Z (1962). "From Circuit Theory to System Theory." *Proceedings of the IRE*, 50(5), 856-865.
- Loredana and Pantano (2013). Social network influences on young tourists. An exploratory analysis of the determinants of purchasing intention. Technology Acceptance Model (TAM). *www.open window image*.
- Mangold, B. and Faulds, P. (2009). Do users look at Banner on Facebook. *Journal of Research on Marketing* 7 (2): 119
- Manstead, A. S. R., & Parker, D. (1995). Evaluating and the theory of planned behavior. In W. Stroebe & *European Review of Social Psychology* (Vol. 6, p_p. 69-96
- Maznevski, M. L. & Chudoba, K. M. (2000). Bridging S Global Virtual Team Dynamics and Effect: *vene Science*. 11, 473-492
- McQuail, D. (2001). With More Handsight: Conceptual P-Ways Forward for Media Use Research. *Communications*, 26(4), 337- 350.
- Mc Quet. Y.(2005)"Most Viewed – YouTube". *Wayback Machine*. November 2, 2005. Archived from the original on November 2, 2005. Retrieved January 1, 2017.
- Mc Quee U, (2005). "Me at the zoo". YouTube. April 23, 2005.archieved.and retrieved. www.wikipedia.
- 19
- McHale, R. & Garulay, E (2012). *Navigating Social Media Legal Risks: Safeguarding Your Business*. Que. ISBN 978-0-789-74953-6.
- Meyer, G.W. (1994). Social information processing and social networks: A test of social influence mechanisms. *Human Relation* 47. 1013- 1048
- Mersey, R. Davis, N. Malthouse, E. & Calder, B. (2010). Engagement with social media, *Journal of Media Business Studies* 7(2), 39-56
- Mihail, C. & Andy, I. (2012). Peceived value of social media. An empirical investigation. *Association for Information System AIS Electronic Library (AISeL) CONFIRM IRM* 54
- Nissenbaum, G. N. O.(2001). Internet Business. *Digest 1 (2) 12 - 15*
- Neal, P.O.(2010). Medieval communication. *Digest 1 (2) 29 -34*

- Notani, A.S. (1998). Moderators of perceived behavioural control's controls productiveness in the theory of plane meta- analysis. *Journal of Consumer Psychology*, 7, 247-271.
- Obar, Jonathan A.; Wildman, Steve (2015). "Social media definition and the governance challenge: An introduction to the special issue". *Telecommunications policy*. 39 (9): 745– 750. doi:10.1016/j.telpol.2015.07.014. SSRN 2647377 
- O'Day, V.L D.G. & Bobrow, M. & Shirley, V.L (1996). The Social-Technical Design Circle. *ACM Conf. on Computer Supported Cooperative Work (CSCW'96)*, UK: Cambridge, Mass160-169.
- Oholakiya, J. F., & Shields, D.C.(2013). *Understanding communication theory: The communicative forces for human action*. Boston, MA: Allyn & Bacon
- Oratie, I. L. (2001) *Communication*. Enschede: Universiteit Twente.
- Orlikowski, WJ. (1996). Improvising Organizational Transformation Over Time: A Situated Change Perspective. *Information Systems Research* 7 63-92.
- Osuala, E.C. (2001). *Introduction to research methodology*. Owerri: Africana Fep publishers ltd.
- Paliwoda, S. J. and John, K. R. (2008). "Back to first principles". *International Marketing: Modern and Classic Papers* (1st ed.). p. 25.
- 20
- ,
- Pavlou, N. and Stewart, P. (2000). Effect of Social Media on e-Purchase among youths. *Journal of International Business Management and Research* 3(2), 31
- Parraga, I.M. (1990). "Determinants of Food Consumption *Journal of American Dietetic Association*, 90: 661-663.
- Parker, D., Manstead, A.S.R., Strading, S.G., Reason, J.I. and Baxter, J.S., (1992). Intentions to commit driving violations: an application of the Theory of planned behaviour. *J. Appl. Psychol.* 77, pp.
- Paul, M & Wanye, J. (1960). *Media Analysis: A handbook*. 1st edition. London: Sage.
- Peter, R.M (2001), *Communication Networks: Towards Jew Paradigm for Research*. New York: Free Press.
- Phillips, P.S., Holley, K., Bates, M. & Fresstone, N.(2002). Corby waste not: an initial review of the UKs largest holistic waste minimisation project. *Resour. Conserv. Recycl.* 36, 1, pp. 1-33.

- Pinch, T. and Bijker, W. (1992). *The social construction of facts and artifacts: or how the sociology of science and the sociology of technology might benefit each other*. In Bijker, W. and Law, J., editors, *Shaping Technology/Building Society*, pages 17-50. Cambridge: MIT Press
- Pollock, T.G., Whitbred, R.C., & Contractor, N. (2000). Social information processing and job characteristics: A simultaneous test of two theories with implications for job satisfaction. *Human Communication Research*, 26, 292-330.
- Poole, M. S., Seibold, D. R., & McPhee, R. D. (1985). Group Decision-making as a structural process. *Quarterly Journal of Speech*, 71, 74-102.
- Poole, M. S., Seibold, D. R., & McPhee, R. D. (1986). A structural approach to theory-building. *Group Decision-Making Research*. In R. Y. Hirokawa & M. S. Poole (Eds.),
- Popkoviski, M. S. (2004). *Marketing principles and consumer loyalty and patronage*. Essex: Gv press.
- Pookulangaran, J & Koesler, M. (2011). Impact of business and decision making. *International Journal for Marketing and Management Research* 1(11)
- Postmes, B. & Lea, N. (1999). Users of the world unite. Social media challenges. *Business Horizons* 53, 68-74
- Postmes, B. & Lea, N. (1975). The media uses and Social media challenges. *Business Horizons* 51, 28-34
- Price, J. L. (2001). The fantail directive and the challenge ahead: demands and pressures on the UK householder. *Resource. Conservation. Recycle*. 32, 3-4, pp. 333-348.
- Robbert, S. R., & Contractor, N.S. (2007).. *Theories of communication networks*. New York: Oxford University Press.
- Robbert, S. R., & Contractor, N.S. (2010).. *Theories of communication networks. 2nd* New York: Oxford University Press.
- Ronaldinho G.(2005): Touch of Gold – YouTube". Wayback Machine. November 25, 2005. Archived from the original
- Ruba, O. Osama, M. & Badr, E. (2009). *Influence of Social Media on e-Business*. UK: Oxford University press
- Ruohan, L. & Ayoung, S. ((2015). Factors influencing information credibility on socialmedia. Platforms: Evidence from Facebook pages. *Procedia Computer Science* 72 314 -328

- Schau, F., & Gilly, D. H. (2003). Self-beliefs and school success: Self-efficacy, self-concept, and school achievement. In R. Riding & S. Rayner (Eds.), *Self-perception* (pp. 239-266). London: Ablex Publishing.
- Schedel, G. C. (2014). *Communication and group decision making*. Beverly Hills: In Sage.
- Desanctis, G. & Poole, M. S. (1994). Capturing the Complexity in *Advanced Technology Use: Adaptive Structuration Theory*. *Organization Science*. 5, 1.21-147
- Schejter, A.M.; Tirosh, N. (2015). "'Seek the meek, seek the just': Social media and social justice". *Telecommunications Policy*. 39 (9): 796–803.
- Schoen, H. Gayo-Avello, D; Takis M., Panagiotis; M., Eni; S. , M; & Gloor, P. (2013). "The power of prediction with social media". *Internet Research*. 23 (5): 528–43.
- Schrape, . Jan-Felix, R. (2016). Social Media, Mass Media and the ›Public Sphere‹. Differentiation, Complementarity and Co-existence(PDF). *Stuttgart: Research Contributions to Organizational Sociology and Innovation Studies 2016-01*.
- Scott, J. (2009). *Social Network Analysis: A handbook*. 2nd edition. London: Sage.
- 22.
- Scott, J. & Nuetaer, R (2014). *Social Network Analysis: A handbook*. 5th edition. London: Sage.
- Scudson, S.A. (1984). Jurors intuitive rules for deliberation: a structural approach to communication in jury decision making. *Communication Monographs*, p. 213
- Schunk, D. H., & Pajares, F. (2002). The development of academic self-efficacy. In A. Wigfield & J. Eccles (Eds.), *Development of achievement motivation* (pp. 16-31). San Diego: Academic Press.
- Sean , X.X. & Xlaoquan, M. Z (2013). Impact of Wikipedia on Market information environment. *MIS Quarterly*, 37(4) 1043 – 1068.
- Shannon, C.E., & Weaver, W. (1979). *The mathematical theory of communication*. Urbana: University of Illinois Press.
- Sharon, B. (2007). *WPO preparing cyber Monday Traffic. CD Networks and facilitators* Boston: Vellay press.
- Sharon, B. (2012). *WPO preparing cyber Monday Traffic. CD Networks and facilitators 2nd* Boston: Valley press.
- Siebert, R. Paterson, K. & Schramm, F (1956) *Four Theories Of the Press* . UK: Oxford press.
- Social Media Examiner (2018). www.socialmediaexaminer.com

- Social Networking and Media Association (2009). Social Media and Technology. *Social Media Bulletin*.78 - 81
- Somekh, H. A. (2004). Social in perspective. *MIS Quarterly*, 37(4) 1039 – 1042.
- Souder, S. (2012).Web first for mobile. www.wikipedia.com.
- Spears, M & Lea, N (1994). Marketing strategies and communication. *Romanian Journal of Marketing Research*, 39, (1), 68-72
- Staubhaar, L., & Davenport, V.(2009). *Media Now*. Belmont, Ca: Wadsworth Cengage Learning. pp. 415–416. ISBN 978-0-495-56595-6.
- Stonner, A & Gilbert, S (2002). Business Communication and Socio-Technical System Design. *CREWS-Report123-143*, Centre for HCI Design, London: City University press.
- 23
- Stuciiffe, A and Minocha, S (2004). Linking Business Modelling to Socio-Technical System Design. *CREWS-Report 98-43*, Centre for HCI Design, London: City University press.
- Suchman.L.A. (1997). *Plans and Situated Actions*. Cambridge, UK: Cambridge University Press.
- Surling, P (1992) Efficiency in internet platforms. *Social media Examiner 1 (2) 22-26*
- Tabba, M.E. (2010). Social (interaction effects following a technological change: a longitudinal investigation. *Academy of Management Journal*, 37, 869-898.
- Tao,Z. Guijun,Z. & Yuanyuan, H. (2010).A literature review on Internet Retail management. *Technology and Investment 1, 19 - 20*
- Todd, N. and Wasserman, T. (2011). "Twitter Will Automate Ad-Buying by the End of the Year". *Mashable.com*.
- Tornatzky, L and Fleischer, M. (1992). *The process of Technological Innovation*. Lexington: Lexington Books,
- Troldahi, N. & Wasse, M (2001). "Twitter Will Automate Ad-Buying by the End of the Year". *Mashable.com*.
- Udu, N. & Agu, E. (2008). Economics for senior secondary schools. Awka: Africana publishers
- Usman, H I. Usman, J. (2009). *Social, marketing*. UK: Navellie press
- vConnect (2017). www.vConnect.com retrieved on 24th April 2017
- Webb, B. (1989). New marketing in the future for UK retail marketing *The Planner*72(7) 13 – 15

West, R., & Turner, L. H. (2000). *Introduction to communication theory: Analysis and application*. Mountain View, CA: Mayfield, p. 209- 223.

Wikipedia (2018). Acceptance Definition and encyclopaedia..[http:// www.wikipedia.com](http://www.wikipedia.com) retrieved on 24th April 2018

Wikipedia (2018). Accessibility Definition and encyclopaedia..[http:// www.wikipedia.com](http://www.wikipedia.com) retrieved on 24th April 2018

Wikipedia (2018). Effectiveness Definition and encyclopaedia..[http:// www.wikipedia.com](http://www.wikipedia.com) retrieved on 24th April 2018

Wikipedia (2018). Efficiency Definition and Technology encyclopaedia..[http:// www.wikipedia.com](http://www.wikipedia.com) retrieved on 24th April 2018

Wikipedia (2017). Efficiency and Temperature Definition and encyclopaedia..[http:// www.wikipedia.com](http://www.wikipedia.com) retrieved on 24th April 2018

Wikipedia (2018). Preference Definition and encyclopaedia..[http:// www.wikipedia.com](http://www.wikipedia.com) retrieved on 24th April 2018

Wikipedia (2015). Definition and encyclopaedia..[http:// www.wikipedia.com](http://www.wikipedia.com) retrieved on 24th April 2018

Wikipedia (2016). Definition and encyclopaedia..[http:// www.wikipedia.com](http://www.wikipedia.com) retrieved on 24th April 2018

Wikipedia (2017). Facebook Definition and encyclopaedia..[http:// www.wikipedia.com](http://www.wikipedia.com) retrieved on 24th April 2017

Wikipedia (2017). Hotmail Definition and encyclopaedia..[http:// www.wikipedia.com](http://www.wikipedia.com) retrieved on 24th April 2017

Wikipedia (2017). Instagram Definition and encyclopaedia. [http:// www.wikipedia.com](http://www.wikipedia.com) retrieved on 24th April 2018

Wikipedia (2017). LinkedIn Definition and encyclopaedia. [http:// www.wikipedia.com](http://www.wikipedia.com) retrieved on 24th April 2018

Wikipedia (2017). WhatsApp meaning and Definition and encyclopaedia..[http:// www.wikipedia.com](http://www.wikipedia.com), retrieved on 24th April 2017

Wikipedia (2017). Yahoo Definition and encyclopaedia..[http:// www.wikipedia.com](http://www.wikipedia.com), retrieved on 24th April 2017

Wikipedia (2018). Youtube Definition and encyclopaedia..[http:// www.wikipedia.com](http://www.wikipedia.com) retrieved on 24th April 2018

Wikipedia (2018). <http://www.wikipedia.org> retrieved on 24th April 2018

Wood, J. T. (1997). *Communication theories in action: An introduction*. Belmont, CA: Wadsworth

YouTube (2015). Competence of ICT www.youtube.com retrieved on 24th April 2018

YouTube (2016). Oral video www.youtube.com retrieved on 24th April 2018

YouTube (2017). Sequocia Capital investment www.youtube.com, retrieved on 24th May 2017

YouTube (2018). Video [www.youtube](http://www.youtube.com) , retrieved on 24th April 2018

Zhongyu, W. ,Junwen, C., Binyang, L., Kam, F., & Yulan, H. (2013). Emipirical Study on uncertainty identification on social media context. *Proceedings of the 51st Annual Meeting of the Association for Computer Linguistics, Bulgaria pp 8-62*

