



A Students Perspective on the Utilization of Social Media for Scholarly Research

*Bowen, B.D.; Luedtke, J.R.; Holt, T.B;
Ehrensperger, D.A.; & Watson, H.M.*

Embry-Riddle Aeronautical University - Prescott, Arizona



Abstract

→ The research was conducted on the continuous advancements on the Airline Quality Rating (AQR) developed by Dr. Brent Bowen, and the benefactor of research from a student perspective. The general case study focus of this research is the AQR as it relates to the utilization of social media platforms, and thus having the ability to reach out to a broader worldwide presence. Media metrics consisting of social network platforms, and news releases to assist in broadening the viewership and utilization of research in meeting individuals needs in gaining qualitative and quantified information about the AQR. As a student researcher for the AQR research initiative, it has helped me grow exponentially through the utilization of applied research methods. Additionally, while writing towards a potential audience, it has enhanced my communication skills through the presentations to members of the conferences in which I have attended.



Conclusions

→ In conclusion, AQR research has given me a head start on how to conduct quantitative and qualitative research for future job or academic opportunities that come my way. Research is a prime example that employers look at in today's world to differentiate one candidate from another. I can fully understand how to put together years worth of data into a white paper and poster presentation for research conferences.

Student Research

- AQR Student Researcher 3 years
- Experiences
- Knowledge
- Future Outcomes

Student Research Video

Scan the code to see more.



References

- [1] Bowen, B. D. (2016, April 4). Airline Quality Rating: 2015 Airline Performance Improves Slightly; Virgin American Narrowly Retain Top Spot (Rep.). Retrieved October 26, 2016, from Visibility Reports website: <https://visibility.prnewswire.com>
- [2] Cassie, Jameson (March 2016). 2016 Airline Quality Rating (infographic).
- [3] Visibility Reports - Metric Definitions. (2016, April 4). Retrieved December 13, 2016, from <http://vrhelp.mediaroom.com/definitions>

