Annotated Bibliography
Answer the following questions below for each of the 10 sources of evidence you gather.
Research Question: How can QR codes positively effect the Black community's experience and relationship with the Missouri Botanical Garden?"
Review Paper 1
- Team member evaluation: Britney
- Citation for the article n for the article:
  - D.M.R, Dissanayake, et al. "Social Media Marketing and Customer Engagement: A Review on Concepts and Empirical Contributions." Kelaniya Journal of Management, vol. 08, no. 01, 2019, p. 71, https://doi.org/http://doi.org/10.4038/kjm.v8il.7592.
- 1-paragraph summary: This article explores how different social media marketing strategies can influence customer engagement. The article also points out the successful and unsuccessful strategies and what area more research is needed to understand social media marketing better.
- What information does this source contribute to your research question?

The community engagement and also helps us think of ways to incorrapte QR coding

     How does the source relate to other sources in your bibliography?
 I feel as if this source gave us a better understanding and a way to go about the QR coding.

- What are the strengths and weaknesses of the source?

A strength that this article has is that it gave alot of information about different social media marketing and ways people use it which I find very helpful because they broke it down into sections. A weakness this source has is that there are alot of different dates and I would find it difficult to keep track.
- How does the source fit into your research topic? Why is it useful? This source is useful because it shows various strategies of what would work best for whatever your doing and this source fits into our topic because by understanding how social media marketing works we can incorrprate QR codes to direct people to social media pages.

Review Paper 2
- Team member evaluation: Britney
- Citation for the article- Yu, Yinan, and Jui Ramaprasad. "Engagement on Digital Platforms: A Theoretical Perspective ." AIS Electronic Library, 2019, https://core.ac.uk/download/pdf/301384837.pdf.

Research Paper 1

- Team member evaluation: Kadynce
- Citation for the article
    - Durak, Dr. Gurhan, et al. "QR CODES IN EDUCATION AND COMMUNICATION." Turkish Online Journal of Distance Education, vol. 17, no. 2, Apr. 2016, https://dergipark.org.tr/en/download/article-file/222605.
- 1-paragraph summary:
    - In this paper, the purpose was to implement QR codes into the learning of three different groups to see if there was a positive or negative affect on the learning. It was founded in this study that the inclusion of QR codes had a very positive effect on the younger generations because of the ease of it. The downside of this was that there will always be technical difficulties that come up with the use of technology, but overall there was not much negative to say.
- What information does this source contribute to your research question?
    - This information shows that QR codes can be effectively used in the younger generations and have a positive impact on the wanting to use them compared to paper.
- How does the source relate to other sources in your bibliography?
        This source relates to the others because it shares the positive side of QR codes by speaking on the positive affect on people's lives, specifically in this source, the youth.
- What are the strengths and weaknesses of the source?
    - The strengths of this source is that the methodology and experimentation was very well thought out and it is also important to note that a multitude of other studies and authors were used. One weakness of this source is that there never seemed to be anything to go "wrong" which seems a little odd.
- How does the source fit into your research topic? Why is it useful?

This source fits into our research topic because it talks about the impact of QR codes. We can use this information to help when reading our other sources.

Research Paper 2
- Team member evaluation: Kadynce
- Citation for the article:
    - Shin, Dong-Hee, et al. "The Psychology behind QR Codes: User Experience Perspective." Computers in Human Behavior, vol. 28, no. 4, July 2012, pp. 1417–26. ScienceDirect, https://doi.org/10.1016/j.chb.2012.03.004.

- 1-paragraph summary:
    - This paper calls to the beginning of times of the invention of the QR code. In the eyes of these authors, QR codes were seen as a "transitional technology" (Shin et al.). However, this paper hits on the aspect that within the ever so evolving world of QR codes that it is an interactive way to get more engagement. Adding a take on the feelings and behaviors associated with the users when using QR codes.
- What information does this source contribute to your research question?
    - In this source specifically, it hits on the evolution of the QR code. It also talks heavily about the behaviors that are perceived when people interact with QR codes.
- How does the source relate to other sources in your bibliography?
    - This article as well as the first review article both talk about the marketing towards getting people to feel a need to interact with the QR code.
- What are the strengths and weaknesses of the source?
    - One strength of this source is the amount of data there is. This abundance of data as well as the detailed explanation of each figure is helpful for understanding the concept in numbers.
- How does the source fit into your research topic? Why is it useful?
    - This source was a good pick because to be able to understand the way people currently feel towards QR codes, and what possible ways are to shift certain ways of interacting with QR codes to therefore interact with the emotions and make people want to use the QR code is important.

Research Paper 3
- Team member evaluation: Kadynce
- Citation for the article:
    - Viglia, Giampaolo, et al. "The Determinants of Stakeholder Engagement in Digital Platforms." Journal of Business Research, vol. 89, Aug. 2018, pp. 404–10. ScienceDirect, https://doi.org/10.1016/j.jbusres.2017.12.029.

- 1-paragraph summary:
    - This source speaks of the importance of who your stakeholders are when conversing about community engagement. When most think of getting the community to engage, they do not typically think of the effects of social media. Social media is a great way to get word out to the masses about different events, etc. In this paper, they highlight this and are searching for the reasons that there are differences in online engagement and in person community engagement.
- What information does this source contribute to your research question?
    - The information in this source relates to my research question because it speaks to the importance of social media and also the highlights of the differences between online engagement.
- How does the source relate to other sources in your bibliography?
    - This source relates because it speaks on digital engagement.
- What are the strengths and weaknesses of the source?
    - One of the strengths is that it effectively compares and contrasts digital engagement and in person engagement.
- How does the source fit into your research topic? Why is it useful?
    - This fits into my research topic because we are focusing on the effects of QR codes in relation to the engagement in the communities surrounding the Missouri Botanical Gardens.

Research Paper 4
- Team member evaluation: Kadynce
- Citation for the article:
    - Miller, Gabe H., et al. "Discrimination and Black Social Media Use: Sites of Oppression and Expression." Sociology of Race and Ethnicity, vol. 7, no. 2, Apr. 2021, pp. 247–63. DOI.org (Crossref), https://doi.org/10.1177/2332649220948179.

- 1-paragraph summary:
    - This source talks about the sense of community that is felt within the black community, and explaining that they typically use social media to "air out their grievances". This statement is very important considering it is very important to air out feelings and to find a community that will listen to your thoughts.
- What information does this source contribute to your research question?
    - This source helps contribute to our research question because it helps to gather information on what the most common way is for the black community to feel at home and peace.
- How does the source relate to other sources in your bibliography?

- This source relates to the others because we are looking at how black communities find belonging.
- What are the strengths and weaknesses of the source?
  - The one downside that I noticed was the way they categorized the people in their data. They categorized their participants by age and by their level of education. I feel this should not have been played into the demographics.
- How does the source fit into your research topic? Why is it useful?
  - This source fits into our topic because we are researching the black community.

Research Paper 5
- Team member evaluation: Britney
- Citation for the article: Goodman, Melody S., et al. "EVALUATING COMMUNITY ENGAGEMENT IN RESEARCH: QUANTITATIVE MEASURE DEVELOPMENT." Journal of Community Psychology, vol. 45, no. 1, Jan. 2017, pp. 17–32. DOI.org (Crossref),_
- 1-paragraph summary: This article is about creating ways to track how involved communities are in the research projects that are brought to them. They talked about having clear methods. The article also outlines the steps to develop the measures like.. Gathering data, identifying key elements, and more.
- What information does this source contribute to your research question?

It contributes to our research question by offering different ways to evaluate ethical principles.
- How does the source relate to other sources in your bibliography?

This source relates to other bibliography because it also talk about community engagement.
- What are the strengths and weaknesses of the source?

A strength it provides quantive methods to measure community engagement and a weakness is that the effectiveness may vary depneidng on the community.
- How does the source fit into your research topic? Why is it useful?

       The source gives us a better undertsaindg of quantitive measurement

Research Paper 6
- Team member evaluation: Britney
- Citation for the article: HUI, JULIE, et al. "Community Tech Workers: Scaffolding Digital Engagement Among Underserved Minority Businesses." Proc. ACM Hum.-Comput. Interact, vol. 7, no. CSCW2, Oct. 2023.
- 1-paragraph summary:

This article talk about the role of community tech workers and how they help minority ownded businesses . The point of this article is to help theses business and grow.

- What information does this source contribute to your research question?

talks about practical methods for enhancing digital literacy and it contributes to our research question because it talks about ways to involve the community.

- How does the source relate to other sources in your bibliography?

It relates because it gives ways to see how involved the community is with research.

- What are the strengths and weaknesses of the source?

A strength of this article is the empowering of other businesses and a weakness is lack of detail on the long term affect

- How does the source fit into your research topic? Why is it useful?

It useful because they provide a hands on training and that can be valuable bceuase it can show us how to implement similar strategies in other areas

Science Communication Paper 1

- Team member evaluation: Britney
- Citation for the article:- How to Close the Digital Divide in Black America | McKinsey. https://www.mckinsey.com/industries/public-sector/our-insights/closing-the-digital-divide-in-black-america. Accessed 15 Sept. 2024.
- 1-paragraph summary: This article discusses the unequal access to digital technology for African American communities. This article also discusses the various problems there are and ways to address the problems.
- What information does this source contribute to your research question?

Helps us understand what kid of approach wewould need to take when it comes to the black community.

- How does the source relate to other sources in your bibliography?

This source relates to other sources because it addresses digital divide as well as community engagement.

What are the strengths and weaknesses of the source?

A strength this article has is that is brings attention to the black community and its digtal divide and a weakness this article has is there are only limited solutions.

- How does the source fit into your research topic? Why is it useful?

This source fits into our topic because we are trying to determine how QR codes can positively effect the black community and this article is useful because it addresses the disparities in digital black access.

Science Communication Paper 2

- Team member evaluation: Kadynce
- Citation for the article:

- "What Is Digital Engagement? What Drives Digital Customer Engagement?" Zendesk, 15 Apr. 2020, https://www.zendesk.com/blog/digital-customer-engagement/.

- 1-paragraph summary:
  - This source talks about the best ways to get the customers/patrons to indulge in the information you are trying to sell.
- What information does this source contribute to your research question?
  - This source helped to show that ultimately it is hard to gain the trust of our patrons to want to do our project, but it so easy for someone to try and easily stop. It is stated that "Customers want to be treated as individuals, meaning they expect companies to know their preferences" ("What Is Digital Engagement? What Drives Digital Customer Engagement?").
- How does the source relate to other sources in your bibliography?
  - This source is related to the others because it talks about what digital engagement and also how to best approach it.
- What are the strengths and weaknesses of the source?
  - The downside to this article is that there is not much information. Considering this is a science communication blog/ article it makes sense that it is shorter, but there is not much information that can be effectively placed in the context of our topic.
- How does the source fit into your research topic? Why is it useful?
  - This source defines what digital engagement is, which can be used to help build off the other sources with.