Assignment 2 - Research Proposal/Methodology design

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**TOPIC: Social media and social computing**

**CLAIM: Can social media be used to assist in trip planning?**

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# Introduction

The social media could be seen different valuable thing from different perspectives. When focusing on different technologies used on social media which could understand the underlying technical support and influence logic from the social media platform. When focusing on different features supported by social media platforms, which could be found lots of useful tools for trip planning. When focusing on different social media platforms, which could be found the influence for trip planning decision making.

The social media is a vast and complex system that consist with several parts, which include social media technologies, information collection for trip planning, information sharing etc. For example, social media technologies can help travelers find and book flights, hotels, and other travel arrangements, and also recommend the most relevant information; travelers can gather valuable insights about their destinations and share their experiences and recommendations with others. Each part has important influence on trip planning.

Social media platforms have become essential tools for trip planning, offering a variety of features to assist with the process. These features include location-based recommendations, user-generated reviews and ratings, and insider tips from local experts. Social media platforms also allow users to share their trip itineraries with friends and family and receive feedback and suggestions. Social media has revolutionized the way people plan their trips, providing a wealth of information and resources that users can access quickly and easily.

It's important to evaluate the functions of social media in assisting with trip planning since it allows us to understand their effectiveness and how they contribute to making the process easier for users. By identifying the strengths and weaknesses of the existing functions, we can target areas for improvement and potentially develop new functions that enhance the user experience. This information is crucial for social media platforms to stay competitive and provide users with the most efficient and convenient way to plan their trips. By improving these functions, users can have a better and more enjoyable travel experience.

Hence, the following paragraphs contains the deeper insight into each useful function of social media that can assist in trip planning. It will also explore how to define the term "assist" and the benefits that social media brings to the process of planning a trip. Since evaluating the pros and cons of existing functions facilitates trip planning, further investigation of solving limitations and potential development functions will be discussed.

As social media platforms grow in popularity, influencers with large followings on these platforms have gained significant power to influence people's opinions and behaviors. In travel, influencers have been successful in promoting specific destinations and experiences, resulting in a surge in demand. User-generated content can also greatly impact travel decisions, as people often rely on the opinions and experiences of their peers. Travel companies can use social media's advanced advertising capabilities to promote their offerings to interested users. Social media platforms suggest content to users based on their browsing history and other actions, exposing them to destinations and experiences they may not have considered otherwise. Together, influencers, user-generated content, targeted advertising, and algorithmic recommendations strongly influence travel decisions. A comparative study of various social media platforms could shed light on their effectiveness for influencing travel decisions.

Thus, the postulate was proposed from three impacts, which are the functions from social media could be very useful tools for trip planning; the information from different social media could influence the decision making for trip planning; the social media technology make the trip planning efficient and easier. The methodology will be designed to evaluate the postulates. For evaluation on the postulate, several steps should be done. Firstly, developing effective methodology is necessary for evaluating the postulates. Secondly, collecting related data through social media, surveys and various ways is necessary. Thirdly, analyzing the data and supporting the valuable evidence. Finally, interpreting all the results, and acknowledging results of the methodology for evaluating postulates. In this article, the focus will be on the first step, which is developing effective methodology.

# Methodology selection

Based on the postulates proposed above which includes three aspects. For evaluating the postulate, the methodology could be designed from the three aspects, and there are several questions for each aspect. All the questions are listed below.

**RQ1**. How does the social media technology assist with trip planner?

**RQ1.1** How the social technologies help with trip planning?

**RQ1.1.1** How the social search techniques help with trip planning?

**RQ1.1.2** How the social computing techniques help with trip planning?

**RQ1.2** How the social media assist in trip planning?

**RQ2**. How the functions from different social media platforms assist trip planning?

**RQ2.1:** What are the specific functions of social media platforms that can assist with trip planning?

**RQ2.1.1:** How effective are the existing functions of social media in assisting with trip planning?

**RQ2.2:** How can the effectiveness of existing functions be evaluated?

**RQ2.3:** What are the limitations of the existing functions of social media for trip planning?

**RQ2.2:** What desired function can be designed to assist trip planning on social media to address the limitations?

**RQ2.3:** How to establish a new potential function to facilitate trip planning.

**RQ3.** How the social media influence the traveler?

**RQ3.1** How does social media influence travel decisions and behaviors across different platforms?

**RQ3.1.1** Do different social media platforms have different impacts on travel decisions and behaviors?

**RQ3.1.1.1** How does the visual content on different social media platforms (e.g. Instagram, Pinterest, Facebook) influence travel decisions?

**RQ3.1.1.2** How do user reviews and recommendations on different social media platforms (e.g. TripAdvisor, Yelp, Facebook) influence travel decisions?

**RQ3.1.1.3** How do sponsored posts and advertisements on different social media platforms (e.g. Instagram, Facebook, Twitter) influence travel decisions?

**RQ3.2** How do social media users engage with travel-related content on different platforms?

**RQ3.2.1** What types of travel-related content are most commonly shared on social media?

**RQ3.2.1.1** How does the type of travel-related content shared differ across different platforms?

**RQ3.2.1.2** Are there differences in the types of travel-related content shared by different age groups or genders?

**RQ3.2.2** How does engagement with travel-related content on social media influence travel behaviors?

**RQ3.2.2.1** Does liking or commenting on travel-related content on social media influence travel decisions?

**RQ3.2.2.2** Does sharing travel-related content on social media influence others' travel decisions?

**RQ3.3** How do social media platforms impact destination choices?

Details for each question will be described on relevant chapters, all the questions on chapter please refer to chapter Members contributions.

# Members contributions

There are three members in the group M.S.D. The methodology was designed from three different perspectives. Each member is responsible for one perspective. Details for duty of members is listed below:

Haiyue Wang is responsible for the social media technologies and a little work on the social media influence the decision making for people.

Pei-Yi Liu is responsible for social media functions.

Wangjun Shen is responsible for influences from different social media platforms.

Details, please refer to the following chapters.

# Social media technologies

In this section, the focus will be on the social media and relevant technologies assist on trip planning. The social media is a vast and complex system that consist with several parts, which include social media technologies, information collection for trip planning, information sharing etc. For example, social media technologies can help travelers find and book flights, hotels, and other travel arrangements, and also recommend the most relevant information; travelers can gather valuable insights about their destinations and share their experiences and recommendations with others. Each part has important influence on trip planning.

So, this chapter will focus on the how to solve the question **RQ1** “How does the social media technology assist with trip planner?”. For answering the question RQ1 need to answer from various perspectives. A rigorous methodology can provide valuable insights into the impacts of social media on travel planning, informing future research and practice in the field. Hence, the methodology is constructed with the questions, which are listed below.

**RQ1.1** How the social technologies help with trip planning?

**RQ1.1.1** How the social search techniques help with trip planning?

**RQ1.1.2** How the social computing techniques help with trip planning?

**RQ1.2** How the social media assist in trip planning?

The following sections will focus on describing the reason for proposing the questions and how to find answers.

## For each question and sub-question

Every question is based on the postulates which aims for evaluating them from the technical perspective, so each question tries to explain and justify postulates from different perspectives. The following parts focus on describing the importance of investigation on the questions and explaining the way to answer the questions proposed above and overall to evaluate the initial postulates.

### **RQ1.1** How the social technologies help with trip planning?

The social media is supported by vast of technologies; thus, it could supply various functions for public. All the technologies could separate into two main streams, which are social searching and social computing. Social searching is a type of search technology that uses social media data to provide more personalized and relevant search results to users. Unlike traditional search approaches that rely on algorithms to determine search rankings, social searching takes into a user's social network, interests, and activities to provide results that are tailored to their specific needs and preferences. So, the social searching technology could play a significant role in trip planning. The social computing is a broad term that refers to the use of technology to facilitate social interactions and communication, and it encompasses a range of technologies that enable individuals and groups to share information, collaborate on projects, and build relationships online. Thus, social computing has a significant impact on the way people communicate and collaborate, also could give a great help on trip planning.

So, the question will be split into two sub-questions which will work together for better explaining the main question. The two questions are **R1.1** and **R1.2**, which will described on the following parts.

#### **RQ1.1.1** How the social search techniques help with trip planning?

The abundance of information on social media has made, which makes increasingly difficult to find relevant results because of the information overload (Mataoui et al. 2023). To help users navigate this problem, personalized searching and recommendation techniques have been proposed to help users find interesting information related to their targets. These techniques use data from a user's social network and online behavior to provide more targeted and relevant search results. This the powerful social searching could provide.

The social searching approach uses narrows scope of social data could improve search result and related information (Brusilovsky, Smyth & Shapira 2018). The advantages of the social searching could be summarized with several parts, which are listed below:

1. Personalization: Because of the personal social data has been used on searching, the results will be found more relevant to personal needs and interests, and the time will cost lower because of using relevant information.
2. Trustworthiness: More trustworthy results will be provided by incorporating data from trusted sources, such as recommendations from friends and family which will lead to more confident on decision-making.
3. Discoverability: More new relevant content will be discovered easily which could show more opportunities and different experiences. It’s normally hard to find through traditional search methods.
4. Collaboration: Social searching can facilitate collaboration by enabling users to share and discuss search results with others in their social network. This can help users make more informed decisions and work together more effectively.

Overall, social searching can provide a more personalized and engaging search experience that can help traveler to find more relevant and trustworthy information more efficiently.

For finding the answers on this question, the best way is to find the relevant data and compare them to get the big difference between whether using the technology. The data normally owned by social media companies; we could cooperate with the companies for getting the researching results. Another method is to make a questionnaire for asking people to getting the data and analyzing the feedback.

#### **RQ1.1.2 How the social computing techniques help with trip planning?**

Social computing is a field of study that explores the intersection of social behavior and computational systems. It also involves various technologies which include artificial intelligence, machine learning, etc. to analyze social behavior and improve social interactions. For example, it’s almost impossible for interpreting the amount of information exists on social media using traditional approach, but the data mining method could extract valuable patterns (Aciar, Coto & Aciar 2020). Social computing has revolutionized the way people communicate, collaborate, and interact with each other, creating new opportunities for social connection, innovation, and growth.

The social computing also has the ability for tracing the interactions between users and analyze vast of user-generated content for extracting lots of valuable information (AminiMotlagh, Shahhoseini & Fatehi 2022). The advantages of the social computing could be summarized with two parts, which are listed below:

1. Improved Communication: It’s easier for individuals and groups to communicate relevant information and collaborate on projects in real-time.
2. Increased Engagement: With the help of social computing, it’s easier to discover relevant content and engaging on it that aligns with interests.

Overall, social computing has a significant impact on the way people communicate, and information gathering, which will help travelers to plan easily and efficiently.

This question is also from different impacts on technology, so the ways for getting results should using the same method for getting answers.

### **RQ1.2** How the social media assist in trip planning?

The vast of people will use social media to meet daily basic needs, which there are about 16 million people in Australia, 26 million people Bangladesh and 626 million people in China (Fardous et al. 2021). For trip planning, the people need to gather lot of information for destination, the social media plays a key role for collecting such kind of information, such as travel stories, reviews, opinions, tips and recommendations from others, all the impacts will influence the final decision on trip planning. Next we will explain it.

There are various social media platforms today, different platform provides vast of information. A study of a short video social media Douyin shows that there are about 90% of respondents spend lots of time on watching Douyin videos which were posted by others, 65.7% respondents often search content they are interested (Lu, Lu & Liu 2020). It’s believed that there is a similar situation on other platforms. All the information on social media will deeply be imprinted in people's minds, and the people will do lots of things based on the information they owned.

For getting the answer to this question, there are two methods to take. The first method is to collect data from travelers using questionnaire. . Another thing is to analyze the data shared from social media they post after traveling, and then find the correlation between other information from social media which were posted by others.

## Summarization

According to the chapters above, two perspectives have been proposed for evaluating the postulates. One is from the technical perspective, and another is from the content on social media itself. The technical aspects proposed are that the social media technologies will make it easier and efficient to find valuable and relevant information from social media, which makes the trip planning more convenient. And another aspect is about the people spent lots of time and received vast amounts of information from social media which will influence the decision making on trip planning. All the answers on the methodology will evaluate the initial postulates.

# Social media functions

## METHODOLOGY RESEARCH QUESTIONS

* RQ2.1: What are the specific functions of social media platforms that can assist with trip planning?

RQ2.1.1: How effective are the existing functions of social media in assisting with trip planning?

RQ2.1.1.1: How can the effectiveness of existing functions be evaluated?

RQ2.1.1.2: What are the limitations of the existing functions of social media for trip planning?

* RQ2.2: What desired function can be designed to assist trip planning on social media to address the limitations?
* RQ2.3: How to establish a new potential function to facilitate trip planning.

The proposed methodology for this research project aims to explore the functions of social media platforms that can assist with trip planning, identify limitations of existing functions, and propose desired functionality for assisting trip planning.

The first research question (RQ1) seeks to identify specific functions of social media platforms that can assist with trip planning. Understanding the specific functions of social media that can assist with trip planning is essential, as more and more people rely on these platforms to research, plan, and organize their trips.

With so many social media platforms offering various functions related to trip planning, RQ1.1 it is necessary to identify which features are most effective in helping users plan their trips with certain benefits. Therefore, RQ1.1.1 focus on how evaluate and what factors included to examine the effectiveness during trip planning. RQ1.1.2 aims to identify the limitations of existing functions of social media for trip planning, which will contribute to the generation of new potential functions for trip planning.

The second research question (RQ2.1) focuses on designing desired functions that can assist with trip planning on social media based on the limitations found in RQ1.1.2. Finally, RQ2.2 aims to explore the practical aspects of establishing the new potential function to facilitate trip planning. This may include identifying what data needs to be collected and analyzed to inform the development of the new function, determining the appropriate algorithms to be used in the development process, and exploring the feasibility and potential impact of the new function on social media platforms for trip planning.

## METHODOLOGY RESEARCH ANSWERS

Investigating the question of how social media functions can assist with trip planning is important for several reasons. Firstly, it can provide insights into the existing limitations of social media in assisting with trip planning and help identify areas where potential improvements can be made. Secondly, it can contribute to the development of new functions that can enhance the overall experience of trip planning on social media. Finally, the findings of this research can help evaluate the claim that social media can be an effective tool for trip planning and provide evidence to support this claim. Therefore, the significance and importance of this research lies in its potential to improve the overall trip planning experience and enhance the role of social media in facilitating this process.

**QUESTIONS.**

RQ2.1: What are the specific functions of social media platforms that can assist with trip planning?

RQ2.1.1: How effective are the existing functions of social media in assisting with trip planning?

RQ2.1.1.1: How can the effectiveness of existing functions be evaluated?

RQ2.1.1.2: What are the limitations of the existing functions of social media for trip planning?

RQ2.2.1: What desired function can be designed to assist trip planning on social media to address the limitations?

RQ2.2.2: How to establish a new potential function to facilitate trip planning?

### RQ2.1: What specific functions of social media platforms can assist with trip planning?

Investigating the specific functions of social media platforms that can assist with trip planning is important as it addresses the increasing use of social media platforms for planning trips. With the availability of multiple social media platforms offering various functions related to trip planning, it is essential to identify the most effective functions to assist users in certain way when planning their trips. By identifying these specific functions, it is possible to develop recommendations for social media platforms to improve their existing features and function related to trip planning.

The previous literatures refer to several useful functions would to be listed and giving the real example of assist trip planning in the next report. The next session will delve deeper into why we believe those functions "assist" with trip planning. The evaluation of the functions will be referenced.

#### RQ2.1.1: How effective are the existing functions of social media in assisting with trip planning?

Understanding the effectiveness of existing functions of social media in assisting with trip planning will contribute to evaluating claims, postulates, and ideas related to the role of social media in travel planning. This information can provide insight into how social media can be leveraged to improve travel experiences and enhance user engagement with social media platforms. The benefits example to proof the effectiveness bring with the specific functions would discuss in the final report from the previous literatures.

##### RQ2.1.1.1: How can the effectiveness of existing functions be evaluated?

Defining what is meant by "assist" and "effective" is crucial to evaluating the existing functions of social media in trip planning. By establishing clear criteria for what qualifies as effective assistance, we can compare and contrast the different features offered by social media platforms and determine which are the most useful and beneficial to users. Researching an appropriate standard threshold for evaluation is also necessary. This evaluation can highlight areas where existing functions may be falling short and need improvement, leading to more comprehensive and efficient trip planning experiences for users.

##### RQ2.1.1.2: What are the limitations of the existing functions of social media for trip planning?

Assessing the effectiveness of social media functions in trip planning allows us to identify shortcomings and areas of improvement in the current system. With a clear standard of what constitutes "effective," we can accurately evaluate the existing functions and determine how they can be enhanced.

Identifying the limitations of existing functions of social media for trip planning is essential because it will help us understand what features or capabilities are currently lacking. This understanding can then guide the development of new potential functions that can address those limitations. By exploring potential new functions, we can improve the overall user experience of social media platforms for trip planning, making it easier and more efficient for users to plan and organize their trips. Therefore, investigating this research question is significant in terms of improving the functionality and user experience of social media platforms for trip planning.

### RQ2.2: What desired function is designed to assist trip planning on social media?

Investigating the desired function that is designed to assist trip planning on social media is crucial for several reasons. First, it can help address the limitations and issues identified in RQ1.2 and provide solutions to improve the trip planning experience on social media platforms. Second, identifying the desired function can enhance the competitiveness of social media platforms and attract more users interested in trip planning. Third, it can contribute to the development of a more personalized and customized trip planning experience for users. Fourth, understanding the desired function can inform the design and development of new features and tools that align with user needs and preferences. Overall, finding the answer to this research question can significantly contribute to the improvement of trip planning on social media platforms and enhance user satisfaction and engagement.

The previous literature mentioned some applications and algorithms that facilitate personalized recommendations based on user preferences. The final report will provide a deeper insight into new functions and why users desire them.

### RQ2.3: How to establish a new potential function to facilitate trip planning.

Investigating how to establish a new potential function to facilitate trip planning is crucial for improving the overall experience of users. By understanding what data needs to be collected, how to find appropriate algorithms, and how to create personalized recommendations, we can develop new features that will better serve the needs of users. The ability to provide tailored recommendations based on a user's preferences and past behaviors can significantly enhance the trip planning process, making it more efficient and enjoyable.

Hence, conducting research on the algorithms and data collection methods that can improve the efficiency of the process is crucial. Researching data types, contents, and other relevant factors is also critical. With this information, we can create a more efficient approach to trip planning that minimizes the time and effort required to find the perfect itinerary. By conducting thorough research into the most effective algorithms and data collection methods, we can ensure that the new potential function we create will be useful, user-friendly, and meet the needs of modern travelers.

## CONCLUSION

In conclusion, our methodology aims to evaluate the effectiveness of existing functions of social media in assisting with trip planning, and to explore ways to establish a new potential function that can facilitate the process. To achieve this, we will conduct a comprehensive review of the literature and gather data through surveys and interviews. We will analyze the collected data to identify areas for improvement and develop criteria for effective assistance in trip planning. Our research will also involve exploring algorithms and data collection methods that can enhance the efficiency of trip planning. By addressing these research questions, we aim to contribute to a better understanding of the role of social media in trip planning and provide insights for developing new functions that can improve the travel experience for users.

# Social media platforms

## What your Methodology will evaluate

Exploring the Impact of Social Media on Travel Decisions and Behaviors: A Comparative Study of Different.

As social media platforms grow in popularity, influencers with large followings on these platforms have gained significant power to influence people's opinions and behaviors. In travel, influencers have been successful in promoting specific destinations and experiences, resulting in a surge in demand. User-generated content can also greatly impact travel decisions, as people often rely on the opinions and experiences of their peers. Travel companies can use social media's advanced advertising capabilities to promote their offerings to interested users. Social media platforms suggest content to users based on their browsing history and other actions, exposing them to destinations and experiences they may not have considered otherwise. Together, influencers, user-generated content, targeted advertising, and algorithmic recommendations strongly influence travel decisions. A comparative study of various social media platforms could shed light on their effectiveness for influencing travel decisions.

## Frame methodology as a series of research questions and description how will answer

**RQ1** How does social media influence travel decisions and behaviors across different platforms?

1. **RQ1.1** Do different social media platforms have different impacts on travel decisions and behaviors?
   1. **RQ1.1.1** How does the visual content on different social media platforms (e.g. Instagram, Pinterest, Facebook) influence travel decisions?
2. **RQ1.1.2** How do user reviews and recommendations on different social media platforms (e.g. TripAdvisor, Yelp, Facebook) influence travel decisions?
   1. **RQ1.1.3** How do sponsored posts and advertisements on different social media platforms (e.g. Instagram, Facebook, Twitter) influence travel decisions?

**RQ2** How do social media users engage with travel-related content on different platforms?

1. **RQ2.1** What types of travel-related content are most commonly shared on social media?
   1. **RQ2.1.1** How does the type of travel-related content shared differ across different platforms?
   2. **RQ2.1.2** Are there differences in the types of travel-related content shared by different age groups or genders?
2. **RQ2.2** How does engagement with travel-related content on social media influence travel behaviors?
   1. **RQ2.2.1** Does liking or commenting on travel-related content on social media influence travel decisions?
   2. **RQ2.2.2** Does sharing travel-related content on social media influence others' travel decisions?

**RQ3** How do social media platforms impact destination choices?

1. **RQ3.1** Do different social media platforms influence destination choices differently?
   1. **RQ3.1.1** How does user-generated content on different social media platforms influence destination choices?
   2. **RQ3.1.2** How do sponsored content and advertisements on different social media platforms influence destination choices?
2. **RQ3.2** How do social media users' perceptions of a destination change based on the content they encounter on social media?
   1. **RQ3.2.1** Do social media users tend to encounter positive or negative content about a destination?
   2. **RQ3.2.2** How does encountering positive or negative content about a destination on social media influence a user's perception of that destination?

## Describe how finding the answers to your research questions will evaluate your claim, postulate or idea

The aim of this research is to evaluate the assertion that social media has a noteworthy influence on travel decisions and behaviors. To achieve this, we have formulated three research questions and several sub-questions.

The first research question (RQ1) endeavors to identify the factors that influence travel decisions and behaviors among social media users. The sub-questions (RQ1.1.1, RQ1.1.2, and RQ1.1.3) explore the specific ways in which visual content, user reviews and recommendations, and sponsored posts and advertisements impact travel decisions. By answering these questions, we can determine whether different social media platforms have varying impacts on these factors.

The second research question (RQ2) centers on how social media users interact with travel-related content and how this interaction influences travel behaviors. The sub-questions (RQ2.1.1, RQ2.1.2, RQ2.2.1, and RQ2.2.2) examine the types of travel-related content that are commonly shared on social media and how engagement with this content influences travel decisions and behaviors. We will also investigate how sharing travel-related content on social media impacts others' travel decisions.

The third research question (RQ3) assesses the impact of social media on destination choices. The sub-questions (RQ3.1, RQ3.1.1, RQ3.1.2, RQ3.2, and RQ3.2.1) explore how user-generated content, sponsored content, and advertisements on social media impact destination choices. We will also investigate how social media users' perceptions of a destination change based on the content they encounter on social media.

The potential answers to these research questions are complex and varied. For RQ1, we may identify the primary factors that influence travel decisions and behaviors among social media users and examine how diverse social media platforms impact travel decisions and behaviors through their visual content, user reviews and recommendations, and sponsored posts and advertisements.

For RQ2, we may identify the types of travel-related content that are most frequently shared on social media and investigate how interaction with this content influences travel behaviors. This may require examining the differences in the types of content shared across various platforms and demographic groups.

For RQ3, we may explore how social media platforms impact destination choices and how users' perceptions of a destination change based on the content they encounter on social media. This may involve investigating the influence of user-generated content and sponsored content on different platforms, as well as the overall sentiment towards a destination on social media.

The answers to these questions and sub-questions are likely to be interconnected, as they all pertain to the relationship between social media use and travel decisions and behaviors. For example, the answers to RQ1.1.1 on how the visual content on diverse social media platforms influences travel decisions may relate to RQ2.1.1 on how the type of travel-related content shared differs across various platforms. Similarly, the answers to RQ3.1.2 on how sponsored content and advertisements on different social media platforms influence destination choices may relate to RQ2.2.2 on how sharing travel-related content on social media impacts others' travel decisions.

Overall, finding the answers to these research questions will provide valuable insights into the relationship between social media and travel decisions and behaviors. The results will help us evaluate the assertion that social media has a significant influence on travel and provide a more nuanced understanding of how this influence operates across different platforms and types of content.

## Review how your whole methodology will address the claim, postulate or idea

In conclusion, the current study investigates how social media impacts travel decisions and behaviors across various platforms using a comparative research design. Through a series of research questions, we explore the influence of social media platforms on travel decisions and behaviors, including the impact of visual content, user reviews and recommendations, and sponsored posts and advertisements. We also investigate how social media users engage with travel-related content on different platforms and how engagement with such content affects travel behaviors. Lastly, we examine the impact of social media platforms on destination choices, including the influence of user-generated content and sponsored content and advertisements on destination choices, as well as how social media users' perceptions of a destination change based on the content they encounter on social media. This study provides a thorough understanding of the impact of social media on travel decisions and behaviors, with important implications for both travelers and travel marketers.

# Conclusion

This study aimed to investigate the effect of social media on travel decisions and behaviors, with a focus on various platforms and an exploration of the influence of visual content, user reviews, and sponsored posts. The study also examined how social media users engage with travel-related content and how this engagement affects travel behaviors and destination choices. The results of this study provide valuable insights for both travelers and travel marketers, highlighting the need to consider the role of social media in trip planning and the potential for developing new functions to enhance the travel experience for users.

To achieve these objectives, the methodology involved a comprehensive literature review, data collection through surveys and interviews, and analysis of the collected data to identify areas for improvement and establish criteria for effective assistance in trip planning. The study also explored algorithms and data collection methods that can improve the efficiency of trip planning. From a technical perspective, the study found that social media technologies make it easier and more efficient to find valuable and relevant information from social media, leading to more convenient trip planning. From a content perspective, the study found that social media can influence decision making on trip planning through the vast amounts of information available and the time spent engaging with such content.

In conclusion, this study contributes to a better understanding of the impact of social media on travel decisions and behaviors. The results underscore the importance of considering social media in trip planning and the potential for developing new functions to improve the travel experience for users. Additionally, the study highlights the need to evaluate both technical and content-related aspects of social media in trip planning to identify areas for improvement and enhance the efficiency and effectiveness of trip planning.

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