

# Conflict on Social Media

Facebook as a neutral platform for company-consumer conflict  
resolution

By

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# Dissertation Submission

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## **Abstract**

Social media, particularly Facebook, has become a favourable environment for online commerce. This tool provides ease of purchase and quick and direct interaction with companies, but there is a hazardous side effect that can be fatal to the smooth running of the relationship between companies and consumers. Complaints on social networks reach a significant number of followers, making the platform a conflict-sensitive environment. The purpose of this thesis is to explore whether there are indeed healthy conditions for conflict resolution available in this social media through quantitative research, where we analyse how companies use this tool to increase their portfolio, but how fragile are negative consumer manifestations through their pages.

The quantitative evidence indicates as a result that companies have clear gains in marketing, but still need to manage complaints from users who externalize their dissatisfaction without prior filtering of the social network itself, which facilitates a monopoly of reason, since This platform does not have conflict mediation tools, contributing to this digital environment not saw as democratic and neutral by all parties. Thus, this thesis has as its central intuition to understand human behaviour, consumer relations and brand disclosure and how this social media can be used as a failed tool as a customer service mechanism, since there is no absolute level of control for possible dissatisfaction, handling and conflict management in advance.

Keyword: Facebook, Social Media, Conflict, Mediation, Costumer, Company.

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## Chapter 1: Introduction

How important is social networking for modern society? How have virtual environments taken up time in the routine of people causing significant changes in the way people interact with their environment, including their family, friends and, of course, the way they consume?

Understanding the complexity of the influence of social networks on human behavior can be unparalleled and exciting content for the development of several dissertations and studies even deeper than this, but understanding how companies and consumers interacted has received due attention to this content.

Social interaction has changed and naturally influenced the way people consume. Social media works like real shopping catalogues twenty-four hours a day and seven days a week. Consuming products of any kind without moving to physical establishments provides individuals with unmatched convenience and makes time management more efficient by promoting incredible gain for both sides as companies fit the profile and manage better your assets and on the other hand the increasingly digital consumer squanders convenience and security in their purchase transactions.

However, there are also typical burdens when we think of a business relationship (and not just it), as every partnership is subject to conflict. Every conflict ideally needs to be mediated. In an era when followers are viewed as potential target customers of big brands, we need to understand that followers also have their followers and these numbers can be frightened, because of the freedom that has been achieved on the internet through social networks, every user is potentially an influencer, and this can be even more complex when we understand that these influencers reach more significant numbers than the companies themselves. This fact leads us to understand that a complaint can take catastrophic proportions for a company. Questions such as “is the customer always right” or “are we being balanced

with what we mean by freedom of expression” are essential in managing this new tool that people use to externalize their thoughts, discomforts, emotions and complaints.

The platform Facebook is the social networking used in this content as a social media reference that provides a broad environment for companies to develop their marketing to reach impressive numbers, attract new customers and strengthen their brands with existing customers, but overall this tool does not provide options for filtering and managing conflicts, if any individual can post any note about any company without the anticipated assessment of the accuracy of the information. The tools this platform has, such as reporting and private messaging only help to try to work around the problem but not prevent it from happening.

Thus, secondary research such as this is necessary in order to fundamentally understand the complexity of human behavior and the various ways of seeking the balance, neutrality and democracy of this social network in order to improve the study and contribute to an even freer and more digital environment dynamic without necessarily exposing company and customers to behaviors contaminated by a vision of life where the reason of the individual excels the collective.

## **Background of Dissertation**

The researcher is an administrator who worked in banks and exchange agencies. As a banker, he witnessed several conflict situations that were generated through social network publications without the institution initially having the opportunity to understand the case. However, the great inspiration for considering this study was my experience as an educational consultant and product developer, as there was often a need to mediate conflicts between followers who published biased product and service information from the agencies where the researcher worked. There are groups on this platform with over

one hundred and twenty thousand participants looking for details about English course, undergraduate, postgraduate and life insurance in Ireland. Managing unfounded criticism is like fighting a current. The negative impact is instantaneous, and there is no chance of recovering the adverse effects of a post criticizing the brand. This choice was a result of research on the digital platform to understand if there is any way to mediate the conflict or prevent the publication from happening only after filtering or at least an opportunity for the company to understand the case.

### **Research Objective**

The research objective of the study is to highlight the need for conflict resolution on social networks, especially on Facebook, indicating that platforms do not have tools to filter out negative information without first verifying the facts and involving a triple alliance between consumer, business and platform to avoid unnecessary brand damage. Discuss how to show stakeholders responsibility for actions and effects.

### **The scope and limitations of the research**

The scope of the project is perceived when we can see the opportunity to understand the limitation and development opportunities of all individuals involved in the process to minimize potential damage and wear. Mediation was used as the main object of study for research and consolidated conflicts between consumers and companies in social media, especially Facebook, as a business environment that allows disagreements. The limitation of the study lies in exploring only Facebook as a business tool and mediation as an essential area in conflict resolution.

## **Research Question**

The research comprehends that all research begins with some problem or inquiry. However, in stating this, it becomes convenient to clarify the meaning of this term. Common sense identifies a problem with a question, which gives rise to a series of mismatches and misconceptions about the nature of genuine issues and false issues. Another meaning defines the problem as something that causes imbalance, uneasiness, an embarrassment to people. However, a problem is an unresolved situation that is the subject of discussion in any domain of knowledge. Conflicts between companies and consumers are the new way of externalizing complaints through social media and the failure of mediation and how this process works.

In short, this content is based on a critical question: Is Facebook a neutral and democratic platform in situations of consumer-companies conflict?

## **Hypothesis**

Facebook's neutrality and democracy contribute to making this platform an exciting digital environment for business relations by pointing to both parties' limitations on prior opinion exposure before reaching out to followers.

The hypothesis predicts that there is a big challenge for the tool concerning creating a neutral digital environment with the ability to resolve conflicts in case of business disagreement. Tools such as "Messenger" or "Reporting" the user posting for review by the social media itself, would not necessarily avoid the impact, as it is not a preventive or mediating action.

## **A Dissertation Roadmap**

Chapter 2: In this chapter, the reader will see what is the main focus and objective of the dissertation. In short, Facebook's condition for a neutral platform for conflict resolution will be explored and how influential consumers have some widespread criticism and far-reaching opinion exposure. The weaknesses of the platform in managing with conflicts.

Chapter 3: The primary purpose of the literature review is to outline current theories and arguments related to the research topic and to outline the central debates, research, and critical authors who have contributed to the field, area or question. The reader will be able to identify the descriptions of social media, especially about Facebook, supported by the authors' view through a very enriching bibliography.

Chapter 4: The reader can identify the Methodology and Methods applied for the development of this work. In the thesis, the reader will be able to identify a qualitative dissertation, developed with bibliographic research analysis and systematic qualitative review.

Chapter 5: One of the most essential points of the dissertation is Presentation of the data and Findings, because we can demonstrate through literature review and quantitative methods the support of the thesis indicating how the social media have influence on the consumer life and how this digital conflict is a new category needs a new form of mediation.

Chapter 6: This is the last part of the body of the dissertation. This section must connect the aims and objectives with the discussion in earlier chapters. It should outline for the reader the significance of the

findings, or otherwise, in the research context. Any conclusions should be supported by previous sections, demonstrated evidence and argument without deliberate exaggeration or ill intention.

Reflexion: Reflexion will demonstrate the deactivations for completing this dissertation.

### **The Major Contributions of the Study**

This research is essential and contributes to society because through it we can identify communication failures in a business relationship and also how empathy can be a vital issue given the difficulties of social networks in maintaining a friendly environment for business-consumer relationship. It also draws the reader's attention to preserving values and the necessary exposure of feelings on a platform that has so many viewers. We may also include that this research can be approached as feedback to social media, particularly Facebook, in the development of practical conflict mediation tools on digital platforms.



## **Chapter 2: Aims and Objectives**

The new world is becoming digital every day. All simple human actions, such as buying, selling, exchanging, talking, seem more straightforward at a moment's notice as the accessibility of mobile devices is widespread worldwide. Therefore, human behaviour also has changed.

In a business relationship, you naturally have parties involved, being a buyer and a seller. Bringing this to the reality of Facebook, an utterly accessible tool that fosters this business relationship, we realize that in addition to the real action between companies and consumers, there is a highly active expectant audience in a social network that receives constant feedback from the product consumed. When someone is a customer of a bank, for example, and follows the banking institution on social networks, any dissatisfaction that customer may have can go to Facebook and post any information without necessarily consulting the company about what bothers them. That is, this allegedly unrated complaint can reach a vast audience without any filter.

This dissertation aims to explore the critical points of this tool and to highlight the need for conflict resolution to prevent businesses and customers from being harmed, including a critique of Facebook itself for not having an entirely neutral and democratic environment for both parties to deal better with your difficulties.

Having said that Facebook is a broad but not complete tool with regard to conflict management, we understand that there are no options in the tool and filtering the post and the other path to customer communication, called Messenger, only allows the company communicate with the customer, but do not avoid conflict.

Therefore, in a generation with influencers gaining more space every day, companies can suffer huge losses with negative disclosures without prior analysis. Thus, the main focus of this thesis is to explore

through bibliographic basis this new business environment.

## **Chapter 3: Review of the Literature**

The main purpose of the literature review is to outline current theories and arguments related to the research topic and to outline the main debates, research, and key authors who have contributed to the field, area or question.

### **Social Media**

#### **Understanding what Social Media is**

"Social media tools" are systems designed to enable social interaction through sharing and collaborative creation of information in a variety of formats. They made it possible for anyone to publish content, reducing the cost of producing and distributing long tail to virtually zero - before this activity was restricted to large economic groups. They cover various activities that integrate technology, social interaction and the construction of words, photos, videos, and audios. This interaction and the way information is presented on the various perspectives of the person who shared the content, as it is part of their history and understanding of the world. (Kietzmann, 2011).

New social media tools are emerging and establishing themselves through natural evolutionary mutations - see blogs, which were born only as virtual journals and had their diversified nature over time, even becoming instruments of effective business generation, for example.

This means a major change in the structure of social power, as the ability to generate content and influence people and decisions is no longer the exclusivity of large capitalized groups, but common to anyone. Moreover, reducing the cost of publishing to almost zero enables the production of very specific

content for small audiences as well - which previously did not justify the economic equation. (Schwingel, 2012).

Freedom of interactive communication, combined with the ease of use of the tools to do so, and anticipatory networking architecture, form the revenue base for social media platforms to rank as one of the most influential forms of media ever created. In the interactive version of the web, you can do much more with much less, and this is very powerful.

Consequently, with the advancement of technologies and the easy access with digital inclusion, being raised the flag, by governmental and non-governmental institutions, generate a tool that can be used as the massification of information or content of common interests and thus insert information capable of directing or creating paths for a particular concept or thoughts. (Schwingel, 2012) To contextualize we can turn to the thinking of Schwingel (2012, p.07) by saying that "one of the differentials of digital network technologies is the free publication, which is called" liberation of the emission pole ", that is, in Internet, anyone can post content as long as they have access to a computer that is able to be on the network " (Schwingel, 2012)

### **Categories of social media**

Social media has different categories that present alternative focuses on its users. Each has a different function and meets expectations according to one's interest in exploring something (Hudson, 2019 ). We can exemplify some options such as social Networking Sites are one of the most familiar sites used by ordinary people, the most popular would be Facebook where users are encouraged to share knowledge and everything about their private life as if it was a routine to explore and share photos, videos, thoughts, interest with other groups or whatever is considered important for that social circus. Social Review sites

are sites that enable people to rate products and services that have been used and share this note with others to alert or recommend what has been "consumed". Image Sharing is a digital platform that enables people to share images as a form of group communication. Videos Hosting Sites has as a very good example the YouTube<sup>1</sup> revolution, where the user can share videos of all types enabling easy audio-visual communication and can reach an extremely expressive number of people. Community Blogs are self-hosting websites where people express their thoughts and create deeper connections with their readers. Discussion Sites are, unlike Facebook, platforms that encourage people to express their opinions and thoughts, while respecting other people's points of view and thus exploring a healthier discussion environment. Sharing Economy Network is no more than a digital environment where people share things that others might need, a great example would be ARBNB<sup>2</sup>. (Jolly, 2019)

## **Social Networking**

The Social network site is an online platform where people build personal or professional relationships with other users, sharing similar topics about their respective careers and diverse activities that connect their real life. Social media is connected by multiple computers, linking people, organizations and knowledge of all involved, but there is no limitation of use only via computers, so there is the development of tools and APPS<sup>3</sup> for users to have access to the same social networking. Photos, videos,

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<sup>1</sup> YouTube is a video platform created by PayPal enabling video upload, sharing and viewing. It can be found through the digital address [www.youtube.com](http://www.youtube.com) and was created in 2005. Hopkins, Jim (August 21, 2003). "Surprise! There is a third YouTube co-founder". *USA Today*. Retrieved November 29, 2008.

<sup>2</sup> ARBNB is a website that allows the temporary rental of houses for tourists but can also be used as a rental property. The company would only act as a broker and have no direct ties with the property, receiving an only commission for the lease. Founded in August 2008. Headquartered in Sao Francisco USA. "What are the Airbnb service fees?" AIRBNB. <https://www.airbnb.com/help/article/1857/what-is-the-airbnb-service-fee>, June 2019

<sup>3</sup> "The word "app" is an abbreviation for "application." It's a piece of software that can run through a web browser or offline on your computer, and a smartphone phone, tablet or other electronic devices, including smart TVs and smartwatches. Apps may or may not have a connection to the internet". [www.lifewire.com/what-are-apps](http://www.lifewire.com/what-are-apps), by Marziah Krack, June 2019.

reports, content, other blogs can be shared daily, including company opinions and feedbacks about the products and services that companies provide, which is the main focus of this content. (Ling, 2018). The success of social networking services can be seen in their dominance in society today, with Facebook having a massive 2.41 billion active monthly users and an average of 1.59 billion daily active users in 2017. (Newsroom F. , 2018)

### **Social networking and Marketing**

Social networks have created a new way of exploiting the relationship dynamics between companies and their customers, social media marketing is more personal and interactive than any other medium, but you also need to be aware that these new tools that appear every day are increasingly complex and difficult for the most common user to understand. Professional management of social media marketing requires the study and knowledge of other areas such as virtual communities and connections. Marketing and communication are, therefore, going through today, a path that is guided by the existence of diversified channels of communication, with two ways, through which brands dialogue with their consumers and vice versa.

Online social networks are currently a platform for interaction with customers and potential customers, promoting loyalty. They also allow this same interaction to be in real-time since these Networks are connected 24 hours a day, 365 days a year companies and their users have connected almost automatically, always knowing their opinion. For example, the company launches a new product but wants to know if it will succeed in the market or not, you can take a survey of your followers and after handling the answers you know whether it will be accepted or not depending on whether it will have to be changed. This is all in real-time or in a matter of days, whereas through other old systems this was all

much more complicated and time-consuming. Social networks even allow the company a kind of market study at a very low cost. (Reto Felix, 2017). Social networking websites allow people, businesses and other organizations of all types to interact with each other and build an important relationship. When companies connect with customers in this way by connecting them to their digital channels, it enables a much more direct relationship between company and customer. (Mimi Zhang, 2011). An interesting condition is the ability to adapt to new industry standards that can be changed more quickly when the company uses social networks as a tool to reach its audience by acting directly for rapid adaptation and providing rapid growth, because their ideas and perceptions can achieve reach your followers on social networks faster and exert even greater and more dynamic influence. The interaction between users who follow companies on social networks is simple and promotes the company quickly, because other users can see their reactions on posts, which maximizes the reach of posts, creating search engines and promoting products and services from the company. (Assaad, 2013).

## **Facebook**

### **The most popular social networking**

Facebook is a social media and virtual social network launched on February 4, 2004, operated and privately owned by Facebook Inc. (Eldon, 2008) On October 4, 2012, Facebook reached the 1 billion active user mark, making it the largest virtual social network in the world. (Clement, 2019) On June 27, 2016, Facebook reached the 2 billion active user mark. (Yurieff, 2017) The name of the service derives from the colloquial name for the book given to students at the beginning of the school year by some university administrations in the United States to help students get to know each other. Facebook allows any user who claims to be at least 13 years old to become a registered user of the site. (Facebook.com, 2019)

Facebook was founded by Mark Zuckerberg and his college roommates Eduardo Saverin, Dustin Moskovitz, and Chris Hughes. (Carlson, 2010) The creation of the site was initially limited by the founders to Harvard University students but was expanded to other Boston, Ivy League, and Stanford University colleges. The site gradually added support for students at several other universities before opening for high school students and later for anyone thirteen or older. However, based on May 2011 data from ConsumersReports.org, there were 7.5 million children under 13 with Facebook accounts, violating the site's terms of service. (Fox, 2011)

A January 2009 Compete.com study ranked Facebook as the most widely used virtual social network worldwide by monthly active users (Clement, 2019). Entertainment Weekly added the site to its "best of" list, saying, "How we lived before we chased our ex-boyfriends, remembered our coworkers' birthdays, pissed off our friends and played an exciting Scrabulous game before of Facebook?" (Geier,



et al., 2009). Quant cast claims that Facebook had 138.9 million unique monthly visitors to the United States in May 2011 According to Social Media Today, it was estimated that in April 2010 about 41.6% of the US population had a Facebook account. (Wells, 2010) However, Facebook's market growth began to stabilize in some regions, with Facebook losing 7 million active users in the United States and Canada on May 2011. (Gross, 2011) Facebook filed for an initial public offering on February 1, 2012, and began selling the stock after three months, reaching a capitalization of \$ 104 billion. (Times, 2019)

On July 21, 2016, Facebook made its first drone flight that is expected to bring the worldwide internet. The way Zuckerberg and his team chose to try to bring the web to an offline audience today was to rely on solar-powered flying equipment, and after months of testing smaller models, the company finally made the first flight of your Aquila drone. (Mets, 2016)

### **Facebook for Business**

This social media is not new and logically not all companies are in it, but many changes are evident concerning marketing and today, the largest social network in the world, can do unique things did not imagine some time ago host 360-degree videos sell products via Chabot or even serve as a top news source for two-thirds of the adult population. (Pew Research Center Journalism & Media, 2017) Facebook has 1.56-billion user activity and just to compare this and five times the population of the United States of America, 20% of the population worldwide and this have been growing steadily. (Newsroom F. , 2019). This is not about the number of users this platform has, but the range it can have and how much attention a company can get. People spend on average an hour a day on Facebook considering sleeping 8 hours a day that means 7% of the time cat looking at this social media. (Wagner, 2018). These data show that Facebook is an amazing environment for capturing leads because companies

know that their audience spends a lot of time and can be directly impacted by the tools that the platform has. In addition to this advantage, there are other important features that an entrepreneur can take into account when using this mechanism, such as reaching something directly to their audience, as Facebook provides some options to specifically target a particular profile of people, and may perform advertisements by age, gender, interests, behaviour, and location. Another great benefit is that this platform has cheap advertising options, companies can spend, for example, \$ 5 and reach 1000 people, causing other media options to become outdated and useless because for a smaller investment can reach A gigantic freak. Facebook advertising is very fast, making the results also very fast and immediate. The company gains notoriety when it chooses to use Facebook to search for an audience or, if the business is small, can make the company gain a larger proportion, as users can familiarize themselves with the brand and automatically compare it with other products take the decision. (Standberry, 2019) (Facebook, 2019)

### **Facebook marketing and result analysis tools**

Considering this potential range previously addressed, there are some tools developed by Facebook itself that greatly help companies so that they can quickly measure how the public has been reached. These tools provide important details and enable near real-time action. There are some examples of such important tools from Facebook:

- Facebook Insight: One of the biggest benefits that Facebook brings to the corporate environment is the ability to measure the activities of customers and potential buyers, thus enabling them to devise strategies to improve business performance. To this end, Facebook has created a tool that allows entrepreneurs to track data related to social network users and corporate page performance. Generally, analytics applications have the word "analytic" attached to the brand, but Mark stepped forward. Named

Facebook Insights. This word can be translated as understanding or knowledge, (Dictionary, 2019) but to make the understanding easier, we will use a less usual but much more conducive sense: self-analysis. In the advertising environment, the term is also used as a synonym for an idea. After all, there is no better way to devise new strategies than through numbers. (Facebook , 2014)

- Facebook Creator: Live videos are interesting ones on the internet today. So much so that they generate up to 6 times more engagement than regular videos in the Facebook news feed. The Facebook Creator app was developed with just that in mind. With an extremely simple to use the system, it is possible to have access to analytical data and frame customization. By constantly observing and analysing the collected numbers, you can tailor your content to create ever more charming live videos tailored to your followers. (FacebookCreator, 2019)
- Facebook ADS: When possible, investing in platform ads can be a great way to make posts more visible and, consequently, increase engagement on Facebook. In this case, the recommendation is to use paid media for specific posts, ones that can be valuable to both your audience and the business and of course, try to optimize investments to the fullest with segmentation techniques. (ADS, 2019)
- HowSociable<sup>4</sup>: This tool created a metric to calculate the impact of branding on different social networks: the magnitude. This calculation can be estimated free on platforms like Facebook, but a professional account is required. Including looking at competing pages and extracting vast amounts of performance data from rival companies' posts. (HowSociable , 2019).

### **Facebook business account rules**

This platform provides a suitable environment for marketing products and services to millions of people,

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<sup>4</sup> It is not a Facebook product. 'And only one tool has been exemplified to indicate the potential when explored on Facebook. <https://howsociable.com/>. August 2019

but some rules need to be followed. Any product or service on Facebook must follow basic rules that are intended to protect the company, the platform, and users. Most rules apply to Business Pages because Pages are Facebook's preferred method for marketing a business on the site. (Facebook, 2019).

Some important points need to be followed to ensure safety for all parties in using this tool, such as page name that will be unique but may not contain inappropriate terms. The page creation needs to be done by the owner of the institution or some legal representative. Each company will have their terms and conditions for page followers, and this involves many things like language, permissions, etc. However, this cannot hurt the politics of the platform itself. Promotions may be conducted but must comply with Facebook policies and full clarity of promotion rules is required. No personal data can be collected from users. Companies are not allowed to contact users via private message. Using open contact for anything else is considered spam. (Crowdwer, 2019)

### **Corporate customer service via Facebook**

Realizing that Facebook is an effective tool to reach the company's target audience, there is also a need to understand how service can be delivered so that communication can be done quickly and efficiently. One tool that this platform offers that helps a lot in this step would be Messenger<sup>5</sup>, which is a valuable customer service option. (Stenovec, 2014).

Messenger has been seen as the place to "market the conversation," as Facebook boss David Marcus

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<sup>5</sup> Facebook Messenger is a messaging app and platform. Originally developed as Facebook Chat in 2008, the company revamped its messaging service in 2010, and subsequently released standalone iOS and Android apps in August 2011. Over the years, Facebook has released new apps on a variety of different operating systems, launched a dedicated website interface, and separated the messaging functionality from the main Facebook app, requiring users to use the web interface or download one of the standalone apps. <https://www.apkmirror.com/apk/facebook-2/messenger/> and <https://www.microsoft.com/en-us/p/messenger/9wzdncrf0083?activetab=pivot:overviewtab>. June 2019

says, taking into account the need for a more humane relationship with customers. (Murgia, 2016). This view of Facebook emerges as a trend in user behaviours, which means that people use the messaging app more to communicate than social media itself and this option is faster, mobile and efficient which makes it much easier for customer-company interaction and a powerful customer service option. In addition, Facebook includes the multilingual plugin option which allows the user to use this option to purchase directly, book tickets and exchange their flights if required, for example. (Smith, 2017).

Additional tools that work in conjunction with Facebook / Messenger called Chatbots can greatly assist customer service, these Chatbots are software that conducts an electronic and automatic conversation with the user by imitating human behaviours, predefined dialogs for guide consumers to the subject they want. The system and automatic, this makes the company's services available 24 hours a day, 7 days a week, directly serving the user without the need for people interactivity. (Rouse, 2017). However, it does not necessarily need to use a device like this to keep in touch with the customer, because Messenger provides a direct response tool to any user who writes on the company page. There is also an option to respond publicly or privately, which makes it possible to better filter the degree of importance and relevance of the message. (Smith, 2017).

### **Facebook's Updated Inbox to listen for and Manage Customer Conversations on Messenger**

In the case of many messages, it will be quite complicated to answer the customer quickly. This becomes a challenge as 42% of users, who post a complaint on any social network, including Facebook, expect the exposed company to return their complaint within 60 minutes at most (Baer, 2019). However, there

is unified Facebook for business inbox option that includes other social networks such as Instagram<sup>6</sup>, so all messages are unified and easily accessible on a company-managed page. (Hutchinson, 2019). This unified box has simple options such as “Done” and “Follow-up”, facilitating team management of the tool. Also, could be connected to a social CRM tool (Customer Relationship Management), this way the company will be able to view certain customer data. CRM is customers and potential customer's management mechanism. Some data analysis is used according to the customer's history with a company, funnelling this data into one tool so information for customer retention and sales analysis can be analysed (Company, 2018). The company is better able to better protect its reputation as the best management condition of its customers. Although, just by pointing out that any technology will completely replace the quality of customer service made by human labour because tools are only used to better guide the company about the consumer behaviours and what is the best way to guide it to successful results. (Smith, 2017)

### **Proper practices for customer service on Facebook**

Certain practices can be addressed to ensure complete customer satisfaction and avoid potential conflicts. As much as the whole operation is, digital it will be completely necessary to have humanity in attendance and some points need to be aborted to meet the needs of users, such as:

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<sup>6</sup> Instagram (also known as IG or Insta<sup>1</sup>) is a photo and video-sharing social networking service owned by Facebook, Inc. It was created by Kevin Systrom and Mike Krieger and launched in October 2010 exclusively on iOS. A version for Android devices was released a year and a half later, in April 2012, followed by a feature-limited website interface in November 2012, and apps for Windows 10 Mobile and Windows 10 in April 2016 and October 2016 respectively. The app allows users to upload photos and videos to the service, which can be edited with various filters, and organized with tags and location information. An account's posts can be shared publicly or with pre-approved followers. Users can browse other users' content by tags and locations, and view trending content. Users can "like" photos, and follow other users to add their content to a feed. <https://www.socialmediatoday.com/news/instagram-stories-is-now-being-used-by-500-million-people-daily/547270/>. August 2019

- Quick customer positioning: how quicker the customer is answered these days, the less dissatisfaction is, and a possible complaint can be avoided. If a complaint of the customer and there is a delay in service, the network that the customer belongs to will be notified directly by the user through posts on Facebook itself or other social networks, informing the case to family or even ceasing to be a customer of the company. The Messenger system itself tells other customers how fast the response was given. (Gregory, 2019)
- Answer all questions: Position the customer on all questions whether by posts, comments or private messages. React to every action the customer makes on the page, whether it is a company check-in, a review or post about the company. Treat the customer so well when he is in a physical store. Prescribed answers help speed customer service. (MacDonald, 2019)
- Be friendly: It is always important to be empathetic, patient and courteous to the customer. Always try to talk to unsatisfied customers in the private so that the problem is not exposed to everyone. (Silket, 2017 )
- Customer-first name: Calling the customer by the first name sounds friendly and sweet. This can "break the ice" and make the customer calm down in cases. Use customer @ to further facilitate customer contact and respond quickly. (Tšernov, 2019)
- Make the team use their names: Humanizing customer service decreases the tension between them and the company, as it demonstrates to the customer that there is a person on the other side who understands the situation and will try to solve possible problems. (Smith, 2017)
- Differentiates the message by the grade of attention: The company needs to be alert, as it cannot please all customers. Negative comments can happen and if customer dissatisfaction increases, it is

important to be discerning and responsive to the customer in the private message so that no negative content can be viewed, and this will go viral. (Newberry, HootSuite , 2019)

- Be careful with a standard response. Sometimes digital is used too much and companies end up surrendering to the automatic response system and do not pay attention to the real customer questioning thus creating a discomfort, because it transmits that the company is not analysing the case. (Newberry, Hootsuite, 2019)
- Be positive: Understand customer demand and try to make them comfortable. Try to convey that there are no right or wrong and that the fact that causes dissatisfaction is best dealt with. (Gowing, 2018)
- Look for Opportunities to Wow Customers, Prospects, and Audiences: To build a strong following and loyal community, look for ways to impress your audience, including customers and prospects. How can you provide great customer care? How can you surprise and delight people? (Smith, 2017)
- Keep an updated list of your best customers so you can give them special attention: Find ways to surprise and delight them on social and offline. This might include sending something in the mail such as a handwritten note, gift card, sample products, theatre tickets, and so forth and online, this can involve spotlighting individuals on your Facebook page, featuring a customer story in your video, or even a simple private message on Messenger to say you are thinking of the person. What if someone on the team was assigned to look for certain key celebrations happening in your top customers and prospect's lives? Sending a personalized congratulatory message on a birthday, anniversary, or meaningful win. (Sukhraj, 2017)

These practices were addressed to exemplify the specific needs of companies when exposing their business on social networks and especially on Facebook, as well as good practices that can be addressed for customer satisfaction and exposed through this platform, will have the same exposure. in case of



future complaints on the same platform. The proportion of customers that can be hit by companies is giant, but are companies prepared for negative exposures? Does the platform, even with all these strengths, make the customer-business conflict easily resolvable or provide users (customers and the company) with a democratic conflict resolution environment? (Smith, 2017)

## **Consumer**

### **The influence of social media on human behaviour**

Understanding that the new social media are interesting tools for interpersonal interaction, we need to be aware that there is some influence on human behaviour. Positively, social media has given people access to different cultures and different places in the world. This type of access makes people empathetic and discoverers of various points that at another time, by other more conventional media, could not be afforded. The expansion of knowledge is notorious. Develop new skills, know places, arouse curiosities to explore places that at another time seemed distant and unattainable (GD Ideas, 2019). In society, there is a new way of externalizing opinion, once the individual could not say what he thought to such a large audience and in a way, there was a limitation of content provided only via a traditional media that showed content with questionable neutrality. The democracy and equality of expressing their feelings, thoughts, and opinion far and wide, through social media, becomes a reality to the general public. Social media give a voice to a minority who previously were only vulnerable and lacking their voices as women, LGBT group, and religious minorities can finally point the world to how they feel and are encouraged to pursue the equality they once seemed far away, sharing their problems with others who think alike or who just sympathize with the cause, thus making them a stronger and more organized group to face the inequalities of the modern world. Today hashtags<sup>7</sup> can help to make voices heard across the borders of homes, neighbourhoods, cities, and countries. (GD Ideas, 2019).

Negatively, the interesting points that are worthy of a longer dissertation, but this is not the main intuition

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<sup>7</sup> Hashtags used on social media for describing the general subject of a Tweet or other post (message). The symbol # on a phone or computer keyboard. Cambridge Dictionary <https://dictionary.cambridge.org/dictionary/english/hashtag?q=hashtags>. June 2019

of this paragraph. We can take into consideration several issues that can and are being seriously addressed by agencies around the world. These effects are physical and mental, such as depression and anxiety results from hours spent on social networks daily, frequent research indicates more than six in ten Irish people (64%) between the ages of 17-29 feel panicked, desperate or sick if they leave their smartphone at home, according to new research carried out on behalf of Liberty Insurance by Millward Brown. (HENEGHAN, 2017). Spending too much time on social networks can directly affect mood, this dependence on surfing for a long time has caused people symptoms and serious psychological problems. Moreover, another very necessary factor that has a strong connection with the central theme of this dissertation is an unrealistic expectation, which is the distorted view of life and friendships. Those social media platforms severely lack online authenticity. A negative vision of one's own body is a result of overexposure of the physical in social media, unreachable shapes and retouched by image modification applications like Photoshop<sup>8</sup>. Unhealthy sleep patterns are one of the main factors that cause psychological problems because being in social networks for a long time, the individual develops a great difficulty to sleep directly interfering in the quality of sleep if the person perceives any kind of alteration in the sleep. Sleep can most likely have a direct link to time spent on social media. (Zhukova, 2018). These points are being considered to support the thesis regarding individual behaviour change and their relationship with companies on platforms, indicating that factors need to be taken into consideration to indicate that individuals are undergoing behavioural and social change. That this has a direct link to the way you externalize your ideas and opinions on social networks and how companies are impacted by this behaviour, often does not have the same defence condition to avoid major impacts on the view that their customers have of them. (Zhukova, 2018)

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<sup>8</sup> Photoshop, the World's best imaging, and graphic design software. Create and enhance photographs, illustrations, and artwork. Design websites and mobile apps. Edit videos simulate real-life painting and more. <https://www.adobe.com/ie/products/photoshop.html>. June 2019

## **Consumer behaviour on Facebook**

Nowadays consumers around the world have bought tools at their disposal and these features are constantly changing and marketing professionals are always available to update the mechanism, trying to understand how the consumer navigation works right to the moment of the purchase, for example. Brands and products use Facebook to better develop their online stores and serve their audience, being this platform one of the main to make purchases and, automatically, the consumer presents the products to new people and ease of purchase along this way. (IQ, 2018)

These searches for brands and products often have a very delicate effect that needs to be understood. The empowerment of the consumer who has in their hands through their mobile devices the condition to say or dislike what they have consumed. Customer behaviours of those affected by brands, but that's not all, consumers seek to buy products from brands that are considered to be behaviourally interesting, if brands that have a good mood, for example. In addition, consumers like brands that interact with them and respond to them on social media. (Social, 2017)

Facebook itself allows interaction to be more intense on Facebook than other platforms, as brands can shine once again as the condition and space for writing and better understanding with the consumer. Consumers like this interactivity. Brands can also expose other content that is not necessarily part of their ultimate goal but only uses it to create a great consumer environment that chooses to have more intense relationships with those branding. (Kraski, 2017) However, consumers react more directly when they feel that brands cross the line, in some ways, there is consumer intolerance about how they feel about some brand actions, which often results in unfollowing or even blocking the brand and if this has an even higher proportion there could be a boycott. (Young, 2014)

The way consumers view advertising on the social network is also very important. Visuals get more attention from consumers and make them share those publications faster so that the brand reaches its consumers followers as well. Publications must inspire followers and cause good feelings. (Tynski, 2013). Consumers are complicated and need to be understood and want to feel understood and are looking for brands that cause a strong emotion and create a personal relationship. (Kraski, 2017)

### **The influencers**

The Internet has enabled us to build a greater network of communication with users from anywhere in the world, and we increasingly share content, exchange information, and seek feedback from others on certain online issues. Thus, brands need to adapt to new technologies to increase their relationship with consumers through social networks, websites, e-commerce, online marketing and other features that the digital world has. This collaboration between users has transformed the advertising market, as consumers have been even more part of building a brand than in the past. (McIntosh, 2019)

It was from this scenario that emerged figures well known on the Internet today: the influencers. These are people who have a loyal following and interact with their thousands (or millions, many times) of online followers through various platforms such as Youtube, Instagram, blogs, websites, Snapchat, Facebook, among others. The opinion of these influencers is relevant to a large number of people who follow their tips, and with that in mind, brands understand some differences between advertising and influence marketing and how it can be a big advantage for them. (Roose, 2019)

Many celebrities get paid for brands to star in their campaigns, linking their image to some product to attract consumer attention. But the idea of influencer marketing goes beyond turning a blogger or youtuber into a poster boy. These people get paid to talk about a product and impact its followers, or get

it for free in exchange for a sincere opinion about it on their social networks - the latter being called everyday influencers. In a spontaneous and natural way, your followers may know about a company's services and be interested in learning more about it. (Fastenau, 2018)

## **Conflicts**

### **Definition**

Conflict arises when there is a need to choose between some situations that may be considered incompatible. All situations of conflict are antagonistic and have disrupted action or decision making by the person or groups.

We can say that conflict is when there is a matter of common interest between two or more people, who will have divergent opinions on this subject and who cannot deal with the different opinions presented, generating such a situation that may lead to the necessary management of the fact in dispute, because the situation involves expectations, sometimes values and own inspirations. (Rahim, 2010)

Kurt Lewin (1935) defines conflict in the individual as "the convergence of opposite sense forces and equal intensity, which arises when there is attraction to two positive but opposite valences (desire to watch a theater play and a movie shown at the same time and in different places), or two negative valences (facing an operation or having an aggravated state of health), or one positive and one negative, both in the same direction (desire to ask for salary increase and fear of being fired for it)". (Lewin, 1935)

Salvatore Maddi classifies personality theories according to three models, one of which is conflict. This model assumes that the person is permanently surrounded by the clash of two great antagonistic forces, "which may be external to the individual (conflict between individual and society) or intrapsychic (conflicting forces within the individual that occur, for example, between impulses separation, individuation and autonomy and the impulses of integration, communion and submission)". Conflict, however, can have negative effects as positive, but in certain cases and circumstances as a motivating

factor for creative activity. (Maddi, 2001)

### **Is the phrase "The customer is always right" wrong?**

This phrase is practically a secular motto that indicates that the customer will always be a priority and that his opinion is supreme and that the company needs to work at all times for this customer to be served as best as possible. It began to be highlighted with pioneering retailers Harry Gordon Selfridge, John Wanamaker and Marshall Field in 1909 (Mcbrain, 1944). They argued that customer dissatisfaction should be treated with priority so that they do not feel harmed. There are several ramifications of this concept worldwide in various countries pointing to the supremacy of the customer's will over the company as in Japan that the phrase “okyakusama wa kamisama desu” means that “the customer is a god” (Ebeling, 2019). In 1914 a counterpoint that said the client, like all his human, was also armed with dishonest moments, lack of knowledge about certain subjects or are abusive about their demands, questioning the adoption of policies that admit any customer complaint would be due, company would have a significant loss, so if one concluded that the customer's perception of right or wrong could obviously be questioned. (Farrington, 1915). Many opinions defend my identity and you should be approached taking into account some points:

- Employees are dissatisfied: Answering all complaints made by the consumer without prior analysis, not taking into account the employee's feelings in that situation, can cause workers to wear out. It is important to be confident that employees also need to be understood and welcomed in the face of conflict. (Reynolds, 2017). Gordon Bethune became known for turning Continental Airlines into “From Worst to First” said:



*“When we run into customers that we can’t reel back in, our loyalty is with our employees. They have to put up with this stuff every day. Just because you buy a ticket does not give you the right to abuse our employees ... We run more than 3 million people through our books every month. One or two of those people are going to be unreasonable, demanding jerks. When it's a choice between supporting your employees, who work with you every day and make your product what it is or some irate jerk who demands a free ticket to Paris because you ran out of peanuts, whose side are you going to be on? You can't treat your employees like serfs. You have to value them ... If they think that you won't support them when a customer is out of line, even the smallest problem can cause resentment.”*

- **Abusive Customers:** Saying that "the customer is always right" allows, to a certain extent, the customer to abuse by demanding certain practices, making it difficult to control the customer who requires certain things that do not fit him. This also indicates that the more you consume and abuse the better result you will have. (Kjerulf, 2014)
- **Unwanted Customer:** Many companies think the number of customers is paramount, but this can be wrong as some customers are very bad for the company. In the age of social networking, some customers simply expose their opinions, influencing too many followers of your page and creating an impression that can be unrealistic. (Discipio, 2017)
- **Bad consumer service:** Putting the employee first causes them to put the customer first. If the employee does not have a certain priority this is automatically reflected in the customer. Motivated, happy, valued employees cheer up their customers. (Michelli, 2017)
- **Customers can go wrong:** The fact is that there are wrong customers, simply that (Kjerulf, 2014). In author Herb Kelleher's book there is a related experience that can greatly contribute to exemplifying this topic:

*“A Continental flight attendant once was offended by a passenger’s child wearing a hat with Nazi and KKK emblems on it. It was pretty offensive stuff, so the attendant went to the kid’s father and asked him to put away the hat. “No,” the guy said.*

*“My kid can wear what he wants, and I don’t care who likes it.”*

*The flight attendant went into the cockpit and got the first officer, who explained to the passenger the FAA regulation that makes it a crime to interfere with the duties of a crew member. The hat was causing other passengers and the crew discomfort, and that interfered with the flight attendant’s duties. The guy better put away the hat.*

*He did, but he didn’t like it. He wrote many nasty letters. We made every effort to explain our policy and the federal air regulations, but he wasn’t hearing it. He even showed up in our executive suite to discuss the matter with me. I let him sit out there. I didn’t want to see him and I didn’t want to listen to him. He bought a ticket on our airplane, and that means we’ll take him where he wants to go, but if he’s going to be rude and offensive, he’s welcomed to fly another airline.*

*The fact is that some customers are just plain wrong, that businesses are better off without them, and that managers siding with unreasonable customers over employees are a very bad idea, that results in worse customer service”*

*Chapter 1 Nuts!: Southwest Airlines' Crazy Recipe for Business and Personal Success Paperback – February 17, 1998*

## **Conflict Mediation**

Conflict mediation is a technique used worldwide to resolve business and/or family deadlocks quickly and efficiently. As difficult as the issue may seem, with the contribution of this method, it is possible to reach satisfactory solutions for all involved without necessarily having a loser. The focus of conflict mediation is to clarify different views about the past and, especially, to find solutions for the future.

Conflict mediation is a method performed by professionals who promote understanding among those involved — understanding the situation, the resolution alternatives, the consequences of the impasse, the costs of the dispute, the interests of each, and all involved, to name a few. Through various techniques, the mediator organizes a productive dialogue, clarifies arguments, reduces the information imbalance, widens the range of possibilities and elucidates the interests and objectives of those

involved, with total confidentiality guaranteed. The conflict has not to be brought to justice to be resolved. (Parselle, 2005)

## **Chapter 4: Research Methodology and Methods**

### **Introduction**

Methodological terms and conditions conceptually have even differences. The word method is linked to the path, ways of carrying out an end of purpose. The term methodology represents a science that is linked to the study of the method. In other words, it represents a field of study that seeks to find the best methods to produce knowledge. However, when it comes to scientific research, the authors who devoted themselves to writing on the subject do not reach a consensus. They are often seen as having the databases that are being used as a method synonym.

The researcher used a qualitative method for the study — however, secondary research using existing theories and published content as a basis for defending this thesis. Most important was examining consumer behavioural patterns on social networks, exploring consumer changes and their new way of relating to companies that use the platform for business purposes.

### **Research Design**

Research design is defined as the methods and techniques chosen by a researcher. To combine them reasonably logically so that the research problem is dealt with efficiently. It is also a guide on how to conduct a research design using a specific methodology. Each researcher has a list of research questions that need to be evaluated, this can be done with market research design. (Creswell, 2019)

According to Saunders et al (2007) the research process can be represented by an onion, arguing that these would work as steps the researcher needs to go through in making an effective methodology, so the

researcher will have a starting point to do his work. The first stage is the philosophy that requires definition, the starting point being that it the second stage, the approach. The third step would be the strategy to follow the research. The fourth step identifies the time horizon. The fifth identifies the stage at which the data collection methodology was performed (Mark N. K. Saunders, 2012).

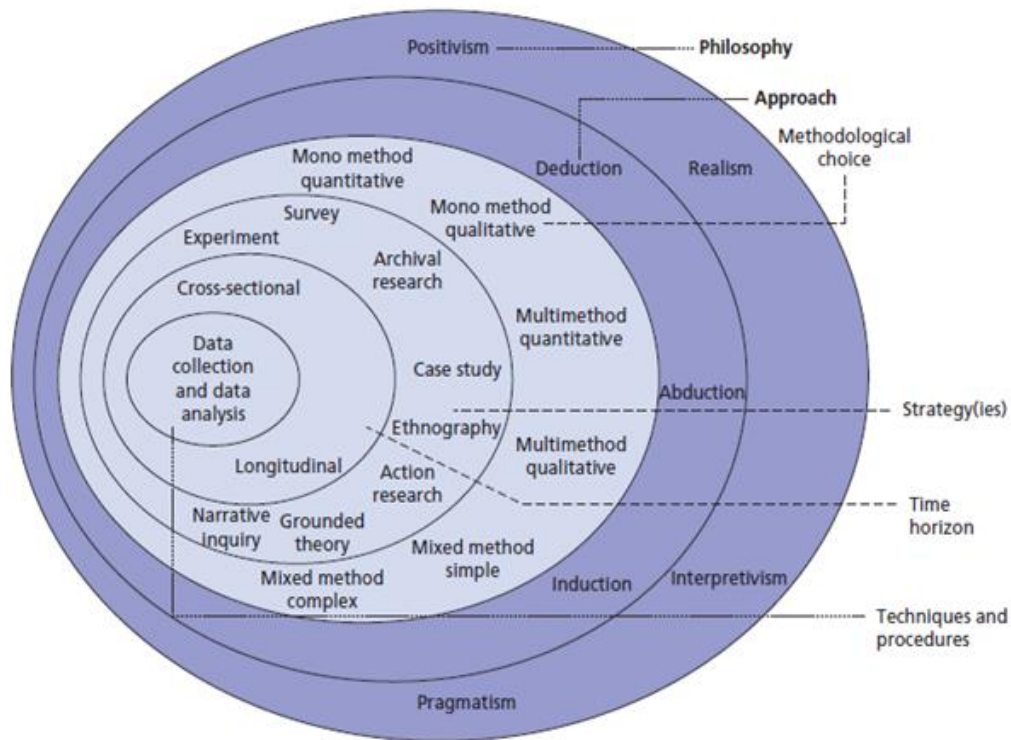


Figura 1

*The research 'onion' (Source: Saunders et al., 2007)*

## Research Philosophy

A research philosophy is the first step in the onion research process and is defined as a belief that indicates how data will be gathered, analysed and used. In short, the research philosophy deals with the source,

nature and development of the thesis. Although the idea of knowledge creation may seem complex, it is important to be engaged in knowledge creation as an important part of the dissertation, as it involves a great deal of data analysis (Saunders, Research Methods for Business Students, 2012). The authors explain that each step in the research process is based on what is supposed about the sources and origin of knowledge and within it there are some main scopes as Pragmatism that detect of different forms of expression and enterprise in a research without a path and various realities (J, 2010), Interpretivist that approached when it is a reality and runs through the perception created by the individual, Positivism that adheres to the view that only "factual" knowledge gained through meditation is reliable and Realism that works on the idea of independence from the reality of the human mind. (Saunders, Research Methods for Business Students, 2012). This thesis is developed with a Positivism scope.

## **Research Approach**

This is the next layer explored by Saunders et al. The relevance of hypotheses to the thesis is the most important point of differentiation between approaches that can be Deductive, Inductive or Abductive. A deductive approach is to test the validity of the assumption of theories and hypotheses, basing the development of these factors on something that already exists in order to design a research strategy for confirmation. Contrary to the Deductive approach, the Inductive approach contributes to the emergence of new theories and generalizations, there is no theoretical basis allowing observations and theories to be proposed only at the end of the liberated process so that paths and directions are changed as the case may be progress of the process. Finally, the Abductive approach exploits the weaknesses of previous approaches since the Deductive approach lacks clarity in the selection of appropriate theories, the Inductive approach is criticized, as the amount of data does not always make it possible to construct the

theory, the Abductive approach exploits the weaknesses of other approaches with a more pragmatic view, and the research process is designed to explain them. (Saunders, Research Methods for Business Students, 2012). This thesis is developed with an inductive approach.

### **Methodological Choice: What is a qualitative research?**

Qualitative research is a method of scientific investigation that focuses on the subjective character of the object analysed, studying its particularities and individual experiences, for example. In qualitative research, respondents are freer to point out their views on certain subjects that are related to the object of study. In qualitative research, the answers are not objective, and the purpose is not to count quantities as a result but to be able to understand the behaviour of a particular target group. Typically, qualitative surveys are done with a small number of respondents. The choice of qualitative research as a research methodology is made when the purpose of the study is to understand why certain things, such as voter choice, consumer perception, and so on. (Babbie, 2014)

### **Research Strategy**

This is the fourth part and indicates how the researcher will conduct his research through a number of different approaches such as experimental research, action research, case research, interviews, research or systematic literature review. (Saunders, Research Methods for Business Students, 2012)

Systematic literature review, systematic review studies, systematic bibliographic review or simply systematic review is the scientific investigation that brings together relevant studies on a formulated question, using the literature database that deals with that question as a source and methods of

identification, selection and Systematic analyses in order to perform a critical and comprehensive review of the literature. The systematization in the review aims to avoid biases that would occur in a non-systematic review. Including biases that may occur in the form of review and selection of articles as those detected in the critical evaluation of each study. Some reviews may include meta-analysis to increase the statistical power of primary research. When systematic review does not include meta-analysis, in primary studies are synthetically integrated, but their integration is not statistically combined, the review is commonly referred to as systematic qualitative review. (Creswell, 2019)

### **Time Horizon**

According to Saunders et al. (2007), time horizons are needed for research design, regardless of the research methodology that has been made available in his thesis. Classes and types of time horizons: Longitudinal and cross-sectional. The cross-sectional study that was proposed and analyzed data in time is not the founder and plant date to study a population in the point in time. Also, request an alternative between variables of interest and the Longitudinal It is an observational study in which data from the same sample are repeatedly collected over an extended period of time, as is the cross-sectional study. (Saunders, Research Methods for Business Students, 2012).

### **Techniques and Procedures**

The data collection and analysis phase is of great importance in the elaboration of scientific research; therefore, it is necessary to maintain some precautions to guarantee the reliability of the results. Data collection can be done through observations, interviews and life history, bibliographic research,



questionnaires, empirical observation, among others. Importantly, there are several procedures used for this purpose. However, it is up to the researcher to decide which procedure best suits the type of research performed. After data collection, it is necessary to analyze them. However, the previous planning of this analysis must have been done even before data collection. This procedure assists the researcher and avoids unnecessary work, in addition to enabling the researcher to predict the expenses needed to perform the research. (Creswell, 2019). This thesis is developed with bibliographic research analyze.

## **Chapter 5: Presentation of the data and Findings**

### **Introduction**

This is a vital part of your dissertation: the discussion of the area of Dispute Resolution that you have chosen. The research method and the methodology employed come into focus in this chapter

The findings reasonably descriptively without speaking in generalities. It should present, in a more discursive way, interweaving literature with a discussion of the text you are analysing. Different approaches will suit different topics, and if you are in any doubt, consult your supervisor. Regardless of how you choose to present the information, the reader needs to be led smoothly through the chapters in a systematic and logical fashion.

### **Insight into the subject**

In qualitative research, the linguistic-semiotic-based research method used mainly in social sciences. Qualitative techniques are usually considered all those different in statistical research and scientific experience. That is open interviews, discussion groups or participant observation techniques. Qualitative research, therefore, makes no use of statistical representation. (Dawson, 2015). This factor, if you understand that the perception of conflict in social networks is something generic and treated on time by a specialist in human behaviour change, because, despite the appropriate evidence, the bibliographic content addresses many other things as the company needs to deal with a problem customer make it understand how platform failures that condition or consume a free feeling for recovery. (Smith, 2017) The researches of bibliographic revision (or literature review) are those that make use of scientific

publications in journals, books, annals of congresses etc., not being dedicated to the collection of in-natural data, but not configuring in a simple transcription of ideas. (Harvard Extension School, 2019)

Thus, the way conflict in social networks is viewed very abstract, as there is no conclusive research on the main reason for the origin of the conflict.

## **Social media**

This new means of communication is, therefore, an extreme facilitator and since its inception has been transforming the world by allowing an agile contact between people. In the business world, companies have learned to use this tool as an essential marketing method. According to Kietzmann (2011), this digital revolution has great benefits for society and, in the context of buying and selling, makes convenience the main objective, making the user-accessible to a different business-standard. (Kietzmann, 2011)

Sharing life on social networks brings benefits and harms. However, by properly addressing conflict issues on social networks, this tool provides conditions for people to express two dissatisfactions, as social media, especially networking, is a platform open to opinion and exposure. (Jolly, 2019)

## **Facebook and marketing**

Arguably, Facebook is the most popular digital platform in the world, as cited by author Kaya Yurieff, (2017). The use of the tool is very comprehensive and has been a very sought after alternative by companies for business expansion. Therefore, this is a conducive environment for customers to express

their satisfaction and dissatisfaction on the social network reaching a significant number of people who are impacted by the opinion of people sometimes considered as influencers. In the US alone, there are some 1.56 billion activities, so a completely attractive number for business and this platform does not drop usage even with access from other platforms such as Instagram and Twitter. (Yurieff, 2017) Facebook presents many options for tools that can work together for better brand performance. Once in contact with a customer, the platform itself offers an opportunity for interaction between the parties involved. Messenger provides a direct link between the company and customer page, facilitating communication and addressing possible dissatisfaction. Can be seen on the Facebook page itself. (FacebookCreator, 2019) Several authors were working with behaviour analysis to help companies with customer service, working from customization and the best service channel in case of exposure of dissatisfied customers. (Stenovec, 2014)

## **Consumer and social media**

The authors approached in the literature review on the consumer and social media topic gives us a more general picture of it. It addresses this profile of our customers who are more comfortable with how they like to be treated by companies, as the companies themselves offer products and services that meet their expectations, online, and with customer service on Facebook. .

The authors also address the issue of “networking” that is created through the feedback that customers give on pages and how it is spread across the communities that customers are in. Sharing experiences with companies that performed well is motivating for those who provide this service and influences the opinion of those looking for references about it.

## **Chapter 6: Discussion**

This is one of the most important parts of who is discussing, interpreting and analyzing the Results. In this part, the author should show how the hypotheses were verified and the proposed objectives were found evidence of contribution and knowledge. It is a part where the author puts his opinion on the subject and discussions with his peers, through what exists in the most recent literature. (McCombes, 2019)

### **Social media**

When addressed in the social media literature review, the authors approached gave us a broader view of what this new mode of communication would be. The authors' perception of the ease of this tool often does not address the burdens of this new digital age. The subchapter discussed the construction of social media, but we cannot identify tools for mediating conflict or neutrality about the misuse of the instrument. This part is theoretical, but the content shows that social media ignores problems between businesses and consumers. Managers resort only to standard conflict resolution techniques and conventionally manage customer service.

Social media makes life easier for people, but the same social media has no mechanisms for managing disagreements. That is, companies use the platform, reach a new audience, but in case of possible complaints do not have an option to manage the conflict.

Business marketing has a productive work environment when it comes to social media. A demonstration that conflicts have become a secondary topic, as the initial purpose is only to capture customer and retain existing ones.

## **Facebook tools Customer Service**

Evaluating Facebook as the main social networking approached here, we see that customer service tools are very effective. Messenger, for example, gives accessibility to direct communication between company and consumer, but, as we saw in the specific chapter in the literature review, these tools are not preventive and do not inhibit or assist consumers in complaining or externalizing certain ideas or suggestions. In communities, for example, the user completely holds the reason when exposing something about a brand, but without a prior Facebook check to analyse what has been said.

Obviously we cannot go into the question of freedom of expression, but in times when people understand that they have the "freedom" to say anything without concern, it could fit the tool itself, provide a neutral space of the platform itself to address determine information.

Facebook is the widest platform and has the most users.

Across the country, linking culture and diversifying the world with a new form of communication as a business tool, it puts the consumer as the only freak and does not understand that the individual has the power of communication to influence more people. Therefore, in such an open communication environment, prior filtering and analysis is required for companies using this tool to feel more comfortable about how dissatisfied customers can talk about their bad experiences.

We saw that Facebook provides a tool for direct contact between company and customer, such as Messenger and Reports (option uses to take someone's post for analysis of Facebook itself), but these options do not prevent the customer to expose the company and the experience.

It is then observed that Facebook as a social networking is an excellent marketing tool, but it is not a viable option for conflict management, since the conditions offered by this platform are for consumers only to capture and maintain and there are no alternatives to manage conflicts through this tool.

## **Costumers**

The subject addressed in this chapter is important to understand how the human being is being influenced by social media. Human behavior is going through a delicate moment and needs attention, as people of all ideas have undergone a behavioral change and the international body is already warning of even more serious psychological problems that need proper attention. Society as a whole is undergoing transformations in the way it communicates.

Of course, companies have seen this digital transformation and enjoyed the best possible to meet this new audience, but the behavior of people also directly impact the performance of brands that choose to promote products and services on social networks. People have easier communication and obviously, this affects the way they externalize their frustrations and complaints to their community, followers and influencers.

Influencers deserve special attention for this content, as they have emerged as practically a new profession in recent years. Influencers have more followers on their social pages than the brands themselves, who enter into contracts with these influencers for branding. But in this vast, landless land of the internet, the negative power they can wield over their followers is not balanced. It is very common in social networks for people who have high followers to expose certain brands negatively simply because they do not like or the brand does not meet their ideological expectations, so the brand has a large impact that can be irreversible in the short term. This imbalance between freedom and moderation needs to be taken into account on such a wide platform Facebook.

It is democratic and part of free trade to have disputes and problems with customers exposed, this is part of the game, definitely. But how would it be possible to wonder if what influencer talk about the market is true or not? The platform has no defence tools to the company, only the consumer, so the

content covered in the review literature brings us.

## **Conflict**

Kurt Lewin (1935) defines conflict in the individual as "the convergence of opposite sense forces and equal intensity, which arises when there is attraction to two positive but opposite valences (desire to watch a theater play and a movie shown at the same time and in different places), or two negative valences (facing an operation or having an aggravated state of health), or one positive and one negative, both in the same direction (desire to ask for salary increase and fear of being fired for it)". Did Lewin foresee that the conflicts would gain a new environment in their disputes?

The reference is from 1935, but in general still can get an efficient description of what the conflict would be. Regardless of whether it happens physically or in the digital world, friction happens and needs to be managed as well as possible. In the digital age we live in, it seems that people use the digital environment of social media as a defense to their fears.

We can conclude that when it comes to conflict, social media is really a listen-up for others to see only your words and not your face.

When we bring this issue into a business-to-consumer business conflict, it becomes very complicated to define the reasons and director established for those involved. How to define what would be conflict when there is no clear definition in that particular environment?

Customers complain on social networks about products and services reaching followers and communities and the claimed brand can't avoid the side effect. Can we thus understand that this conflict will be positive for the brand or would it only have losses?

Not really. While social networks influenced their followers to explore their emotions and unfiltered



their thoughts, brands needed to be patient in how to best deal with exposure that is often unproven.

## **Chapter 7: Conclusion**

This section should connect the aims and objectives with the discussion in earlier chapters. It should outline for the reader the significance of the findings, or otherwise, in the research context. Any conclusions drawn should be supported by the previous chapters, evidence and argumentation presented, without exaggeration or deliberate misinterpretation. Outcomes should indicate your judgment on the relative importance of your study. This chapter should be reflective, critical, coherent and analytical. It should integrate theories and concepts. To round off the Dissertation, you should very briefly refer to the purpose of the research, the main findings and conclusions, and whether you have succeeded in achieving the main goals.

The conclusion begins by resuming the research object of this dissertation: Is Facebook a neutral platform for company-consumer conflict resolution? We approach that conflict is an action that can be positive and negative; dependence on the outcome will be in agreement with which both parties work. (Rahim, 2010). The main question is, is there any condition to mediate conflict once a consumer exposes opinions about products and services on this platform? Regarding the characteristics of customer service through Facebook that has been reviewed, (Gregory, 2019), it is inconclusive that this platform has a neutral digital environment for mediating conflicts since the cause of the battle is not addressed solely for the sake of incompatibility of ideas between the company and its consumers.

There are also factors that need to be taken into account, such as how social media feels to customers and how they influence others with individual opinions (McIntosh, 2019), and the behavioral change that a unique experiences after becoming members of unbalanced social networks, that is, according to studies by the Group Discussion Ideas, with the theme “Social Media - Impact on human behaviour and society”, humans are much more sensitive to extreme illness and behaviour in social networks, and this is a very

relevant information base to indicate that consumers feel freer to externalize ideas (wrong or right) in social networks more inconsequentially. There is no shame in criticizing. When we approach the idea that “the customer is always right,” as an article attached to this content as a secondary source of a study by Justin Reynod (Reynolds, 2017), we debate the notion that this is not an old and inappropriate approach. . The power given to the user means that there is a very delicate self-centeredness to deal with, as the customer has the "power of click" in his hand and joining this conception of customer reason and this new liberal environment that We are dealing, we can conclude that the ferment is not neutral in for conflict resolution fully.

When we understand that Facebook has become a marketing expert for the returned options seen in the content available on the Facebook Page (FacebookCreator, 2019) we also understand that the platform has not become a conflict expert and has not developed an appropriate digital environment for that companies can work out the dissatisfactions that the customer poses.

Finally, we understand from this dissertation that Facebook, like all other digital platforms or the Internet itself, cannot be organized with regard to human behavior. Its efficiency is not proven through this bibliographic study and I conclude that this social media is an excellent marketing tool, but inefficient in relation to conflicts, because it has a suitable environment for them to happen but not able to be resolved. There is no prevention of the so-called “fakenews” if we can include this action in this category.

I believe it will be the very challenge of social media. Understand that the relationship between people has become fully digital and all kinds of reactions need to be understood and managed.

## Reflection

Making such a thesis takes time and a great deal of effort to find documents, blogs, newspapers, interviews, websites, books, and articles that contribute to content development. It was indeed challenging for a few reasons which I will cite.

The first and most difficult challenge was to find recent content on the subject. When it comes to social media, it is very difficult, because the information change is practically real time. While analyzing data and exploring some alternatives to indicate in the dissertation and better support the analysis other data emerge and sometimes completely outdate an analysis already done. For example, citing that Facebook is the largest digital platform is, for now, a bibliographically backed truth, but with a serious risk of change, as there are other partner networks that are becoming increasingly evident. The target audience, being consumers of products via social networking, can migrate almost spontaneously to another platform and the search will become outdated in a short time.

The second major challenge was the attempt to disentangle the Brazilian perception of Facebook. The behavior of the Brazilian is similar to the American, so the database is more tangible, but as the research is generic, there was some complication in seeking more comprehensive data to better support the idea. In addition, all content of the writer is based on professional experiences in the home country. An attempt to analyze the Irish market to generate more solid data was unsuccessful due to lack of time and contact with productive audiences.

Another major difficulty is that such a “digital” subject cannot easily be found in books and articles, for example. The change of information happens at a very high speed, so problems like improper complaints on Facebook have timely solutions and the perception of the problem changes with unspeakable ease.

Time, something important and definitely is what defines whether a job like this will be successful or not

and if so I confess my dissatisfaction with time. The reality of a foreign student in Ireland is challenging. Managing our short time and balancing research and privacy are definitely daunting for those who want better performance.

Data and interviews need to be scheduled with people who can contribute to your dissertation, but adjusting to the agenda of your target audience was also a very complicated issue, because initially a secondary approach was not intended by the researcher, but there was a sudden change resulting in changing the approach to that content.

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