

# Download How To Build Social Science Theories

University of South Florida Scholar Commons Textbooks Collection USF Tampa Library Open Access Collections 2012 Social Science Research: Principles, Methods, and Social science is a category of academic disciplines, concerned with society and the relationships among individuals within a society. Social science as a whole has many branches. These social sciences include, but are not limited to: anthropology, archaeology, communication studies, economics, history, human geography, jurisprudence, linguistics, political science, psychology, public health ...A large number of theories and models are used in the extant social media research to study the socio-psychological behavior of social media users and other stakeholders, such as marketing people and customers. Understanding knowledge sharing in virtual communities: An integration of social capital and social cognitive theories