

Table of Contents

ENDORSEMENT PAGE	ii
STATEMENT PAGE	iii
Preface.....	iv
Table of Contents	vi
List of Tables	vii
List of Appendices	viii
Introduction.....	1
Auditory Salience	3
Social Media Engagement.....	6
Hypothesis	8
Methodology	8
Research Design	8
Research Procedure	9
Research Participants	9
Research Instruments	10
Data Analysis	10
Results.....	11
Discussion	13
Conclusion	15
References	18
Appendices.....	22