



ADDIS ABABA UNIVERSITY

COLLEGE OF NATURAL AND COMPUTATIONAL SCIENCES

SCHOOL OF INFORMATION SCIENCE

**MOTIVATORS AND CHALLENGES OF SOCIAL MEDIA USE FOR
POLITICAL COMMUNICATION IN ADDIS ABABA**

By

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JANUARY, 2018

ADDIS ABABA, ETHIOPIA



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A Thesis Submitted to School of Graduate Studies of Addis Ababa University in
Partial Fulfillment of the Requirements for the Degree of
Master of Science in Information Science

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Advisor: Lemma Lessa (PhD)

JANUARY, 2018

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DECLARATION

This thesis has not previously been accepted in substance for any degree and is not being concurrently submitted in candidature for any degree in any university.

This thesis is the result of my own investigations, except where otherwise stated. Other sources are acknowledged by citations giving explicit references. A list of references is appended.

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DEDICATION

This thesis is dedicated to my beloved family!

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LIST OF ACRONYMS

FDRE	Federal Democratic Republic Ethiopia
SM	Social Media
SMS	Social Media Sites
SNS	Social Network Sites
SPSS	Statistical Package for Social Sciences.
OSM	Online Social Media
ITU	International Telecommunication Union

ABSTRACT

Extant literature suggests that media play a critical role in improving governance, increasing economic efficiency and stability, and creating positive social and environmental change. Social media is serving as a source for the public media for political news and there by challenging the conventional role reserved for mainstream journalism. The dramatic growth of the popularity of social media sites raised various scholars' attention. Extant literature indicates that effective and efficient use of social media is motivated and considered by external factors. This study aims at examining the motivators and challenges of social media use for political communication in Ethiopia. How political parties, government and citizen use social media in Ethiopia as a tool for their political communication. The study employed quantitative methods. For quantitative method, survey was used as a data gathering tool. The survey questionnaire was administered to 300 people selected through convenience sampling technique. Descriptive statistics was employed to analyze the quantitative data. The results show that the most signification benefits survey participants perceive of using social media is because of it gives freedom for free expression of political view and opinions.

Majority of the respondent use social media for political issues, for change of people life, Discussion about religion, about sport and for entertainment. Facebook is the popular social media sites in Ethiopia with 55.5 %, you tube 18.3% and twitter 16.3 % and other social media with 8.6%.

Motivators of social media use for political communication are it gives freedom of expression, it hides personal identity and it expression of multiple opinion. High internet cost, poor quality of information, poor internet connection and blocking of social media are among the challenges. The government is primarily responsible to create the platform to facilitate effective and efficient use of social media in Ethiopia. More importantly a responsible generation shall be built that can use social media responsibly.

Keywords: social media, social media sites, politics, challenge.

CHAPTER ONE

Introduction

1.1. Background

The last decade has witnessed rapid Internet penetration in Ethiopia. Social media is the social interaction among people in which they create, share or exchange information and ideas in virtual communities and networks (Stieglitz S. and Dang-Xuan L., 2011). It has facilities on same channel like communicating, texting, images sharing, audio and video sharing, fast publishing, linking with all over world, direct connecting. The term social media broadly refers to Internet-based tools and services that allow users to engage with each other, generate content, distribute, and search for information online.

According to International Telecommunications Union ITU (2013) statistics, over 2.7 billion people, 39% of the world's population, are using the Internet. In the developing world, 31% of the population is online, compared with 77% in the developed world. The continent with the lowest internet penetration remains Africa where only 16% are using the internet – half the penetration rate of Asia. Overall, more men use the internet than women. Globally, 37% of all women are online, compared with 41% of all men.

This paper examines motivators and challenges of social media use for political communication in Ethiopia aspects. The purpose is to evaluate the current situation in Ethiopia, where people believe that social media facilitates people to get connected in this modern era. It is also cheapest and fastest to access the world so it is very important for all age of peoples. Its use is increasing day by day with high rate in all over the world. Majority of youth is shifting speedily from electronic media like television viewers and radio listeners to the social media among all age group.

The political history of Ethiopia demonstrates that the country has undergone a lot of social, cultural, religious, and economic changes that have witnessed its present level of development (Nigussie, 2014)

The Internet's socio-economic impact is becoming more and more visible in Ethiopia. The internet is helping people in Ethiopia in almost all aspects of life such as education, socialization, healthcare, communication, entertainment and development (Nigussie, 2014). Now, after transforming many facets of Ethiopia life, the Internet has found new use and is emerging as a tool for political strategists and leaders of political parties.

As Ethiopia's Internet penetration and its users are growing rapidly, people are entitled with the Internet's ability to help them connect and learn about politics, political parties, and their leaders. The Internet has opened the door of politics in Ethiopia for all. Almost all major political parties in Ethiopia have their presence over Internet through websites, Facebook pages; Twitter (Tesfaye, 2013).

In politics, the Internet can be used in many ways, for example for mobilizing people, fundraising, advertising, recruiting, messaging, geographic targeting and grassroots organizing. This is now happening in Ethiopia as political parties are trying to use the Internet to add new members, create larger volunteer bases and asking people for donations, votes and support (Tesfaye, 2013)

Now after realizing its impact all political parties are regularly updating their websites and developing new plans and strategies to maximize the Internet for political benefits. Along with websites, politicians are using the Internet to express their views and opinions via different social media platforms like Facebook and Twitter.

Concerning the introduction of Facebook in Ethiopia Tesfaye (2013) stated that the emergence of Facebook and its attraction had played a great role in the introduction and extension of social networking in Ethiopia. Currently the Internet is providing new opportunities for political mobilization and participation in Ethiopia .In fact changing a lot of things for both leaders and voters. These, however, are still early days for the Internet in Ethiopian politics, and one cannot predict with certainty how much Internet will impact Ethiopian elections which are usually designed around sentiments, public rallies, and low voter turnouts, television, print or radio ads, popular welfare schemes. As stated in the strategy paper 01-2010 of the German federal ministry of economic cooperation and development, a constructive relationship between state and society is only possible if the state seeks the active participation of its constituents in decision-making

processes (BMZ, 2010). Depending on the political culture and the degree of readiness of the government to interact with their citizens, social media can potentially create new possibilities for political participation.

1.2. Statement of the Problem

Motivators and challenges of social media use for political communication have been carried out so far by different researchers in different parts of the world. The rapidly advancing world of information technology affects all spheres of life but none more so than politics and the replacement of authoritarian governance with democratic governance.

According to Polat (2005) without any self-interest or self-motivation, the role of social media to increase political participation becomes less important. People have a number of ways to access information about political, socio-philosophical, or other issues (Hershey, 2010). Tesfaye (2013) discussed how social media are serving as an alternative political forum in Ethiopia and the strengths and shortcomings of the social media. However it only focused examining how the Facebook serves as an alternative political forum in Ethiopia and does not claim to touch other social media and his study limits itself to the Facebook post from mid-July until September of 2012. He concludes that Facebook has become an alternative platform for the public to discuss a wide range of issues. The political parties have also been using Facebook in their own ways (Tesfaye, 2013). They use the Facebook to discuss issues, and to communicate with their fans and members.

Various political parties have websites that cater for their online activity. However, it is not well structured in terms of content, agenda setting, shaping discussions and engaging citizens to participate in a wide range of political issues (Tesfaye, 2013). He puts as recommendation conventional journalism should also revisit its practice in this age of social media and design a strategy as to how it can best utilize social media as information source.

An effect of social media on political party perception and voting behavior (Riezebos p.et al, 2011). The study indicates a positive effect on the use of social media in political campaigning. The study found that its effect on political party perception has a higher magnitude than political trust and religion. Using social media in political party and candidate profiling might enhance

political awareness and opinion. Though not confirmed in the study a relation between political party perceptions and voting behavior seems likely and therefore social media effects could possibly indirectly codetermine voting behavior (Cohen and Tsifti, 2009). Additionally, social media has proven its value recently in alternating the political spectrum in the Arabic world. Using its high speed information capacity and scope, social media has been revolutionizing part of the Arabic world where its potential unleashed a democratic alteration. Stimulating social politics for optimizing democracy through (online) political participation is thus possible. Lalitha and Muniandy(2013) studied “The impact of social media in social and political aspects in Malaysia. Social media has changed the Malaysian sphere in all aspects of life. Social aspects cover basically on how social media is helping Malaysian people to communicate with each other and Political aspects talks about the changes brought by social media in the politics of Malaysia: Muntean (2015) similarly studied The “Impact of Social media use on political participation.” The paper examining the extent to which Romanian young people’s use of social media influences their engagement in online and offline participation, during the presidential elections of November 2014. It has been argued that the diffusion of the usage of social media as well as other factors (e.g., discussion culture, average age, etc.) have a strong impact on the relevance of public internet based discourses within the political landscape in specific countries (e.g., Howard J., 2011; Papacharissi, 2002 and Tewksbury, 2006). Political knowledge is an important predictor of political participation. In contrast, this study failed to detect any relationship between political knowledge and political participation. The study put as recommendation that the findings of the study could not be generalized in other countries because the political condition in Indonesia was so complex. Indonesia has its own democracy history with Soeharto’s authoritarian regime that runs the country for almost 32 years. Moreover, Indonesia has its own social and cultural influence in its immature democratic system that would differ from other countries. Therefore, a future study may compare the impact of social media on young adults’ political efficacy, political participation, and political knowledge in Indonesia and in other countries such as middle-east countries or western countries. So the motivators and challenges of social media use for political communication is context based and this is why this research is proposed on the motivators and challenges of social media use for political communication in Ethiopia.

In Ethiopia, in recent years, the researcher has been curious to explore the fact that political performance might be affected by social media use because people are paying more attention towards social media sites.

The purpose of this paper is therefore to investigate the motivators and challenges of social media use for political communication in Ethiopia with the intention to add and expand on previous findings.

Research questions

The purpose of this study is to gain a deeper understanding on motivators and challenges of social media use for political communication in Ethiopian. This research tries to answer the following research questions.

1. What are motivators' issues to use social media for political communication in Ethiopia?
2. How social media use is influencing the individual political opinion and participation?
3. What are the Challenges of social media use in Ethiopian politics?

1.3. Objective of the Study

1.3.1. General objective

The Objective of this research is to identify the motivator sand challenges of social media use for political communication in Ethiopian.

1.3.2. Specific Objectives

The specific objectives of this study are the following:

1. To identify factors contributing or motivating the use of social media in Ethiopia.
2. To identify challenges in relation to using social media in Ethiopia context.
3. To recommend possible solutions on the challenges.

1.4. Significance of the Study

This study adds to the knowledge about positive and negative aspect of social media use by Ethiopia people in terms of politics. This study would have many advantages for different users of the social media, the government and for the political parties. The study would give the real picture of how different users on various issues had used Facebook, twitter and other social media. Thus, different potential actors of the social media such as politicians, political parties, activists, and journalist would plan how to use Facebook, twitter and other social media for their activities in Ethiopia. In addition, it would indicate a hint to conduct further studies on the issue.

1.5. Operational Definitions

1.5.1 Democracy: Democracy, which derives from the Greek word demos, or people, is defined, basically, as government in which the supreme power is vested in the people. In some forms, democracy can be exercised directly by the people; in large societies, it is by the people through their elected agents (Markus 2012). Democracy is government of the people, by the people, and for the people. Freedom and democracy are often used interchangeably, but the two are not synonymous. Democracy is indeed a set of ideas and principles about freedom, but it also consists of practices and procedures that have been molded through a long, often tortuous history. Democracy is the institutionalization of freedom.

1.5.2. Politics: Politics is the process by which leaders are selected and policy decisions are made and executed. It involves people and groups, both inside and outside of government, engaged in deliberation and debate, disagreement and conflict, cooperation and consensus, and power struggles. Politics is not a science . . . but an art. Introduces the details of the Constitution, the complexities of federalism, the meanings of civil liberties, and the conflicts over civil rights; explains how people are socialized to politics, acquire and express opinions, and participate in political life; describes interest groups, political parties, and elections the intermediaries that link people to government and politics.

1.5.3. Political participation: Political participation affords citizens in a democracy an opportunity to communicate information to government officials about their concerns and

preferences and to put pressure on them to respond (Dahrendorf R. 2013). In democratic societies, citizens' participation is of crucial importance. Direct political participation is defined by the expression of a political interests and a political aim (Markus 2012). Allowing citizens to have their voices heard is very important. Political participation is when people get involved with the way in which their country is governed. It helps governments understand what it is that people want, and allows the people to make sure the governments are fulfilling their role. A citizen who participates directly is politically motivated, either with the aim of making his/her favorite political party or personality win in elections, or with the aim of promoting his/her own political convictions or interests within a certain field (Barnes/Kaase et al. 1979). Indirect political participation is a voluntary engagement in social activities or networks with political implications but without clearly defined political interests or political aims (Fuchs 1984).

1.6. Structure of the report

This research is structured in five chapters.

Chapter one contains background of the study, statement of the problem, objective of the study; it goes further to highlight scope of the study and the significance of the study.

Chapter two contains the literature review that talks about social media in Ethiopia. It also look at some basic aspect on social media in order to have more understanding on the issue of user's social media. It goes further to review other studies on motivators and challenges of social media use for political communication, which serve as a basis for the research framework.

Chapter three explains the research methodology, the method used and the purpose of using such method taking into consideration its strength and weaknesses. It also looks at the way the data will be analyzed and the methodological limitations in the research work.

Chapter four contains the analysis and the interpretation of data. It goes further to compare the findings of the present research with the past once and it puts forward the proposed and also recommended solutions

Finally, chapter five contains the conclusion, recommendations and limitations of this study.

CHAPTER TWO

Literature Review

2.1. Introduction

This chapter contains the literature review which begins with the introduction of social media. Social media in Ethiopia, and motivators and challenges of social media use for political communication in Ethiopian in the literature of Social media with other related researches conducted in the past years and the recent once. Again related works on motivators and challenges of social media use for political communication using different theory will also be discussed.

2.2. Overview of social media

The rapid development of both technology and the skills and knowledge of social media users means that what makes up ‘social media’ continues to change at a rapid rate, as new websites and online content appear each day. Social media encapsulates digital tools and activities that enable communication and sharing across the net. Social media is used prolifically by all areas of society; business, politics, media, advertising, police and emergency services. It has also become a key tool for provoking thought, dialogue and action around particular social issues. After its innovation, the Internet has revolutionized the way most people in the Western world live. It has become the integral part of our economic, political, and social lives. It alters the way we purchase goods, the way we bank, and the way we communicate with one another. It has altered not only how we deliver the news, but also who delivers the news. It has changed our vocabulary (in these days, the word Google is considered as a verb, which has emerged with the innovation of the search engine Google). It has become the integral part of our life; it has even changed how we check the weather (Ali, 2011). According Castells (1996) the internet has become one aspect of the new media. It is important for all aspects of social, political and civic life; and there is a human story behind every technological story; it is pivotal to the way people live.

2.3. Social media sites

Social Media” are “a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0 which allows the creation and exchange of user-generated content” (Kaplan and Haenlein , 2010). Social media sites (SMS) are increasingly attracting the attention of academic and industry researchers intrigued by their affordances and reach. Social media sites as web-based services that allow individuals to construct a public or semi-public profile within a bounded system, articulate a list of other users with whom they share a connection, and view and traverse their list of connections and those made by others within the system. The nature and nomenclature of these connections may vary from site to site. The global average time spent per person on social media sites is now nearly five and a half hours per month (Jennifer Van Grove, 2010). Popular social media include Facebook, Twitter, YouTube and others.

2.4. Types of social media

2.4.1. Face book

Facebook is a social networking service launched in February 2004. As of January 2011 it has more than 600 million active users(Nicholas, 2011).According to Mashable.com:Facebook is a social utility that helps people communicate more efficiently with their friends, family and coworkers. The company develops technologies that facilitate the sharing of information through the social graph, the digital mapping of people's real-world social connections. Anyone can sign up for Facebook and interact with the people they know in a trusted environment. Facebook is a part of millions of people's lives and half of the users return daily. One impact that social media has on inter cultural dialogue is providing a common medium for exchanging messages, and many people around the globe can use the internet to communicate and collaborate. There are more than 70 translations available on the site, and about 70% of users are outside the U.S. (face book 2010). According to mark Zuckerberg, “if face book were a country, it would be the 6th most populated country in

the world.” This social media among numerous countries enriches social lives through ignoring the factor of distance. Social media brings people together with different backgrounds and encourages interaction.

2.4.2. YouTube

According to Mashable.com, YouTube, founded in February 2005, is the leader in online video, and the premier destination to watch and share original videos worldwide through a Web experience. YouTube allows people to easily upload and share video clips on www.YouTube.com and across the Internet through websites, mobile devices, blogs, and email (retrieved February 25, 2017). Before YouTube, it was difficult to share video with a large number of people. it allows individuals to interact with the global community by viewing and sharing user generated video content”(Georgetown, 2010). Because so many videos are shared by people around the world, traditional stereotypes of groups of people begin to decline. People have the opportunity to comment on videos and participate in discussions and conferences. Numerous people have used YouTube, and this innovation “became a driving force for change around the world”(Ostrow, 2010). YouTube has over 78 million users with over 150,000 videos uploaded daily(Lake, 2009).many companies use videos to promote their business to other countries. This strategy provides businesses with the opportunity to market their service or product to potential customers spanning across greater distances. In regards to worldwide current events, people upload videos to the Internet for the purpose of entertainment, information, or persuasion.

2.4.3. Twitter

Twitter, launched in 2006, is a “real-time information network that connects you to the latest information about what you find interesting.Twitter describes itself as “a real-time information network that connects you to the latest information about what you find interesting.A micro-blogging sites, Twitter allows users to send out messages in short spurts of up to 140 characters per “tweet.” Users can “follow” other users or communicate by searching for hashtags (e.g. #egypt), user-identified key words that clue

readers in to what others think is important. Twitter is based in San Francisco, but it's used by people in nearly every country in the world, and is available in English, French, German, Italian, Japanese, and Spanish. As of September 2010, there are 175 million registered users and an average of 95 million tweets written each day. Twitter is an extremely personal method of communication. Users must chose whom they follow, and thus create a unique experience that is specific to them. Like email or the telephone, Twitter is a non-prescriptive communication platform. One of the strengths of Twitter is that it can be accessed using computers or mobile phones, making it a lightweight method of communicating during crisis (Nelson, 2012)

2.4.4. Instagram

Instagram boasts being one of the best online photo and video-sharing apps that doubles as social networking. Since launched in 2010, the company has acquired almost 1 billion total users. Instagram is a social networking site that allows users to share pictures and short videos using their mobile device (Instagram 2013).

2.4.5. Blogs

Blogs have been published since the mid-1990s, when they mostly resembled online personal diaries, and were basically “web log books” from which the word is derived. The main difference to a real diary is that this online version can receive comments, links, and other feedback from readers. A blog is, above all, the writers’ tool for the publication of their own thoughts and opinions. What makes blogging an effective information network is the inter-user blogosphere that shares links between blogs referring to similar content. Blogs can be tagged using different search terms, they can be listed in blog directories according to name, and each blog entry is another hit on search engines. Although the basic idea of a blog is to stimulate conversation, the communication between blog writers is usually quite scant. For example, in following interactions between American social bloggers, it has been noted that bloggers often quote bloggers of identical backgrounds and borrow and recycle things or themes they have brought forward (Chen et al., 2005).

2.4.6. Wikis

Wikis and similar text-based works of collaboration are web pages that can be modified by anyone who has the right to do so. Wikipedia is the most famous example of all wikis and “wiki-like” works. The basic idea behind wikis is to provide voluntary, decentralized and open information. Text can be added or corrected, and new sections can be added without the need to modify the structure of the entire page. Those who add new information are also the ones checking it. Having many individuals participate in a common task and the chance to take advantage of group intelligence are the greatest strengths of wikis (Jonassen et al, 2008)

2.5. Social Media and Politics

The innovation of internet has influenced the way we discuss issues, the way we read and gather information as well as the political discussions and their nature. With social media recently evolving as a platform for social, informational, and political exchange, it has become an influential tool used to effectively target numerous sectors in society.

Social media can be defined as a collection of internet-based applications that expand the ideological and technological foundations of Web 2.0 and that permit the creation and exchange of user-generated content (Kaplan and Haenlein , 2010). SMS are the interface between people and social media, and for many the “Internet” is synonymous with social networking sites (Hinton S. and Hjorth L., 2013). One of the most interesting characteristic of social media is represented by the term “user-generated content”, which refers to different forms of media content, publicly available and created by end users (Kaplan and Haenlein , 2010). Therefore, people use social media not only to consume online information, but also to produce unique content themselves Gil de Zúñiga et al, (2014) transforming from content “consumers” to content “producers”. Social Media is an evolutionary development that has transformed the way that individuals, organizations and political campaigns are able to communicate (Solutions, 2010).

The internet based communication networks are promoting freedom of speech (Tesfaye, 2013). The era of new media can be looked at, in terms of three evolutionary phases. The first phase started in the beginning of the 1990s and it is characterized by the dominant presence of

entertainment media formats and old-fashioned communication technologies in the political arena, which were merely driven by profits. In the second phase, which began in the mid-1990s, technological innovations (the Internet, World Wide Web, and the e-mail) made space for new political platforms. The novelty of these new media was mainly found in the interactivity feature. Lastly, the third phase was marked by the Web 2.0 applications which allowed an even higher level of interactivity: if in the second phase people could comment on articles written online by journalists, in the Web 2.0 era users can generate their own content by using wikis and social networking sites (Medvic, S., 2011). The last phase is highly associated with the 2008 US presidential campaign which highlighted these innovations in the field of political communication (Medvic, S., 2011). During these elections, social media sites were used by young followers of Obama, to stimulate their friends to vote (Turner-Lee, 2010). Due to the fact that a significant increase in voter turnout, compared to 2004, was registered, President Obama's campaign was universally acknowledged as a prominent innovator in the use of information and communication technologies (Robertson et al, 2010). Hendricks and Denton (2010) stated "The 2008 campaign was unique in that it became the first national campaign in which traditional media such as television, radio and newspapers were overshadowed by new media technologies and the Internet.", technologies, which significantly altered the political environment for both candidates and (potential) voters (Al Deen, Hendricks, 2012). After these elections, many political organizations, as well as candidates, understood the importance of social media and incorporated it into their communication strategies (Robertson et al, 2010).

Politicians are using social media as a new tool to increase interaction and exchange with the public. By using a social media device like Twitter, politicians can easily connect to their voters and vice versa (International: Sweet to Tweet, 2010). As social media emerges more and more as a means of daily chatter, conversations, sharing of information, and political debate, politicians are no longer only responsible for their outgoing tweets, but also for the responses and dialogue they create with potential voters (International: Sweet to Tweet, 2010). The use of social media in recent elections, worldwide, has significantly intensified, especially among young adults. Of interest for this particular age group is the rise of social media use for political information, creating user-generated content and expressing political views. As answer to the

growing political use of social media, researchers have investigated these media's effects on political behavior such as political participation.

Ali(2011) has indicated the story of social media in developing nations so far is one of individual empowerment. Social media not only connects deprived nations to the outside world, but also provide the power to shape the Internet in a way that is relevant to peoples' lives, the power to organize in scale, and the power to speak. These features make social media incredible tools that should be embraced by anyone with an eye towards development. Thus, policymakers and development organizations should consider the capacity of social media to attract a wide user base, stimulate content creation, and promote basic ICT skills, and foster participation and democratization in developing nations. According to Pew Research Center, Facebook and Twitter are two of the most popular social media platforms.

Through social media sites, political organizations and candidates have not only the possibility to directly communicate with their publics, but also to interact with them (two-way communication). In turn, through social media sites, voters are given a platform to share their opinions and to be heard. For instance Robertson et al, (2010) Found that Facebook has a significant effect on young voters' decisions. Moreover, Banaij and Buckingham (2010) determined that young people used social media sites with the purpose of finding political information, particularly information that couldn't be found in the traditional media, fact which proves Robertson et al, (2010)'s argument that citizens use social media sites in order to gather information about political organizations and candidates, as well as to communicate with them and express their opinion.

The innovation of Internet has influenced the way we discuss issues, the way we read and gather information as well as the political discussions and their nature. Internet has emancipated the public from unidirectional information flow and direct control from the one who owns the media. It has become the cause for the rise of different social media sites and social media. These social media sites and media have greatly assisted the public to engage on different activities in the world.

2.6. The impact of social media use on the world politics

Internet and social media can serve as tools of oppression rather than emancipation, and disseminators of hatred and propaganda rather than democracy and tolerance. Finally, it also analyses the roles, responsibilities, and accountability of social media companies in the sake of revolution (Katkar, 2014). Social media will become an important platform for election campaign in near future. And no doubt Social media will prove to be a game changing platform in future elections (Katkar, 2014). The roles of the social media, in promoting good governance are recognized by many governments and policy-makers in these countries.

Social media such as Facebook, Twitter and blogs, are now a day used as a medium in the general political communication on Asia in either active or passive way.

Politicians can use their Facebook or twitter handles in the most effective and innovative fashion and incorporate these new social media outlets as campaign tools and strategy.

2.7. Other impact of social media use

Social media tools, as part of the school net facilities serves as a means of social interaction among students and it helps students in producing, distributing, and exchanging of information and ideas within virtual environment and virtual set-up. Moreover, it serves as a virtual learning environment through connecting students with their peers and students with their teachers and there by contribute its share in supporting the Ministry of Education objectives. However different researchers in contrary to the above facts disclosed the negative impacts of SMS use on the academic performance of students. For example Ellison et al, (2007) mentioned that social networking sites although has been recognized as an important resource for education today, studies however shows that students use social networking sites such as Facebook for fun, to kill time, to meet existing friends or to make new ones . In line with the already mentioned negative effects of SMS(Jeff and M., 2011) mentioned that students who attempt to multi-task, checking social media while studying, show reduced academic performance and their ability to concentrate on the task at hand is significantly reduced by the distractions that are brought about by YouTube, stumble upon, Face book or Twitter.

Social media is the new buzz area in marketing that includes business, organizations and brands which helps to create news, make friends, make connections and make followers. Business use social media to enhance an organization's performance in various ways such as to accomplish business objectives, increasing annual sales of the organization. Social media provides the benefit as a communication platform that facilitates two way communications between a company and their stock holders (<http://www.business2community.com/social-media/>). Many of the organization promote their business by giving advertisement on the social media in order to attract maximum users or customers. Customers can connect and interact with business on a more personal level by using social media. If an organization has established a brand, social media may help this organization to develop the existing brand and give the business a voice. With the help of social media organization can make their strategy to promote their organization. However different researchers in contrary to the above facts in business filed social media is not entirely risk free because many of the fans and followers are free to post their opinion on a particular organization, the negative comment can lead the organization to failure. The wrong online brand strategy can doom a company, and put at a huge viral social disadvantage. Getting involved with Social Media is very time consuming. As an organization you should assign a person to always bolster your pages and profile with significant substance. Most companies have difficulty measuring the results of social media advertising.

Every human being fear is having health problems. Once someone has health issues, his or her life will be affected. Therefore, people need to be careful and cherish their good health. Nowadays, a health issue, not only comes from the so called environment of the person, but also within the web 2.0 environment. In the previous years the main discussion issue was the addiction to television, today's issues deal with internet addiction and the increased amount of time young people and adults spend on searching the internet(Bonacic, 2010).

Internet use plays in the lives of today's young adults, understanding possible health implications is of clinical importance. Excessive time spent in this manner could lead to the problematic behavior known as Internet addiction. Internet addiction is viewed as a psychological dependence on or a behavioral addiction to the Internet resulting in excessive usage (Kandel, 1998), (Griffith, 2010).

Even though Facebook is used to connect with people and improve the social life of peoples, it was also noticed that excessive of social media usage bring bad consequences. As a matter of fact, the term Facebook Addiction Disorder (FAD) was coined to refer to the negative consequences of excessive use of Facebook (Fenichel, 2009).

The researchers revealed students exhibit some addictive symptoms, namely, Salience (both cognitive and behavioral), Loss of Control, Withdrawal and Relapse and Reinstatement. As a result, the study identified the addictive symptoms by using social media among the students; therefore, social media sites affect health of the users. The American Psychological Association classified the overuse of the internet services as an addiction. Now we can include the PIU in the group of addictions together with drug and alcohol addictions, addiction to video games, gambling and some of the eating disorders (Bonacic, 2010).

2.8. Internet Penetration in Ethiopia

There is contradicting information about when the internet technology was introduced to Ethiopia. On the one hand, the information from the Ministry of Transport and Communication and Ethiopian Telecommunication Agency 2005/06 Annual Statistics Bulletin indicated that the Internet service has started in Ethiopia since 1997. At the time, the number of internet subscribers was not more than 1000. One year later, the number of subscribers rose by 98.5% and reached 2,068 subscribers(Worku, 2005).

Another release by the (ITU, 2002) stated that the use of the Internet in Ethiopia began in 1993 by the UN Economic Commission for Africa (whose headquarter is in Addis Ababa). Since there was no service during that time, it was connected to GreenNet's Internet gateway in London. The users were mainly international organizations and NGOs as well as some academics, individuals and private companies.

However, Internet coverage has been improving in recent years. In June 2010, the number of mobile plus internet as well as the number of data subscriber was 6, 677,903 and 189,185, respectively. But, this figure has increased dramatically to 22.4 million mobile subscribers and 43.8 million internet and data, including GPRS subscribers by March 2013, which are more than 5% mobile penetration rate and 5.18% internet and data penetration rate.

The diffusion of the Internet is partly hampered by the monopoly on its market. However, in August 2005, the government issued a directive that allows private companies to provide Internet service; in spite of this, there is no private service provider until now. Consequently, Internet services remained a monopoly of the government, often resulting in frustratingly slow connections and sometimes complete disconnection from the global network altogether (Lishan, A., 2010). According to ITU 2014 data Ethiopia is ranked 173th from the world with 1.9% (+36%) internet user penetration.

2.9. Social media use in Ethiopia

According to Ali(2011) the internet has become the integral part of our economic, political, and social life. It alters the way we purchase goods, the way we bank, and the way we communicate with one another. Thus, the emergence of internet not only changes the way we live, it also offers the platform for the rising of different social media and social networking sites. The emergence of social media changes many aspects of relationships and communication. The phenomenon of the social media and social networking has been happening in Ethiopia. From the young to adult, from scholar to ordinary public has engaged in the social media and social networking activity.

In addition, the engagement in the social media sites has changed many aspects of citizens' communication and relationship. According to the social media baker, currently, there are 902, 180 Facebook users in the Ethiopia, which makes it 86th in the ranking of all Facebook statistics by Country (Socialbakers, 2012).

2.10. Opportunities and challenges of social media

Social media tools enable researchers to communicate, network and share documents with many people regardless of location, and at little or no expense. Researchers can build relationships and keep up to date with people involved in their areas of interest. This encourages discussion, debate and engagement within their community. Researchers can also discover, filter and share information using networks of experts in a field to help deal with information overload and find

relevant information. Social media may also provide a publication outlet for researchers who have difficulty getting published in high ranking journals Harley(2010) who feel frustrated by the tight controls of senior scholars and publishers over traditional selection and dissemination of research (Howard , 2011). This may be a risky strategy on one hand, but may assist in raising your research profile. For example, promoting your research by posting links to your articles on blogs, Twitter and LinkedIn can drive readers to your article, potentially increasing the number of citations (Cann et al, 2011).In Social Media Conference William (2015) head of the Department of Journalism and Communication at Makerere University, highlighted a number of opportunities and challenges associated with the use of new media technologies, particularly social media:

Social media can improve accessibility as it allows citizens to reach out to political leaders through different channels, Social media can facilitate the dissemination of information for decision-making and the transfer of knowledge to the citizens, social media can provide platforms for discussion of pertinent issues between citizens and their leaders and among the citizens themselves, Social media can facilitate effective networking among the citizens and the creation of different forms of organizations and communities, Social media can provide avenues for more participatory, inclusive and deliberative processes of decision-making and social media can mobilize citizens around a cause and can spur social-political action.

At the same time William (2015)also highlighted some of the challenges associated with social media in the context of the theme of the conference: Accessibility may be impeded by a number of barriers such as poor infrastructure, poor literacy, cultural apprehension to new technologies, or profit interests, there appears to be a generational gap, with the younger generation making much more use of the opportunities of the internet and social media, Some observers see a tendency of the state to try to monitor, regulate or even block social media in a way that may threaten the freedom of expression online, Social media has increasingly become a channel for different forms of offenses and so-called “cyber-crime” - such as “cyber-bullying”, stalking, defamation, spread of false information and inciting messages and social media increase the trend of “information overload” which makes it harder to filter out relevant and useful information and can lead to “social fragmentation” and “digital isolation”.

The question of how the opportunities can be fully exploited while at the same time effectively addressing the challenges will need to be high on the agenda for further discussion. In discussing this question, we shall continue to look at the role of and expectations towards the different key stakeholders - media professionals, businesses in ICT and media, state institutions and political actors, as well as civil society organizations. So finally this paper identifies those opportunity and challenges in Ethiopian context.

2.11. Factors that Affect the Use of Social Media

2.11.1. Cultural Differences in Social media use

Social media sites like Facebook are used by many different countries and cultures, but not necessarily in the same way. Studies have shown that cultural differences profoundly impact the way people use social media. One study identified five areas in which cultural differences affected communication: design, language subtleties, internet performance, and face and avatars (McGrat, 2009). This tells us that though popular site like Facebook and Twitter may be used by many different cultures, they may be utilizing or understanding the features in different ways.

Because of different in cultures people may use social media tools differently. For Facebook treats all “friends” as the same but some cultures may have different expectation for different relationships. This may also factor into a variety of aspects of social media, such as the way tie strength is perceived, and thus alter the way different cultures are able to use social media for change. This should be considered when analyzing the use of social media for social change in other cultures.

2.11.2. Legitimacy of Social Media

One reason why social media coverage of crisis or revolution may be such a popular source of information is that there may be little or no other way to get the information that is broadcast using social media. For example, Al Jazeera English, which offers coverage of the Middle East, often when no other media will or can, is not carried by any major American cable or satellite companies and can only be found on a new small cable system in Washington, D.C. Ohio, and Vermont (Rich, 2011).

For all the attention social media has gotten from the media, government officials may have been ignoring it. After the crisis erupted in Egypt the CIA was accused of not giving president Obama enough warning time to prepare for the seriousness of the crisis.

Senior U.S. lawmakers used a senate hearing to accuse the CIA of being slow to grasp the “open source” revolution (Miller, 2011). Miller(2011) maker an important part of the debate over the usefulness of social media in crisis. Social media is a transparent form of communication that is changing the way people receive and interact with news and information, but one that is only now being seen as legitimate.

2.11.3. The Digital Divide

One of the biggest concerns when analyzing the effect of social media use on social change is the question of who has access the internet. The “digital divide” describes the “potential for a divide between those connected to the internet and those not connected, sometimes worded as the divide between the information have’s and have’s not (Steyaert, 2002). An illustration of this problem can be seems in a 2010 map of the world as shown by Facebook users.

2.12. Theoretical framework bases

2.12.1. Dependency Theory

In relation with the extent of people’s dependency on media, dependency theorists explored the effects media have on society in their dependency model. Alpizar(2010) stated that the degree of audience dependence on media information is a key variable in understanding when and why media messages alter audience beliefs, feeling or behavior. This model assumes that as societies and social networking become more advanced, media assumes more responsibilities for carrying out specific and unique information function (Alpizar, 2010).

Dependency is defined as a relationship in which the satisfaction of one’s need or goal is determined on the resource of another party. This implies that the dependency by the media information is everywhere and prevalent in society. Individuals seek out the information that they need to be connected to their larger social world, and this is similar with social networking

service. It is quite possible that people will seek out the information they need through social networking to fit in and stay connected.

Regarding this Arnett(2007) noted that people is a formative period and full of uncertainties. Thus, people as a group may be more prone to media dependency as they are searching for a way to satisfy their needs and fit in with society.

Moreover, to maintain their relationship most peoples communicate via social networking because not only this way of communication is socially accepted, but it also may deepen current relationship. It is not just the social media one is dependent on, but rather the positive contributions social media may give to relationship. It is this need to feel connected as well as the benefits obtained from social networking may lead peoples to be dependent on a certain medium. Sun, Rubin and Haridakis (2008)Sun also noted that it is reasonable to define Internet dependency as a relation reflecting one's reliance on the Internet to achieve goals. Some become dependent on the Internet as a source of information, entertainment and interpersonal connection. Researchers traditionally conceptualized media dependency as manifestation of one's dependence on media for play, orientation, and understanding (Sun, Rubin and Haridakis, 2008). According to the theory, dependency of media is crucial to understand the reason as to why the message of the media changes the beliefs, feeling or behavior of audience. While there are a number of aspects of audience-media-society relationships that could be discussed, however the major concern of the present study is to investigate the factors and challenges of social media use for political communication in Ethiopian.

2.12.2. Uses and Gratification Theory

Uses and gratification theory is a vital theory in today's mass communication research. Uses and gratification theory is an approach to understanding why and how people actively seek out specific media to satisfy specific needs. The driving question of Uses and gratification theory is: Why do people use media and what do they use them for? Uses and gratification theory discusses how users deliberately choose media that will satisfy given needs and allow one to enhance knowledge, relaxation, social interactions/companionship, diversion, or escape. It assumes that audience members are not passive consumers of media. Rather, the audience has power over their media consumption and assumes an active role in interpreting and integrating media into their own lives. This research seeks to find the factor affecting and challenges of

social media use on politics. What gratification do they seek and whether that gratification is obtained. The theory will help understand what effects a gratification obtained have on the user of the media. Park et al. (2009) found the major uses and gratification factors of SMS users to be: socializing, entertainment, self-status seeking, political issues and information (LaRose and Eastin, 2004) Found similar factors like the need for information- seeking, entertainment, and social needs to be the most prevalent.

Summary

After a presentation regarding the motivators and challenges of social media use for political communication in Ethiopia and historical overview of Internet and the emergence of social media sites, two theoretical frameworks were described. The two theories, namely Uses and Gratification theory and Dependency theory were presented as the basis for understanding social media use. A preliminary definition of social media use in this study was also developed from these two approaches because they exhibit similar core components for the factors and challenges of social media use for political communication.

In addition, studies which were conducted in the area of this study have been assessed in order to see how their research findings relate to the objectives of the present study. According to these studies, social media activities seem to have a significant effect on the politics. Finally, impacts of social media usage, both positive and negative, which were stated by previous researchers, are examined. The next chapter presents the research design and methodology.

CHAPTER THREE

RESEARCH DESIGN AND METHODOLOGY

3.1. Introduction

This chapter discusses about the methodology the researcher has used to conduct this study. Thus, overview of the methodology, research purpose, research approach, research strategy, type of research, research instruments, sample and data collection, data collection procedure, methodological limitations, data analysis tools and techniques, quality of research and finally summary are presented below. So this chapter outlines the methods that were used in answering the research questions.

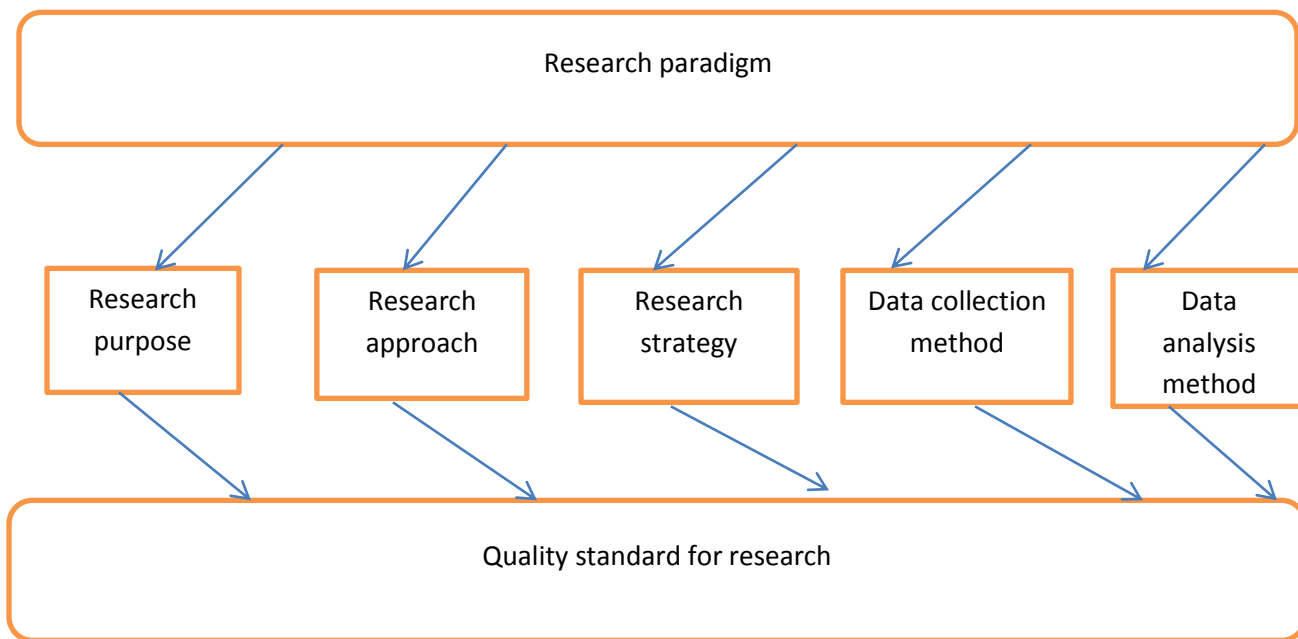
3.2. Overview

Many researchers have written extensively on research methodology. The underlying factor in most of the studies on research methodology is that the selection of methodology is based on the research problem and stated research questions. Methodologies cannot be true or false, only more or less useful (Silverman, 2001). Naichiamas et al.(1996) for instance states that methodologies are considered to be systems of explicit rules and produced, upon which the research is based, and against which claims for knowledge are evaluated. Conducting any type of research should be governed by a well-defined research methodology based on scientific principles. Research methodology can be again defined as a method or way to systematically solve the research problem (Blaxter et al, 2006). In one way or another methodology is the overall approach which underpins the research process (Blaxter et al, 2006).

The research method is the significant part of a research, because it helps researchers to decide how to achieve the specified objective, what data to collect, how to collect and analyze the data in order to solve the target problem. Therefore, it needs much attention on choosing the appropriate methods which can provide the desired outputs. The general objective of this

research is to analyze the motivators and challenges of social media use for political communication in Ethiopian politics in general.

Eldabi(2002) suggested a series of steps as a research paradigm to be followed in a methodology part of a research. Based on his suggestion our research followed the basic framework of research paradigm developed by Foster.



Source: Foster (1998)

Figure 3.0. Frame work for research paradigm

3.3. Research purpose

There are basically three types of academic researches depending on the problem area and the nature of the phenomenon that is to be studied. The purpose of the research can be Exploratory which deals with unknown problem, Descriptive in which there is an awareness of the problem and Explanatory, where the problem is clearly defined (Ahmed, 2011).

The purpose of this research is to conduct a descriptive research in order to gather as much information as possible on the motivators and challenges of social media use for political

communication in Ethiopian. Our research is focused on describing the current situation of the problem and answers the research questions which are in the form of “what”, and to highlight the most important factors that can negatively or positively affect the politics. Moreover, this research aims to explain the phenomenon and assess the current situation of social media use in Ethiopian politics. Therefore, Descriptive research was used for the purpose of our research. Exploratory research according Yin(1994) is designed to allow researcher to just look around with respect to some phenomenon, with the aim to develop suggestive ideas.

Exploratory research is often used when a problem is not well known, or the available knowledge is not absolute. The technique that is best suited for information gathering when performing an exploratory research is interview (Yin, 1994). It has also been demonstrated that exploratory research provides suggestive ideas through reviewing information from problem area.

3.4. Research Approach

Generally, there are three types of research methods, quantitative, qualitative and mixed research. Research projects usually done for academic reasons are limited to time. The most commonly used approaches in most of the research works are the quantitative and qualitative approaches and also inductive and deductive approaches (Amaratunga, et al, 2001). These approaches will be briefly described below.

3.4.1. Qualitative and Quantitative Approaches

This research mainly uses quantitative approach. This use quantitative because it is faster and more accurate than qualitative research (Lewis and Thornhill, 2000). The rational of quantitative research method involves gathering information and data which is evaluated through a statistical analysis. Quantitative research method gives clear presentation of finding and the result could be used for a larger population if it's well carried out. So to have a better understanding and detailed information about our research, quantitative approach was mainly used as it provides respondents to answer or explain their feelings and their opinions without being fear of their responses. Therefore we can say our research has used quantitative method.

Generally by considering the research aim for this particular study, the quantitative approaches were used through questionnaire.

3.5. Research strategy

The most important condition for differentiating among the various research strategies is to identify the type of research question being asked (Creswell, 2003, Hair et al., 2006). According to Yin (1994) there are five strategies to collect data and get results: experiment, survey, archival analysis, history and case study. In addition, there are three criteria to determine the research strategy: types of research questions, control over behavioral events, and focus on present events. But it is important to notice that boundaries among the above methods are not completely clear, they may overlap each other. The relevant situation for different research strategies are summarized in a table as follows:

Strategy	Nature of the question	Requires control over behavioral events	Focus on contemporary events
Experiment	How, Why	Yes	Yes
Survey	Who, What, Where, how many, how much	NO	Yes
Archival analysis	Who, what, where, how many, how much	NO	Yes/No
History	How, why	NO	No
Case study	How, why	NO	Yes

Source: Ahmed 2011

Table 3.0 --- Characteristics of different research strategies

In our study, Survey approach has been chosen, because the research questions are focused on: what are the motivators and challenges of social media use for political communication in Ethiopian. In survey research, a sample of the population is studied, in order to provide a quantitative description of trends, attitudes, or opinions of that population (Creswell et al, 2009). So the types of questions are in the form of “what”. This research does not require control over behavioral events, but it focuses on current issues.

3.6. Types of Data for the Research

Data types can be classified into two types and this could either be primary or secondary data depending on how the data is collected (Various, (2007). Secondary data collection has been the most common method of research and it involves the use of data which has already been collected for other purposes(Nargundkar, 2008).While Primary data is the collection of data for the specific purpose of study which is from the original source and this can be directly from respondents (Various, (2007). Primary data can be collected through survey (personal interview, telephone interview mailing of questionnaires and through schedules) or experiment (observation of quantitative measurement). Primary data is very important for the purpose of our research due to its relevance to our study and the richness of information that can be collected. Secondary data was also used in our research due to easy access to books, web sites, and materials from different libraries, related journal articles, etc. The data collected was used to review the social media impacts on politics and answer the research questions in order to achieve the research aim and objective. The secondary data serves as a help for the primary researches (Maria, 2008).So our research has used both secondary and primary data in achieving the purpose of our research.

3.7. Data Collection Instruments

As described earlier, the primary instrument that was used in this research study was questionnaire. The Questionnaire is prepared after extensive review of literatures in this area; the questionnaire items focused on the research problems, objective and research questions.

A questionnaire was used as a survey instrument for this research work by collecting data from previous studies on motivators and challenges of social media use for political communication in Ethiopian. The questionnaires are collected from other source and customized it. The same source of the questionnaires is (Tesfaye, 2013),(nJOROGE 2011),(rahmawati (2014), (Muntean 2015).A survey is a powerful and effective tool that can be used to collect data about human attitudes, behaviors, and characteristics. Data was collected via personally-administered questionnaires from different sources which are users of social media. Cavana(2001)reviewing prior studies on motivators and challenges of social media use for political communication, it was found out that many studies used questionnaires to collect data for analysis and research objective investigation

The questionnaire contains three sections. It began with the introduction statement that is written parallel with the research questions and which shows the aim and the importance of the research study, in which it gives the respondents the assurance of confidentiality for information provided. Section one contains the personal data which includes gender, age and occupation, section two is related with social media users in Ethiopia and section three is about the motivators and challenges of social media use for political communication in Ethiopian and user perceptions.

3.8. Sample Selection

Selecting a sample is an important step for any study. Larger sample size calculation is concerned with how much data we require to make correct decision on particular research. If we have more data, then our decision will be more accurate, but Greenfield et al.(2002) stated that this does not necessarily mean that more is always best in sample size calculation. For example (Hussey & Hussey(1997) noted that the sample should be unbiased and large enough to satisfy the needs of the research. It is selecting participants who are best-suited and with manageable number to effectively accomplish the research goal (Johnston, 2009; Dawson, 2008).There was no technical jargon or difficult words in the questions, and closed ended questions were used largely in the questionnaire. This is quite helpful as respondents could make a quick decision when answering the questions (Cavana, 2001). Target population is the specific population about which information is desired. According to Ngechu (2004) population is a well-defined set of

people, services, elements, events, group of things or households that are being investigated and to which the findings will be generalized. However, since the study focuses on examining the motivators and challenges of social media use for political communication in Ethiopian, so the target population for this study is social media users in Ethiopia. Those are selected from many sectors in Addis Ababa to make the data more general. Because it is difficult to study the whole Ethiopia and time is limit. So the data was collected from Government parties, political parties and communities.

It is impossible to survey the entire population of a particular study because of limited funding and time. Therefore it is necessary to survey a sample of the population as an alternative in order to formulate predictions about the entire population.

So this study uses purposive sampling. Purposive sampling is a type of non-probability sampling where the sites that are assessed are defined by the assessment team and based on the purpose of the assessment. We select one or two sector from each (government, political parties, and communities) purposively. That is from Government EPRDF, from political party's blue party, medrek and from the community kirkos woreda 6, Addis Ababa university community were selected. So 300 respondents were selected from community, from political party and government party. For the selection of respondents from each group proportional sampling techniques was used.

Category	Population	Sample
Government	345	113
Parties	250	83
Community	312	104

Table 3.1 sample population

3.10. Data analysis

The data taken from the respondents is properly checked and input into the Statistical Package for Social Science (SPSS) software which is used to analyze the responses from the collected data. This allows the frequency and percentage distribution to be developed from the analysis of

the collected data. The frequency and percentage distribution is used to calculate the personal data information of respondents that are used to find the motivators and challenges of social media use for political communication in Ethiopian.

3.12. Summary

The methodology for this research work was appropriate as it was compared or crosschecked with the previous researches. An improvement can be made by expanding the research to more advanced level. The questionnaires were quantitative in nature for the gathering of necessary data that was useful for the research work.

CHAPTER FOUR

DATA ANALYSIS AND DISCUSSION OF RESULTS

4.1. Introduction

This chapter focuses on the analysis of the results obtained from the questionnaires that was distributed to respondents in studying of motivators and challenges of social media use for political communication in Ethiopian in Addis Ababa. The data collected through the questionnaires were first categorized and illustrated on various tables to make them easy to understand and then various statistical tools were used for quantitative analysis. Out of the total 300 distributed questionnaires to respondents 257 were properly filled, 43 of the questioner are discarded. So the researcher only used those properly filled questionnaires for the analysis. This represented 85.66% response rate. Babbie(2002) posits that a response rate of above 50% is adequate for analysis and therefore, 85.66% response rate was considered as being very good for analysis.

4.2. Background

The statistical tools employed in this study are simple frequency and percentage distribution. SPSS 20.0 was used to perform statistical analysis. The sample size was determined based on the method explained earlier in the methodology section. So 300 respondents were selected.

The survey questionnaire consisted of three parts. The first section was about the subject's demographic information. The second section was about questions related with social media user in Ethiopia. The third section asked each respondent to indicate his or her degree of agreement with each item; here data were collected using a five point Likert-type scale.

4.3. Analysis of the data

The analysis of this data was divided into following section:

4.4. Respondents Demographic Characteristics

Frequencies were used to determine how often respondents made a certain response in answering questions, and this allow general information about the information collected to be analyzed. The demographic detail shows gender, age, current educational status, and occupation and these are shown in the tables below.

4.4.1. Age of the respondents

Age	Frequency	Percent	Valid Percent
15-20	11	4.3	4.3
21-30	155	60.3	60.3
31-40	71	27.6	27.6
41-50	13	5.1	5.1
51-60	6	2.3	2.3
above 60	1	.4	.4
Total	257	100.0	100.0

Table 4.0 Age of respondents

Table 4.0. show the age of the respondent 0.4%(1) are the lowest age group which is above 60, while the majority of the respondent are between 21-30 which is 60.3%(155) , with the age of 15-20 are 4.3%(11),with the age of 31-40 are 27.6%(71), with the age of 41-50 are 5.1%(13) and the age of 51-60 are 2.3%(6) which shows that the age between 21-30 are the most dominant. The study managed to include respondents that were at different age and therefore are likely to be at different stages of their developments and socializations. These representation may strengthen the study given the findings will reflect the ideas and opinion from different categories of respondents. So when we see the result in discussing, sharing, liking and commenting and posting information on online social media are dominated by 21- 30 and 31- 40

age group is the most social media user based on the above result. The reason may be because of those age groups are the most familiar with the technology and the have the opportunity to get the access.

4.4.2. Gender of the respondents

Gender		Frequency	Percent
	Male	175	68.1
	Female	82	31.9
	Total	257	100.0

Table 4.1. Gender of respondents

As shown table 4.1. 68.1 % (175) of the respondent are male which are the most dominant than female with 31.9 % (82). So we can say that most of the respondent was male. The gender imbalance is not likely to affect the study as the nature of the research and questions asked were not gender sensitive and any unlikely error as a result of the gender imbalance may be tolerated. However given that most of the responses in the research questions relied on opinions and perceptions, the gender distribution is expected to accommodate the perceptions and opinions of either gender.

4.4.3. Educational status

	Frequency	Percent	Valid Percent
high school	2	.8	.8
TVET	9	3.5	3.5
Diploma	69	26.8	26.8
Degree	160	62.3	62.3
Master	16	6.2	6.2
Doctorate	1	.4	.4
Total	257	100.0	100.0

Table 4.2. Educational status of respondents

As we look the above table most of the respondents are generally highly educated: the majority of the respondent are degree holders with 62.3%(160), followed by diploma which is 26.8%(69), masters 6.2%(16), whereas TVET are under 3.5%(9) and high school and doctorate are .8%(2) and .4%(1) respectively. Including all from high school to doctorate may give strength for the finding.

4.4.4. Occupation

	Frequency	Percent
Student	91	35.4
government employee	124	48.2
private company employee	34	13.2
running personal business	8	3.1
Total	257	100.0

Table 4.3 occupation of the respondents

The occupation of the participants as shown Table 4.3. reflect that the highest number is the government employed with 48.2% (124) respondents followed by the students with 35.4% (91) of respondents, private company employee are 13.2% (34) and 3.1 % (8) of respondents are running personal business. Even the majority of the respondents are governmental employee, the researcher try to include all that is starting from student, government employee, private company employee(that include political parties), running personal business. These representation may strengthen the study given the findings will reflect the ideas and opinion from different occupation categories of respondents.

4.5. Users' perception towards Social media use in Ethiopia.

Here the questions are designed to get the general perception of respondents on social media in Ethiopia. It is analyzed using SPSS tools like frequency and percentage.

		Frequency	Percent	Cumulative Percent
	social media	189	73.5	73.5
	public media stream	68	26.5	100.0
	Total	257	100.0	

Table 4.4. Which media is preferred for political debates in Ethiopia these days?

As we look at the above table 4.4. 73.5 % (189) of the respondent says social media is more preferred than public media now a days in Ethiopia. 26.5% (68) of the respondent says public stream media is more preferred than online social media. Base on the above number or analysis social media is the popular media in Ethiopia now a day.

	Frequency	Percent
Yes	161	62.6
No	96	37.4
Total	257	100.0

Table 4.5. Do you create Facebook group account?

As we show table4.5. 62.6 % (161) of the respondent have face book group account and 37.4 % (96) are they didn't have face book group account. From the above table most of the respondent have create face book group to discuss different issue. The reason why they create face book group account is to discuss, share any information.

		Frequency	Percent
	One	83	32.3
	Two	50	19.5
	Three	83	32.3
	more than three	39	15.2
	Total	255	99.2
Missing	999	2	.8
Total		257	100.0

Table 4.6. Frequency distribution of number of Facebook accounts respondents have

As we look table 4.6. 32.3 %(83) of the respondent have only one account, 19.5 %(50) have two account, 32.3 %(83) have three account and 15.2 %(39) of the respondent have more than three account. So 67%(172) of the respondent has more than one account and only 32% (83) have one account. Based on the above table respondents have more than one Facebook account to share information. The reason why they have more than one account is to hide their personal information or identity. This shows that there is a fear of sharing and posting information on social media. So any one who is responsible to social media should work on this problem.

	Frequency	Percent
Yes	159	61.9
No	98	38.1
Total	257	100.0

Table 4.7.Are you become member of any politically motivated social media group

As we show table 4.7. 61.9%(159) says yes that means they are member of a politically motivated group and 38.1% (98) says no they didn't have political motivated group. The majority of the respondent agrees with the statement in which they are member of any political motivated group. The reason why they become a member is to discuss politics related information about the country, to share information, to gain information and to transfer information. And the minority of the respondents is disagreeing with the statements. So people becomes member of political motivated group may be to get political information on social media. So social media is a source to get political information.

	Frequency	Percent
Yes	179	69.6
No	78	30.4
Total	257	100.0

Table 4.8.Do you participate on Facebook debates?

When we look table 4.8.69 %(179) which is the majority of the respondent participate on face book debates and 30.4 %(70) they didn't make a debates on face book. The type of information in which they discuss is about economic, social mater, education and politics related and gender related information. And the reason why they discuss on face book is because of face book gives freedom to deal political related idea and other socio-economic information.

	Frequency	Percent
most of the time	85	33.1
some times	94	36.6
Rarely	23	8.9
when an issue that concerns me	41	16.0
I do not give any comment	14	5.4
Total	257	100.0

Table 4.9. How often do you give comments on Facebook

When we look the above result 33.1%(85) of respondent give comments most of the time, 36.6%(94) of the respondent they give comment some times, 8.9%(23) give comment rarely, 16%(41) they give comments when the issues is related to them and 5.4%(14) they did not give any type of comments. So the majority of the respondents are gives comments some times and the minority of the respondents gives comments on Facebook when the issues are related to them.

	Frequency	Percent
Yes	166	64.6
No	91	35.4
Total	257	100.0

Table 4.10. Do you know political motivated group in Ethiopia

As we look the above table 64.6%(166) of the respondent they know political motivated group or individuals that have face book pages or other social media pages and 35.4%(91) they say no that means they did not know any individual or group which is politically motivated in Ethiopia.

		Frequency	Percent
	Yes	172	66.9
	No	85	33.1
	Total	257	100.0

Table 4.11. Do you Believe debates though Social Media contribute For Ethiopian development

The above table shows that 66.9 % (172) of respondent says ‘yes’ means social media has a great contribute for the development of Ethiopian democracy and 33.1 % (85) respondent say no that means social media didn’t have any role with the development of Ethiopian democracy. So the above SPSS result show that social media have an important on the growth of Ethiopian democracy.

		Frequency	Percent	Cumulative Percent
	Facebook	143	55.6	56.3
	twitter	42	16.3	72.8
	you tube	47	18.3	91.3
	other	22	8.6	100.0
	Total	254	98.8	
Missin g	999	3	1.2	
Total		257	100.0	

Table 4.12. Which Social media sites Do You mostly visit?

As we look the above table most of the respondent use face book that is 56.3 % (143), 18 % (47) you tube and 16.3 % (42) twitter, 8.6 % (22) they use other social media types. So face book is the most popular type of social media in Ethiopian. This result is similar with the result of Shabir and GhulamSafdar (2014) that is 49.3% of the their respondent use face book and Njoroge (2013) (43.8%) said they were on Facebook and findings that agreed with a July, 2010 report in the New York Times that indicated Facebook had surged from 200 million to nearly 500 million users in the last 15 months. so this result is similar with the result of this paper majority (56.3%) said they visit Facebook.

		Frequency	Percent
	Political	140	54.5
	Entertainment	38	14.8
	Education	35	13.6
	Gender	20	7.8
	Profession	21	8.2
	Total	254	98.8
Missing	999	3	1.2

Table 4.13. Which information you commonly share through social media

When we see the above result on about the type of information in which the participant of the respondent they share 54.5% (140) of the respondent share information which is political related. 13.6%(35) share educational, 8.2%(21) professional related information, for gender 7.8% (20), 14.8% (38) entertainment. The most type of information that share by social media user is politics, entertainment, education, professional, and gender respectively. Users are use social media for many purpose as the analysis shows so social media is used not only for political information but also for other information.

		Frequency	Percent
	Daily	190	73.9
	Weekly	34	13.2
	two days in a week	14	5.4
	four days in a week	10	3.9
	Monthly	2	.8
	Never	6	2.3
	Total	256	99.6
Missing	999	1	.4
Total		257	100.0

Table 4.14. How frequently do you use online social media?

The above table show that 73.9%(190) of the respondent say that they use online social media sites daily, 13.2%(34) they use online social media weekly, 5.4%(14) they use online social media two days in a week, 3.9%(10) four day in a week, .8%(2) of the respondent use social media monthly and 2.3%(6) they didn't use online social media in their life. From the above result most people use social media now a day daily.

	Frequency	Percent
most of the time	124	48.2
some times	91	35.4
Rarely	16	6.2
Never	26	10.1
Total	257	100.0

Table 4.15. How often do you access political information on social media?

As we see the above table most of the respondent access information on online social media. 48.2%(124) most of the time they access political related information by social media, 35.4%(91) they use social media some times to access political related information, 6.2%(16) they use rarely to find political related information, 10.1%(26) of the respondent they didn't use social media to access political related information. This finding is similar with the findings of Alina Muntean (2015). The reason may be use public media instead of social media for communication. It may be connection or cost problem. On his study he finds that 48% of the respondent they use social media most of the time to discuss political information with their friends and families.

	Frequency	Percent
Yes	181	70.4
No	76	29.6
Total	257	100.0

Table 4.16. Do you think social media is better alternative than public media (newspaper, TV, Radio, etc.) to express once political opinion and promote political participation as well as entertain multiple views?

When we look the above table 70.4% (181) of the participant says ‘yes’ that means social media is a better alternative in Ethiopia to express once political view than public media, 29.6%(76) of the respondent they say ‘no’ that means social media not better than public media to express once political opinion and promoting political participations. As most of the respondent agrees with statement they put why social media is better than public media to express political related information. Social media is better than public media because it gives freedom of expression, it hides the real personal identity, it entertains and expression of multiple views and opinions, it allows to get political information and social and economic issues and it allow getting genuine and trustworthy information. So most of the people now are dependent on social media.

		Frequency	Percent
	Yes	190	73.9
	No	67	26.1
	Total	257	100.0

Table 4.17. Is there any Challenge or obstacle in relation to use online Social Media in Ethiopia Context?

When we look the above table 73.9% (190) of the respondents says there is challenge with online social media use in Ethiopia context and 26.1% (67) says there are no challenges with online social media use in Ethiopia. So most of the respondent says there is a challenge on social media use in Ethiopia. Using social media have challenges in Ethiopia. Based on the respondent’s poor internet connection, poor quality of information, high cost of internet is the major challenges.

		Frequency	Percent
	Read	91	35.4
	Like	46	17.9
	comment	57	22.2
	Share	54	21.0
	Ignore	9	3.5
	Total	257	100.0

Table 4.18. What action do you mostly take when you get political motivated information through online social media?

When we see the above table what action they take when they get political motivated information through online social media is 35.4%(91) read, like 21%(54), comment 22.2%(57) and 17.9%(46) share what is unexpected is 3.55(9) they ignore. So based on the above data the action taken by the respondent when they get political related information is they read it. Some of them are gives comment, share and like respectively. So respondents are more interested to read when they get political related information.

4.6. The users' use social media in Ethiopia.

Purpose of social media

		Frequency	Percent
	Agree	119	46.3
	Neutral	6	2.3
	Disagree	131	51.0
	Total	256	99.6
Missing	System	1	.4
Total		257	100.0

Table4.19. Change of life

As we look the above table the majority of the respondent disagree with the statement with is 51.0%(132) and 2.3%(6) are neutral and 46.3%(119) are agree with statement. Based on the data that we get from the respondents most social media user they do not use for change of life.

		Frequency	Percent
	Agree	94	36.6
	Neutral	10	3.9
	Disagree	149	58.0
	Total	253	98.4
Missing	999	4	1.6
Total		257	100.0

Table4.20. Discuss for religion

As we can see from the above table the majority of the respondent are disagree with 58.0(149),3.9%(10) are neutral and 36.6%(94) are support the statement. The respondent they did not use social media to discuss religion related information depending on the above table. Based on the above analysis most of social media user use social for other purpose. So users of social media are not used for religion related information.

		Frequency	Percent
	Agree	178	69.3
	Neutral	34	13.2
	Disagree	45	17.5
	Total	257	100.0

Table4.21.Discuss for social issues

Based the above table the majority of the respondent agree with the statement which is social media is used to discuss social issues with 69.3 %(178), 13.2%(34) are neutral and 17.5%(45) are use social media to discuss other issues which is rather than to discuss about social issues.

Based on the above table most of the respondents agree with the statement in which they use social media for discussing social issues. Social media have contribution for discussing and sharing and dealing of world information.

		Frequency	Percent
Valid	Agree	186	72.4
	Neutral	5	1.9
	Disagree	60	23.3
	Total	251	97.7
Missing	999	6	2.3
Total		257	100.0

Table4.22. Discuss for political issues

As we see the above analysis which is table 4.22. The majority of the respondents use social media to discuss political issues with 72.4 % (186), 1.9% (5) is neutral whereas 23.3% (60) are

disagreeing with statements. So based on the data most of social media user they use for political issues. When we finalize the above result most of social media user uses social media to discuss political issues and social issues.

Reasons for using online social media as preferred communication mechanism

		Frequency	Percent
	Agree	162	63.0
	Neutral	6	2.3
	Disagree	88	34.2
	Total	256	99.6
Missing	999	1	.4
Total		257	100.0

Table 4.23. It gives freedom of expression

When we look table 4.23. The responses of the respondents from the investigation conducted shows that, the respondents use social media because it gives to them freedom of expression to express their views with 63.0 % (162), 2.3% (6) whereas 34.2% (88) are disagree with the statements. This is significant difference between the agree and disagree so why users social media use is because of social media gives freedom of expression to express any issues.

		Frequency	Percent
	Agree	121	47.1
	<i>Neutral</i>	24	9.3
	<i>Disagree</i>	112	43.6
	<i>Total</i>	257	100.0

Table 4.24. It hides the real personal identity

Similarly table 4.24. Above shows responses of respondent from the data collected which shows why the users use social media. So based of the above table they use social media because of social media hides personal identity when they discuss any issues on online. Based on the above data 47.1% (121) are agree with statement and 9.3% (24) are neutral whereas 43.6 % (112). When

see the above table the majority are agree with the statement whereas the minority are dis agree. Even the difference is not significant but still social media hides personal identity to share or to communicate any issues.

		Frequency	Percent
	Agree	200	77.8
	Neutral	13	5.1
	Disagree	44	17.1
	Total	257	100.0

Table 4.25. It entertains and expression of multiple opinions

The above table also shows why social media user use. Based on the above data the majority of the respondent agree with the statement with 77.8% (200), 5.1%(13) are neutral and 17.1%(44) are disagree with the statement that they do not use for entertain and expression of multiple opinion. When we look the result of the above table most of the respondents are agree whereas minority of them are disagree. To finalize one the reasons why we use social media is it entertains and expression of multiple opinions for the users.

		Frequency	Percent
	Agree	217	84.4
	Neutral	4	1.6
	Disagree	36	14.0
	Total	257	100.0

Table 4.26.It allows getting genuine and trustworthy information

When we look the above table 4.26. 84.4 %(217) of the respondent agree with the statement, 14.0% (36) of the respondent disagree with statement whereas 1.6%% (4) of the respondents are neutral. Finally as the result of the analysis the majority of the participant of the respondent agree with the statement. So social media helps to getting genuine and trustworthy information from any corner of the country.

		Frequency	Percent
	Agree	105	40.9
	Neutral	1	.4
	Disagree	151	58.8
	Total	257	100.0

Table 4.27. It allows getting political information and other social and economic issue

When we look table 4.27. 40.9 % (105) of the respondent agree with the statement, 58.8% (151) of the respondent disagree with statement .4% (1) of the respondents are neutral. Finally as the result of the analysis the majority of the participant of the respondent disagree with the statement. Social media helps to allows getting political information and other social and economic issues. When we see the above table the difference is significant so social media user use it because of helps to them to getting political information and other social and economic issues.

		Frequency	Percent
	Agree	77	30.0
	Neutral	21	8.2
	Disagree	159	61.9
	Total	257	100.0

Table 4.28. Political discussion in Ethiopia on online media is successful

As we look table 4.28. 30.0 % (77) agree with the statement, 61.9 % (159) are disagreeing with the statement and 8.2 % (21) of the participant are neutral. So social media use in Ethiopia now day is at young age. From the above analysis the political discussion on social media is at infant stage in Ethiopia. So Government, political parties, security agency and higher education institute should work on how will be successful the usage of social media.

Challenge of social media

		Frequency	Percent
	Agree	142	55.2
	Neutral	13	5.1
	Disagree	102	39.7
	Total	257	100.0

Table 4.29.High cost of Internet

When we look table 4.29 high cost of internet is one of the challenges of using social media. Based on the above table the majority with 55.2% (142) of the respondents agrees with the statements whereas the minority 39.7% (102) are disagree with the statements but 5.1%(13) are neutral. What we conclude with the above table is high cost of internet is one of the challenge to use social media in Ethiopia. So telecom provider should work to minimize the cost of internet.

		Frequency	Percent
	Agree	143	55.6
	Neutral	61	23.7
	Disagree	50	19.5
	Total	254	98.8
Missing	999	3	1.2
Total		257	100.0

Table 4.30.One sided and poor quality of political information

When we look at the challenges of using social media one sided and poor quality of political information one of the challenge. Based on the above table 55.6 %(143) of the respondents agree with the statements whereas 19.5 %(50) are dis agree with the statements but 23.7 %(61) are neutral. So one sided and poor quality of political information is one challenge to use social media in Ethiopia.

		Frequency	Percent
	Agree	149	58.0
	Neutral	31	12.0
	Disagree	77	30.0
	Total	257	100.0

Table 4.31. Poor internet connection

When we look the above table the majority of the respondent are agree with the statements. 58.0%(149) are agree, 12%(31) neutral and 30.0%(77) are dis agree. Finally poor internet connection is one challenges of social media use in Ethiopia based on the above table.

When we look at the above tables, the responses of the respondents from the investigation conducted shows, the challenges of online social media use in Ethiopia context is high. Among the challenges poor internet connection, high internet cost and one sided and poor quality of information challenge of social media use in Ethiopia. So any one who concern about is should work on those challenges to minimalize it.

Motivation to using social media

		Frequency	Percent
	Agree	139	54.1
	Neutral	12	4.7
	Disagree	106	41.2
	Total	257	100.0

Table 4.32. Discussion political issues on social media are important.

When we see the above result 54.1% (139) of the respondent agree with the statement, 41.1 % (106) of the respondent disagree with the statement and 12 % (12) of the respondent are neutral. So the majority of the respondent are agree with the statement that is social media is impart to discuss any issues.

		Frequency	Percent
	Agree	102	39.7
	Neutral	2	.8
	Disagree	153	59.5
	Total	257	100.0

Table 4.33.Social media plays key role to create political awareness.

When we look table 4.33. 39.7 % (102) participants of the respondent agree with discussion political issues on social media plays key role with creating political awareness and 59.5 % (153) disagree with the statement and .8 % (2) is neutral. So the majority of the respondent disagrees with the statement.

		Frequency	Percent
	Agree	64	24.9
	Neutral	11	4.3
	Disagree	181	70.4
	Total	256	99.6
Missing	999	1	.4
Total		257	100.0

Table 4.34.Online media changes or influence believe of people on democracy.

As we look table 4.34. The majorities of the respondent disagree with the statement with 70.4%(181), agree 24.9% (64) and 4.3% (11) are neutral. Based on the data social media does not change the believe of people on democracy.

		Frequency	Percent
	Agree	166	64.6
	Neutral	23	8.9
	Disagree	88	26.5
	Total	257	100.0

Table 4.35.Social media helps to reduce costs of communication and it offers worldwide communication.

Similarly the table above shows responses of respondent from the data collected which shows social media help to reduce cost of communication and world communication majority of them

agree with the question which constitute 64.6% (166) and 8.9% (23) are neutral of the total respondent. Whereas the remaining 26.5 % (88) didn't agree with the question. From this number we can conclude that social media help to reduce cost in world communication and it makes communication easy. So any information which cannot express with face to face can communicate with online social media.

		Frequency	Percent
	Agree	131	51.0
	Neutral	44	17.1
	Disagree	82	31.9
	Total	257	100.0

Table 4.36. Online messages that posted on social media have an impact on the society.

As we see the above result this is table 4.36. The respondent with 51.0 % (131) they agree with the statement that means social media has an impact on society the impact may be negative or positive or both. But 31.9% (82) of the participant of respondent disagree with the statements so their answer is information posted on social media does not have an impact with the society. What is an expected is 17.1% (44) of the respondent are neutral with the statement.

		Frequency	Percent
	Agree	149	58.0
	Neutral	10	3.9
	Disagree	98	38.1
	Total	257	100.0

Table 4.37. Social media has enhanced political knowledge

Again when we look the above table which shows user perception with social media enhance political knowledge the majority of the respondent 58.0%(149) said agree with the statement. On the contrary 38.1 % (98) are disagreeing with question and 3.9% (10) are neutral on the question. But still the figure shows that most of the respondent agrees with the question. Based the number on the above result social media helps to increase political knowledge. So the more we use social media the more we enhance knowledge about politics.

		Frequency	Percent
	Agree	175	68.1
	Neutral	18	7.0
	Disagree	64	24.9
	Total	257	100.0

Table 4.38. I believe that political oriented messages posted on the social media changes political reality.

As we look table 4.38. The majority of the respondent agree with the statements which is 68.1% (175) agree, 7.0% (18) neutral whereas 24.9% (64) are disagree. So based on the above analysis the message posted on social media changes the political reality.

		Frequency	Percent
	Agree	181	70.4
	Neutral	63	24.5
	Disagree	13	5.1
	Total	257	100.0

Table 4.39. I feel that messages that cannot be express through face-face can now be conveyed by social media.

As when we see the above result of table 4.39. The majority of the respondent 70.4 % (181) agree with the statement which is social media can convey message that cannot express face to face but 5.1% (13) are disagree and what is an interesting is 24.5 % (63) are neutral. Based on the above result of SPSS we can say that social media helps to convey or transmit information which cannot express with face to face communication.

Only for respondents from political parties (who are engaged in administrative and related responsibilities of political parties).

		Frequency	Percent
	Agree	11	23.4
	Neutral	5	10.6
	Disagree	31	66.0
	Total	47	100.0

Table 4.40. My party Employee is specialist to manage Social Media communication

When we see the result of above table 23.4 % (11) the participant from political agree with the statement, 10.6 % (5) are neutral with the statement and what is an amazing is 66 % (31) disagree with the statement. The majority of the respondent are disagree with the statements.

		Frequency	Percent
	Agree	28	59.6
	Neutral	9	19.1
	Disagree	10	21.3
	Total	47	100.0

Table 4.41. I think Social Media is good for Political parties

As we look table 4.41. Most of the participants agree with the statement which is 59.6 % (28), 19.1 % (9) neutral and 21.3 % (10) are disagreeing with the statement. So finally the result of the above table shows that most of the respondents are agree with the question. Social media is an important media for government as well as for political view to their followers with minimum cost and they can distribute any information to anywhere.

		Frequency	Percent
	Agree	16	34.0
	Neutral	5	10.6
	Disagree	26	55.3
	Total	47	100.0

Table 4.42. My party plan to build long term relationship with youth by social media

As we look the result of table 4.42. 34.0 % (16) are agree, 10.6 % (5) are neutral and what is an expected is the majority of the respondent are disagree with statements with 55.3 % (26). So based on the number that we see on the above table even if social media is good for political parties to minimize cost, to make communication easiest and it is two way of communication but the governing party as well as the political parties still did not have plan to build long term relationship with youth on social media.

4.7. Discussion

The majority of the respondent agreed (73.5 % (189)) says social media is more preferred than public media now a days in Ethiopia. Accordingly, social media is the popular media in Ethiopia now a day. The respondent put reasons why social media is the most preferable type of media in Ethiopia now a day. Among these are social media give freedom of any expression of political opinion and hot discussion on political related information, it hides the real personal identity, it entertain and expression of multiple opinion, it allows getting political information and other social and economic issues.

Besides online social media is more preferable now a day in Ethiopia because it is two way communications and public media is more sided to the government. So those things make social media more preferable to public media in Ethiopia. Even the constitution of Federal Democratic Republic of Ethiopia which is article 29 allows everyone has the right or freedom of expression without any interference. This right shall include freedom to seek, receive and impart information and ideas of all kinds, regardless of frontiers, either orally, in writing or in print, in the form of art, or through any media of his choice and Freedom of the press and other mass media and freedom of artistic creativity is guaranteed. But still now there is no freedom of speech and expression of any opinion especially political related information based on the participant of the respondent. Media is one of the most powerful influences for development of one country. More importantly a responsible generation shall be built that can use social media responsibly. To that end awareness shall be created among the citizen regularly. This requires an integrated effort from government, Medias, organizations, family and individuals.

Uses and gratification theory is an approach to understand why and how peoples are seeking out specific media is they give freedom and it provide active participate to them on debates. This is why people shift from conventional media to social media.

Regarding challenges or obstacle, majority of the respondents claimed that there exist challenges with online social media use in Ethiopia context. So most of the respondents agree that there is a challenge on social media use in Ethiopia. Among the challenges suggested by the respondents are poor Internet connection, high cost of Internet and poor quality of information. The analysis

show 58.0% poor connection, 55.2% high cost of internet, 55.6% poor quality of information. Other challenges which are raised by the respondent are blocking of social media, fear, illiteracy and our culture are other challenge which is prominent in Ethiopia. So all stakeholder should work together to avoid or minimize those challenges.

Regarding the group that frequently use online social media in Ethiopia, the result show that the young age group between 21-30 takes the majority (55.6%), 31- 40 group are (36.2%). So in Ethiopia young age group are the age group which communicates accesses, share, and post information than other age group. As the researcher tried to mention earlier, the reason may be because of those age group are the most beneficial of the new technology, they get the accessibility and most of those age are in schools and higher education. If the public media didn't open for that age group to discuss political related information openly so they use social media as an alternative. This result is similar with the finding of (Alina Muntean, 2015).

Majority of the respondent 58 %(149) agreed that use of social media enhance political knowledge.

Summary

This study aimed at exploring the motivators and challenges of social media use for political communication in Ethiopia. The survey involved questionnaires target on social media users in Addis Ababa. 300 social media user found in Addis Ababa where considered through convenient sampling and finally 257 questionnaires were used for the final analysis. Accordingly, the majority of the respondent use social media for political issues, for change of people life, Discussion for religion and for entertainment. Social media have contribution for Ethiopian development. Face book is the popular social media sites in Ethiopia. You tube, twitter and other social media are the second, three and fourth respectively.

More than 70.4% of the respondent agree with social media is better alternative than public media (newspaper, TV, radio etc.) To express once political and promoting political as well as entertain multiple views. Because of it gives freedom of expression, it hides personal identity, it intertwine and allows getting genuine and trustworthy information. The researchers show that Even though social media is important but the usage of social media in Ethiopia is still now not

successful. The other factors that affect social media are technology, knowledge allocation with SMSs, age and culture are among the factors.

The finding of this result shows that above 73.9% of the respondent social media use have challenges in Ethiopia with poor internet connection, high cost of internet and poor quality of information are among the challenges. Finally, additional related finding which was done on the impact of social media use in the world and Africa was included to show the general picture of how social media is used for politics communication in the world and Africa.

CHAPTER FIVE

CONCLUSION AND RECOMMENDATION

The first part of this section presents conclusion and then ideas will be forwarded by way of limitation and recommendation.

5.1. Conclusion

This study set out to examine motivators and challenges of social media use for political communication in Ethiopia. In this study, we reviewed existing literature in the field of social media. In order to explore the issue, a quantitative research approach was conducted, collecting data using a survey method and statistically analyzing using SPSS version 20.0 software were used.

All in All, shortly, the findings of this research show that social media use had a significant impact on developing of one country and there are many motivators and challenges in relation to social media use for political communication. So social media has opportunity to exercise freedom of expression. The Coming of social media has provided a window of opportunity for citizens to freely express their views. Political parties use social media to discuss issues and to communicate with their fans and members but they do not think that activities on social media would bring change. The research observes that the increasing pervasiveness of high-speed Internet access and the proliferation of social media tools mean that new forms and processes of public participation can truly change the way democracy works in Ethiopia. The mobile phones have also proved to be an important internet access tool. The growing penetration of mobile phones and mobile internet usage in Ethiopia increases the potential for the use social media to bring about democratic transformation. In order for development to be just and sustainable, citizens must productively participate in the decisions that shape their lives. Participation requires an informed citizenry. A free and independent media supply timely and relevant information to citizens allowing them to change their own behavior and to demand higher social standards for society.

5.2. Limitation of the study

Every study has some limitations, so does this study, which can be addressed in future research. First, we only used quantitative methods in order to conduct this study, so future researchers can combine quantitative and qualitative methods in order to understand motivators and challenges of social media use for political communication in Ethiopia. Also, the data collection and sample size was 300 which are from government, political parties and communities who use social media on Addis Ababa Ethiopia, so which is a narrow sample in Ethiopia context. In future research, they may take more respondents. Moreover, this study considered only the motivators and challenges of social media use for political communication in Ethiopia. Other limitation is this paper examine motivators and challenges of social media use for political communication in Ethiopia in general but other researcher should study individual that means the motivators and challenges of social media use for political communication in Ethiopian on community, political parties and government parties so the result should be different from this result and may be more quality.

5.3. Recommendation

Media is one of the most powerful influences for development of one country. Even though employing social media for political discussions is at its infancy in the Ethiopian context, it can be an important tool if properly handled. So the following recommendations are suggested:

In order to communicate effectively to the people, schools and government agencies should adopt social media as one of their means of communication.

Political parties and government should invest in their social media in future, in order to give the impression to the audience. So they should develop long and short term with their employee on how to use and manage social media.

The government can improve institutionalization of democratic participation by allowing online participation in referendums, enhance digitizing of more of the government services, policy

making on Internet usage, regulating the costs, increasing internet connection in rural areas and provide education on how to use the internet and its benefits.

In order to minimize the abusive use of online social media among the social media community, higher learning institutions and other relevant institutions should design mechanism whereby social media users could have basic literacy in proper utilization of the social media.

More importantly a responsible generation shall be built that can use social media responsibly. To that end awareness shall be created among the citizen regularly. This requires an integrated effort from government, Medias, organizations, family and individuals. The awareness creation effort shall primarily focus on schools and higher education institutions where the young citizen can be reached because the young generation accounts for majority of the Ethiopian population these days.

The government is primarily responsible to create the platform to facilitate effective and efficient use of social media in Ethiopia. Among other things, there needs to be one body that is responsible to look after issues related to social media. For instance, this body can analyze information being communicated through the social media and come up with valuable information having policy implication. Besides, the government has to create platform through which all government organs provide timely, relevant and complete information to the media and anyone concerned. Furthermore the telecom infrastructure still needs improvement.

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Appendix A: Survey Questionnaire

Dear Respondent,

I am Araya T/manot Getahun a postgraduate student. Currently, I am attending Master of Science in Information Science at Addis Ababa University, Ethiopia. As part of my accomplishment for the program, I am working on my thesis research. My research topic lies on the motivators and challenges of social media use for political communication in Ethiopia. Therefore, this is to kindly ask you to participate in the survey that needs data from your personal experience to assess the issues in relation to the motivators and challenges of social media use for political communication in Ethiopia.

This survey is anonymous. No one, including the researcher, will associate your responses with your identity. Your participation is voluntary. You may choose not to take the survey, to stop responding at any time, or to skip any question that you do not want to answer. Your response is extremely important and valuable for the success of the research to achieve the objective of the study by indicating possible gaps, if any, and possible solutions that need to be taken by concerned parties. Therefore, I appreciate if you spend few minutes from your valuable time according to the instruction for each part.

If you require any assistance or clarification, please don't hesitate to contact me through either of the following methods. Mobile +251922564579 or Email: arat.teklehaymote@gmail.com

Thank you for your willingness to participate in this study.

February 2018

Araya Teklehaymanote Addis Ababa, Ethiopia

General Instruction

This questionnaire contains three sections and 10 pages. Please provide your responses to the questions based on the instructions under each section. If you have any comments or if you want to provide further explanations, please use the space provided at the end of the questions.

Section I: Demographic profile of respondents

Instruction I: Please answer the following questions by ticking (✓) on the boxes in front of the response options:

1. Age

15-20

21-30

31-40

41-50

51-6

Above 60

2. Sex

Male

Female

3. Your education status

High school

TVET

Diploma

Degree

Masters

Doctorate

4. Occupation: Student

Government Employee

Private company employee

running personal business

Other (Specify) _____

Section II: Questions related with social media users in Ethiopia.

5. Which one of the following do you think preferred for political debate or discussion in Ethiopia these days?

The social media (Facebook, blog, twitter and other)

The public media stream (newspaper, radio and TV)

6. What do you think the reason for your choice in question number “6”?

7. Do you have created a face book account group?

Yes

No

8. If your answer for question “9” is “yes”; please explain the reason why?

9. How many accounts do you have?

One

Two

Three

more than three

10. Have you become a member of any social media user Group which is politically motivated?

Yes

No

11. If your answer for question number “11” is “yes”; please sate the reason why you become a member?

12. Do you participate on face book debate or discussion?

Yes No

13. If your answer question number “13” is “yes”; please explains in what kinds of discussion you usually interested to participate such as religious related, economic, social matter, political related.....?

14. How often do you give comments on face book discussion?

Most of the time Never
Some times when an issue that concerns me
Rarely I do not give any comment

15. Do you know politically motivated groups or ordinary individuals that have face book pages or other social media pages?

Yes No

16. Do you believe that debates and conversation through online social media contribute for the development of Ethiopian’s democracy?

Yes

No

17. Which social media sites do you mostly visit?

Face book

Twitter

you tube

Other (specify) _____.

18. Which type(s) of information you commonly/mostly share through online social media?

Entertainment

Education

Gender

Politics

Professional

other

19. How frequently (on average do you use online social media)?

Daily

weekly

Two days in a week

Four days in a week

Monthly

never

20. How often do you access or get political motivated information whenever you login to your online social media?

Most of the time

Never

Sometimes

Rarely

21. Do you think online social media is better alternative than the public media (government newspapers, TV, radio, etc.) to express once political opinion and promote political participation as well as entertain multiple views?

Yes No

22. Is there any challenge or obstacle in relation to using online social media in Ethiopian context?

Yes No

23. If your answer for question number “22” is “yes” which one are possible challenges or obstacle:

24. What action do you mostly take when you get politically motivated information through online social media?

Read it Share it Comment it
Like it Ignore it

25. Are there any factors that affect the use of social media in Ethiopia?

Yes No

26. If your answer for question number “25” is “yes” what are the factors that affect social media.

27. Are you official member of any political party that is actively operating in Ethiopia?

Yes No

28. What possible solution do you suggest to improve social media use in general and it use for political participation in Ethiopia.

Section III: Questions related to the user opinion on social media use in Ethiopian politics in Addis Ababa.

Instruction III: Below are list of statements or pertaining questions related to the motivators and challenges of social media use for political communication Ethiopian. Please indicate whether you agree or disagree with each statement by ticking (✓) on the spaces that specify your level of agreement from the options that range from “strongly agree” to, “strongly disagree”. Each choice is identified by numbers ranged from 1 to 5. But when the data analysis I use transformation that means agree, strong agree are transform to agree because of agree and strong agree are agree with the statement the difference is the degree of agreement and disagree and strong disagree are transformed are to disagree because of the difference are the degree of the statements. So finally in the analysis there are three options those are agree, disagree and neutral because of using transformation strong agree to agree and strong disagree and neutral.

Note: SA- Strongly Agree, A- Agree, N- Neutral, D- Disagree, SD- Strongly Disagree

No	Questions related user opinion with social media impact on politics.	SA 1	A 2	N 3	D 4	SD 5
	Purpose of social media					
1.	Change people life					
2.	Discuss on religion issues					
3.	Discuss on social issues					
4	Discuss on political issues					
	Reason for using online social media as preferred communication mechanism					
1.	It gives freedom of expression					
2.	It hides the real personal identity					
3.	It entertains and expression of multiple opinions					
4.	It allows to get political information and other social and economic issue					
5	Political discussion in Ethiopia on online media is successful.					

5.	It allows to get genuine and trustworthy information					
Challenge of social media						
.1	High cost of Internet					
2.	One sided and poor quality of political information					
3.	Language problem					
4	Poor internet connection					
Motivation to using social media						
1.	Discussion political issues on social media are important.					
2.	Social media plays key role to create political awareness.					
3.	Online media changes or influence believe of people on democracy.					
4.	Social media helps to reduce costs of communication and it offers worldwide communication.					
5.	Online messages that posted on social media have an impact on the society.					
6.	Social media has enhanced political knowledge.					
7.	I believe that political oriented messages posted on the social media changes political reality.					
8.	I feel that messages that cannot be express through face-face can now be conveyed by social media.					
Only for respondents from political parties (who are engaged in administrative and related responsibilities of political parties).						
1.	I think my party employ are specialists to manage these social media communications.					
2.	I think social media is good for the political parties.					
3.	I believe that my party has specific plans to build long-term relationships with the youth by social media.					

THANK YOU VERY MUCH!