



SEEK WISDOM, ELEVATE YOUR INTELLECT AND SERVE HUMANITY!



**ADDIS ABABA UNIVERSITY**  
**SCHOOL OF JOURNALISM AND COMMUNICATION**

**SOCIAL MEDIA USE AND CHALLENGES IN PUBLIC SECTOR  
ORGANIZATIONS: THE CASE OF FEDERAL ATTORNEY  
GENERAL**

**By**  
**TADESE HAILU**

**SEPTEMBER, 2021**  
**ADDIS ABABA, ETHIOPIA**

**Addis Ababa University**  
**College of Humanities, Language studies, Journalism and**  
**Communication**

**Social Media Use and Challenges in Public Sector Organizations:  
The Case of Federal Attorney General**

**A Thesis Submitted to the Graduate School of Journalism and  
Communication, Presented In Partial Fulfillment of the  
Requirements for the Degree of Master of Arts in Journalism and  
Communication**

**By**

**Tadese Hailu**

**Advisor: Yohannes Shiferaw (PhD)**

**September, 2021**

**Addis Ababa, Ethiopia**

**Addis Ababa University**  
**Collage of Humanities, language studies, Journalism and**  
**Communication**

This is to certify that the thesis is prepared by Tadese Hailu. In title "*Social Media Use and Challenges in Public Sector Organizations: The Case of Federal Attorney General*" in partial fulfillment of the requirements for the award of the Degree of Master of Arts in Journalism and Communication with the regulation of the university and accept standards with respect to originally:

**Signed by the Examining Committee**

**Examiner** ..... **Signature** ..... **Date** .....

**Examiner** ..... **Signature** ..... **Date** .....

**Advisor** ..... **Signature** ..... **Date** .....

.....  
**Chair of Departments or Graduate Program Coordinator**

## Statement of Declaration

I, Tadese Hailu hereby to declare that the work in this research entitled "*Social Media Use and Challenges in Public Sector Organizations: The Case of Federal Attorney General*" is originally my own work that all the sources of materials used for this study have been identified and acknowledge as complete reference. This research study has not been previously submitted in full or partial fulfillment for any degree in this university or any other recognized education institution. This research study is being submitted in partial fulfillment of the requirement for Master of Arts degree in Journalism and Communication.

Tadese Hailu .....

Date .....

## ABSTRACT

*Social media platforms enable many users to communicate freely and share instantaneous data and media products in the form of text, audio and video. However, social media also opens up new rooms for false information to be communicated. This research, therefore, aimed at examining the utilization and challenges of social media in public sector organizations in the case of Federal Attorney General. A survey questionnaire was administered to 83 employees' selected using convenience sampling technique, whereas in-depth interview was held with 8 Press Secretariat Office and Information Technology directorate professionals and head managements. Data was analyzed through statistical percentage for quantitative data and thematic analysis was used to describe the qualitative data. The study shows that social media was used mostly and the majority agreed that social media are useful for jobs and it might have difficulties to do jobs without social media. What is more, the respondents had more trust on the social media owned by public sector organizations. The study also tells us Facebook is the most preferred platform of social media. Particularly, social media use as source of information for work, the majority of respondents used Google+ and Youtube. Finally, the study recommends that the organization should: have standardized social media working procedure and policy; and the departments which manage social media should be equipped with qualified man power and technology; and provide long and short term training to create awareness on social media use.*

## **Acronyms**

FAG	Federal Attorney General
SPSS	Statistical Package for Social Sciences
IT	Information Technology
PSO	Press Secretariat Office

<b>Table of Contents</b>	<b>Pages</b>
ABSTRACT.....	iv
Acronyms.....	v
List of tables.....	viii
List of figures.....	ix
Acknowledgments.....	x
CHAPTER ONE.....	1
1. INTRODUCTION.....	1
1.1 Background of the Study.....	1
1.2 Statement of the Problem.....	4
1.3 Objectives of the Study.....	5
1.3.1 General Objective.....	5
1.3.2 Specific Objectives.....	5
1.4 Research Questions.....	6
1.5 Significance of the Study.....	6
1.6 Scope of the Study.....	6
1.7 Limitations of the Study.....	7
1.8 Organization of the Study.....	7
1.9 Operational Definition of key Terms.....	7
CHAPTER TWO.....	9
LITERATURE REVIEW.....	9
2.1 Literature Review.....	9
2.1.1 Media and Society.....	9
2.1.2 The Definition and Concepts of Social Media.....	10
2.1.3 Social Media versus Traditional Media.....	11
2.1.4 Convergence and its Effect on Practices of Media.....	12
2.1.5 Use of Social Media.....	13
2.1.6 Challenges of Using Social Media.....	16
2.2 Theoretical Frame works.....	17
2.2.1 Technological determinism theory and the new media.....	17
2.2.2 Uses and Gratification Theory.....	19
CHAPTER THREE.....	22

RESEARCH METHODOLOGY .....	22
3.1 Research Design.....	22
3.1.1 Quantitative Research Design.....	22
3.1.2 Qualitative Research Design.....	22
3.2 Population and Sampling Techniques.....	23
3.3 Data collection Tools .....	23
3.3.1 The Questionnaire .....	23
3.3.2 In-depth Interview.....	24
3.3.3. Pretest of the instrument .....	24
3.4 Methods of Data Presentation and analysis .....	25
3.5 Ethical Consideration.....	26
CHAPTER FOUR.....	27
DATA PRESENTATION, RESULTS AND DISCUSSION .....	27
4.1 Data from the questionnaire.....	27
4.1.1 Demographic Variables of the Respondents.....	27
4.1.2 Level and extent of social media usage among Respondents .....	29
4.1.3. Challenges faced for social media use .....	34
4.1.4. Major Social Media platforms used in the FAG .....	38
4.2. Data from the Interview .....	39
4.3. Discussion of Results.....	42
4.3.1 Level and extent of social media usage .....	42
4.3.2 Challenges faced for Social media Use.....	43
4.3.3 Major Social media Platforms used in the FAG .....	44
CHAPTER FIVE .....	45
SUMMARY, CONCLUSION AND RECOMMENDATIONS .....	45
5.1 Summary .....	45
5.2 Conclusion .....	48
5.3 Recommendations.....	49
Bibliography .....	50
APPENDICES .....	56

<b>List of tables</b>	<b>Pages</b>
Table 1 Demographic profile of the Respondents .....	28
Table 2 Respondents social media usage per a week .....	29
Table 3 Respondents’ Social media use for jobs .....	31
Table 4 Respondents’ Social media use for information and laws issued from the FAG .....	31
Table 5 Respondents’ beliefs to do jobs without social media.....	32
Table 6 Reason of using social media for information and laws issued by FAG.....	32
Table 7 Respondents trust in social media.....	33
Table 8 Respondents’ beliefs about information obtained from social media passed through a series of verification.....	34
Table 9 Respondents’ beliefs about information posted on government and organizational social media sites.....	34
Table 10 Respondents’ trust in government and organizational social media posted information .....	35
Table 11 Respondents’ trust for information obtained through social media rather than other media.....	36
Table 12 Respondents’ challenges of using social media for work.....	37
Table 13 Types of social media used as source of information for work.....	38

**List of figures**

**Pages**

**Figure 1** Information on where the study participants use social media, June, 2021 FAG Addis Ababa Ethiopia.....Page 29

**Figure 2** Purpose of using social media by respondents in June, 2021 FAG, Addis Ababa Ethiopia.....Page 30

**Figure 3** Types of social media used frequently by respondents, June, 2021 FAG Addis Ababa Ethiopia.....Page 37

## **Acknowledgments**

First and foremost, my deepest gratitude goes to the almighty God for getting me all the way here and for always being by my side.

I would also like to express my profound gratitude to my advisor, Dr. Yohannes Shiferaw, for the invaluable guidance, useful comments, remarks and engagement through the learning process of this master thesis.

I also express my gratitude to all my friends, particularly Zeleke Tora for his unreserved encouragement and comments, the department faculty and staff for making my time at Addis Ababa University a wonderful experience.

# CHAPTER ONE

## 1. INTRODUCTION

### 1.1 Background of the Study

Social media has become a dominant form of communication among the population in general in the business world and public sector organization (Liza, 2016). The emergence of new media has improved communication between people all over the world. For this reason, different companies are investing in millions into social media technology platforms and strategies to improve their communication and build their reputation.

Social media (including social networks) are among the strongest marketing tools used by private companies. Most of the marketers experience several benefits by exploiting social media as an additional channel in their marketing strategies (Stelzner, 2015). Social media has made basic changes throughout the world. It has becoming a dominant means of communication in the ways in which the private and public sectors organizations need to interact with citizens.

The literature suggests that public sector organizations can achieve numerous advantages by employing social media in their employees' communications, outreach, and participatory engagement strategies. Public sector organizations have an important duty to adopt social media platforms in order to provide the types of personalized and transparent services expected by citizens and businesses (Lisa, 2016). It is recognized that an effective use of social media can help public sector organizations in order to achieve their organizational goals effectively.

Organizations can get benefit to improve the effectiveness of public service delivery, to generate information and data, and to build trust-based relationships that help restore confidence in local government (Lisa, 2016). Further the literature suggests that, in order to achieve their organizational goals and maximize value, while minimizing any risks to social media use public sectors need to build up and implement a social media strategy. Implementing a social media strategy for public sector organizations can help to achieve organizational goals effectively by considering the risks of maintaining a large number of connections and of sharing content online.

A social media strategy is a plan of how to maximize engagement and interactions across social media to achieve a company's objective (Gary, 2019). In other words, it is a document which outlining social media goals, the tactics and methods will use to achieve them. As findings from various studies show, organizations that develop effective use of social media strategy can understand their stake-holders, respond quickly for comments and hold attention. Positive social media communication also may build trust, good-will and reputations for organization. And this enables organizations to improve their service delivery and maximize social media use.

Social media, created with Web 2.0 technology, is a means of personal and public communication through the use of various networking software and websites. However, there have been disagreements over the scope and meaning of the term social media (Power and Phillips-wren, 2011). Using the web; browsing, searching and sharing have become the common activity for numerous people around the world. People spend an increasing amount of time online searching for information and communicating with other consumers.

Digital communications technologies such as internet, social media, and mobile apps have become part of everyday life for billions of people around the world. According to Internet Usage and Population Statistics for Africa (Nov, 2015), there are tremendous amount of people using social media especially Facebook to interact with each other. Accordingly, the number of Facebook users in Ethiopia is increasing, for instance there is 35% increase from 2013 to 2015. Furthermore, Internet World Stats Usage and Population Statistics describes there are 594,008,009 estimated internet users in Africa and 5,168,780,607 internet users in the entire world in March 31, 2021. Particularly, in Ethiopia there is 211,372% internet growth in 2000-2021 and 6,745,000 Facebook subscribers in 31Dec-2020. These statistics can be taken as a proof of the growing dominance of social media in our daily lives.

Today, citizens widely use Information and Communication Technology, not only for professional purposes but also in their social life and consequently are demanding to interact with government with similar tools. Therefore, citizens' expectations for a modern, open, and effective government sector are rising. On the other hand, government agencies face austerity measures and an intensive inspection of their budgets, leading to governments to look for new forms of innovation for their own services (Lagos & Kutsikos, 2011).

Government institutions mean any federal government office established as an autonomous entity by a proclamation or regulations and financed by government budget. And Federal Attorney General is a law enforcement public prosecution institution which is established to protect public and government interest. Federal Attorney General works as principal advisor and representative of the federal government regarding law. It is an institution which enforces rule of law and ensures that laws are properly organized and government works are conducted in accordance with law (Federal Civil Servants Proclamation No 1064 and Federal Attorney General Establishment Proclamation No 943).

Social media has provided organizations with opportunities for management of customer relationships, innovation, improved operations within the organization, and leadership. It has not only revolutionized internal communications, collaboration and decision-making in organizations (Naik, 2015). Furthermore, these technologies help to increase transparency and trust, participation and engagement in public issues, and enhance internal and external organizational image.

Federal Attorney General enables to get new and updated proclamations, regulations, court decisions, explanatory notes and other information easily through application of social media. It also allows receiving, writing or commenting information among different internal and external users. Users can get information and service without any physical presence within a relatively short, easy and accessible means. Getting feedback is another advantage of social media use which the main stream media may not provide. Thus, using social media are preferable in terms of cost, time and accessibility.

Government institutions benefit considerably from the use of social media platforms and engagement channels to perform organizational goals effectively. For instance, during spread of Covid-19, Ethiopian Public Health Institute regarding to social health crises communication, through main stream and social media enables to provide current, regular and up-date public health information to general public to protect public and state interest and perform its organizational goals effectively. The public also can get benefit from the recent information easily through social and electronics media. Besides, it enables users to comment and share information to others without time and space limitations.

Social media technologies have been adopted by U.S. federal government agencies and departments especially in the executive branch at a rapid pace (Mergel, 2012). The use of social media application has been widely accepted in the U.S. government. However, there is a lack of empirical evidence on social media use and challenges in the Ethiopian public sector organizations. This is the motivation for the main research question of this paper.

Therefore, this study aims to examine social media use and challenges in public sector organization in the case of Federal Attorney General to encourage public sectors to use social media as one means of communication to perform their organizational goals effectively.

## **1.2 Statement of the Problem**

As findings from various studies show, technology plays an important role in society today. The introduction of computers has led to rise of the information age. Technology changes the way individuals communicate, learn and think. New technologies and the expanded use of social media have already changed the way people communicate with each other. Likewise, new technologies and social media change the communication between government and citizens. Social media enables users to comment, share and review organizational or other individual messages without time and space limitations.

On the contrary, there are also possibilities for false information get the chance to be communicated and shared as true information since social media are open for all. So, organizations need to make effective use of social media strategy to build trust, goodwill and reputations to minimize risks. Gartner (2012) released a Pace-layered application strategy, and discussed how models can help organizations accelerate and develop modern strategy for social.

In recent years, there are some research works conducted on social media and related issues in Ethiopia. Adamu (2020) studied about the role of social media in Ethiopia's recent political transition. The findings of his study show that social media have been emerged as an indispensable tool that the society, specially the youth is talking about the political issues. It also shows the negative impacts of social media, for instance, false allegations, incorrect information, hate speeches, misrepresentations, inciting ethnic violence, and many others which specifically characterize specific group. In addition, Ashenafi (2016) studied about assessment of social media on marketing strategy on the perspective of Ethiopian Facebook users. His study finds that

most Ethiopian social media users agree social media have an impact (positive or negative) in building a relationship with customers.

Furthermore, Leoulseged (2018) conducted his master's thesis on practices and challenges of using social media as sources of News in Ethiopia main stream media. His findings reveal that most of the respondents had a positive attitude towards the uses of social media as sources of news in the main stream media. Mulisa and Getahun (2018) also examined perceived benefits and risks of social media in Ethiopian secondary school students. In their findings they reveal that the leading perceived benefits of social media are recreational and relational purposes. Additionally, Tesfaye (2013) examined and found that how Facebook served as an alternative political forum in Ethiopia.

This shows researchers focus of social media in different fields. In order to properly frame and understand the social media phenomenon, it is important for organization scholars to draw on existing perspectives and learn from results and insights the coming. On the contrary, organization researchers have until recently dedicated little attention to how social media and organizations are interacts in order to perform their organizational goals.

On the other hand, government organizations in the U.S. federal government were encouraged to use innovative technologies, such as social media, social computing and collaboration platforms to support their mission (Mergel, 2012). As far as the researcher is concerned, there is no research work done on the use of social media and challenges in Ethiopian public sector organizations. Thus, this research aims to study the social media use and challenges in public sector organizations in the case of Federal Attorney General.

## **1.3 Objectives of the Study**

### **1.3.1 General Objective**

The main objective of this study is to examine social media use and challenges in public sector organizations in the case of the Federal Attorney General.

### **1.3.2 Specific Objectives**

The specific objectives of the study will be:

- to examine the level and extent of the social media use in Federal Attorney General in order to achieve its organizational goals;
- to identify the major challenges faced by the Federal Attorney General due to social media use;
- to identify the major social media platforms used by the Federal Attorney General.

#### **1.4 Research Questions**

In order to meet the objectives of the research, the study raises and tries to answer the following major questions.

- What is the level and extent of the social media use in Federal Attorney General in order to achieve its organizational goals?
- What are the major challenges faced by the Federal Attorney General due to use of social media?
- What are the major social media platforms used by the Federal Attorney General?

#### **1.5 Significance of the Study**

There are hardly any researches on social media use and challenges in public sector organizations in Ethiopia. Therefore, the significance of conducting this study is that would help as an input in general for public sector organizations and in particular for Federal Attorney General in relation with social media use and its challenges. First, it would help for public sector organizations to use social media as a means of communication to implement their organizational goals effectively. Second, it would help to reinforce their social media application and to improve its weak ones. Third, it would also help to fill the gaps for existing knowledge on the subject area. The study also helps individual researchers as a reference regarding in social media use and challenges in public sector organizations.

#### **1.6 Scope of the Study**

The scope of the study is limited only to examine social media use and challenges in Public sector organization in the case of Federal Attorney General. It will also identify the major social media plat forms used in order to achieve their organizational goals.

Although there are a number of public sector organizations in the country, the researcher will be focused only in Federaal Attorney General. The target populations of the research will be comprised Head office and Lideta Criminal and Civil Justice Administration Sector where the main activities of the organization are largely performed in. Out of a total of 423 eligible employees, only 83 conveniently selected public prosecutors and public service employees working in the main head office and Lideta Criminal and Civil Justice Administration Sector at different levels made to fill questionnaire. And in depth-interviews was held with 8 head managements and professional employees of selected from Press Secretariat Office and Information Technology Directorate.

### **1.7 Limitations of the Study**

One of the limitations of the study is scarcity of research works regarding to the topic since this media technologies and their usage are in change. Furthermore, in relation with the newness of the issue and lack of research topics that have been conducted so far it is also difficult to find a theory that possibly substantiates the issue raised in this research. The low understanding of the concept of social media rather than taking as an additional means of organizational communication might have put its own limitation on data collection. Obviously, time scheduled for the research, convincing respondents to fill the questionnaire and interview will be taken as another limitation of the research

### **1.8 Organization of the Study**

This study will have five chapters; the first chapter will have the introduction of the study that contains the problem statement, objectives, research questions that will be answered at the end of the research, the significance, scope and limitations of the study. The second chapter deals with the review of related literature and the theoretical frame work that informs the study. Chapter three will include the methodology of the study. The findings, presentations and discussion of the research will be presented in chapter four of the study. The summary, conclusions and recommendations of the study are the final part of the research.

### **1.9 Operational Definition of key Terms**

The following key terms are operationally defined as they are used in this study.

**Bloggng:** kind of online interactive journal

**Challenge:** is something that by its nature or character serves as a call to make a special effort, a demand to explain, justify, or difficulty in an undertaking that is stimulating to one engaged in it. (IGI Global Publisher of Timely Knowledge)

**LinkedIn:** a social network usually used by professionals.

**Federal Attorney General:** is a law enforcement public prosecution institution which is established to protect public and government interest. Federal Attorney General Establishment Proclamation No.943/2016

**Micro blogging:** an interactive journal with limited character

**Platform:** a site used to post multimedia files

**Post:** Any multimedia such as text, image or video which is uploaded to Facebook page.

**Public sector:** the part of an economy that is controlled by the state (Concise Oxford Dictionary-Tenth Edition)

**Share:** a button used to spread posts to friends

**Social media:** set of internet based interactive tools that allow people to share ideas (Safko, 2012)

**Twitter:** a micro blogging social media site, which allows users to send 160 characters

**Web:** an interactive internet based platform (Safco, L.(2011) and Mayfield, A. (2010)

# CHAPTER TWO

## LITERATURE REVIEW

### 2.1 Literature Review

This chapter presents the theoretical, empirical literature and conceptual framework concerning the study. It covers briefly the historical, theoretical, and background of the topic.

#### 2.1.1 Media and Society

Media studies pioneer Marshall McLuhan emphasized, long before what we call “new media” existed, that studying media and technology can help us understand our society. He did not believe that researcher could study media without studying society, as the two are bound together (Siapera, 2012). Media play a key role in today’s public communication and it has become a part of everyone’s life. It helps the society to get information, form opinions and make decision regarding various topics.

The literature suggests that, mass media is the means used to communicate large segments of the population. Mass media serves as the source of exchanging information for the general public. Mass communication is practiced on various mediums. The most common platforms are radio, television, newspapers, magazines, books, films, billboards, social networking and the internet. Information can be transmitted quickly to large population through mass communication. Society relies on mass communication for news and information about our daily lives.

Theory of the media is one of the modern theories that have emerged about the role of the media and the nature of the impact on various societies. Media effect researchers agree that media “can affect audiences, sometimes in directly observable ways, but most often indirectly, and sometimes in hidden, concealed ways” (Reinhard and Dervin, 2009). Media effects include theories that explain how the mass media influence the attitudes and perceptions of audience members. Media effects can be immediate as well as long-term changes. It includes positive as well as negative effects and the effects on individuals as well as larger aggregates, such as the public, institutions, and the media themselves. Media effects represent one of the core ideas of communication research (Neuman & Guggenheim, 2011).

As findings from various studies show, technological inventions can influence a major impact on societies. The content of the media cannot be viewed independently of the technology of the media. Currently, social media is changing the way we communicate and the way we are perceived both positively and negatively. Social media allows users to create and share information, ideas, messages and content at speeds that were not previously possible. Along with the positive effects, some fake news makes a special impact over the society to make crimes and make people react fast to the issues without thinking over.

### **2.1.2 The Definition and Concepts of Social Media**

Social media has been analyzed and investigated from a variety of disciplines and perspectives, thus generating different definitions of social media. Here is a list of the most important ones according to different disciplines.

Kaplan and Heinlein's define social media as "a group of internet-based applications that build on the ideological and technological foundations of web 2.0, and that allow the creation and exchange of user generated content," (2010 p.61). Web 2.0 enables the transition from the web in which one reads or reads/write user generated contents. It allows the use of applications accessed by users who utilize a computer connected to the internet. Social media enable individuals to engage in one-to-one, one-to-many, and many-to-many interaction.

According to Mayfield (2008: 05), "social media is best understood as a group of new kinds of online media, which share most or all of the following characteristics: participation, openness, conversation, community, and connectedness." For the purpose of this study, social media is defined as a form of electronic online or web-based tools, platforms, services, applications and websites that allow individual or organizational users to create, engage, search, rate, and share digitalized contents in a two way communication. Forms of commonly used social media include Facebook, Twitter, YouTube, Google+, Blogs and LinkedIn.

Many researchers believe that social media can help to improve an individual's sense of connectedness with real or online communities and can be an effective communication (or marketing) tool for corporations, entrepreneurs, non-profit organizations, advocacy groups, political parties, and governments. Social media allow anyone write, post and communicate with anyone on social media text, photos, audio and video messages. However, fake news gets the

chance to be communicated and shared as true information since the social media are open for all.

### **2.1.3 Social Media versus Traditional Media**

Previous studies show that the appearance of new means of information sharing has significantly changed the communication landscape. The way people get news and information online has changed since social media was born. Governments, public and private organizations across the globe employ social media networks such as Facebook, twitter and Instagram in a bid to engage with clients and citizens in an efficient and cost-effective manner.

The new media is more influential in comparison to old media due to new media's speedily in providing the information and ease in accessibility (Zain, 2014). Social media enables users to get, create and share information and also provides a lot of freedom over creation of information and information sharing. Social media involves targeted two-way communication which means both parties involved in transformation of information and the message can be addressed to targeted audience while traditional media is designed for mass consumption.

Social media platforms such as Facebook and Twitter allow the public reaching in real-time, often faster than any traditional news outlet has time to publish a story. Social media allows news and information to be accessed in real time just in seconds. The users consume news and information on different platforms and immediately as it occurs. In addition, Facebook and Instagram are enabling to deliver content based on a sequence of specified recurrent actions that match with related consumers' interests.

In recent years, social media such as Facebook, YouTube, Twitter, Instagram and others increasingly replace more traditional media channels which include contemporary modes of communication such as television, radio, newspaper, magazines and others. Social media due to the ease of communication it enables billions of people convince to spend significant time, especially during the pandemic COVID-19. In the era of digital media, it can be widely reach to audience and carryout engagement relatively at low price.

It is recognized that traditional media presents information through one-way communication to as many people possible. The sender is the only source of the information who decides what to publish while the receiver always receives the information. Traditional media targeted at mass

consumers with professional, pre-produced or scheduled content. On the contrary, social media reaches a maximum audience within a real time, two-way conversation. Social media follows user-generated content through unstructured communication with bottom-up strategy.

Digital and social media marketing allows companies to achieve their marketing objectives at relatively low cost (Ajina, 2019). Organizations can get benefit from making social media marketing an integral part of their overall business strategy. Social media helps companies to connect with customers, create and improve customer's awareness of their brands, to influence their attitudes, help to improve products and services based on customers feedback and increase sales (Algharabat, R., Rana, N.P., Dwivedi, Y.K., Alalwan, A.A., & Qasem, Z, 2018). Thus, social media is more effective than traditional media in terms of cost, coverage and flexibility.

#### **2.1.4 Convergence and its Effect on Practices of Media**

Convergence is “the practice of sharing and cross-promoting content from a variety of media, some interactive, through newsroom collaboration and partnerships” (p.15) (Brooks, B., Kennedy, G., Moen, D.R., & Ranly, D. (2004). In addition, Hartley, Burgess, and Bruns, 2013, explained convergence in the context of media and communication as it is the tendency of separate media technologies, cultural forms, and/or social practices to come together to perform similar functions and make new hybrid media systems. It refers to the merging of previously distinct media technologies and platforms through digitization and computer networking.

Thus, media convergence refers to the integration of different types of mass media such as traditional, print, broadcast, new media and the internet with portable and highly interactive technologies through digital media platforms. New digital media are the outcome of convergence, and they are central drivers of digital creative economy (Latzer, M. 2013). The appearance of the internet can be taken as an example of convergence, where several previously separated networks have been joined together. Internet has allowed individuals to participate in media not only as consumers but also as producers. An important shift associated with convergence and social media is the rise of user-created content, with users changing from audience to participants.

As findings from various studies show, the social aspect of media convergence did not flourish until the 2000s. The rise of Web 2.0 sites enables consumers to be user-focused, decentralized,

and able to change over time as users modified through ongoing participation. The concept of convergence within the media industry often used to denote the ongoing reformation of media companies, their distribution and consumption. Since different content is being accessed through the same devices, accordingly media organizations have developed cross-media content and billions of people are now able to access media content with World Wide Web, smart phones, computers, smart televisions, and other digital devices. Social media can be taken as a new driver of the convergent media sector.

According to Blackman (1998), when technological and legal barriers disappeared, traditional news media seized on the new medium of the internet. Hence, there has emerged the coming together of all forms of mediated communications in an electronic, digital form driven by computers. Furthermore, news organizations instead of simply providing information in print or audiovisual content rather they begin to provide in forms of text, video, and podcasts. Besides, the system enables providing links to other relevant resources, and provides opportunities for users to comment on the story.

Many researchers believe that such technological transformations have also been met by media industry convergence and consolidation, as well as by the rise of giant digital media players. Consolidation is formed by communications companies integrate their ownership of different media properties in to the hands of fewer and fewer corporations. Therefore, convergence can be taken as a key driver of economic, technological, and cultural change in media environment.

#### **2.1.5 Use of Social Media**

Social media can be used in every industry from automobiles to airlines, from manufacturing to service, from marketing to finance, and from public sector to private. The potential use of social media is almost endless. It is up to the organization to determine how they want to benefit from this phenomenon (Naik, 2015). Social media provides millions of people to connect each other and gather information.

Today, practically all European governments use the internet and the worldwide web as a means of communication and dissemination of information. Globalization shortens the distance between people all over the world by the electronic communication (Carely 1992 in Flew 2002). Globalization allows the world to be connected no matter the distance from the user to user.

Globalization has a great influence on the media. The most visible effect of globalization is wide spread communication. The internet has done a revolution to the impact of globalization in the media.

For private persons, taking part in social media has become an essential part of daily life and a way of interacting and socializing with others. Facebook with its hundreds of millions of users world-wide is probably the best example, followed by Twitter, virtual worlds, blogs, content sharing etc (Riitta, 2011). Social interaction, information seeking, pass time, entertainment, relaxation, expression of opinion, information sharing and understanding knowledge about others are some of the uses of social media.

For government offices and other public sector organizations, social media are a recent innovation. They are increasingly relevant for organizations. Social media help to strengthen relationships among individuals, shape opinions, facilitate collective social and political actions. However, there is no comprehensive management and organization theory on the impact of social media on organizations (Bria, 2013). Social media allows organizations to provide the right content at the right time to the right people.

Social media has become a mainstream global phenomenon and it is changing the way in which people interactive and communicates (Valentini, 2018). Recently, social media is becoming a dominant form of communication among citizens, private and public sectors though public sectors are relatively a newcomer compared with the private. The usage of social media has clearly increased in all age groups and continues to do so (Tess, 2013). Social media allows users to directly connect with one another through groups, networks, and location.

Internet Usage and population Statistics for Africa in Dec, 2019 revealed 17.8 percent of the Ethiopian Population used internet, per ITU (International Telecommunication Union) and 5.2 percent Facebook users' penetration rate. Feyisa (2018) also revealed that Ethiopian secondary school students likely spend more time on social media per day than on academic activities. This shows utilization of social media is escalating from time to time.

According to the Pew Research Internet Project (2019), the researchers found that Facebook remains one of the most widely used social media sites (69%) among online adults in the U.S. Further, in June 2020 survey 72% of U.S. adults reported social media companies have too much

power and influence in the present day politics. It is also about two thirds of Americans (64%) say social media have a mostly negative effect on the way things are going in the U.S. This shows utilization of social media is escalating from time to time and it has numerous users, much power and influence and it may have also negative effects.

Social media users tend to be younger. Nearly 90 percent of people between the ages of 18 and 29 used at least one form of social media. Further, these users tend to be better educated and relatively wealthy. Some of the figures for the most popular social media websites as of January 2019 are: Facebook (2.27 billion users), YouTube (1.9B), WhatsApp (1.5B), Facebook Messenger (1.3B), WeChat (1.08B), Instagram (1B) and others. (Pew Research Center)

For individuals, social media is used to keep in touch with friends and family. Some people will use to find people across the globe with like interests, and share thought and feelings. Besides, Social media's role in helping business is significant. Companies use the platform to find and engage with customers, drive sales through advertizing and promotion, and offering customer service.

Research about social media has grown from time to time. However, empirical evidence on social media usage in public sector organization is scarce when it is compared to those related to social media usage by citizens and business. Surveys made by the United Nations revealed that 61 % of the UN member states were using social media for e-consultations (UN, 2014).

In 2011, social media usage in US local government study conducted by Reddick and Norris (2013) revealed that two thirds of US local governments adopted at least one social medium tool, with Facebook and Twitter being the prevailingly used tools. The majority of local governments investigated were using social media for one-way interaction.

Social media is an effective means for government to improve citizens' trust in government by enhancing their perception of government transparency (Song and Lee, 2016). Government often employs social media to communicate and interact with citizen, organizations and other government agencies. Public awareness building and crises handling are some of the other benefits that government can achieve. Public sector organizations need to develop new approaches in organizational communication, while social media can become significant tools of organizing communication.

### **2.1.6 Challenges of Using Social Media**

As many scholars note, the rise of social media brought both positive and negative global impact. Social media enabled us to connect with others anytime and anywhere. Thus, such changes of communication also led to less genuine human interactions and face-to-face conversations. The values of social face-to-face interactions gradually decline while the use of social media increases continually. Social media which is a technological innovation has brought people closer as well as unintentionally isolated.

The influence of social media is popping up in every discipline. Researchers point out to the platform negative features such as likening and its overuse in relation with an addiction. Some contest it contributes to in attentiveness, stress, and jealousy. The National Center for Biotechnology information links heavy social media use to depression. Also, many times, social media may be a conduct for misleading information and falsehoods.

Likewise, along with many positive impacts utilization of social media introduces a number of challenges to the public sector organizations. Some of these challenges are related with general accessibility and usability problems, trust and credibility, and roles of public employees as users of social media and case handling procedures and public procurement (Ritta, 2011). Security, privacy, understandability and information overload are additional challenges. Impacts of social media may go to marketing, business, advertizing and public communication as well.

Besides, how can commercial services, such as Facebook or Twitter appear on public websites, and practically by-pass all rules and regulations connect to public procurement is another challenge. The negative consequences of the technological development are the results of poor use by the people, not of the very nature of technology (Hauer, 2017). The society can be influenced by the new technological developments. The most negative effects are caused by the improper use of the technology may not be by the nature of the technology itself.

The use of social media offers a promise for government to enhance the capability of quick communication with citizens to increase engagement but as with all technology, it offers challenges for actual use of social network in its implementation in the public sector. Social media challenges managers to ensure that the public can appropriately determine if the information is truly transparent and freely available. Social meeting is not an easy way for

public officials. Public managers must contemplate best practices and minimize the risks of abuse and embarrassment by improper use of resources in communication with the general public (Tafuya, 2016).

## **2.2 Theoretical Frame works**

### **2.2.1 Technological determinism theory and the new media**

The literature shows that several examples to explain why technology is considered to be determining the society. For instance, the invention of steam power led to the industrial society development. Likewise, the introduction of computers has led to rise of the information age. The introduction of news, print, television and the internet have all shown how technological advances have an impact on the society. Communication technology made remarkably change towards the way people send out messages and receive them. Thus, development of technology played a major role in improving and changing the ways to be used and communicate. There has been discussion regard of the influence in which technological innovations impose on the development of society's cultural values and norms.

Researchers believe that important technological inventions have a major impact on societies. The basic shift in technology communication makes major transformations in the expansion of computers, networks and the internet. It has radically changed many aspects of not only human communication, but also the entire society's life. The growing popularity of new media has changed the nature and the way our society and the individuals communicate such as marketing, paying taxes, education, recruiting staff, and others.

According to Leondardi (2009), technological determinism is the philosophical perspective that assumes technology causes inevitable change in society. Hauer, (2017) added that technological determinism is the belief that technology is the principal initiator of the society's transformation. Technology is viewed as driving force of culture in a society and it determines its course of history.

Scholars have observed that technological determinist assumptions appear common in the popular mindset and can affect media discourse (Webster, 2013). Due to the new media technology innovations social media have great influence on how information is obtained and exchanged due to the result of technologic progress. Internet and the nature of new media are

fundamentally changing the structure of the society. Modern media are not only an addition to existing media, they are also new technologies and therefore do have a deterministic factor as well.

As Friedman (2009) examined American media coverage of the 2009 Iranian presidential election, reveals that American media rhetoric about Twitter was influenced by technological determinist assumption that technology causes inevitable social change. Modern media have powerful influence and effects on all aspects of modern lives. Technologies in modern media are also greatly changed the way in which business, governments and private individuals communicate with one another. Therefore, technology itself does have a dominant force over the formation and developments of human activities.

Karl Marx believed that technological progress lead to newer ways of production in a society and this ultimately influenced the cultural, political and economic aspects of society, thereby inevitably changing society itself. For Marx, technology exemplifies the interaction between human beings and nature (Amy, 2003). Further, the rise of social media gives power to the uninformed mass, pledge them an option to voice their concern and to expressing themselves freely than which traditional media could not allow them to do. Globally this has happened with the advent of new media (Williams, 2003).

On theoretical account of technological determinism confirm that technology is partially autonomous, because even when we approach technology in deliberate and responsible ways, technology can cause inadvertent consequences that we did not anticipate, and may not be able to control (Webster, 2013). Furthermore, researchers inform that along with the instructional merits afforded by technology there can be unintended consequences such as ease of cheating, and distractions from learning such games, inappropriate content, and off task web surfing (Nworie & Haughton, 2008).

Friedman, (2009) suggests that the media discourse of technological determinism minimized the role of the human agents in the complex social struggle, while exaggerating the effects of social media. Strobel and Tillberg-Webb, (2009) stated that if technology is assumed to be driving change and this influence the decision making process, it leaves less room for the agency of the human factors involved, who perceive the world as run by the technology.

The literature suggests that a critique of technological determinism is that technology never forces itself on members of the society. Man creates technology and chooses to use them. There is no imposition on the part of the technology to be used rather technology requires people to participate or involve themselves. Thus, the choice of using technology and experiencing its effects will be the interest of a human being.

Many researchers believe that though technological advancement leads to changes in economic, political and cultural aspects of society, it is unable to function and bring about any effects without participation of human. Technological innovations are neither good or bad nor neutral by themselves. Hence, technology might not necessarily be regarded as independent variable which determines changes in society as itself alone; it is the combination with human activities which give them the power to do so.

Scholars have emphasized that the discourse characterized by technological determinism, and the inevitability of technology, was a powerful element of the organizational narrative used in the corporations' public discourse (Leonardi & Jackson, 2004). According to the supporters of technological determinism, any social changes are controlled by the technology, technological development, communications technology and media. The modern information society arises as a result of the development of innovations, new technologies and their social and political implication. Many researchers believe that successful organizations, by aligning decision making and organizational strategies with technological trends, will stand ready in advance for the future (Battistella & De Toni, 2011).

### **2.2.2 Uses and Gratification Theory**

Uses and gratifications was first introduced in the 1940s as scholars began to study why people choose to consume various forms of media. Then in 1970s, researchers turned their attention to the outcomes of media use and social and psychological needs that media gratified. Uses and gratifications theory was introduced by Blumler and Katz in 1974 in the Article "the Uses of Mass Communication: Current Perspectives on Gratifications Research" and focuses its attention on media users' roles. The theory argues what people do with media rather than what media does to people.

Uses and gratifications theory explains how people use media to fulfill their needs. Uses and gratification theory is about the use of media by humans and study the ways the people consumes media. It explains how people use the media for their own need and get satisfied when their needs are fulfilled. In other words, it can be said that the theory argues what people do with media rather than what media does to people. It is centered upon users and audience approach. The theory relies on two principles: media users are active in their selection of the media they consume, and they are aware of their reasons for selecting different media options (A. Rubin, 2009).

Gratification of needs is the most important role of media for humans. People get knowledge, interaction, relaxation, awareness, escape and entertainment through media. Uses and gratification theory focuses on free will of audience and is deterministic as media can be used in different ways and for different purposes. The theory assumes that there is nothing as an absolute truth. The audience is said to have full control over the effect of media on them as the effect can be chosen by the audience themselves. The theory is closely related to human psychology of needs, motives and influence.

According to Shraddha Bajracharya, (2018), there are several needs and gratification for people: cognitive needs (media use for acquiring knowledge, information, facts, etc.), affective needs (media use for emotional needs or pleasure), personal integrative needs (self-esteem need), social integrative needs (to socialize with family, friends, and relations in society on the internet such as Facebook, Twitter, etc. to satisfy their needs), or tension free needs (to escape from the real world and to relieve from tension and stress. However, the needs are specific in nature to the individual and how the media satisfies the need is subjective. People may use it the same media for different needs. Some people might watch news for information, some for entertainment, and some for self-reassurance. There are various needs which get fulfilled by the media.

Uses and gratification theory characterizes people as active and motivated in selecting the media they choose to consume. Many people use the internet to seek out entertainment, to find information, to communicate with like-minded individuals, or to pursue self expression. Each of these uses gratifies a particular need, and the needs determine the way in which media is used.

Similarly, internet and mobile phones have become a source of media that tries to fulfill not only the mass communication needs, but also interpersonal needs like interaction and emotional involvement. It has come to be useful for many and serve many purposes.

Shraddha Bajracharya, also suggests that a critique about uses and gratification theory that it does not bring into consideration the power of media. The theory does not believe the power of media and how media can influence human needs and gratification unconsciously. It mainly focuses on people's selectivity on media content rather than its unintended effects in their minds. Some critics claim that while audience may not always be passive, they may not always be active either, something the theory does not account for. In addition, they raise that uses and gratification theory is too broad to be considered as a theory, should only be considered an approach to media research.

# CHAPTER THREE

## RESEARCH METHODOLOGY

### 3.1 Research Design

The purpose of this research paper was to examine the social media use and challenges in public sector organizations. It illustrates the opinions and behavior of social media users' in Federal Attorney General. In order to minimize the risk and achieve a higher response rate, the researcher gave proper orientation to the respondents and design the questions carefully both in Amharic and English language. This had helped to get current state and levels of utilization and challenges of social media.

The research design of the study approached both quantitative and qualitative methods to answer the basic research questions. Thus, a mixed approach is used which is a combination of qualitative and quantitative method. The reason for combining both quantitative and qualitative data is to better understand the research problem by combining both numeric values from quantitative research and the detail of qualitative research and to neutralize limitations of applying a single approach. According to Creswell (2009), the mixed research approach uses separate quantitative and qualitative methods as a means to offset the weaknesses inherent within one method with strengths of the other method.

#### 3.1.1 Quantitative Research Design

As a result of this, questionnaire, the main instrument to collect data in survey research, was used by the researcher to collect the attitude, behavior, experience and motives of respondents in the Federal Attorney General. It was conducted among conveniently identified employees of public prosecutors and public service employees. The questionnaire with mostly close ended questions was designed and distributed in person to 83 respondents in May 2021.

#### 3.1.2 Qualitative Research Design

On the other hand, qualitative research is an interpretive research in which the researcher has a direct contact with the participants. Qualitative research approach tries to understand the meaning and views of individual or groups assign to human or social problems, whereas

quantitative research is an approach for testing theories by examining the relationship among variables (Creswell, 2014). In this type of research the researcher is the key instrument. The qualitative method includes observation, interview, focus groups discussion, ethnographic study and others.

For this research, 8 purposely selected heads of management and professional key informants from the Federal Attorney General Information Technology and Press Secretariat Office was employed to give qualitative depth to the study. Data obtained from interview was recorded and used during data presentation and interpretations. The secondary data were collected from books, journal articles, study reports, and online documents for the development of the research.

### **3.2 Population and Sampling Techniques**

In this study, the sampling frame is heads of the management and employees of Federal Attorney General in the main head office and Lideta Criminal and Civil Justice Administration Sector. The total population is 423. The researcher prepared questionnaires and disseminated to conveniently select 83 respondents. On the other hand, purposive sampling was used to select interviewees from the press Secretariat Office and Information Technology directorate heads of management and professionals. An in-depth interview was conducted with 8 interviewees in August and September 2021. Consideration was also given for departments and professionals directly related with the research topics. This had helped the study to fill the gaps with regard to the experience and direct relationship.

### **3.3 Data collection Tools**

Data collection tools are important to answer the questions raised in the study. Hence, data was collected by using research instruments. Therefore, in this study, research instruments were survey questionnaire and in-depth interview. Independently, these instruments of the research were discussed in detail.

#### **3.3.1 The Questionnaire**

In order to collect first hand data, the researcher used questionnaire. It is the most commonly used research instrument in quantitative research. A questionnaire is a research instrument which allowed the researcher to collect the most complete and accurate data in a logical flow in order to reach reliable conclusion. Questionnaires provide a relatively economic, quick and efficient way

of obtaining large amounts of information from a large sample of people. Often a questionnaire uses both open and closed questions to collect data (Creswell, 2014).

In this research, the researcher has used descriptive questionnaire which are both close and open-ended questions. The survey questionnaire was distributed in Amharic. Accordingly, the study relied on primary data from the respondents working in Federal Attorney General.

### **3.3.2 In-depth Interview**

In-depth interview is the most commonly used data collection tools in qualitative research method. It is a type of interview which researchers use to obtain information in order to achieve a holistic understanding of the interviewee's point of view. It can be used to explore interesting areas for further investigation. In-depth interview or intensive interviews are useful when you want detailed information about a person's thoughts and behaviors or want to explore new issues in depth.

This type of interview involves asking informants open-ended questions, and probing where ever necessary to obtain data deemed useful by the researcher. And it allows the researcher to gather first hand qualitative data from the sources. Considering smaller samples, providing detail background information and taking long time are the unique characteristic of in-depth interview (Wimmer and Dominick, 2011). Thus the researcher held in-depth interviews with 8 head of management and professionals from Press Secretariat Office and Information Technology Directorates.

Generally, in this study, the questionnaire was the base to answering the research question, whereas interview is complimentary. Therefore, the study is at methodological pluralism. The combination of the two methods, the researcher believes, would minimize bias and strengthen the findings of the study.

### **3.3.3. Pretest of the instrument**

#### ***3.3.2.1 Pretest***

After the Amharic version of the questionnaire was finalized a pilot test was conducted by administrating the questionnaire for 10 employees of FAG to make sure that all the questions in

the Amharic version of the data collection instrument were properly understood. Then with some minor revisions the final version of the Amharic data collection tool were done.

### ***3.3.2.2 Validity***

Validity of a survey questionnaire refers to the degree of the survey questionnaire what is actually designed or intended to measure. Validity explains how well the collected data covers the actual area of research questions. It enables to strength the data generated from the data collection.

As human behaviors are complex, it is better to use a serious of related questions covering different aspects. To ensure the survey questionnaire and in-depth interview validity the researcher translated and distributed their sample. Then lecturers and experts opinion was used. Finally, the research advisor of this study reviewed the validity of items in the questionnaire and in-depth interview.

## **3.4 Methods of Data Presentation and analysis**

As it is mentioned earlier, the study employed both research methods. Questionnaires as a quantitative method and in-depth interviews as a qualitative method employed. Since the methods of data collection are different, the data obtained within these methods had been analyzed accordingly. The interviews were transcribed and quoted with great care. So the analysis and presentation would be both in a form of numerical and interpretation.

The data collected through questionnaire will be analyzed by using descriptive statistics. Descriptive statistics is a way to condense and organize data in a meaningful way in such a way it would be easier for interpretation (Wimmer and Dominick, 2011). As a result, percentage, numbers and statistics were used. The quantitative analysis helps to convert data into meaningful charts, graphs and statistics. Accordingly, the research questions were answered while analyzing and presenting the collected data with the help of words, charts, graphs and statistics.

### **3.5 Ethical Consideration**

The data collection nature of this study was highly dependent on self-reporting of the respondents their own social media use and challenges. Hence it was found to be important to build trust among the respondents to get the required information as honestly as possible. This was also done via ensuring confidentiality to protect the privacy of respondents.

The genuine purpose of the study was clearly provided for the research participants in written on the first page of the questionnaire and it was also briefed orally for the interviewees to build confidence and trust among the respondents.

## **CHAPTER FOUR**

### **DATA PRESENTATION, RESULTS AND DISCUSSION**

#### **4.1 Data from the questionnaire**

This chapter deals with the presentation, analysis and interpretation of the findings. These data's are collected in order to answer the basic research questions. In the first part, the demographic data of the respondents are presented and then analysis of collected data discussed. It also presented the level and extent of the social media use, major challenges faced and major social media platforms used in the Federal Attorney General. As the study involves both quantitative and qualitative, research methods, the data is presented a head of analysis and discussion. Descriptive statistics is used to present the quantitative data. The qualitative data, the in-depth or intensive interview, is presented after it is transcribed. Essential and anecdotes were cited from recorded interviews.

The quantitative method is a survey questionnaire. These questionnaires were distributed to conveniently select 83 employees of Federal Attorney General, 8 in-depth interviews were held with head managements and professionals from Press Secretariat Office and Information Technology Directorates. The questionnaire was designed in line with the objectives of the study. To enhance quality of data obtained, Likert type questions were included whereby respondents indicated the level of agreement to which the variables were practiced in a five point Likert scale and open ended questionnaire. Coded responses were entered into Statistical Package for the Social Sciences (SPSS) version 24, for data analysis. The data was presented by tabulation, and some figures.

From the total questionnaire distribute all 83 were fully responded and that brings the response rate of 100%.

##### **4.1.1 Demographic Variables of the Respondents**

Before presenting and analyzing the collected data, summary of the major demographic values of the respondents such as age, gender, marital and academic status, monthly income, job role and experience was discussed.

**Table 1** Demographic profile of the Respondents

No.	Variable	Classification	Frequency (N)	Percent (%)
1.	<b>Gender</b>	Female	25	30.1%
		Male	58	69.9%
2.	<b>Age</b>	21-30 years	32	38.6%
		31-40 years	41	49.4%
		41-50 years	6	7.2%
		Above 51 years	4	4.8%
3.	<b>Marital status</b>	Single	42	51.9%
		Married	39	48.1%
4.	<b>level of education</b>	Certificate	2	2.4%
		Diploma	6	7.2%
		BA/BSc Degree	40	48.2%
		MA/MSc Degree	35	42.2%
5.	<b>Monthly Income</b>	below 7000 Birr	17	21%
		7000-14000 Birr	13	16%
		above 14000 Birr	51	63%
6.	<b>Job Role</b>	Middle Manager	8	9.6%
		Public Prosecutor	48	57.8%
		Civil Servant	25	30.5%
		Others	1	1.2%
7.	<b>Job Experience</b>	Below 5 years	15	18.3%
		5-10 years	41	50.0%
		Above 10 years	26	31.7%

From the total questionnaire distribute all 83 were fully responded and that brings the response rate of 100%. Majority of the respondents 58(69.9%) were male. Regarding the age distribution, most respondents 41(49.4%) were in between 31-40 years, followed by 21-30 years 32(38.6%),

41-50 years (7.2%), and above 51 years (4.8%). Concerning the respondents' marital status, more than half of the respondents 42(51.9%) were unmarried and the rest were married.

Among the total respondents, the majority earned BA/BSc degree 48.2% and MA/MSc degree 42.2% with a total of 90.4%. Diploma holders would account 7.2%, whereas Certificate holders are 2.4%. Regarding monthly income, 63% of the respondents earn above 14,000 Birr and 16% earn between 7,000 and 14,000. The remaining 21% earn below 7,000.

Concerning job category, public prosecutors forming 57.8%, followed by civil service employees 30.5%. Middle managers account 8% and others 1.2%. The result of this study also showed nearly half 41(50%) of respondents had job experience of 5-10 years of experience and 26(31.7%) had experience of above 10 years [Table 1]

#### 4.1.2 Level and extent of social media usage among Respondents

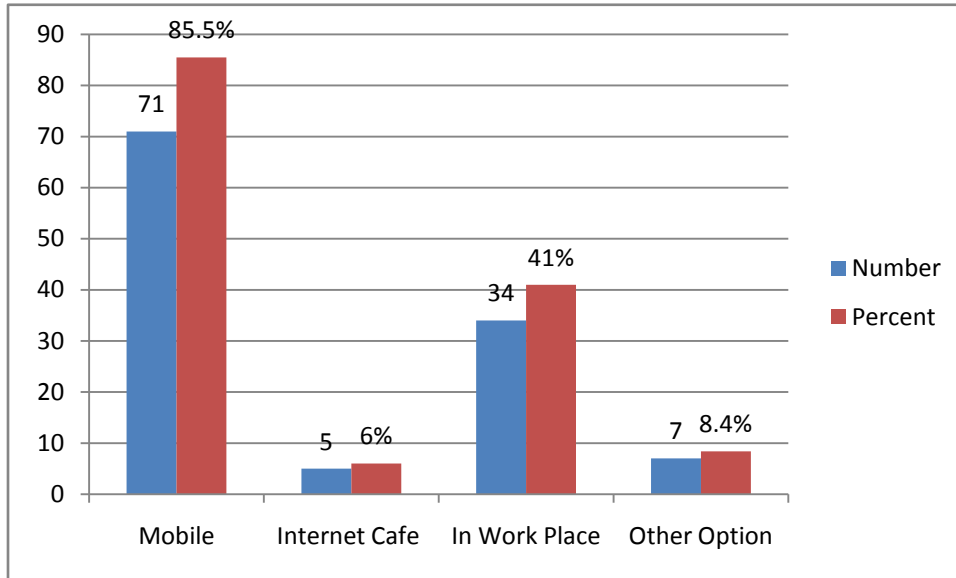
One of the specific objectives of the study is to examine the level and extent of the social media use in Federal Attorney General. This research's respondents 80(96.4%) responded "Yes" for the question raised to make sure that they used social media. The rest 3(3.6%) of them responded "No".

**Table 2** Respondents social media usage per a week

Question	Respondents social media usage per a week	Frequency	Percentage (%)
How long you use social media?	1 hour	11	13.3
	2 hours	9	10.8
	3 hours	10	12.0
	4 hours	4	4.8
	5 hours	8	9.6
	Above 5 hours	38	45.8
	Not using at all	3	3.6
<b>Total</b>		<b>83</b>	<b>100%</b>

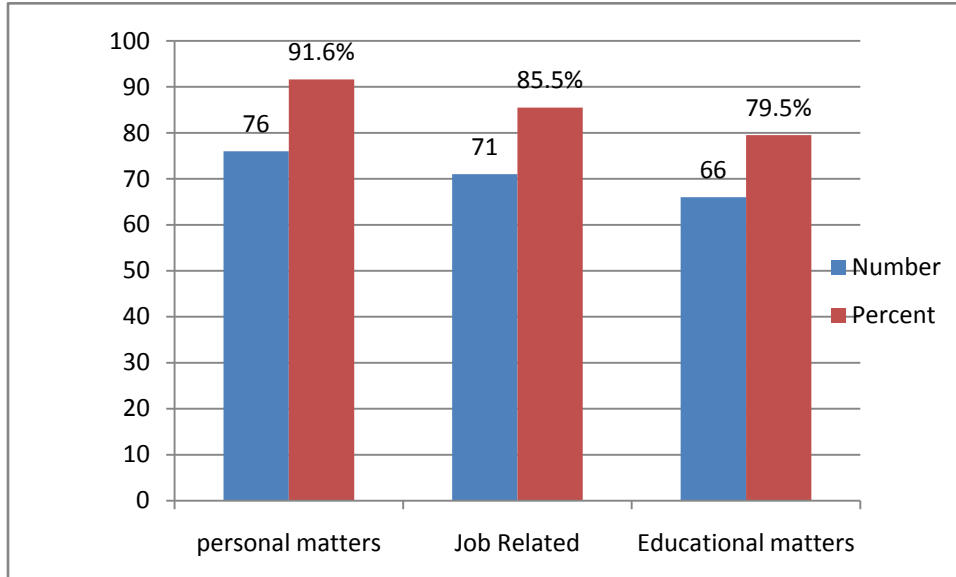
It is also asked respondents how much time do they spent on social media per week, and the result showed that, the majority of the respondents 38(45.8%) answered that they used social

media for more than 5 hours. 11(13.3%) of them responded that they used social media for 1 hour in a week. And 9(10.8%) and 10(12.0%) of the respondents answered that they used 2 and 3 hours per week respectively. This depicts that almost half of the respondents 46(55.4%) 5 hours and more than five hours a week.



**Figure 1** Information on where the study participants use social media, June, 2021 FAG Addis Ababa Ethiopia

Figure 1 show that 85.5% of the respondents mainly accessed to internet to browse social media in their mobile. This would be followed by 41% at work place they access internet. Respondents rarely use internet cafes were 6%.



**Figure 2** Purpose of using social media by respondents in June, 2021 FAG, Addis Ababa Ethiopia.

The purpose of social media usage among respondents was another issue. Respondents used social media for all purposes including personal, professional as well as educational matters. The result of this study showed that 91.6% of the respondents used social media for personal matters and 85.5% used for job related matters and the other 79.5% for educational matters. The respondents were also required to share their specific reasons why they used social media for their professional purpose via an open-ended question. They wrote that social media:

- Provide them new, fresh and updated information;
- Allow them to receive, post, write or comment information among friends, departments and branch offices;
- Permit space to get proclamations, regulations, court decisions, explanatory notes and download any data where necessary in order to get qualified and relatively quick result;
- Allow them to visit government, non governmental and private organizations main website and get access to information;
- Enable easy ways of sharing information with likeminded professional people.

**Table 3** Respondents' Social media use for jobs

<b>Question</b>	<b>Respondents' Social media use for jobs</b>	<b>Frequency</b>	<b>Percentage (%)</b>
Social media are useful sources for jobs	Strongly Disagree	5	6%
	Disagree	5	6%
	Neutral	15	18.1%
	Agree	29	34.9%
	Strongly Agree	29	34.9%
<b>Total</b>		<b>83</b>	<b>100%</b>

Among the total respondents as it is presented in Table 3, 58(69.8%) of them agreed that social media are useful for jobs. Further, 10(12%) of the respondents did not agree on the usefulness of social media for jobs and 15(18.1%) are neutral.

**Table 4** Respondents' Social media use for information and laws issued from the FAG

<b>No.</b>	<b>Respondents' Social media use for information and laws issued from the FAG</b>	<b>Frequency</b>	<b>Percentage</b>
1.	Always	7	8.4%
2.	Usually	30	36.1%
3.	Sometimes	24	28.9%
4.	Rarely	19	22.9%
5.	Never	3	3.6%
<b>Total</b>		<b>83</b>	<b>100%</b>

Table 4 shows that 61(73.4%) of respondents' agreed social media are used at sometimes, usually and always for information and laws issued from the FAG. The remaining 19(22.9) are used rarely and 3(3.6%) never.

**Table 5** Respondents' beliefs to do jobs without social media

<b>Question</b>	<b>Respondents' beliefs to do jobs without social media</b>	<b>Frequency</b>	<b>Percentage (%)</b>
It is difficult to do jobs without social media	Strongly Disagree	5	6%
	Disagree	5	6%
	Neutral	15	18.1%
	Agree	29	34.9%
	Strongly Agree	29	34.9%
<b>Total</b>		<b>83</b>	<b>100%</b>

Regarding respondents' beliefs to do jobs without social media, more than half of the respondents 58(69.8%) are agreed about difficulties to do jobs without social media. And 10(12.0%) of the respondents did not agree on the concept and 15(18.1%) are neutral.

**Table 6** Reason of using social media for information and laws issued by FAG

<b>No.</b>	<b>Reason of using social media for information and laws issued by FAG</b>	<b>Frequency</b>	<b>Percentage</b>
1.	The information obtained on social media is timely and new	32	29.0%
2.	The information are true, accurate and verified	24	21.8%
3.	The information are related and useful with what I do	50	45.5%
4.	Any other reason	4	3.6%
<b>Total</b>		<b>110</b>	<b>100%</b>

Table 6 shows that respondents reason of using social media for information and laws issued by FAG. 45% of respondents reasons are the information are related and useful with what they did.

Respondents reasons related on social media in relation with its timeliness and newness are 29.0% and the remaining 21.8% are related with accuracy and verification.

#### 4.1.3. Challenges faced for social media use

**Table 7** Respondents trust in social media

<b>No.</b>	<b>Respondents trust in social media</b>	<b>Frequency</b>	<b>Percentage</b>
1.	Social media owned by individuals	8	9.6%
2.	Social media owned by institutions, organizations or government	67	80.7%
3.	Any other	8	9.6%
<b>Total</b>		<b>83</b>	<b>100%</b>

Trust is one among the challenges of social media use. Trust is a basic asset for any media. This is because it has a direct link with preference of consumer. The result of this study showed that 67(80.7%) of the respondents had more trust on the social media owned by institutions, organizations or government rather than the social media owned by individuals. Only 8(9.6%) of the respondents believed that they had more trust on social media owned by individuals.

The other question forwarded to the respondents was that it required them to share their reasons why they trusted the social media owned by institutions, organizations or government. They responded that social media owned by institutions, organizations or government have legal personality and are relatively accountable, transparent, could be able to verified and they have better trust. On the contrary, social media owned by individuals have fake account and fake news with less or no responsibility.

**Table 8** Respondents' beliefs about information obtained from social media passed through a series of verification

<b>Question</b>	<b>Respondents' beliefs about information obtained from social media passed through a series of verification</b>	<b>Frequency</b>	<b>Percentage (%)</b>
Information obtained from social media has to be passed through a series of verification before it has been disseminated	Strongly Disagree	2	2.4%
	Disagree	4	4.8%
	Neutral	3	3.6%
	Agree	15	18.1%
	Strongly Agree	59	71.0%
<b>Total</b>		<b>83</b>	<b>100%</b>

Among the total respondents as it is presented in Table 8, 74(89.1%) of them agreed that social media has to be passed through a series of verification before it has been disseminated. And 6(7.2%) of the respondents did not agree on the series of verification and 3(3.6%) were neutral.

**Table 9** Respondents' beliefs about information posted on government and organizational social media sites

<b>Question</b>	<b>Respondents' beliefs about information posted on government and organizational social media sites</b>	<b>Frequency</b>	<b>Percentage (%)</b>
Information posted on government and organizational social media sites are accurate	Strongly Disagree	3	3.6%
	Disagree	6	7.2%
	Neutral	29	34.9%
	Agree	31	37.3%
	Strongly Agree	14	16.9%
<b>Total</b>		<b>83</b>	<b>100%</b>

Regarding accuracy of information posted on government and organizational social media sites, more than half of respondents, 45(54.2%) were agreed on their accuracy. And 9(10.8%) of the respondents did not agree on the accuracy of information posted on government and organizational social media sites and 29(34.9%) were neutral.

**Table 10** Respondents’ trust in government and organizational social media posted information

<b>Question</b>	<b>Respondents’ trust in government and organizational social media posted information</b>	<b>Frequency</b>	<b>Percentage (%)</b>
Information obtained from government offices and organizations social media do not need to be verified about their accuracy	Strongly Disagree	34	41.1%
	Disagree	23	27.7%
	Neutral	13	15.7%
	Agree	8	9.6%
	Strongly Agree	5	6.0%
<b>Total</b>		<b>83</b>	<b>100%</b>

Regarding to irrelevancy of verification government and organizations social media sites, 57(68.8%) are disagreed. Respondents believe that government and organizations social media sites still need verification. And 13(15.6%) of the respondents agreed on the irrelevancy of verification and similarly 13(15.6%) are neutral.

**Table 11** Respondents' belief about difficulties of getting true, accurate and verified information through social media

Question	Respondents' trust in government and organizational social media posted information	Frequency	Percentage (%)
To get true, accurate and verified information through social media is very difficult	Strongly Disagree	4	4.8%
	Disagree	8	9.6%
	Neutral	18	21.7%
	Agree	33	39.8%
	Strongly Agree	20	24.1%
<b>Total</b>		<b>83</b>	<b>100%</b>

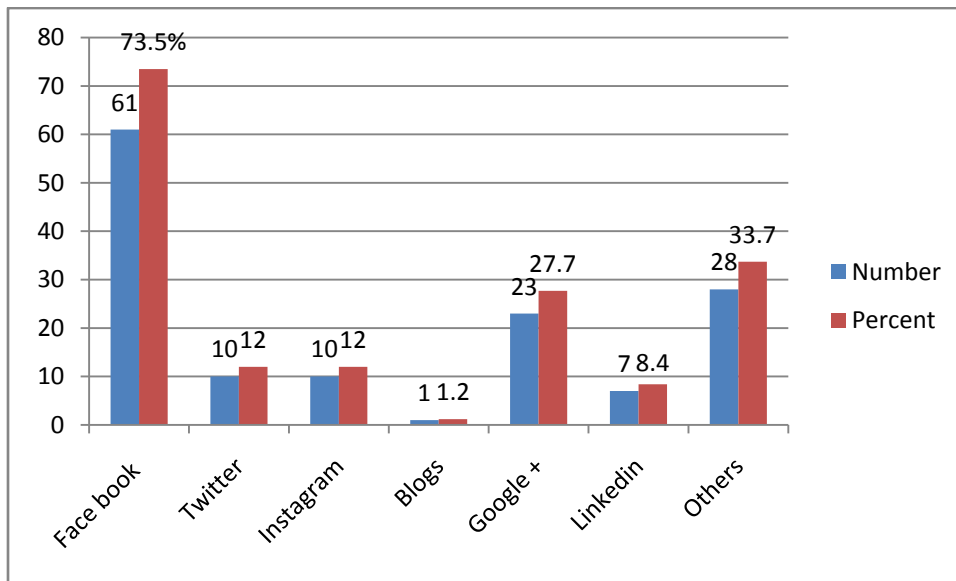
Among the total respondents as it is presented in Table 11, 53(63.9%) of them agreed there are difficulties of getting true, accurate and verified information through social media. Further, 12(14.4%) of the respondents did not agree on the concept and 18(21.7%) were neutral.

**Table 12** Respondents' challenges of using social media for work

No.	Respondents' challenges of using social media for work	Frequency	Percentage
1.	Lack of continuity in network, electricity and Information Technology professionals	42	29.8%
2.	Lack of awareness for its importance by professionals and head managements	26	18.4%
3.	Lack of current information prepared by professionals appropriately	32	22.7%
4.	Lack of transparency and information which enables to use social media as one means of goals implementations	38	27%
5.	Any other	3	2.1%
<b>Total</b>		<b>141</b>	<b>100%</b>

Table 12 shows that respondents believe for some of the challenges of using social media for work are; 29.8% lack of continuity in network, electricity and Information Technology professionals support followed by 27% lack of transparency and information which enables to use social media as one means of goals implementations. 22.7% lack of providing current information by professionals appropriately and 18.4% for lack of awareness for its importance by professionals and head managements.

#### 4.1.4. Major Social Media platforms used in the FAG



**Figure 3** Types of social media used frequently by respondents, June, 2021 FAG Addis Ababa Ethiopia.

Among the respondents, the usages of Facebook took the lion share. According to the finding of the data given above in Figure 3, 73.5% of the respondents used Facebook. This is followed by others plat forms 33.7%. Google+ is on the third floor as per the use of respondents 27.7%. Twitter and Instagram platforms have similar results 12% and LinkedIn 8.4%.

**Table 13** Types of social media used as source of information for work

No.	Types of Social media used as source of information for work	Frequency	Percentage
1.	Websites	40	27.6%
2.	Facebook	21	14.5%
3.	YouTube	29	20.0%
4.	Google+	44	30.3%
5.	Blogs	11	7.6%
<b>Total</b>		<b>145</b>	<b>100%</b>

But when we came to the experience on usage of social media as source of information for work, the majority of respondents Google+ 30.3% followed by website 27.6%. YouTube 20.0% and Facebook 14.5% are respectively. Blogs are used by 7.6%.

## **4.2. Data from the Interview**

### **Social media use in the Federal Attorney General**

Participants of the study subjects were asked about the use and importance of social media in FAG. The majority of participants reported that the use of social media in the organization is found at high level. Further, all respondents assure that in order to perform organizational goals social media has great importance if it is used properly. Interviewee 1 (on August 30, 2021), said that;

*“Social media has great importance to perform organizational goals if it is used properly. Social media provide mutual advantages for both users and organizations. She also commented that the other organization shall better use social media to create effective communication means in order to perform organizational goal”.*

Further, Interviewee 2 (on August 30, 2021), reported that;

*“social media has a big role for creation of legal awareness. To perform institutional goal and ensure rule of law social media plays vital role. Social media enables to make fast, relatively easy and accessible information in order to save time and energy”.*

On the other hand, Interviewee 6 (on September 9, 2021), reported that;

*“The organization used social media to communicate internal and external users. We also used different platforms in accordance with the nature of platforms which are appropriate for the content and types of users. Using social media platforms are effective in terms of cost and time. Further, it enables to get feedback and comments for corrective measures which are the main stream media may not able. Besides, now a day social media has serving main stream media as a source of information from organization social media platforms”.*

*“Creating legal awareness is important to prevent crime. In this digital technology era by using social media platforms as one means of communication tools the organizations can be effective in order to perform organizational goals and ensure rule of law”.*  
Interviewee 5 (on September 2, 2021) reported.

In addition, study participants Interviewee 3 (on September 1, 2021), responded that;

*“The main goal of social media is making the information accessible for public”.*  
Another Interviewee 4 (on September 1, 2021), reported *“there is no main stream media which provide information easily, accessible and faster than social media”.*

### **Challenges of social media use in the organization**

With this regard, study participants were asked about the challenges of social media use. Interviewee 1 (on August 30, 2021), said that;

*“trust is one of the main challenge in social media use. Relatively social media owned by organization have better trust than privately owned social media. But it does mean that they are always trusted because sometimes organizational social media can be hacked by*

*others. Therefore verification and users paying attention before making like and share are vital”.*

Interviewee 2 (on August 30, 2021), added that;

*“verification is very essential. We mostly used verified and authenticated information. In addition, we are making media monitoring, using feedback and forcing to take corrective measures if false information has disseminated”.*

Interviewee 3 (on September 1, 2021), reported that;

*“to minimize false news dissemination it needs to create public ethics awareness on the social media use. Using authenticated and verified platforms are also help to minimize challenges of social media”.*

Interviewee 4 (on September 1, 2021), said that;

*“Since social media are open for all to post, write and comment it has a problem of verification. Creating awareness, concerned organs providing regular and current information are crucial. Further, organization shall use authenticated, secured platforms which can be verified”.*

Furthermore, Interviewee 5 (on September 2, 2021) added that;

*“It can be minimize the risks of false news by using selected platforms such as secured, authenticated and can be controlled by admin persons”.*

Interviewee 6 (on September 9, 2021), said that;

*“To minimize the challenges “it needs to build modern infrastructure, creating transparency, accountability and enhance verification systems. It is also important to form working procedure and policy to perform activities in a responsible and accountable means”.*

Interviewee 7 (on September 14, 2021), said that;

*“I think it has lack of awareness on importance of social media platforms including the higher officials of the organization. It is also organizations shall use selected social media platforms in accordance with their special feature provide, their security and trust. Further, it needs follow up, immediate reaction and monitoring feedback. Drafting policy and working procedure is relevant. The inventors also shall update their social media platforms to reduce the gaps of application.*

### **Social media platforms frequently used in the organization**

Respondents were also asked the platforms used frequently in the Federal Attorney General. Almost all participants reported that the organization frequently used are Facebook, YouTube, Twitter, Telegram and others. Of all social media types face book takes the lion share. It has about 176,000 followers in the organization.

## **4.3. Discussion of Results**

The Federal Attorney General is one of the most important sectors in the country, which works as a principal advisor and representative of the federal government regarding law. It is an institution which enforces rule of law and ensures that laws are properly organized and government works are conducted in accordance with law. The main purpose of the study was to examine the extent and level of social media use and challenges in the Federal Attorney General as a means of communication tools and identifying the major platforms used. Therefore, this study would benefit the organization to enhance effectiveness and efficiency of the service in the future in order to perform organizational goals. The discussion presented by each objective as follows:

### **4.3.1 Level and extent of social media usage**

Internet and mobiles phones have become a source of media that tries to fulfill not only the mass communication needs, but also interpersonal needs like interaction and emotional involvement. Media can be used in different ways and for different purposes. People get knowledge,

interactions, relaxation, awareness, escape and entertainment through media. People may use the same media for different needs.

This research's respondents 80(96.4%) responded "Yes" for the question raised to make sure that they used social media. Further, for the question asked respondents how much time do they spent on social media per week, the result showed that, almost three fourth of the respondents 60(72.2%) answered that they used social media for 3 hours and above..

In this regard, the data obtained from the respondents assured that 85.5% used social media for professional purposes. Further, more than half of them 58(69.8%) agreed about difficulties to do jobs without social media. And 85.5% of them mainly accessed to internet to browse social media in their mobile. The result of this study showed that 67(80.7%) had more trust on the social media owned by institutions.

From the data obtained, generally speaking, almost all respondents reported that the use of social media is vital for organizations in order to perform organizational goals. It shows also there is a high level of usage of social media in the Federal Attorney General, which marks 96.4%. All this implies that it has big opportunity for the organization to use social media as one means of communication tools in order to perform its organizational goals. This is due to the fact that social media brought a global impact.

#### **4.3.2 Challenges faced for Social media Use**

Today, in the digitalize era, the role of social media is very high both positively and negatively. Social media can enhance the service delivery of the organization if it is used properly. Since online media is open for all, to post, write, comment etc. on social the media may result unintended result. Understanding false information on the social media, verifying it and timely responding to each compliant is very essential.

In line with this, 74(89.1%) who are involved in the study agreed that, social media has to be passed through a series of verification before it has been disseminated. Respondents still have doubt in social media. The study finding tells us the importance of verification. However, social media owned by organization have better trust than privately owned social media. This shows trust is one of the challenges of social media.

Respondents believe for some of the other challenges of using social media for work are; 29.8% lack of continuity in network, electricity and professionals support followed by 27% lack of transparency and information. And 22.7% mentioned that about lack of providing current information and 18.4% for lack of awareness in social media use importance by professionals and head managements are other challenges. This shows that if above mentioned challenges minimized the organization social media use would have better performance.

#### **4.3.3 Major Social media Platforms used in the FAG**

In this regard, by almost three fourth of respondents, Facebook is the preferred social media in the organization. Facebook took the lion share by 73.5%. However, when we came to the experience on usage of social media as source of information for work, the majority of respondents agreed that Google+ 30.3% followed by YouTube 20.0% and Facebook 14.5% are respectively followed and Blogs are used by 7.6%.

## **CHAPTER FIVE**

### **SUMMARY, CONCLUSION AND RECOMMENDATIONS**

The final chapter deals with summary, conclusion and recommendations of the research topic. The possible suggestions for further research will also be discussed.

#### **5.1 Summary**

Technological inventions have a major impact on societies. Development of technology played a major role in improving and changing the ways to be used and communicate. Due to the new media technology innovations social media have great influence on how information is obtained and exchanged due to the result of technologic progress. People use media for their own need and satisfied when their needs are fulfilled. Media users are active in their selection of the media they consume. Gratification of needs is the important role of media for humans.

The main purpose of the research is to find out the opportunities that social media entails as a means of communication tools in Federal Attorney General in order to perform organizational goals. It also aimed at analyzing the challenges and the most widely used platforms used by employees of Federal Attorney General. In order to meet these objectives, mixed research approach was employed. Data were collected using both quantitative as well as qualitative research method through questionnaires and in-depth interview were applied.

Two theories, which are related to the study, are also briefly entertained in the theoretical framework section; such as Technological determinism theory and Uses and gratification theory.

The major findings of the study are summarized below. According to the finding of the data, the level and extent of the social media use in Federal Attorney General is high. The study confirmed that almost all (96.4%) of the respondents used social media. What is more, more than half of the respondent, 46(55.4%) used social media for 5 hours and more per week. 85.5% of the respondents used social media for professional purposes.

This shows that it has big opportunity for the organization to use social media as one means of communication tools in order to perform its organizational goals. 85.5% of the respondents mainly accessed to internet to browse social media in their mobile. 91.6% of the respondents

used social media for personal matters and 85.5% used for job related matters and the other 79.5% for educational matters. Among the total respondents, 58(69.8%) of them agreed that social media are useful for jobs. When we came to the experience of respondents' beliefs to do jobs without social media more than half of the respondents 58(69.8%) agreed about difficulties to do jobs without social media.

The respondents were also asked to share their specific reasons why they used social media for their professional purpose via an open-ended question. They wrote that social media; provide them new, fresh and updated information, it allows them to receive, send or share information among friends, departments and branch offices, it also permits space to get proclamations, regulations, court decisions, explanatory notes and download them where necessary. They added that social media allows them to visit government and nongovernmental websites and sharing information.

Trust is one among major challenges faced by FAG due to social media use. Trust is a basic asset for any media. This is because it has a direct link with preference of consumer. 67(80.7%) of the respondents had more trust on the social media owned by government or organizations rather than the social media owned by individuals. Some of the reasons they responded that social media owned by government or organizations have legal personality and are relatively accountable, transparent, relatively can be verified. On the contrary, social media owned by individuals have fake account and fake news with less or no responsibility.

Among the total respondents, 74(89.1%) of them agreed that information that is obtained from social media has to pass through a series of verification before it has been disseminated to the general public. Among the total respondents 53(63.9%) of them agreed there are difficulties of getting true, accurate and verified information through social media. This shows the great importance of verification. Regarding accuracy of information posted on government and organizational social media sites, more than half of respondents, 45(54.2%) are agreed on their accuracy.

Respondents belief for some of the other challenges of using social media for work are; 29.8% lack of continuity in network, electricity and professionals support followed by 27% lack of

transparency. Further, 22.7% lack of providing current information and 18.4% for lack of awareness in importance of social media use by professionals and head managements.

In order to prevent dissemination of false information, series of verification, providing recent, reliable and balanced information timely and uniformly, working integrally with independent fact check institutions, enhancing transparency and establishing a working procedure and policy are crucial. Further, organizations also shall use selected social media platforms in accordance with their special feature provide, their security and trust. Further, it needs follow up, monitoring feedback and immediate reaction. Drafting policy and working procedure is also crucial.

Facebook is the top social media site embraced by billions in the world. Similarly, one of the major social media platforms used in the FAG is Facebook. According to the finding of the data, majority of them 73.5% used Facebook. The usage of Facebook took the lion share. This shows that Facebook is being used as a more preferable and alternative communication tools.

On the contrary, regarding to social media use as source of information for work, the majority of respondents used Google+ 30.3% followed by YouTube used by 20.0%. Besides Facebook are used by 14.5% and Blogs are used by 7.6%.

## **5.2 Conclusion**

The study concluded that a practice of social media use among employees of Federal Attorney General has a high level and extent, which marks 96.4%. Further, all respondents assure that in order to perform organizational goals social media has great importance if it is used properly. During the study, most of employees of the organization agreed that the social media was used mostly: to find news and laws related information. This shows that social media is used as one means of communication tools in order to perform organizational goals.

The finding also concluded that social media has a positive impact on the service delivery of the organization and create convenient environment for the internal and external users. Public can get the necessary information or service without any physical presence. Social media enables to perform activities in a relatively short, easy and accessible means at anywhere and anytime. Social media enables to get feedback and comments for corrective measures which are the main stream media may not provide. Using social media platforms are effective in terms of accessibility, cost and time. Besides, now a day organizational social media has serving main stream media as a source of information.

However, organizations shall use selected social media platforms in accordance with their special feature provide, their security and trust. Further, the activity needs follow up, monitoring feedback and immediate reaction. Drafting policy and working procedure is also relevant.

The finding also concluded that, the platforms/applications officially used to disseminate information by the organization are Facebook, Google+, Telegram, Twitter, YouTube, Instagram, LinkedIn, Blogs etc. where Facebook is most preferred platforms of social media. However, regarding social media use as source of information for work, the majority of respondents preferred Google+.

However, for all its good, the study determined that the organization has no standardized social media working procedure and policy. In order to maximize use of social media to perform organizational goals establishing transparent working procedure and policy is essential. Further, creating awareness through short and long term training towards on the importance of social media use is crucial.

### **5.3 Recommendations**

To enhance the role of public sector organization towards social media use and challenges, the subsequent recommendations are made:-

- The organization should be given long and short term training, introducing best experience of other countries and making awareness on social media use as a communication tools in order to perform organizational goals effectively.
- Since the majority of the people using social media and they are becoming major source of information, the department which manages social media should be equipped with qualified man power and technology to perform organizational goals.
- It is also organizations shall use selected social media platforms in accordance with their special feature provide, their security and trust. Further, it needs follow up, immediate reaction and monitoring feedback. Drafting policy and working procedure is also relevant.
- Social media installation is not an easy task for public sector organization because it needs large capital, technology and professionals. Hence, working in collaboration and integration with different stakeholders (government and non-government) and establishing preventive and verification systems before dissemination of information are essential.

## Bibliography

- Adamu, M.(2020).Role of Social Media in Ethiopia’s recent political transition. Addis Ababa University.
- Alan M. Rubin (2009) Audience Activity and Media Use pp 98-105 Published online Retrieved from. <https://doi.org/10.1080/03637759309376300>
- Ajina, A.S. (2019). The perceived value of social media marketing: An empirical study of online world-of-mouth in Saudi Arabian Context. *Entrepreneurship and Sustainability issues*, 6(3), 1512-1527.
- Algharabat, R., Rana, N.P., Dwivedi, Y.K., Alalwan, A.A., & Qasem, Z. (2018). The effect of telepresence, social presence and involvement on consumer brand engagement: An empirical study on non-profit organizations. *Journal of Retailing and consumer services*, 40, 139-149.
- Amy, E. (2003). Karl Marx on Technology and Alienation. Retrieved from <https://ssrc.org/publications/view/karl-marx-on-technology-and-alienation/>
- Ashenafi G. (2016). Assessment of Social media on Marketing Strategy: Ethiopia Facebook users perspective. Masters Theses. Addis Ababa University.
- Battistella, C., & de Toni, A. F. (2011). A methodology of technological foresight: A proposal and field study. *Technological Forecasting and Social Change*, 78(6), 1029-1048.
- Blackman, C.R. (1998). Convergence between telecommunications and other media. *Telecommunications Policy*, 22, 163-170.
- Blumler, J.C. and Katz, E. (1974) The Uses of Mass Communications: Current Perspectives on

Gratifications Research. *Sage Annual Reviews of Communication Research, Volume 3.*

Retrieved from <https://eric.ed.gov/?id=ED119208>

Bria, F (2013). Social Media and its Impact on Organizations: Retrieved from

<http://hdl.handle.net/10044/1/24944>

Britannica. Media Convergence: Retrieved from

<https://www.britannica.com/topic/media-convergence>

Brooks, B., Kennedy, G., Moen, D.R., & Ranly, D. (2004). Telling the story: The convergence of

Print, broadcast and online media (2<sup>nd</sup> ed.). Boston/New York: Bedford/St. Martin's.

Chaim, G. (2019). Facebook keeps growing despite scandals and privacy outrage: Retrieved

From <https://www.theverge.com/2019/1/30/18204186/facebook-q4-2018.earnings-user-growth-revenue-increase-privacy-scandals>.

Creswell, J. W. (2009). *Research Design: Qualitative, Quantitative and Mixed Methods*

*Approach* (3<sup>rd</sup> ed.). Los Angeles: Sage Publications inc.

Creswell, J. W. (2014). *Research Design: Qualitative, Quantitative and Mixed Methods*

*Approaches*. (3<sup>rd</sup> ed.). California, USA: Sage Publications inc.

Federal Attorney General Establishment Proclamation No 943.

Federal Civil Servants Proclamation No 1064.

Friedman, T. (2009). Tweeting the dialectic of technological determinism. *FLOW*, 10(2)

Gary, F. (2019). What is a social media strategy definition and thoughts. Retrieved from

<https://garyfox.co/what-is-social-media-strategy-definition/>

Hartley, Burgess, and Bruns (2013). *A Companion to Media Dynamics*. Retrieved from

<http://www.Onlinelibrary.wiley.com/doi/book/10.1002/9781118321607>

IGI Global Publisher of Timely Knowledge. Retrieved from

<https://www.igi-global.com/dictionary/sustainability-of-social-enterprises/3642>

Internet Usage and Population Statistics for Africa Nov, 2015

[thespacestation.co.za/internet-usage-statistics-for-africa-2015/](http://thespacestation.co.za/internet-usage-statistics-for-africa-2015/)

Internet World Stats Usage and Population Statistics [www.internetworldstats.com/stats1.htm](http://www.internetworldstats.com/stats1.htm)

Iyengar, S., & Kinder, D.R. (1987). News That matters: Television and American Opinion.

Chicago: University of Chicago Press.

Kaplan AM, Haenlein M (2010). Users of the world, unite! The challenges and opportunities of social media. Business Horizons

Latzer, M. (2013). Media Convergence Article in SSRN Electronic Journal. Retrieved from

<https://www.researchgate.net/publication/255698469>.

Leonardi, P.M. (2009). Crossing the implementation line: The mutual constitution of technology

And organizing across development and use activities. Communication Theory, 19, 278-

310. doi:10.1111/j.1468-2885.2009.01344.x

Leonardi, P.M., & Jackson, M. H. (2004). Technological determinism and discursive closure in organizational mergers. Journal of Organizational Change Management, 17(6), 615-631.

doi:10.1108/09534810410564587

Leoulseged W.(2018). Practices and Challenges of using social media as sources of News in

Ethiopia Mainstream Media in Focus. Masters Theses. Addis Ababa University.

Lippmann, W.,(1922). Public opinion. Transaction Publishers.

Lisa,MC (2016). The Impact of Social Media on Local Government Transparency and Citizen

Engagement. Newark, New Jersey.

Lydia, A., & Philip, A. (2015). The Use of Social Media in Public Relations: A Case of Facebook in the Ghanaian Financial Services Industry. *New Media and Mass Communication* www.iiste.org ISSN 2224-3267 (Paper) ISSN 2224-3275 (Online) Vol.41, 2015

Mark David Webster (2013). *Philosophy of Technology Assumptions in Educational Technology Leadership: Questioning Technological Determinism*. Dissertation Prescott Valley, Arizona

Mayfield, A. (2008). What is Social Media? [Electronic Version]. Retrieved from <http://www.icrossing.co.uk/fileadmin/uploads/eBooks/What-is-Social-media-iCrossing-ebook.pdf>

McLuhan, M. (1964). *Understanding Media: The Extensions of Man*. [online] Retrieved from <http://web.mit.edu/allanmc/www/mcluhan.mediummessage.pdf>

Mergel, I. (2012). The social media innovation challenge in the public sector.

Mulisa F & Getahun (2018) Perceived Benefits and Risks of Social Media: Ethiopian Secondary Students' Perspectives. *Journal of Technology in Behavioral Science*. Retrieved from <https://doi.org/10.1007/541347-018-0062-6>.

Naik, D.A. (2015). *Organizational Use of Social Media: The shift in Communication, Collaboration and Decision-Making*. Masters Theses. Paper 54 James Madison University

Neuman & Guggenheim, (2011). *The Evolution of Media Effects Theory: A six-stage Model of*

- Commulative Research .Retrieved from <https://doi.org/10.1111/j.1468-2885.2011.01381.x>
- Nworie, J., & Haughton, N. (2008). The unintended consequences of the application of technology in teaching and learning environments. *TechTrends*, 52(5), 52-58.
- Pew Research Internet Project. (2014). Social networking fact sheet. Retrieved from <http://www.pewinternet.org/fact-sheets/social-networking-fact-sheet/>
- Philip, D. (2014). The Use of Facebook in Organizational Public Relations Practice: A Study of Selected Organizations in Ghana. *International Journal of ICT and Management*. Vol – II Issue – 2
- Reddick, C. G. and Norris, D. F., 2013. Social Media Adoption at the American grass roots: Web 2.0 or 1.5? *Government Information Quarterly*.
- Reinhard CD., Dervin B (2009). Media Uses and Gratifications. In C. D. Reinhard, & B. Dervin, 21<sup>st</sup> Century Communication: A Reference Handbook Thousand Oaks: SAGE Publications, Inc. pp. 506-516
- Safco, L.(2011). Influence of Social Media in choice of touristic Destination. *Cactus tourism Journal* Vol. 3, Issue 2/2012, Page 24-30, ISSN 2247-3297
- Siapera, E., *Understanding New Media*. Thousand Oaks, CA: Sage, 2012,2
- Shraddha Bajracharya, (2018). Uses and Gratification Theory. *Businessstopia*. Retived from <https://www.businessstopia.net/mass-communication/uses-gratification-theory>.
- Song, C. and Lee, J., 2016. Citizens' Use of Social Media in Government, perceived Transparency, and Trust in Governemnt. *Public performance & Management Review*.
- Stelzner,( 2015). Social Media Marketing Industry report. How marketers are Using Social

- Media to Grow Their Businesses. [online]. Retrieved from <http://www.scribd.com/fullscreen/265458196?access>
- Strobel, J., & Tillberg-Webb, H. (2009). Applying a critical and humanizing framework of instructional technologies to educational practice.
- Tafoya, B (2016). Challenges and opportunities of social media implementations in the public Sector. American Society for Public Administration. Pastimes.org
- Tesfaye A. (2013). Social Media as an Alternative Political Forum in Ethiopia: the case of Facebook. Masters theses. Addis Ababa University. [online]. Retrieved from URI: <http://localhost:80/xmlui/handle/123456789/5845>
- Tess, P. A. (2013). The role of social media in higher education classes (real and virtual)–A literature review. Computers in Human Behavior.
- UN Department of Economic and Social Affairs, 2014. UNITED NATIONS E-GOVERNMENT SURVEY 2014 E-Government for the future We Want” [pdf] New York: United Nations. Retrieved from [http://publicadministration.un.org/egovkb/Potals/egovkb/Documents/un/2014-Survey/E-GovComplete survey 2014.pdf](http://publicadministration.un.org/egovkb/Potals/egovkb/Documents/un/2014-Survey/E-GovComplete%20survey%202014.pdf)
- Williams, K. (2003). Understanding Media Theory. New York, USA: Oxford University Press.
- Wimmer and JR Dominick, 2011 Mass media research: An introduction (8<sup>th</sup> ed) Sage publications. 2018

## APPENDICES

### Appendix A A survey Questionnaire English

Addis Ababa University

School of Journalism and Communications

#### Questionnaires for Managements and Employees of Federal Attorney General

Prepared by: Tadese Hailu

Telephone Address: +251911612901

Email:tadeh16@gmail.com

This Questionnaire is prepared to collect data for the study being conducted on “**Social Media Use and Challenges in Public Sector Organizations: Case of FDRE Attorney General**”.

*Thank you for agreeing to take part in the research*

The effectiveness of the questionnaire relies on your genuine and reliable response to each of the questions. And your response to each of the questions will be kept confidential and used only for this research purposes. Thank you in advance.

#### General Directions

- You do not need to write your name on anywhere in the questionnaire.
- When you respond for the questions in the box, use only a tick mark .” X ”.
- For open-ended questions, please write your responses in the space provided.
- The research paper will be fruitful if you read and respond to all the questions.

#### 1. Part One: Background Information about the Respondents

1.1 Gender: A. Male  B. Female

1.2 Age: A. 21-30 years  B. 31-40  C. 41-50  D. above 51

1.3 Marital status: A. Single  B. Married  C. Divorced  D. Widowed

1.4 Educational Status: A. Certificate  B. Diploma /Level  C. Degree   
D. Masters  E. PhD

1.5 Monthly income A.< 7,000  B. 7,000-14,000  C > 14,000

1.6 Your current Position:

A. Senior Manager  B. Middle Manager  C. Public Prosecutor

D. Civil Servant  E. Any other \_\_\_\_\_

1.7 Work Experiences in this Office

- A. Less than 5 years  B. 5-10 years  C. Above 10 years

**Part Two: This section focuses on data that shows your exposure to social Media; please circle your responses among the choices.**

2.1 Do you use social media? A. Yes B. No

2.2 If you say 'Yes' for question No. 2.1., then how much hours do you use it?

- A. 1 hour B. 2 hours C. 3 hours D. 4 hours E. 5 hours F. more than 5 hours.

2.3 Where do you get access to social media?

- A. On your mobile B. Internet Café C. At work place D. Any other \_\_\_\_\_

2.4 Which type of social media do you use often?

- A. Facebook B. Twitter C. LinkedIn D. Instagram E. Blogs F. Google+ G. Any other \_\_\_\_\_

2.5 For what purposes do use these social media?

- A. Personal B. Professional C. Academic D. For All

2.6 If you circled 'B' as your answer for question No. 2.5, please specify your answer.

---

---

2.7 To what extent do you use social media for professional purpose?

- A. Extremely useful B. Very Useful C. to some extent D. Rarely E. Never

2.8. How much do you use social media for information and laws issued from Federal Attorney General? A. always B. Usually C. Sometimes D. Rarely E. Never

2.9 If you are using social media for issued information and laws from Federal Attorney general what is your reason behind? (You can choose more than one)

A. The information obtained on social media is timely and new.

B. The information are true,, accurate and verified.

C. The information are related and useful with what I do.

D. Any other reasons \_\_\_\_\_.

2.10 Which media type do you trust most?

- A. Social media owned by individuals B. Social media Social media owned by

institutions, organizations or government. C Any other \_\_\_\_\_

2.11 If you circled 'B' as your answer for question No. 2.10, please specify your answer.

---

2.12 What are challenges of using social media? (You can choose more than one)

A. Lack of continuity in network and electricity and Information technology professional

B. Lack of awareness for its importance by professionals and s head managements

C. Not presenting current information prepared by professional appropriately

D Lack of transparency and information which enables to use social media as one means of goals implementations

E. Any other \_\_\_\_\_

2.13 Which of social media use as a source for your work? For instance,Website, Facebook, YouTube, Google+, Blogs etc

---

**Part Three: Put this mark in «X» the box that contains your responses**

Strongly Agree=5 Agree =4 Neutral=3 Disagree =2 Strongly Disagree=1

No	Statements	5	4	3	2	1
3.1	I use social media quite often.					
3.2	Social media are useful sources for jobs what we do.					
3.3	Now a day, I believe that it is difficult to do jobs without social media.					
3.4	I use the news posted on social media as sources of input for gobs I do.					
3.5	I believe that information obtained from social media has to be passed through a series of verification process before it has been disseminated.					
3.6	I do not mind information obtained from social media to					

	be disseminated to the public through public sector organizations' if they are useful for the community.					
3.7	All information posted on government offices and organizations social media is accurate.					
3.8	I am very skeptical about the information I obtain from social media.					
3.9	All the information obtained from government offices and organizations social media do not need to be verified checked for its accuracy.					
3.10	It is very difficult to get true, accurate and verified information on social media.					
3.11	I have big trust for the information that I obtain from social media rather than other media.					

**Part Four: Please write your responses on the blank spaces given next to the Questions**

4.1 How do you explain the importance of social media's as a means of performing institutional goals? \_\_\_\_\_

\_\_\_\_\_

4.2 What are the roles of institutional or public sector organizations social media towards reduction of false information passed on social media.

\_\_\_\_\_

Thank you so much!

Appendix B

A survey Questionnaire Amharic

አዲስ አበባ ዩኒቨርሲቲ

የጋዜጠኝነትና ኮሙኒኬሽን ትምህርት ቤት

በኢ.ፌ.ዴ.ሪ ጠቅላይ አቃቤ ሕግ አመራሮችና ሰራተኞች የሚሞላ መጠይቅ

የመጠይቁ አዘጋጅ:- ታደሰ ኃይሉ

የስልክ አድራሻ: 251-911-61-29-01

ኢ.ሜይል: [tadeh16@gmail.com](mailto:tadeh16@gmail.com)

ይህ መጠይቅ የተዘጋጀው “Social Media Use and Challenges in Public Sector Organizations: The Case of FDRE Attorney General” በሚል ርእስ እየተዘጋጀ ላለው የማስተርስ መመረቂያ ፅሁፍ የመጀመሪያ ደረጃ መረጃ ለመሰብሰብ ነው።

የጥናቱ ውጤታማነት የሚወሰነው በዚህ መጠይቅ አማካኝነት በምትሞሉት መረጃ ላይ የተመሰረተ ስለሆነ ግልፅና እውነተኛ መረጃ በጥንቃቄ እንዲሰጡ በአክብሮት እጠይቃለሁ። በመጠይቁ ላይ የሚሰጡት መረጃዎች በሙሉ ሚስጥራዊነታቸው ተጠብቆ ለጥናቱ ዓላማ ብቻ የሚውል ሲሆን ጊዜያዊነትን ሰውታችሁ ለምትሰጡኝ መረጃ በቅድሚያ ምስጋናዬን አቀርባለሁ።

የመጠይቁ አሞላል አጠቃላይ አቅጣጫ

- በመጠይቁ ላይ ስምዎን መጻፍ አያስፈልግም።
- ከፊት ለፊት ሳጥን ላላቸው መልሶች፤ የ” X ” ምልክት በመጻፍ ይግለፁ።
- ምርጫ ለሌላቸው ጥያቄዎች፤ ከጥያቄዎቹ ቀጥለው በተሰጡት ክፍት ቦታዎች ላይ ሀሳብዎን ይግለፁ።
- ሁሉንም ጥያቄዎች አንብበው ሲመልሱ፤ ለጥናቱ ውጤታማነት የሚያበረክቱት አስተዋፅኦ ከፍተኛ ነው።

ክፍል አንድ: የመጠይቁ መላሾች አጠቃላይ መረጃ

1. የታ ሀ. ወንድ  ለ. ሴት

- 2. እድሜ ሀ. 21- 30  ለ. 31- 40  ሐ. 41- 50  መ. >51
- 3. የጋብቻ ሁኔታ ሀ. ያላገባ(ች)  ለ. ያገባ(ች)  ሐ. የተፋታ(ች)  መ. የጋብቻ አጋር በሞት የተለየ
- 4. የትምህርት ደረጃ ሀ. ስርተፊኬት  ለ. ዲፕሎማ/ ደረጃ  ሐ. የመጀመሪያ ዲግሪ  መ. ማስትራት  ሠ. ሶስተኛ ዲግሪ/ ፒኤችዲ
- 5. ወርሃዊ ገቢ:- ሀ. < 7,000  ለ. 7,000-14,000  ሐ. > 14,000
- 6. የምላሽ ሰጪዎች ሁኔታ:- ሀ. ከፍተኛ አመራር  ለ. መካከለኛ አመራር  ሐ. አቃቤ ሕግ  መ. የሲቪል ሠርቪል ሠራተኛ  ሠ. ሌሎች
- 7. በዚህ ተቋም ውስጥ ምን ያህል ጊዜ አገልግለዋል? ሀ. ከ5 ዓመት በታች  ለ. ከ 5-10 ዓመት  ከ10 ዓመት በላይ

**ክፍል ሁለት: ማህበራዊ ሚዲያ ተጠቃሚነትን ለማየት የሚያስችሉ ጥያቄዎች በዚህ ክፍል ተካተዋል። መልስዎን የያዘውን ፊደል በማክበብ ይመልሱ!**

2.1 ማህበራዊ ሚዲያን ይጠቀማሉ? ሀ. አዎ እጠቀማለሁ ለ. አልጠቀምም

2.2 ለ 2.1 ጥያቄ መልስዎት አዎ ከሆነ፤ በሳምንት ለስንት ሰዓት ይጠቀማሉ?

ሀ. 1ሰዓት ለ. 2ሰዓት ሐ. 3ሰዓት መ. 4ሰዓት ሠ. 5ሰዓት ረ. ከ5ሰዓት በላይ

2.3 የማህበራዊ ሚዲያ በብዛት የሚጠቀሙት የት ነው? (ከአንድ በላይ መምረጥ ይቻላል)

ሀ. በሞባይል ለ. በኢንተርኔት ካፌ ሐ. በስራ ቦታ መ ሌላ ቦታ ከሆነ እዚህ ይጥቀሱ\_\_\_\_\_

2.4 አዘውትረው የሚጠቀሙት የማህበራዊ ሚዲያ የቱ ነው? ወይም የትኞቹ ናቸው?

ሀ. ፌስ ቡክ/Facebook ለ. ትዊተር/Twitter ሐ. ሊንክድኢን/LinkedIn

መ. ኢንስታግራም/Instagram ሠ. ብሎግ/ Blogs ረ. ጎግልፕላስ/Google+

ሰ. ሌላ ከሆነ እዚህ ይጥቀሱ \_\_\_\_\_

2.5 ማህበራዊ ሚዲያን የሚጠቀሙት ምክንያት ለምንድን ነው? (ከአንድ በላይ መምረጥ ይቻላል)

ሀ. ለግል ጉዳይ ለ. ለስራ ሐ. ለትምህርት መ. ለሁሉም

2.6 ለጥያቄ ቁጥር 2.5 መልስዎ “ለ” ከሆነ በዝርዝር እንዴት እንደሚጠቀሙበት ያብራሩ?

---

---

---

2.7 ማህበራዊ ሚዲያን ለስራዎ ምን ያህል ይጠቀሙበታል?

- ሀ. እጅግ በጣም እጠቀምበታለሁ
- ለ. በጣም እጠቀምበታለሁ
- ሐ. በመጠኑ እጠቀምበታለሁ
- መ. አልፎ አልፎ
- ሠ. በጭራሽ አልጠቀምበትም

2.8 ማህበራዊ ሚዲያን ከጠቅላይ ዐቃቤ ህግ ለሚወጡ መረጃዎችና ህጎች ምን ያህል ይጠቀሙበታል?

- ሀ. ሁል ጊዜ
- ለ. ብዙ ጊዜ
- ሐ. አንዳንድ ጊዜ
- መ. አልፎ አልፎ
- ሠ. በጭራሽ አልጠቀምም

2.9 ማህበራዊ ሚዲያን ከጠቅላይ ዐቃቤ ህግ ለሚወጡ መረጃዎችና ህጎች ከተጠቀሙበት ምክንያት ምንድን ነው/ናቸው? (ከአንድ በላይ መምረጥ ይቻላል)

- ሀ. መረጃዎቹ ወቅታዊና አዲስ በመሆናቸው
- ለ. መረጃዎቹ እውነተኛ፣ ትክክለኛና የተረጋገጡ በመሆናቸው
- ሐ. መረጃዎቹ ከምሰራው ስራ ጋር ተያያዥነትና ጠቀሜታ ስላላቸው
- መ. ሌላ ምክንያት ካለዎት እዚህ ይጥቀሱ

2.10 በብዛት እምነት የሚጥሉበት የማህበራዊ ሚዲያ አይነት የቱ ነው?

- ሀ. በግለሰብ ባለቤትነት ስር የሚተዳደሩ ማህበራዊ ሚዲያዎች
- ለ. በተቋም፣ በድርጅቶች ወይም በመንግስት ስር ያሉ ማህበራዊ ሚዲያዎች
- ሐ. ሌላ ከሆነ እዚህ ይጥቀሱ

2.11 ለጥያቄ 2.10 የሰጡት መልስ “ለ” ከሆነ ምክንያትዎን ቢያብራሩ?

---

---

2.12 ማህበራዊ ሚዲያን ለስራ በመጠቀም ዙሪያ የሚስተዋሉ ተግዳሮቶች (ከአንድ በላይ መምረጥ ይቻላል)

ሀ. የኔትወርክ፣ የመብራት መቆራረጥ፣ የIT ባለሙያ እጥረት

ለ. በአስፈላጊነቱ ላይ በባለሙያ ወይም በሀላፊዎች ደረጃ የሚታይ የግንዛቤ እጥረት

ሐ. በባለሙያዎች የተዘጋጁ ወቅታዊ መረጃዎችን በበቂ ሁኔታ አለማስተላለፍ

መ. ማህበራዊ ሚዲያን እንደ አንድ ግብ ማስፈፀሚያ ለመጠቀም የሚያስችል

የግልፅነትና የመረጃ እጥረት መኖር

ሠ. ሌላ ከሆነ እዚህ ይጥቀሱ \_\_\_\_\_

---

2.13 ለሚሠሩት ስራ እንደ ምንጭነት በብዛት የሚጠቀሟቸው የማኅበራዊ ሚዲያዎች የትኞቹ ናቸው? ለምሳሌ Website, Facebook, YouTube, Google+, Blogs etc

---

---

**ክፍል ሶስት**

**መመሪያ:-** እባክዎ የበለጠ የሚስማሙበትን ምላሽ በሣጥኑ ውስጥ የ«X» ምልክት በማድረግ ይግለጹ።

በጣም እስማማለሁ=5 እስማማለሁ=4 አላውቅም=3 አልስማማም=2 በጣም አልስማማም=1

ተ.ቁ	የስምምነት ሐሳቦች	5	4	3	2	1
3.1	ማኅበራዊ ሚዲያን ለመስሪያ ቤቱ ስራ ሁሉ እጠቀማለሁ።					
3.2	ማኅበራዊ ሚዲያዎች ለምንሰራው ስራ በጣም ጠቃሚዎች ናቸው።					
3.3	በአሁኑ ጊዜ ያለ ማኅበራዊ ሚዲያ ስራ መስራት ይከብዳል።					
3.4	በማኅበራዊ ሚዲያ ላይ የሚለቀቁ መረጃዎች ለሥራዬ እንደ አንድ ግብዓት እጠቀምባቸዋለሁ።					
3.5	በማኅበራዊ ሚዲያ ላይ የሚለቀቁ መረጃዎች ከመለቀቃቸው በፊት ጠንክር ያለ የማጣራት ሥራ መከናወን እንዳለበት አምናለሁ።					
3.6	ከማኅበራዊ ሚዲያ የተገኙ ለማኅበረሰቡ ጠቃሚ የሆኑ መረጃዎች ምንጭ ተጠቅሶ ባለቤት ሁኔታ በመስሪያ ቤቱ ማህበራዊ ሚዲያ ህብረተሰቡና ሰራተኞች እንዲያውቁቸው ቢደረግ የበለጠ ጠቀሜታ አለው					
3.7	በመንግስት መስሪያ ቤትና ድርጅቶች በሚገኙ ማኅበራዊ ሚዲያ ላይ የሚለቀቁ መረጃዎች ትክክለኛና ተወሳኝነት ያላቸው ናቸው።					
3.8	ከማንኛውም ማኅበራዊ ሚዲያ ላይ የሚገኙ መረጃዎች በሙሉ ስለእውነተኛነታቸው በጣም ተጠራጣሪ ነኝ።					
3.9	ከመንግስት መስሪያ ቤትና ድርጅቶች ማኅበራዊ ሚዲያ የሚገኙ መረጃዎች በሙሉ ትክክለኛነታቸውን ማረጋገጥ አያስፈልግም።					
3.10	ከሁሉም ማኅበራዊ ሚዲያ የሚገኙ መረጃዎች ዕውነተኛ፣ ምሉዕና ትክክለኛነታቸውን ማረጋገጥ ይከብዳል።					
3.11	ከሌሎች ሚዲያ ከማንኛቸው መረጃዎች ይልቅ በማኅበራዊ ሚዲያ ላይ በማንኛቸው መረጃዎች ላይ ትልቅ ዕምነት አለኝ።					

**ክፍል አራት፡ ከታች ለቀረቡት ጥያቄዎች ተገቢውን መልስ በተሰጡት ክፍት ቦታዎች ላይ ግልጽና አጭር በሆነ መልኩ ይስጡ።**

4.1 ማህበራዊ ሚዲያዎችን የተቋማትን ግቦች ለማሳካት መጠቀም አስፈላጊነት ላይ ያለዎትን

ሀሳብ በምክንያት አስደግፈው ቢገልጹልኝ? \_\_\_\_\_

---

---

4.2 ከሀሰተኛ መረጃዎች ጋር ተያይዞ በማህበራዊ ሚዲያ የሚተላለፉ መረጃዎች ሀሰተኛ

መረጃዎችን በመቀነስ ዙሪያ የተቋማት ወይም የመንግስት ማህበራዊ ሚዲያዎች ሚና ምን

መሆን አለበት ብለው ያስባሉ?

---

---

**አመሰግናለሁ!**

## Appendix C

### List of Questions for key interviewees English

Addis Ababa University

School of Journalism and Communications

### Interview Questions Guide for head and professional key informants of FAG Press Secretariat Office and Information Technology

#### Introductory text:

*Thank you for agreeing to take part in the research about “Social media Use and Challenges in Public Sector Organizations: Case of Federal Attorney General”.*

This interview is prepared to collect data from purposely selected head managements and professional key informants of FAG Press Secretariat Office and Information Technology.

Your response to each of the questions will be kept confidential and used only for this research purposes. *The interview is expected to take between 30 and 60 minutes.*

#### Interview Questions

1. First, can you please explain what motivated and main purpose your organization’s decision to utilize social media tools?
2. Did or does your organization actively publicize its social media tools to users?
3. What are the major benefits that you have obtained because of the uses of social media?
4. Which social media sites do you use quite often?
5. How do you see the uses of social media sites in Ethiopian Public sector organizations for implementations of organization **goals**? Is a blessing or a curse?
6. Are there any changes that you have made due to the spread of using social media? Structure changes, human resources such as number and quality of professional and finance?
7. Do you trust the information you have obtained from social media? Why or Why not? And what do you do if you get fake information on social media?

8. If you use social media as sources of information, how do you validate the information you have obtained from the social media so as to be retold to the public through your social media platform?
9. How does the organization evaluate any comments and feedback provided by users via social media?
10. Is there anything that discourages you from using social media sites as sources of information? And how do you mitigate it and use it effectively?
11. Has your organization encountered any major challenges in relation to its social media initiatives? What are the major problems that you have observed?
12. Which department(s) in your organization is responsible for the creating of social media content and on-line updates, posting of material, responding to questions and or comments posted by users and responsible for monitoring and/or measuring social media performance?
13. Does the organization have clearly defined processes, procedures or formal policy for posting to social media? If yes, please briefly describe these.
14. What do you think should be done in order to not to disseminate untrue information through the social media.
15. How you express the stage of your organization's presence in social media: (Low engagement, Medium or High)
16. In order to use the social media as one means of organizational goals implementation, what are your advices?
17. What is the main piece of advice you would give to another Public Sector organization embarking on the use of social media?

**Social media tools are:-** *Blogs, Website, Facebook, YouTube, Google+, Google hangout, Instagram, Twitter, Skype, Wordpress, Photo sharing, Text messaging, Video sharing, Flickr, Ideascap, Instant messaging, LinkedIn, Meercat, Periscope, Scribd, Secondlife, Slideshare, Snapchat, Tumblr, Vimeo, Vine, and others.*

Appendix D

List of Questions for key interviewees Amharic

አዲስ አበባ ዩኒቨርሲቲ

የጋዜጠኝነትና ኮሙኒኬሽን ትምህርት ቤት

በኢ.ፌ.ዴ.ሪ ጠቅላይ አቃቤ ሕግ የፕረስ ሴክራቴሪያት ፅ/ቤት እና የአይ.ቲ ዳይሬክቶሬት አመራሮችና ባለሙያዎች ጋር የሚደረግ ቃለ መጠይቅ መምሪያ

የመጠይቁ አዘጋጅ:- ታደሰ ኃይለ

የስልክ አድራሻ: 251-911-61-29-01 አ.ሜይል: [tadeh16@gmail.com](mailto:tadeh16@gmail.com)

ይህ የቃለ መጠይቅ መምሪያ የተዘጋጀው “Social Media Use and Challenges in Public Sector Organizations: Case of Federal Attorney General” በሚል ርእስ እየተዘጋጀ ላለው የማስተርስ መመሪያ ፅሁፍ ከርእሱ ጋር ቀጥታ ግንኙነት ካላቸው የፕረስ ሴክራቴሪያት ፅ/ቤት እና የአይ.ቲ ዳይሬክቶሬት አመራሮችና ባለሙያዎች የመጀመሪያ ደረጃ መረጃ ለመሰብሰብ ነው።

በመጠይቁ ላይ የሚሰጡት መረጃዎች በሙሉ ሚስጥራዊነታቸው ተጠብቆ ለጥናቱ ዓላማ ብቻ የሚውል ሲሆን ጊዜያዊነት ሰውነታቸው ለምትሰጡኝ መረጃ በቅድሚያ ምስጋናዬን አቀርባለሁ።

የቃለ መጠይቅ ጥያቄዎች

1. በመስሪያ ቤቱ ማህበራዊ ሚዲያን ለመጠቀም መንስኤ የሆኑ ምክንያቶችንና የሚጠቀምበትን ዋና አላማ ቢገልፁልኝ?
2. መስሪያ ቤቱ የራሱን ማህበራዊ ሚዲያ ለተጠቃሚዎች እንዲያውቁት የሚያደርግበት እንቅስቃሴ ካለ?
3. ማህበራዊ ሚዲያን በመጠቀም የተገኙ ዋና ዋና ጥቅሞች ምንድን ናቸው?
4. አዘውትራችሁ የምትጠቀሙበት የማህበራዊ ሚዲያ የቱ ነው? ወይም የትኞቹ ናቸው?
5. ማህበራዊ ሚዲያን በመንግስት መስሪያ ቤቶች ለመንግስት ስራ ማስፈፀሚያነት መጠቀምን እንዴት ያዩታል? ጥሩ ወይስ በተቃራኒው?

6. በማህበራዊ ሚዲያ መጠቀም መስፋፋት ዙሪያ በአደረጃጀት፣ በሰው ሀይል ቁጥር ወይም ጥራት፣ በባለሙያ ወይም በገንዘብ የተደረገ የአሰራር ለውጥ ካለ ቢገልፁልኝ?
7. ከማህበራዊ ሚዲያ የሚገኙትን መረጃዎች ምን ያህል ይተማመኑብታል? ለምን?  
በማህበራዊ ሚዲያ ላይ ሀሰተኛ መረጃዎች ሲያገኙ ምን ያደርጋሉ?
8. ማህበራዊ ሚዲያን እንደ መረጃ ምንጭነት የሚገለገሉበት ከሆነ በተቋሙ ማህበራዊ ሚዲያ መረጃውን ለማስተላለፍ እውነተኛ ስለመሆኑ የሚረጋገጥበት መንገድ ካለ ?
9. ተቋሙ የማህበራዊ ሚዲያ ተጠቃሚዎችን ግብረ መልስና አስተያየቶችን እንዴት ይመዘነዋል?
10. ማህበራዊ ሚዲያን እንደ መረጃ ምንጭነት ከመጠቀም የሚያስተንጉል ምክንያት ገጥሞዎት ያውቃል? ያንን ችግር በማስተካከል እንዴት ተወጡት (ተገለገሉበት)?
11. ተቋማችሁ ማህበራዊ ሚዲያን በተመለከተ ያጋጠመው ተግዳሮቶች ካሉ ቢገልፁልኝ?
12. በተቋማችሁ በማህበራዊ ሚዲያ የሚተላለፉ መረጃዎችን ወቅታዊ (update) ማድረግን፣ የማህበራዊ ሚዲያ ተጠቃሚዎች ለሚጠይቁት ጥያቄዎችና አስተያየቶች መመለስን የሚከታተል የትኛው የስራ ክፍል ነው?
13. መስሪያ ቤቱ በግልፅ የተቀመጠ አሰራር ወይም ስለ ማህበራዊ ሚዲያ መለጠፍ ወይም መጫንን የሚመለከት የአሰራር ፖሊሲ ካለው?
14. ሀሰተኛ መረጃዎች በማህበራዊ ሚዲያ እንዳይሰራጩ ወይም እንዳይተላለፉ ምን መደረግ አለበት ብለው ያስባሉ?
15. የመስሪያ ቤቱን ወቅታዊ የማህበራዊ ሚዲያ አጠቃቀምን በምን ደረጃ ይገልፁታል?  
(ዝቅተኛ፣ መሀከለኛ፣ ከፍተኛ፣) ለምን?
16. ማህበራዊ ሚዲያዎች የተቋማትን ግቦች ለማሳካት መጠቀም አስፈላጊነት ላይ ያለዎትን ሀሳብ ቢገልፁልኝ?
17. ማህበራዊ ሚዲያ መጠቀምን በተመለከተ ለሌላ የመንግስት መስሪያ ቤቶች የሚያስተላልፉት መልእክት ካለ?

አመሰግናለሁ!

## Appendix E

### Forms to be filled by Key Interviewees

#### Forms To Be Filled By Key Interviewees (Managements and professionals of Press Secretariat Office and Information Technology Directorate)

1. Name \_\_\_\_\_
2. Gender \_\_\_\_\_
3. Age \_\_\_\_\_
4. Educational status \_\_\_\_\_
5. The department are you working in \_\_\_\_\_
6. Job Title \_\_\_\_\_
7. Years of experience \_\_\_\_\_
8. Address; Email \_\_\_\_\_  
Telephone \_\_\_\_\_.

*Thank You*

## Appendix F

### List of Key Interviewees for the Study

No	Interviewees	Gen.	Age	Educ.	Department	Job Title	Experience
1.	Interviewee 1	F	46	MA	Network Team Leader	Information Technology	24
2.	Interviewee 2	F	45	MA	Press Secretariat Office	Public Relation and communication Vice Head	14
3.	Interviewee 3	M	30	BSc	Information Technology	Software Programmer	6
4.	Interviewee 4	M	35	BSc	Information Technology	Software Team Leader	8+
5.	Interviewee 5	F	34	BA	Press Secretariat Office	Communication	12
6.	Interviewee 6	M	35	LLM/ Second degree in Law	LLM/ Second degree in Law	Head	1+
7.	Interviewee 7	F	36	M A	Information Technology	Director	12
8.	Interviewee 8	M	31	Bsc	Information Technology	Officer	5