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

**CONTENT ANALYSI ON ORGANIZATIONAL SOCIAL MEDIA PAGES:
THE CASES OF FACEBOOK PAGES OF COMMERCIAL BANK OF
ETHIOPIA AND COOPERATIVE BANK OF OROMIA**

BY

DANIEL HAILE

ADAVISOR:

AGAREDECH JEMANEH (PhD)

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This is to certify that the thesis prepared by Daniel Haile, entitled “Social media pages of organizations: content analysis on the Facebook pages of Commercial Bank of Ethiopia and Cooperative Bank of Oromia” submitted in partial fulfillment of the requirements for the Degree of Master of Arts in Journalism and Communication complies with the regulations of the University and meets the accepted standards with respect to originality and quality. This certifies that the Master’s thesis of Daniel Haile is approved by the examining Committee.

Internal Examiner _____sig_____Date_____

External Examiner _____sig_____Date_____

Advisor _____sig_____Date_____

Chair of department or Coordinator

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Abstract

Social media is being transforming human communication and becomes the big elephant in the room. Social media enabled organizations to conduct interactive communication with their customers and public at large. Particularly business organizations set up social media channels which allow them to deliver contents directly to the online community gathered around their brand. The objective of this study was to conduct assessments on content of posts and social media response associated with published posts. Facebook pages of Commercial Bank of Ethiopia and Cooperative Bank of Oromia were purposefully selected and content analysis was performed on sample of 400 posts published over 6 months time. Qualitative and quantitative content analysis showed that significant majority of posts had promotional informational values which potentially could fulfill Remunerative needs of social media users though these posts were Published with business motives. The two banks Facebook pages also published posts that fulfill educational and social integrative needs of online community. It is observed that posts with less promotional information and posts reporting social, cultural and current issues generated higher engagements from the audience. Posts formed by richer medias such as pictures were found dominant and more engaging than posts formed by texts. The analysis generally indicated the post having remunerative content were less effective in generating social media engagement. Applying richer media particularly pictures in the posts have increased social media engagements. To increase social media user's engagement and ensure effective social media platform the study recommends the introduction of contents that could fulfill the social media user's need of entertainment.

Table of Contents

Acknowledgments.....	iii
Abstract.....	iv
Lists of FIGURES AND tables	viii
Acronyms.....	ix
Chapter one.....	1
Introduction.....	1
1.1 Background of the study	1
1.2 Statement of the problem	4
1.3 Objective of the study	5
1.3.1 General objective	5
1.3.2 Specific objectives of the study	6
1.4 Research questions.....	6
1.5 Hypothesis of the study.....	6
1.6 Significance of the study.....	7
1.7 Scope of the study.....	8
1.8 Limitation of the study.....	8
1.9 Organization of the thesis.....	9
Chapter 2.....	10
Review of related Literature	10
2.1 The definition of social media.....	10
2.2 Forms of Social Media.....	10
2.3 Characteristics of Social Media.....	11
2.4 Business organizations social media usage	12
Social media marketing.....	12
2.5 Face book features supporting organizational communication	13
Facebook Brand pages	13
2.6 Social media content.....	14
Multiple media in the social media.....	15
2.7 Social media Engagement	16

2.8 Social media in Ethiopia	17
2.9 Organizational usage of social media in Ethiopia.....	18
2.9.1 Attitude towards Adopting social media	18
2.9.2 Popular social media channels in Ethiopia	19
2.9.3 Purpose of social media usage	20
2.9.4 The Benefits of social media usage.....	20
2.9.5 Limitations in social media usage	21
2.9.10 Communication landscape in banking industry	22
2.10 Theoretical Framework of Social media	23
Media Richness Theory (MRT).....	25
Chapter 3.....	27
Methodology	27
3.1 Research Design	27
3.2 Mixed research approach	28
3.2.1 Qualitative Content analysis method	28
3.2.1.1 Sampling and population	29
Target Population	29
Sampling	29
3.2.1.2 Data collection	30
3.2.1.3 Data organization	32
3.2.2 Quantitative content analysis method	33
Operationalization of variables.....	34
Content type (CT).....	34
Media Type (MT)	35
Social Media Engagement (SME)	35
3.3 Analysis Techniques.....	36
3.4 Validity and reliability	37
Chapter 4.....	39
Data presentation analysis and interpretation	39
4.1 Qualitative content analysis	39
4.1.1 Remunerative content	40
Sales Promotion Posts.....	41

Experiential Posts	42
Functional Posts.....	44
Brand Resonance Posts	45
4.1.2 Informational content.....	46
Educational Posts.....	46
4.1.3 Interactional content.....	47
Current Event Posts	48
Brand Community Posts	49
Cause Related Posts.....	50
4.2 Quantitative Analysis.....	53
4.2.1 Pattern of Posts	53
4.2.2 Informational values of the Posts.....	55
4.2.3 Social media Engagement	56
4.2.4 Engagement and Content Type Association.....	60
The Relationship of Content and Engagement.....	62
4.2.5 The Use of Media Types in Posts	64
4.2.6 Media Type Across Content Types.....	66
4.2.7 Engagement and Media Type Association	68
4.3 Hypothesis testing	72
4.3.1 Engagement Model	73
4.3.2 Hypothesis formulation.....	74
Test of significance of the model.....	74
Chapter 5 Summary Conclusion and recommendations.....	77
Summary.....	77
Conclusion	77
Recommendations and suggestions for further study.....	81
References	1
APPENDIX.....	1

LISTS OF FIGURES AND TABLES

FIGURE 1 CBE FACEBOOK PAGE POST SHOWING VEHICLES AND APARTMENTS OFFERED FOR AWARD	42
FIGURE 2 CBO POST ON INTERNET BANKING SERVICE CALLED COOPAY	43
FIGURE 3 CBO POST REGARDING YOUTH SAVING ACCOUNT	44
FIGURE 4 CBE POST ON LOZA ABERA, FAMOUS FEMALE FOOTBALLER	45
FIGURE 5 CBE PUBLISHED POST ABOUT THE INTRODUCTION OF NEW BIRR NOTES, THE PRIME MINISTER PICTURED INTRODUCING NEW BIRR NOTES	47
FIGURE 6 CBO POSTED CONDOLENCES BY THE DEATH OF FAMOUS ARTIST, TESFAYE GESSESS.....	48
FIGURE 7 CBO POST OF CONDOLENCES BY THE DEATH OF FAMOUS PAINTER LEMA GUYA.....	49
FIGURE 8 CBE POST: PICTURE SHOWS ONE OF THE ICONIC BUILDINGS OF CBE	50
FIGURE 9 CBO POST, PICTURES SHOWS THE SCENES OF ATHLETICS CHAMPION.....	51
FIGURE 10 CBE POST, THE BANK PRECEDENT HANDING OVER THE CHECK TO THE PM ABIY	51
FIGURE 11 DISTRIBUTION OF PUBLISHED POSTS ACROSS THE DAY TYPE FIGURE 12 DISTRIBUTION OF PUBLISHED POSTS ACROSS PART OF THE DAY	54
FIGURE 13 THE SHARE OF FACEBOOK PAGES OF CBE AND CBO	54
FIGURE 14 ENGAGEMENT GENERATED IN CBE AND CBO FACEBOOK PAGES.....	58
FIGURE 15 FORMS OF SOCIAL MEDIA ENGAGEMENT AND THEIR SHARE.....	58
FIGURE 16 THE FLOW OF SOCIAL MEDIA ENGAGEMENT OVER 6 MONTHS PERIOD.....	59
FIGURE 17 THE SOCIAL MEDIA ENGAGEMENTS ACROSS CONTENT TYPES	60
FIGURE 18 SCATTER PLOT DIAGRAMS (CONTENT TYPE VS SOCIAL MEDIA ENGAGEMENT)	62
FIGURE 19 THE SHARE OF POSTS HAVING DIFFERENT VIVIDNESS LEVELS.....	65
FIGURE 20 THE DISTRIBUTION OF VIVIDNESS ACROSS CONTENT TYPES.....	67
FIGURE 21 SOCIAL MEDIA ENGAGEMENT ACROSS POST VIVIDNESS LEVELS	69
FIGURE 22 SCATTER PLOT OF SOCIAL MEDIA ENGAGEMENT VS MEDIA TYPE	71
FIGURE 23 MODEL SHOWING HOW VIVIDNESS LEVELS AFFECT THE LEVEL OF LIKES.....	74
 TABLE 1 THE THE SHARE OF CONTENT TYPE OF POSTS	55
TABLE 2 FORMS OF SOCIAL MEDIA ENGAGEMENTS PRODUCED	57
TABLE 3 SPSS ETA STATISTICS (SOCIAL MEDIA ENGAGEMENT V CONTENT TYPES).....	64
TABLE 4 SPSS RESULT FOR CHI SQUARE TEST: MEDIA TYPE VS. CONTENT TYPE.....	68

Acronyms

CBE: Commercial Bank of Ethiopia

CBO: Cooperative Bank of Oromia

NBE: National Bank of Ethiopia

UGT: Use and Gratification Theory

MRT: Media Richness Theory

SPSS: Statistical Package for the Social Sciences

CT: Content Type

MT: Media Type

SME: Social Media Engagement

Chapter one

Introduction

1.1 Background of the study

These days communication has become subject to change with the technological advancements. The introduction of internet combined with sophistication of computer technology has brought enormous impact in the information communication sector. Due to this impact a shift from the traditional approach of information dissemination to a new model has happened in which the social media became a significant tool in a communication practice (Mayfield ,2008)

Kaplan and Heinleine (2010) defined social medias as group of internet-based applications that build on the ideological and technological foundations of the so-called Web 2.0 and that allow the creation and exchange of user-generated content. Social media are virtual places that enable large number of people to interact, share and discuss ideas. Well-known examples of social media include Face book, Twitter and YouTube. Social media operate by allowing users to set up personalized profiles followed by inviting other users into their networks (Tafesse and Wien, 2017).

According to Mayfield (2008) social media has five specific characteristics that underline the operations of all social media: participation, openness, conversation, community, and connectedness.

Participation refers to that social media encourages contribution and feedback from everyone who is interested. Openness represents that most social media are open to getting and or sharing information without or very minimal barrier to communication. Conversation characteristics of the social media can be referred to as that traditional media is about broadcast (content transmitted or distributed to an audience) whereas social media is better seen as two way conversation. Community feature of social media allows communities to form quickly based on shared common interest. Most kinds of social media have platforms that enable people to search

for friends, organizations and connect to form relationship based on mutual benefit. (Mayfield, 2008)

Most social media platforms are designed to support and facilitate communication by individuals and organizations with varying form and objectives. From the perspective of business organization, effective networking is an essential component to success. Today's social media tools are bringing rapid change to organizational communication and public relations. Organizations are now building and maintaining social media public pages and form community around them (Araujo, Theo & Neijens, Peter. 2012)

A purposive application of social media enable business organizations to manage customer relationships, promote their brands, educate and entertain customers , build relationships with the online public and influence their purchase decisions (Mangold & Faulds, 2009).

The social media Usage by business organizations has been revealed effective from various perspectives. They increased customer base, reduce costs of communication, aided firms in partnership building with other firms (Ashley, Christy & Tuten, Tracy. 2015).

Social media are helping organizations to understand customer needs easily and cost effectively. Social media are also increased exposure and traffic to organizations with impacts of increased sales and profit. Social media also enabled organizations to create and maintain business consumer relationship (Mahboub, 2018).

As internet World Stat, an organization that analyzes digital communication industry at global level shows that as of September 2020 there are more than 20.5 million internet users in Ethiopia. Internet penetration rate (the proportion of internet users from total population) is 17.8 %. Internet penetration has grown by more than 204 percent for the past two decades (Internet world stats, 2021)

More than 6 million people subscribe to social media, Face book. Demographically, age group from 25-34 are the most active users of Facebook. According to Data Portal, the most popular social networking media in Ethiopia is Facebook. Social media penetration stood at 5.5 by January 2020 (Data Portal, 2020).

The role of social media on Ethiopia's political arena is rising. It helped to mobilize people to stand against the human and democratic right abuse by government, to advance political ideas by opposition groups, and to uncover issues that mainstream media ignores (Meseret, 2020).

According to Sileshie (2014) study in Ethiopia more people prefer Facebook to traditional Medias such as Radio, Television and Newspapers. Sileshie concluded that Facebook has become an alternative media platform to the stated mass media in Ethiopia. The majority of the users use Facebook to read watch and share contents with entertainment value. Personal socialization found out to be major aim of face book users (Sileshie, 2014). However Pettersson and Solomon (2019) found out that social medias are also contributing to the dissemination of hate speech and fake news that provoke conflict among groups.

This study will focus on organizations' usage of social media. Particularly explore on organizations in practicing and exploiting the capabilities of social media, face book taking two banks as subjects of the study.

The subjects in the study are Commercial Bank of Ethiopia (CBE) and Cooperative Bank of Oromia (CBO) who are listed in the top 5 big banks in Ethiopia (NBE annual report, 2020) . Both adopted the social media channels Facebook, YouTube, twitter, LinkedIn, Telegram as a tool of communication. Primarily their presence on Facebook is significant and started 5 years ago. The Banks' Facebook page followers reached more than 100,000. Their pages were found active since they update contents on daily basis focusing on promotions, press releases, and social responsibility issues, educational and motivational messages ([www.facebook.com/cooperativebank of Oromia](http://www.facebook.com/cooperativebankofOromia) and www.facebook.com/combanketh ,2020). The study explored on the informational value of their contents and social media response associated with published posts.

1.2 Statement of the problem

The primary and central element in social media communications is the interactivity it possesses. Different from the one-way model of communication in most traditional media, social media represent two-way communication (Pan and Crotts, 2012).

To be successful, business organizations have to create an intimate long-term relationship with their customers, potential customers and business partners and the public at large (Cuillierier, 2016 cited in Economist Intelligence Unit, 2007). Building strong relationship requires effective social media communication which enables the organization to provide information instantly, encourage conversation, share stories and become a part of the public based on trust and a mutual relationship (Abdurezak, 2019).

Social networking sight, Facebook have technological capabilities that enable business organizations to persistently interact with their customers, business partners and fans. One of these capabilities is Organizational Brand Pages. Brand Pages represent specific sites within Face book set up and run by organizations to serve as their official outlets for brand communications and interactions. Facebook pages allow organizations to build an online community and interact with them on an on-going basis (Zaglia, 2013). Brand pages enable producing and publishing of content, popularly recognized as posts, through which they connect, interact and build relationship with consumers and fans alike (Wondwesen, 2015).

According to De Vries et al. (2012) social media allow organizations to design contents having entertainment, informational, relational and transactional values. In relation to this as the researchers studied on the area social media contents could be delivered in multiple media formats and techniques. (Wondwesen, 2015). The types of contents are significant in determining the level of engagement by followers and customers in online and offline world (Perreault and Mosconi, 2018).

According to Curt Gilstrap and Nigel Holderby (2012) online engagement is the emotional response to shared material. Hollebeek, L (2011) discussed that engagement in social media are expressed in the action of liking, commenting and sharing contents from the social media page.

Different contents varying results in producing engagement which is the basis and primary for effectiveness of social media usage. (Wondwesen, 2015).

In Ethiopia organizations are positive about adopting social media (Wubareg, 2019; Daniel, 2019; Dawit, 2019) governmental agencies have created pages for the purpose of disseminating information such as news events, press releases, promotional and educational materials (Kibret 2019; Abrehet, 2017).

Studies on The domain of the organizational social media usage focused on on governmental agencies social media practices. Wubareg, (2019);Daniel (2019);Dawit, (2019) found out that increasing interest to adopt and practical move to apply social media for organizational communication purposes is observed among the Ethiopian governmental agencies.

Literature review by researcher showed that increasing number of businesses are adopting Facebook pages as a media outlet to deliver contents to their customers and public at large. However topics such as social media content strategy and content analysis found least studied. Findings on such issues are basic and initial for further studies on social media effectiveness as communication platform.

The researcher informed the social media practices, impact and effectiveness of Commercial Bank of Ethiopia (CBE) and Cooperative Bank of Oromia (CBO are not studied in scientific manner. Thus studying their practices particularly the contents they Publish and social media responses concerning the contents will have wider implication. The study tried to categorize contents, identify their characteristics and asses the engagement of social media followers. The study also investigated relationship between the content and engagement of online community in the brand pages.

1.3 Objective of the study

1.3.1 General objective

To explore the characteristics of contents published on Facebook Pages of CBE and CBO

1.3.2 Specific objectives of the study

- To explore the informational value of contents posted on Facebook pages of the two banks.
- To Assess utilized media types in terms of vividness in conveying the message
- To assess the social media followers engagement behavior generated by the contents published on the Facebook Pages.
- To explore if there is any relationship among the content, media used in the posts and social media followers online engagement behavior.

1.4 Research questions

1. What are the informational values of contents published on Facebook pages created by the two banks?
2. How Media Types possessing different richness level affect the vividness of social media contents?
3. What is the pattern of social media followers' online engagement behavior with the contents viewed on the Facebook Pages?
4. What is the relationship (if any) between content type and social media follower's online engagement?

1.5 Hypothesis of the study

Organizational facebook pages effectiveness is significantly determined by the informational value of the content published and media types used. Discussion with social media experts of the CBE and CBO revealed that neither social media content nor media types are explored to evaluate the effectiveness of Facebook pages of the two banks. Using Media Richness Theory

(MRT) as a framework hypothesis is tested regarding how media types contribute to the effectiveness of Facebook pages via the influence they have on Social media Engagement .

Social media supports multiple media format such as text, pictures, audios, videos or any combination. Of these media according to media richness theory Medias that stimulate more sensory elements are effective in carrying and transmitting information effectively as compared to Medias stimulating less sensory organs.

According to Media Richness Theory Contents formed by videos are richer than Contents formed by pictures. Contents formed by only texts are least rich. The study tries to evaluate the prediction of the theory over social media platform and online community context. The Hypothesis is stated as follows:

Social media engagement increases with the richness of the post .the higher the richness of the Posts the higher the engament they induce.

1.6 Significance of the study

The study provided vital information and measurements regarding the banking industry social media communication trends, content typology, characteristics and performance of social media communication tool Facebook. These findings provided some assessment regarding the production and consumption of messages /contents over social media platform particularly Facebook, the development level of organizational social media usage and the pattern of social media user behaviors.

These are very basic inputs to the organizations included in the study as well as policy makers engaged in developing of digital communication. The study findings could be one input to identify limitations; design strategies that would improve the effectiveness of social media as a medium of communication.

The result of the study could be source of curiosity for researchers and can be utilized as reference document for future studies.

1.7 Scope of the study

The study focused on the domain of organizational usage of social media. It explored the study area from the perspective of content creation and response of content receivers.

Of the different forms of social media the study limited to Social Networking Site leader, Facebook.

The study focused on Ethiopian Banking industry where social media communication is actively practiced to organizational communication with customers. The selected Commercial Bank of Ethiopia (CBE) and Cooperative Bank of Oromia (CBO) to assess their practice in using social media.

The utilization of Facebook Brand page to form online community, communicate content with the followers and the response of the community in the social network are the main issues reflected. To accomplish such objective the study analyzed time series data of 245 days (35 weeks) from June 1, 2020 to January 31, 2021.

1.8 Limitation of the study

One of the objectives of the study is to assess to how and to what extent posts were able to generate response from social media followers. If the research has to qualify the credibility, trustworthiness and reliability criteria the data collected from the social media followers should be valid and authentic. Checking the validity and authenticity of social media followers particularly requires ensuring the accounts of real people not fake accounts or bots.

However validating hundreds of thousands of social media followers of the two banks Facebook pages is not conducted. Checking for social media manipulation and fake accounts requires complex cross checking process. This limitation posed challenge to the quality of findings.

In Ethiopia Social media particularly application to the organizational context is under studied creating difficulty for researcher in getting adequate reference material.

1.9 Organization of the thesis

The study organized into five chapters. Chapter one provides a brief background to the study, discusses the research problem and significance of the study. Chapter two reviews previous researches on social media concept, characteristics of social media, Business organization use of social media platform particularly Facebook page utilization. Theories relevant to social media is also reviewed in the literature review. Chapter three presents the methodology part of the study where sampling procedure, data preparation and analysis methods are presented in detail. Chapter four present the result and discussion. Chapter five present summary and conclusions and provides recommendations based on the study.

Chapter 2

Review of related Literature

2.1 The definition of social media

On terms Web 2.0 and Social Media there is no general consensus as to their exact meaning. Kaplan and Haenlein (2010) widely applied definition and stated as follows: social media are “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”.

Musser and O'Reilly(2005)defined it as “Web 2.0 is a set of economic, social and technology trends that collectively form the basis for the next generation of the Internet, a more mature, distinctive medium characterized by user participation, openness, and network effects” .

Social media operates by allowing users to create personalized profiles and inviting other users into their networks. Boyd and Ellison (2007) definition of social media places emphasis on profiles and networks that users create. For Boyd and Ellison (2007) social media refers to web based services that allows individuals to construct a public and semipublic profile within a well-structured system such as Facebook, twitter accounts, to articulate the lists of other users with whom they share a connection and to view and visit the list of connection and those made by others within system.

2.2 Forms of Social Media

There are several ways to categorize social media. Kaplan & Heinlein (2009) utilized systematic way to categorize social media based on the social-presence theory and on the media-richness theory.

In the social presence theory, different media have different degrees of achievement in the acoustic, visual, and physical contact between two communication partners. According to

Williams & Christie (1976) the more acoustic, visual, and physical contact the media achieves, the higher its level of social presence.

According to the media richness theory, developed by Daft & Lengel, (1986), different media have different degrees of information transmission in a given time interval. Social media scholars assume that the greater the information transmitted in a period of time, the higher the level of media richness

Different researchers provided varied classification schemes for social media platforms. Kaplan & Heinlein, (2009) classify social media in to three levels based on the explanations of social presence theory and the media richness theory social media are divided three levels. The lowest level includes joint projects and blogs, like Wikipedia, because such applications are text-based and only allow for a relatively easy information exchange. The second level is the community-content level, which includes Platforms Such as Facebook. This level allows exchange pictures, videos, and other forms of media. The highest level simulate real-life, face-to-face communication in a virtual world. Virtual games and social worlds are included in this level

2.3 Characteristics of Social Media

Social media has many distinctive characteristics as compared to traditional media. Participation is one of the distinctive characteristics. Mayfield (2008) defines Participations as Table feature that allows interested parties an opportunity to engage in interaction. Encouraging contributions and feedback from everyone who is interested, they blur the line between media and audience

One of the characteristic feature social media posses are its Conversationality. Rowley (2004) discussed that social media allows two-way conversations rather than one-directional distributions of information to audience .While traditional channels only convey a linear communication mechanism, the Internet provides a nonlinear or two-way communication environment.

Connectedness which refers to mediated social relations and interpersonal ties enabled by the social media. Stafford, Kline, & Dimmick (1999) concluded that social media allows media users to move from one point to others in cyberspace. According to the study connectedness is largely enabled by new technological capabilities embedded in social media platforms.

Social media also allows individuals and organizations to identify and communicate with the people whom they want to be associated with free or lowest cost. Mayfield, (2008) argues that community formation have become easy and rapid on the online world than offline world, where it costs more time and money. People could search and identify other people who share some commonality with them and connect to form relation based on mutual interest.

The openness characteristic is enhanced by social media's networking philosophy and the availability of easy-to-use mechanisms for creating and sharing contents. The evidence of openness is prevalent as people, especially the younger generation, share their lives online via social media sites like Facebook, Flickr, and Twitter, and organizations use corporate blogs to distribute information and receive feedback Mayfield, (2008).

Khan (2015) summarized expression of social media is worth mentioning here as a summary. According to Khan (2015) social media communication is many-to-many, participatory, user owned, conversational, open, mass collaborative, relationship oriented, and free and easy to use.

2.4 Business organizations social media usage

Social media marketing

Because of their ability to connect together a large number of people with little-to-no expenses, social media are expanding in popularity around the globe. For instance, there are 2.8 billion active monthly users worldwide as of second quarter of 2021. At the same period, Twitter had 340 million active monthly users worldwide (Statista, 2021)

Araujo and Neijens (2012) states that Academic research on the marketing application of social media falls into two areas, with one area of study studying from audiences' perspective and another area studying the businesses' perspective. This study reviewed studies that focus on business perspective, which itself categorized in to social media adoption approach and social media content strategy.

With respect to adoption approach, research has examined various internal and external antecedent factors. For instance Araujo and Neijens (2012) emphasized on the internal factors have significant impact. The study found out organization size, product category, marketing strategy and international orientation issues are crucial internal factors determining the adoption of social media by business corporations.

Other studies have argued external factors have significant impact in determining the social media adoption of business. For instance Tsimonis and Dimitriadis, (2014) argued external factors such as competitive pressures, customer needs and changing demographics are decisive in determining the adoption approach of social media by business organizations.

Today, business organizations are optimistic about social media and view them as an integral part of their marketing mix plan. There are several factors that led increasing number of organizations to use Social media. Tafesse (2015) discussed that Vast and growing user base coupled with technological affordances for close personal interactions is turning social media into attractive marketing platforms.

The Social Medias marketing is bringing new capabilities and advantages which make communication effective more than ever. Tuten, (2008) concluded Social media marketing can mainly be used for building brand awareness, identifying opinion leaders (known in social media as influential), driving traffic to brand Web sites, spreading specific messages virally, developing customer databases, instilling credibility and trust in a brand, and enhancing a brands image, among others.

2.5 Face book features supporting organizational communication

Most social media platforms offer features that facilitate organizational communication. Here in this section effort is made to show the main features available in Facebook and how these features enable effective organizational communication.

Facebook Brand pages

Social media Platforms are constantly developing the platforms capabilities to meet the demands of their users among others are business organizations .Facebook for instant enable business to communicate directly with their customers and public at large by enabling them to set up Brand Pages .

Brand pages are specific sites within Face book set up and run by businesses to serve as their official outlets for brand communications and customer interactions. Wondwesen, (2015) Stated that Facebook brand pages enable business craft and publish branded content, formally known as brand Posts. According to Wondwesen, (2015) brand posts serve spot points through which they connect with consumers and fans alike.

Followers of the Brand Pages view posts published by business organizations in their newsfeeds or when they specifically visit organizations' Facebook pages, and may decide to respond to them by using one or more of Face book's standard response options, i.e., like, share and comment (Lipsman, 2012).

There are several purposes of adopting organizational social media pages .According to Wakuthii Koori,Muriithi&Mbebe (2018) improving their social network salience, enhancing interest in their organizations, and building relationships with the online community are the main purposes of building and maintaining social media public pages by Organizations.

2.6 Social media content

Facebook Brand Pages allow organizations to deliver variety of Contents in the form of posts .There are three ad hoc approaches used to categorize posts. The fiist approach employs crudely specified content domains consisting of entertainment, information and transaction posts. However; this categorization appears ineffective since it is too broad that leads to exclusion of certain posts like social causes and brand community. Some examples of the study utilizing such brand post categorization approach are Cvijikj&Michahelles (2013); de Vries, Gensler, &Leeflng, (2012).

The second Approach categorizes brand Posts in to functional, experiential, emotional, and brand image. The drawback of this approaches its selective emphasis on few message strategies. Kim et al. (2015), Swani et al. (2014) conducted studies based on the second Approach.

The third approach attempts to categorize brand posts using consumers representation, subjective meaning that social media users ascribe to brand posts. It classifies posts in to social, functional, hedonic and self-concept categories. Davis et al. (2014), Jahn&Kunz (2012) conducted research applying the approach.

This study applied the deductive coding procedure: deriving codes from theory and previous studies. Preexisting codes are utilized to categorize new empirical data . For this study codes developed by Tafesse and Wien (2017) are utilized to code and categorize posts published on the Facebook Page of Commercial Bank of Ethiopia and Cooperative Bank of Oromia . The following paragraphs provided brief discussion on Content categories developed by Tafesse and Wien (2017). Codebook attached in the appendices provided definitions of each Content Categories.

Tafesse and Wien (2017) conducted study that aims to develop a formalized, comprehensive and specific brand posts categories. 12 specific post categories developed are by the study are: emotional posts, experiential posts, brand resonance posts, cause-related posts, functional posts, employee posts, educational posts, current event posts, personal brand posts, brand community posts, and customer relationship posts .

The study produced post categories after performing three types of coding procedure: inductive coding, deductive coding and validation coding procedures. In deductive coding they reviewed the relevant literature to identify pre-existing coding categories. In the deductive coding procedure the study drew together systematic inferences from a purposive sample of brand posts ($n = 371$) to derive new coding categories. Finally, the study implemented validation coding, a double-coding procedure on another set of sample brand posts ($n = 249$) to validate the initial coding categories.

Multiple media in the social media

Social media feature particularly brand pages have ability to support multiple media types (e.g. text, photo, video and website links). According to Ashley & Tuten, (2015) such capability offers organizations an unprecedented scope to experiment with a variety of messages.

Facebook offers the possibility to share (1) status, (2) photo, (3) video, and (4) link. These media types represent different level of media richness which is commonly referred to as vividness of online content (Daft and Lengel 1986). Vividness reflects the richness of a brand post's formal features; in other words, it is the extent to which a brand post stimulates the different senses (Steuer 1992).

The degree of vividness can differ in the way that it stimulates multiple senses (Coyle and Thorson 2001). For example, a video is more vivid than a picture because the former stimulates not only sight, but also hearing.

2.7 Social media Engagement

Brodie .et. al., (2013) defined social media engagement as the audiences' act of actively seeking, processing and responding to generated content. Ksiazek, Peer, & Lessard, (2016) have broader perspective in the engagement .the study provided broader perspective of engagement and refer it as Social-interactive engagement .It corresponds to interactive features that are presented on social media at the content community level

Mersey, Malthouse, and Calder (2010) stated that social-interactive engagement involves two aspects: participation and socializing. One can measure participation through quantifiable indicators on social media sites, such as online commenting, and the numbers of "likes" and "up votes."

Online commenting is the public's participation and socializing, and its presence on sites suggests that the public is willing or has the behavioral intention to be involved in the interactive communication and to contribute to their own online community. In other words, the more online comments that stakeholders produce, the more engaged they are (Wang, Qiao, & Peng, 2015).

In addition, "likes" and "up votes" also serve an important indicator for stakeholders' online engagement (Gerlitz & Helmond, 2013). On Facebook, "like" refers to users' agreement with or

approval of the implicated comments (Facebook, 2017). The more users who “like” the comments, the more users are engaged (Gorlitz & Helmond, 2013).

Studies are made to explain what determines the level and form of social media users’ engagement with the content. Roope Jaakonmaki et al (2016) identified three major groups of factors: The groups those that are related to the post’s creator (e.g., the creator’s sex, age, number of followers); the post’s context (e.g., time, location); and certain features of the content, such as, textual content (e.g., words, tags), visual content (e.g., images, videos), and audio content.

Regarding the content, Tafesse, (2015) concluded that the content type of brand posts can be a potent driver of the consumer engagement process. Perreault and Mosconi, (2018) also confirmed that the types of contents are significant in determining the level of engagement by followers and customers in online and offline world.

The impact of content vividness, interactivity of content and content type have thus far been investigated with mixed findings, perhaps due to differences in measurement approaches and the variables involved .

Cvijikj and Michahelles,(2013) find out the use of more pictures and videos in the posts having positive effect on audiences response . However De Vries et al., (2012) report a negative effect.

With respect to content type studies such as De Vries et al., (2012) found out informational content generating increased enjoyment . While Shen and Bissell, (2013) discovered entertaining content inducing highest engagement).

This study aims to assess how Content and Media Types influence Social Media Engagement using empirical data collected from The Facebook Pages of Commercial Bank of Ethiopia and Cooperative Bank of Ethiopia.

2.8 Social media in Ethiopia

As Internet World Stat, an organization that analyzes digital communication industry at global level shows that as of September 2020 there are more than 20.5 million internet users in Ethiopia. Internet penetration rate (the proportion of internet users from total population) is 17.8 %. Internet penetration has grown by more than 204 percent for the past two decades.

More than 6 million people subscribe to social media, face book. Demographically, age group from 25-34 are the most active users of Facebook. According to Data Portal, the most popular social networking media in Ethiopia is Facebook. Social media penetration stood at 5.5 by January 2020 (Data Portal, 2020).

According to Sileshie (2014) in Ethiopia more people prefer Facebook to traditional Medias such as Radio, Television and Newspapers. Sileshie (2014) concluded that facebook has become an alternative media platform to the stated mass media in Ethiopia. The majority of the users use Facebook to read watch and share contents with entertainment value. Personal socialization found out to be major aim of face book users.

The role of social media on Ethiopia's political arena is rising. It helped to mobilize people to stand against the human and democratic right abuse by government, to advance political ideas by opposition groups, and to uncover issues that mainstream media ignores. (Meseret, 2020). However Pettersson and Solomon (2019) found out that. Social Medias are also contributing to the dissemination of hate speech, disinformation and fake news that either provoked conflict or increased the risk of conflict among rival ethnic and political groups.

2.9 Organizational usage of social media in Ethiopia

The following section reviewed the studies that studied social media application by governmental organization. Only one study that focuses on business organization is also reviewed.

2.9.1 Attitude towards Adopting social media

Wubareg, (2019);Daniel (2019);Dawit, (2019) found out that increasing interest to adopt and practical move to apply social media for organizational communication purposes is observed Among the Ethiopian governmental agencies.

A study focusing social media usage by Ethiopian Ministry of Innovation and Technology is conducted by Wubareg (2019). The study highlighted on social media as public relations tool for the Ministry. Wubareg (2019) found out that even if the social media technology is new and

recent phenomenon the public relations officers and management have positive attitude towards adopting social media platforms.

Daniel (2019) has also concluded that the use of the social media for a government communication purpose is well perceived among the staff members of the Addis Ababa City Government Communication Mayor's Office, subject of the study. According to Daniel the organizations social media channels helped to increase the popularity of the organization. Its simplistic nature to use and the less amount of time that it require to accomplish the task are the factors that made the Addis Ababa City Government Communication Mayor's Office, to engage in the social media.

Dawit (2019) conducted study assessing the challenges of using Social Media among PR practitioners in federal government organizations in Addis Ababa. The study concludes that (98 %) respondents use social media for PRs practice. Majority of respondents PRs (64.6 percent) had more than three years of experience on using social media. (Dawit, 2019)

Federal government organization PR practitioners were aware on the importance of social media usage based on (Dawit, 2019) study. Majority (79.5%) of respondents agreed on social media power to inform and educate the public regarding services; promote the goodwill of the organization; facilitates corporate communication through two-way communication; helps in countering negative publicity; allows equal access to public information; facilitates transparency, accountability, and timely response; and improves the role of PR practitioner through experience.

2.9.2 Popular social media channels in Ethiopia

In Ethiopia organizational social media usage context, the widely used and popular platform is Facebook (Dawit, 2019). Survey collected data from 213 federal government organization PR practitioners and found out that Facebook is .The most widely used social media platform among 84.5% PR Directors and practitioners of federal government organization in Addis Ababa.

Abdurezak (2019) studied the social media marketing strategy of ZayRide, taxi service provider .The study concludes that Facebook is the most preferred and popular platform by the

organization and its customers. (Abdurezak, 2019). Private transportation company, ZayRide used social media most of the time to put advertisements and information about its services.

2.9.3 Purpose of social media usage

Different types of organizations, governmental and private business organizations mainly used social media for information dissemination to the public. Abrehet (2017) in his study that focus on Use of Social Media in Public Diplomacy missions of Government of Ethiopia found out that the main purpose of organizational media usages is for disseminating persuasive information to the target groups.

Kibret (2019) has also similar observation in the study that compared practice of social media of two Ethiopian governmental ministries, ministry of health and ministry of culture and tourism. The ministries primarily used social media as public relation tool: to post news, press releases, public announcements; current events and educational information.

2.9.4 The Benefits of social media usage

Wubareg (2019); Abrehet (2017) and Daniel (2019) conducted studies focusing on impacts social media has on the practice of public relation. They found out that social media has accelerated and intensified the way public relations practitioners communicate, relate, their attitudes and tools/methods of practice. Social media have given dynamic new ways to communicate with internal and external audience. It offers a low-cost relationship building; it has increased the speed the organization disseminates information and gets feedback from its target audience. (Wubareg, 2019).

Daniel (2019) in his study of Addis Ababa City Government Mayor's Office observed that the office utilized the social media to disseminate information directly to the public allowing the office to be fast and cost effective in communicating with the public as compared to traditional medium it used to employ.

2.9.5 Limitations in social media usage

Even though the social media allows multi directional and horizontal communication among stakeholders in the online community in Ethiopia studies found out low level of two way interaction and engagement (Abrehet, 2017, Abdurezake, 2019)

In the study that investigated the social media practice of Ethiopian diplomatic mission, Abrehet (2017) observed low level of online engagement by Facebook page followers. Feedback, Responses and interaction on the posts remains low in the social media community formed in the facebook pages of diplomatic missions. The study described that in rare cases the missions tried to start dialogue with their target audiences or friends/ followers. The face book is used as one way persuasion strategy rather than two ways. The study concluded that the social media communication is not as dialogic.

Wubareg (2019) results are also come up with the same conclusion by evaluating the social media performance of Ethiopian Ministry of Innovation and Technology. The study found out that the organization used the social platform to conduct one way communication. Posts aim to provide information rather than induce interaction and engagement from social media followers.

Daniel (2019) argues that the low level of interaction is caused by the types of contents mostly posted. The study indicated that the information which is shared by the Mayor's Office Facebook Page is mostly focused on the activities of the Mayor and other protocol related issues which are less inviting for a discussion. The social media channel utilized for mere news delivery tool lacks and they lack strategy to conduct dialogic communication which social media allowed.

Abdurezak (2019) assessment of one local taxi company, Zayride indicated that the companies tend to put advertisements more frequently rather than posts that initiate feedback, interaction and engagement. The company social media operators are also didn't respond to limited feedbacks, inquiry and comments forwarded by its social media followers and fans.

The major objective of this study is to measure the level of engagement, assess the performance of different content types in producing interaction and engagement among online community formed around the two banks under the study, Commercial Bank of Ethiopia (CBE) and Cooperative Bank of Oromia (CBO).

2.9.10 Communication landscape in banking industry

The banking industry is one of the biggest industries in terms of the contribution to countries economy, market size and finance it mobilizes for economic growth and development. According to National Bank of Ethiopia 2020 annual report currently the banking industry is rapidly increasing and there are 18 banks (16 private and 2 public). The banks had 112.9 billion birr annual capital and mobilized 333.4 billion birr resources in the form of deposit and loan. (NBE annual report, 2019/2020).

The banking industry is characterized by intense competition. Most banks utilize multifaceted communication and public relations tools with the aim of promoting their service, build brand image, develop strong relationship with potential and existing customers. In practice banks put product and sales promotions on traditional medias (Radio, TV and print),organize product launch events, conduct sponsorship programs , participate and finance social causes, establish clubs around their brand.

The recent expansion and development of internet particularly social media in Ethiopia have brought new opportunity for banks to conduct easy and fast communication with the public: potential customers, customers and business partnership and fans.

Banks are tapping the social media opportunities by adopting multiple social media channels particularly Facebook, YouTube, tweeter, LinkedIn, which are cost effective as compared to the advertisement cost on over traditional channels.

The participants in the study are two banks: including Commercial Bank of Ethiopia (CBE) and Cooperative Bank of Oromia (CBO) who are listed in the top 5 big banks in Ethiopia. Both adopted the social media channels Facebook, YouTube, twitter, LinkedIn, Telegrams tool of communication. This study focused on their Facebook brand Pages.

The Facebook brand page of Cooperative Bank of Oromia (CBO) is created on March31, 2014. Currently, at time of the writing this report the brand page has total of 106, 000 followers (Cooperative Bank of Oromia Facebook page, 2021).

While Commercial Bank of Ethiopia brand page is established on April 2014. Now its followers have over 260,000 followers. Their pages are active since they update contents on daily basis focusing on promotions, press releases, and social responsibility issues, educational and motivational messages.

2.10 Theoretical Framework of Social media

The major objective of the study is to conduct assessment on posts. Emphasis is placed on to what extent and how the content and media of posts affects social media repose. These elements are explained under the frame work of two theories: Use and Gratification Theory (UGT) and Media Richness Theory (MRT).

Use and Gratification Theory

Coined in the early 1940s by Katz and Blumler (1974), the uses and gratifications theory deals with understanding why people use certain types of media, what needs do they have to use them, and what gratifications do they get from using them.

The theory relies on two assumptions regarding the media. Firstly it suggests that, the audiences are active members of the media through the selection of their preferred content that they consume. The second assumption being that the media users or consumers are more aware of the reasons why they choose the particular media that they choose to use or consume.

Katz, Gurevitch & Haas, (1973) categorized the uses and gratifications theory in some needs which include; affective needs, cognitive needs, personal integrative needs, social integrative needs and as well as tension free needs.

Cognitive needs :The first needs in uses and gratifications theory relate to cognitive needs that concern getting knowledge and information as well as having an understanding of people's social environments, exploration and curiosity (Ruggiero, 2000).

Affective needs These are appealing experiences and needs that relate to pleasure. In other words, people use different types of media for personal needs like pleasure and or emotional needs like getting satisfaction from a football match aired on television.

Personal identity/interactive needs this particular need is very important to the lives of people because it touches their inner feeling. The need concerns self-esteem, personal stability, need for self-respect, self-confidence, integrity and social status and others in the same category (Stafford et al., 2004).

Social interaction and integration needs: The needs under social interaction related to interacting with family, friends and relatives but rather with technological integration now days unlike two decades' ago where there were no social media interactions.

Tension release needs (escapism): these needs may warrant users to use a certain media because they want to escape a certain unpleasant situation and that they just want to take their minds off the issues that could have been bothering them.

Criticisms of uses and gratifications theory

Firstly, the authors of the theory Katz, Gurevitch & Blumler, (1974) made an assumption that the media users are aware of the needs and the gratifications that they want to get out using them. However, the main critique of the theory lies in the fact that, the assumption of people knowing their needs and gratifications is not certain because it is practically impossible for people to be knowing all their needs and gratifications because some of them come along the way when they are using the media platforms and not thought about before.

Secondly, the theory only talks about how users are aware of the reasons and needs why they use the media, but forget to talk about the power of the media. Highlighting the power of the media is crucial because the media is the one that gives power and influences the user to opt for it, otherwise if that particular media chosen by the user did not have good content or attractive content for that matter, chances are that the user would most likely not have chosen it to gratify

Furthermore, the theory mainly talks about individual's selection of their preferred content to use in the media but it rather forgets the effects it can bring about their minds if they don't look at it in an objective way. The theory in short focuses on the content and media and it neglects to

address the issue what is on people's minds when they are selecting the particular media that they use in satisfying their needs for its usage.

Lastly, most studies that have used the theory have had to conclude that they always get subjective results rather than those that cover a wider perspective. Part of the problem scales from the fact that the theory only focus on the users and it neglects to consider the media therefore, the subjectivity may apply in that manner.

UGT in the domain of Social media

Leung & Wei (2000) claims that UGT perspective has been applied in the context of television and electronic bulletins it can also uses and gratification theory provides valuable insights into digital age medium, social media.

Social media content can be categorized into four main content categories, of information, entertainment, remunerative and relational content. Delivery of these varying forms of content will gratify customer motives for social media use, which expressed by of Social Media Engagement Behaviors (Muntinga, Moorman, &Smit, 2011).

In a social media context, users are not passive in their media selection or their use of specific media. Social media is constructed to enable customer interaction and engagement. Therefore, it is imperative that the application of UGT to determine the engagement behavior that results from the selection of, and interaction with, different types of social media content.

Media Richness Theory (MRT)

Media richness theory is based on the assumption that the goal of any communication is the resolution of ambiguity and the reduction of uncertainty. It state that the media differ in degree of richness they posses, measured by the amount of information they allow to be transmitted in given time interval (Daft & Lengel, 1984).

Media richness is a function of characteristics: the ability to handle multiple information cues simultaneously, the ability to facilitate rapid feedback, the ability to establish personal focus, and the ability to utilize natural language.

In the hierarchy of media richness, face-to-face communication is the richest followed by telephone, electronic mail, and print communications (Katz & Lazarsfeld 2010). Media richness theory argues that performance improves when team members use “richer” media for equivocal tasks Dennis & Kinney (2008).

The MRT in the opinion of Martin (2009) is based on the assumption that the purpose of any communication is to resolve ambiguity and reduce uncertainty. It states that the different types of social media differ in the degree of richness they possess and based on capacity to convey multiple verbal and nonverbal signals, ability to allow immediate feedback, usage of natural language, and presence of personal focus. Accordingly, some social media are more effective than other in resolving ambiguity and uncertainty.

Whilst majority of studies compare richness between forms of media, e.g. telephone versus direct mail, the new communication landscape provides an opportunity for business organizations to provide rich contents with in single media type such as social media platforms.

Chapter 3

Methodology

3.1 Research Design

Research design is the overall strategy that the researcher chooses to integrate different components of the study in a coherent and logical way, thereby, ensuring it effectively addresses the problem, it constitutes the blue print for the collection of the data, measurement and analysis of data (AAU, 2019) .

The main objective of the study is to explore the characteristics of contents published on Facebook Pages of CBE and CBO and assess the online community's engagement with those contents. As discussed in the literature review though studies are made on organizational perspective of social media usage limited studies are conducted focusing on social media content and online audience response.

The study followed exploratory research design which is recommended for research problems where little is known about problem characteristics though it is known to be existed (Ethiopian Civil Service University, 2017)

The study employed content analysis method under the framework of mixed research approach which combines qualitative content analysis with its quantitative counterpart.

Qualitative content analysis aimed at answering the research questions such as what are the messages of online contents published by facebook Pages included in the study. The quantitative content analysis primarily allows answering the question what is frequency and distribution of posted online contents. It also enables to address the question how online contents and online audience response (social media engagement) are related.

The study collected data from two purposefully selected Facebook Pages created by Commercial Bank of Ethiopia (CBE) and Cooperative Bank of Oromia (CBO) and analyzed 400 posts collected from these Pages during 6 months time from September 2020 to February 2021. The qualitative and quantitative analysis produced finding related to the content type, media type and

social media users' engagement. Hypothesis is also tested to check relationship among the variables content type, media type and social media engagement.

3.2 Mixed research approach

The study combined quantitative content analysis with qualitative content analysis. Even though both focus on the content their objective, procedures and findings they generate are different.

According to Weber (1990) Quantitative content analysis is a method to count manifest textual elements. This method is criticized for missing syntactical and semantic information entrenched in the text. However qualitative content analysis explores the meanings underlying physical messages. In Qualitative content the researcher is interested in finding objective content from texts to examine meanings, themes and patterns that may be manifest or latent.

Combining Quantitative method with a qualitative approach enable researcher to have different angles view of the problem. The two approaches address different aspects (quantitative shows breadth while qualitative shows depth) of the problem (Orcher, 2005). Weber (1990) also claimed that the best content-analytic studies use both qualitative and quantitative operations.

Thus this thesis applied mixed approach in content analysis method to have multifaceted investigation of research problem, finding out the meaning and characteristics of organizational Facebook page posts and resulting and social media engagement behavior.

3.2.1 Qualitative Content analysis method

Hsieh & Shannon (2005) defined Qualitative content analysis as the subjective interpretation of the content of text data conducting systematic classification process of coding and identifying themes or patterns. With regard to the output of qualitative content analysis method, it usually produces descriptions or typologies, along with expressions from subjects reflecting how they view the social world.

The one of the major objective of the study is to explore the message and characteristics of contents published on two Facebook pages created by business organizations. The objective requires performing qualitative content analysis that primarily involves interpretation of the posts

to grasp their informational value. This requires categorizing the contents based on the informational value.

In summery this study is content analysis that combined the two types of content analysis: quantitative content analysis focusing on counting and measuring while and qualitative content analysis focusing on interpreting and understanding.

3.2.1.1 Sampling and population

Target Population

Babbie and Mouton (2001) refer to a study population as a collection of elements from which a sample has been taken. Posts of Facebook pages which are created by the Two banks would be considered as the universe or population of the study.

Describing the importance of using purposive sampling technique, Creswell (2009) noted that purposive sampling allows the researcher to purposely select research participants or data that will best help to understand the problem and the research question.

Sampling

In this study three sampling decisions are made. The First sampling decision is related to selecting specific social media platform as its empirical setting. In this study facebook is selected to offer the primary empirical setting. The basis for purposively selecting facebook out of multiple social media platforms is the popularity of facebook globally and locally. facebook is also a social networking sight that provides opportunity to answer all questions raised in the study.

The second purposive sampling decision concerns selecting specific Facebook Pages created by business organizations. Of company pages in Ethiopia, two pages are selected purposively. The selected Facebook pages are owned by Commercial Bank of Ethiopia (CBE) and cooperative Bank of Oromia (CBO).To get good representative Facebook Pages, the researcher conducted preliminary assessment on 10 Banks Facebook Pages with an attempt to compare and select subjects for the study. 3 major criteria are used to evaluate and compare Facebook Pages. These criteria are: The variety of the content the pages posted, frequency of posting and size of followers of the pages are evaluated. The researcher found out that relatively CBE and CBO

Facebook Pages showed relatively better performance as compared to other pages which preliminary assessment is conducted on.

The third sampling decision concerns determining the number of posts to be collected from Two Facebook pages. The study selected 400 brand posts ($n = 400$) during 6 months time (September 1, 2020 to February 30, 2021). The study has purposefully selected sample size ($n = 400$) for analysis. According to Ashley & Tuten, (2015) in a social media environment 4 weeks window is long enough for a rich variety of brand posts to be published.

3.2.1.2 Data collection

The data collection method of this study is a document analysis. The rationale for applying such method is guided by research objectives which centers on the informational values of contents published on Facebook pages and responses of online community to those contents.

Such complex and large communication process is exclusively and exhaustively recorded by social media platforms, in our case Facebook. It digitally records and documents the communication process. This method has the advantages of obtaining original data intact in size and shape. Moreover, it is unmanageable to collect data using interview and group discussion since the online community has more than one hundred thousand members who may have been scattered in to the whole nation and abroad posing difficulty to utilize other data collection methods.

The data is exclusively collected from the online archives of two Facebook Pages, created by Commercial Bank of Ethiopia (CBE) and Cooperative Bank of Oromia (CBO). The samples included are those posts that are translated in to English by the publishers themselves.

The Facebook page of Cooperative Bank of Oromia (CBO) is created on March 31, 2014. As of April 2021 the Brand Page has total of 106, 000 followers (Cooperative Bank of Oromia Facebook page, 2021), while Commercial Bank of Ethiopia page is created on April 2014, and its followers reached over 260,000. Both Facebook Brand Pages created 6 years ago by the Banks to have media outlet that allows two way communications with their online community (Facebook page of CBE, 2020; Facebook page of CBO, 2020).

The researcher collected the 400 posts posted during 6 months time (September, 2020 to February 2021) to perform content analysis.

Unit of Analysis

The unit of analysis refers to the basic unit of text to be classified during content analysis. According to De Wever et al., (2006) messages have to be unitized ahead of coding, and differences in the unit definition can affect coding decisions. Comparability of outcomes with other similar studies is also highly determined by the definition of unit of analysis.

Sentences, paragraphs, full text documents or entire interview protocols might serve as unit of analysis (Graneheim and Lundman, 2004).

In this study individual Posts, and all the ancillary information they incorporate (i.e. English texts, photos, videos and links) captured the unit of analysis.

Posts are defined as public messages published on the facebook pages created by the organization. Posts appear in the news feeds of followers of the facebook brand pages. Followers could also view the posts by specifically visiting the brand pages they are following. Followers may engage with the posts by using one or more of Face book's standard response options such as 'like', 'share' and 'comment' (Lipsman, 2012).

The study only considered posts produced and posted by facebook page creators and administrators namely Commercial Bank of Ethiopia (CBE) and Cooperative Bank of Oromia (CBO).Contents created and posted by followers, such as user generated contents, shares and comments are not considered as the unit of analysis.

Procedures of Data Recording

The digital media platforms created conducive environment to search and access information. Thus the distinctive features of facebook aided the data collection process to be time saving and efficient. Since any previous posts are stored in the digital facebook archive system the researcher retrieved and collects the previous posts and details regarding post. Detailed data associated with the Posts are the size of audience engagement indicators such as 'likes', 'comments', 'shares'. Time details of post are also collected from the digital archive. Researcher collected texts, pictures and videos using specialized software that enable to download save in

soft copy. Multimedia contents of the posts are transcribed and the coding process is conducted based on textual data.

3.2.1.3 Data organization

Coding process

The major aim of the study is to determine the informational values of posts. This task requires qualitative content analysis method which involves examination of individual Posts' message, subjective interpretation of their meaning and coding or categorization. It involves organizing the unit of analysis (posts) in to previously defined categories.

Qualitative content analysis extracts manifest and latent meanings following a systematic and transparent procedure for analyzing data (Zhang & Wildemuth, 2009). The coding procedure draws on qualitative content analysis, which entails the subjective interpretation of the content of text data through the systematic classification process of coding and identifying themes and patterns (Hsieh & Shannon, 2005).

Hsieh and Shannon (2005) discussed three qualitative content analysis approaches: inductive, directed and summative approaches. Their difference lies on the degree of involvement of inductive reasoning. Of these approaches this study employed directed content analysis approach where codes are derived from a theory or relevant research findings.

To do so the researcher reviewed several social media content studies, particularly studies which develop post categories. The researcher critically assesses and examined the categories if the categories exhaustively accommodate the content observed in sample of posts (n= 400). It is found out that post categories utilized in the Tafesse and Wein (2017) are relatively better in synchronizing with the observations in Sample.

Tafesse and Wein (2017) is based on the sample of posts (n=371) derived from 15 facebook pages of large corporate organizations selected by Inter Brand's Best Global Brands, and independent organization that ranks global corporations based on their performance. The codes generated by the first Sample (n=371) is also checked by second sample of posts (n= 249) derived from 15 top performing corporations purposefully selected by the researchers.

The study passed through all levels of coding procedure deductive coding (considers codes from theory and previous studies), inductive coding (generate codes from its fresh Data), and validation coding (generation of codes by another set of Sample). with such rigorous and scientific procedures the study come up 12 categories of brand posts listed as follows :

emotional posts, experiential posts, brand resonance posts, cause-related posts, functional posts, employee posts, educational posts, current event posts, personal brand posts, brand community posts, customer relationship posts.

Researcher of this study found out that Tafesse and Wein (2017) codes could explain the tendency of posts published in the two Facebook pages selected for this study. This study employs codes with minor alteration and adaptation aiming to synchronize codes with the banking industry. 4 Post categories are found irrelevant for the sample and dropped by the researcher. Coding book, which provide definition rules of the 8 post categories employed in this study is attached in the separate file.

3.2.2 Quantitative content analysis method

Berelson (1952) suggested five main purposes of content analysis as follows: To describe substance characteristics of message content; To describe form characteristics of message content; To make inferences to producers of content; To make inferences to audiences of content; To predict the effects of content on audiences. Quantitative content analysis employed in this study aims to provide elaborations and inferences about the focus of the study, Facebook Brand Posts in line with purposes identified by Berelson (1952).

The major objective of the research is to explore the characteristics of content, referred in the study as Facebook Page Posts. Identifying characteristics of posts includes measuring frequency of posts, performance of posts in creating social media engagement. This objective requires employing quantitative content analysis method.

Quantitative content analysis collects data about media content such as topics or issues, volume of mentions, ‘messages’ determined by key words in context (KWIC), circulation of the media (audience reach) and frequency.

Quantitative content analysis also should consider media form (eg. visual media such as television use more sophisticated semiotic systems than printed text and, thus, are generally regarded as having greater impact).

According to Neuendorf (2002) content analysis would produce insightful findings if it considers both media content and media form characteristics. Neuendorf (2002) reasoning for such argument is that form characteristics are often extremely important mediators of the content elements.

Accordingly this study performed quantitative content analysis on sample of posts (n=400) collected from the two banks facebook Pages included in the study. posts remain to be the unit of analysis in the quantitative content.

Media contents analysis assess informational values of posts. The analysis bases on 8 types of post categories developed in the qualitative content Analysis. Frequency data of the posts categorized in to 8 content categories are collected.

Media form analysis is assessing the vividness of the posts. Data collected are frequency of the posts categorized in to 3 level of vividness, time of the post, and the number of engagement indicators associated with the posts (likes, shares and comments).

Berelson (1952) stated that one of the objectives of the content analysis is to make inferences to audiences of content. Accordingly the inference this study attempts to come up with is related to Social media follower's response to the posts published by two facebook pages under the study. Numeric data to be collected includes the number of engagement indicators (likes, shares and comments) for Each Post included in the Sample.

Operationalization of variables

Content type (CT)

In this study content type is the major Variable investigated and analyzed to draw conclusion on Media contents aspects. Content Type refers to the variety of informational values a posts have. In this study a post would be categorized into one of the 8 types of categories based on its informational value. Posts would be coded by numbers from 1 to 8 to enable quantitative analysis. The 8 Brand Post categories coded as dummy variables to allow quantitative analysis.

Numeric Data collected are the frequency of the post, time of the post, and the number of engagement it produced (likes, shares and comments). The analysis considered only posts created and posted by Facebook Brand Pages owners, CBE and CBO targeting their social media followers.

The Brand Post categories the analysis included are: Brand community Posts, Current Event Posts, Functional Posts, Sales Promotion Posts, Educational Posts, Cause-related Posts, Brand Resonance Posts, Experiential Brand post. (The definition of each category is provided in the cookbook Attached on the separate file).

Media Type (MT)

Media Types is considered as a variable to assess media form, the nature of medias utilized in Posts and their impact communicating the Posts message effectively. In Shrum, (2002) this concept is captured by the term vividness, defined as the ability of a medium or content to depict a situation in ways that approximate reality.

Consistent with theory particularly media richness theory, videos would represent high level of vividness, while images/photos, depending on their quantity, would represent either moderate or low level of vividness. In particular, it was reasoned that two or more images would be more vivid than single image as the former could portray a situation from multiple vantage points.

The media form analysis is conducted on posts included in the sample. Based on level of vividness Posts are categorized in to 3 categories namely: High vividness, Moderate Vividness, and Low vividness. These categories coded as dummy variables, with the Low Vividness category as the baseline (The definition of each category is provided in the coding book attached on the Appendices).

Social Media Engagement (SME)

Social media engagement is the major variable the research has considered to captures the social media users response to contents they consume on Facebook Brand pages. Social media engagement, according to Brodie et al (2013) is the audience act of actively seeking, processing and responding to generated content. Practically it measures the performance of the content, posts, in creating engagement in the social media community formed around the two banks brand.

Social media platforms particularly Facebook brand pages allow their community members to express responses. The like, comment and share buttons are applied to allow users express reactions towards a post.

Engagements in social media are expressed in the action of liking, commenting and sharing contents from the brand page. The numbers of these 3 metrics associated with the post were selected as indicators of level of social media engagements a post produced. The higher the number of likes, comments, and shares the higher is the social media engagement level created.(De Vries et al., 2012; Sabate et al. 2014)

This study used the social media followers' action of liking, sharing and commenting as a measure of online engagement induced by a post published by the two Facebook Brand Pages under investigation. Facebook platform automatically counts and saves the engagement metrics (likes, comments and shares) for each post. The researcher collected data from the sample purposefully selected sample of posts (n=400).

3.3 Analysis Techniques

The content analysis is conducted divided in to two, qualitative content Analysis and a quantitative content analysis.

The qualitative content analysis provides deep insight in to the meaning and informational value of the facebook Page posts. Qualitative analysis is conducted focusing on the posts informational value, their Meaning and the understanding they entail.

The quantitative content analysis focuses on measuring and counting the posts in terms of content variety, media variety, social media users response level they generate (social media engagements). Using SPSS descriptive analysis results, mainly frequencies, mean, and modes provide findings on the characteristics posts from the perspective of Content type, Media type and Social Media Engagement. Results are displayed in tables, graphs and Charts with comparative interpretation. By conducting inferential analysis the study examined and provided explanations on the relationships of variables. Particularly two Hypotheses are tested to examine how Social Media Engagement is related to the Media Type and Content Type.

3.4 Validity and reliability

Validity and Reliability are considered as the criteria of evaluating the study to what extent the research work is conducted scientifically so that the findings are accurate, trustworthy and dependable. This study utilized Methods from Two Different research Approach, qualitative and Quantitative Approach. The way the concepts of Validity and reliability are defined and the strategies implemented to ensure them are different in both research approaches. Thus the study ensured these major criteria's in distinctive way.

The concepts of validity and reliability are viewed differently by qualitative researchers who strongly consider these concepts defined in quantitative terms as inadequate (Nahid, 2003).

The most widely used criteria for evaluating qualitative content analysis are those developed by Lincoln and Guba (1985). It argued that argued that a study must ensure trustworthiness criteria in every phase of the qualitative content analysis process: preparation, organization, and reporting of results.

The strategy to ensure trustworthiness of content analysis starts by choosing the best data collection method to answer the research questions of interest (Satu Eloet .al 2014).

This thesis selected document analysis as method of data collection to capture original data intact and undistorted.

The research is interested in assessing types of contents published on Facebook pages and the reaction of users' community to these contents. This complex and very large communication process is only obtained from social media platforms that digitally record and document the communication process. Other types of data collection methods cannot achieve research objective since they can't capture this large and complex communication.

In the sampling phase the study employed purposive sampling method which is the most commonly used method in content analysis studies. Purposive sampling is suitable for qualitative studies where the researcher is interested in informants who have the best knowledge concerning the research topic.(Neuendorf, 2002).

Accordingly the researcher performs 3 purposive sampling decisions. The primary criteria for decisions remain exploring wealthy experiences of social media platforms, organizational usage of Facebook Brand Pages, and published contents.

In the organization phase ensuring trustworthiness requires conformability which represents that the data accurately represent the information that the participants provided and the interpretations of those data are not invented by the inquirer (Polit & Beck, 2012)

In the qualitative content analysis it is recommended that the analysis be performed by more than one person to increase the comprehensiveness and provide sound interpretation of the data (Burla et al., 2008; Schreier, 2012). High intercoder reliability (ICR) is required when more than one coder is involved in deductive data analysis (Vaismoradi et al., 2013).

Here in the study coding is conducted by two coders, the researcher and Mengistu Gebre, a journalist at EBC and a former graduate from Addis Ababa University school of Journalism and Communication . This coder is selected because the researcher believed that the experience earned applying the method in his MA thesis would enable him do the coding effectively. The researcher provided specific training to the coder to assist him performs coding based on the manual developed.

Then Inter- coder reliability was assessed through Holist's formula (shown below).According to Apuke and Tunka, (2019) inter-coder reliability formula is used to test the pilot study.

$$\text{Reliability} = 2 * M / (N1 + N2)$$

M represents the number of coding decisions with which the two coders agree while N1 and N2 are the total number of coding decisions by the first and the second coder respectively. Thus, inter-coder reliability across all categories ranges from 92% to 100% for the two coders.

Chapter 4

Data presentation analysis and interpretation

This chapter deals with data presentation, analysis and discussion. The analysis is based on 400 posts collected from 2 Facebook pages created by CBE and CBO.

By conducting deductive content analysis posts were categorized in to eight categories, referred to as Content Types. These categorization was the foundation for qualitative content analysis.

Aiming to measure the content Types and Media use Pattern in the Posts Quantitative data on the frequencies of Content Type, Media Type, and Social Media Engagement were collected From Facebook Pages of CBE and CBO.

The qualitative part discusses the informational values of posts published on the Facebook pages of the subjects while the quantitative content analysis measures the informational value and vividness level of the Posts. It also measures and describes the social media response associated with the Content and the Media.

Theoretical frame work for both Analyses is derived from use and gratification theory and media richness theory.

The first section of this chapter presents the discussion of the qualitative content analysis while in the second section provides the findings of quantitative content analysis.

4.1 Qualitative content analysis

4.1.1 Informational Value of the Posts

The well-established theoretical perspective of UGT provides valuable insights into this new medium, social media platform. As the underlying assumption of UGT is that users are actively involved in media usage, the theory has become increasingly relevant in studies of media channels that allow for consumer choice and interaction, such as social media (Ruggiero, 2000)

In social media, corporations and business organization overt goal is to attract an audience by providing value, or gratification, through its content. Content must therefore be designed in a way which creates value for individual consumers to build a stronger level of engagement and facilitate value outcomes (Malthouse et al., 2013).

This study investigated the CBE and CBO Facebook pages with the major objective of assessing the informational value of their contents published in the form of Posts.

Deductive coding procedure was conducted over purposively selected sample of 400 Posts from two Facebook Pages, CBE and CBO. The Deductive coding procedure classified the content of the Post in to eight categories referred to as Content Types.

This study assessed and provided discussion on the Content Types of posts particularly the informational value they possessed and the gratifying needs posts could potentially fulfill to Social Media community.

Relying on the major tenets and explanations of classical Use and Gratification Theory Rebecca (2015) categorized Social media content into four main groups: informational, entertainment, remunerative and relational content. Delivery of these varying forms of content fulfils different needs of social media Users. The Sample of Posts were discussed based on Use and Gratification Theory applying classification developed by Rebecca 2015.

4.1.1 Remunerative content

The level of remuneration offered to the consumer through social media content has been studied as a driver of consumer decisions to contribute to online communities (Muntinga et al., 2011). Consumers engage in social media use as they expect to gain some kind of reward such as an economic incentive, job-related benefit or personal wants (Muntinga et al., 2011). Social media content that offers a reward or remuneration includes monetary incentives, giveaways, prize drawings or monetary compensations (Fuller, 2006). This type of content is expected to gratify users' needs for remuneration and rewards within social media.

From the eight Categories 4 Categories of Post provide informational value that fulfils remunerative needs of social media followers. These Categories are: Sales Promotion Posts, Experiential Posts, Functional Posts, Experiential Posts and Brand Resonance Posts.

Sales Promotion Posts

It persuades social media community to take actions toward buying decision. Typically, Posts under Sales Promotion Posts category include transactional details such as price and availability points, as well as concrete promotional offers like price discounts, coupons and competitions.

The dominant members from Sales Promotion Pots category were posts related to foreign exchange market of The Banks. Particularly CBE Facebook Page published Posts that update foreign currency available in the bank for sale .The Daily Posts included the rate at which the Bank sale and buy foreign currencies . These daily foreign exchange Posts could provide clear business information for social media community who seek business advantage from buying or selling foreign currencies.

A post by Facebook page of Commercial Bank of Ethiopia on September 2, 2020 is another typical example from Sales Promotion Posts. The post highlighted the 9th round award winning competition program. The Post includes images of cars and apartment houses offered for award. The lottery coupon is provided if customers deposit money in their saving account. The Post aims to attract customers to use the saving account and increase their saving at the CBE. The Amharic text written on the picture reads ይቆጥቡ ይሸላሙ.

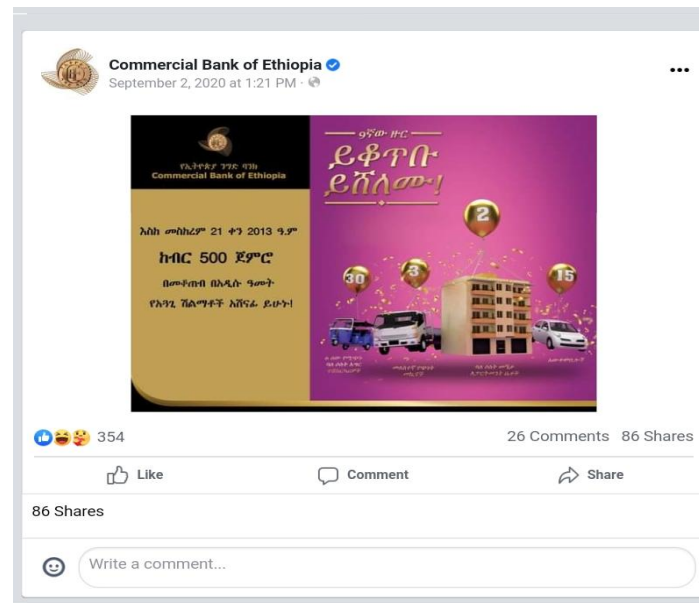


Figure 1 CBE Facebook Page post showing vehicles and apartments offered for award

Of the typical Sales Promotion Posts by the Facebook page of Cooperative Bank of Oromiya the Post on December 17, 2020 is worth dealing. The post has 6 pictures attached with text. The pictures are taken from a ceremony held at National Lottery hall .the pictures portrayed award winning numbers selected by machine at the presence of viewers. The Bank president giving speech for the people gathered in the hall.

The text attached with the pictures listed several award winning numbers having. The post creates impression that the bank is giving generous awards .This message persuades social media community to use banks services.

Experiential Posts

Posts in this category evoke online community’s sensory and behavioral responses. Experiential posts emphasize the sensory and embodied qualities of the brand and often associate the organization with pleasurable consumer experiences. The Posts are sensational: focus on behavioral actions that users like to experience.

On December 18 ,2020 Facebook page Commercial Bank of Ethiopia posted Experiential Brand Post. The Post included a picture portraying the Bride and bridegroom enters a house holding

their hands with smiley face. The text on the pic reads “በመቆጠባችን ሰላም ረገጽ አለን”, interpreted as that: life goes smooth by their saving at CBE. The post emphasizes on happiness and relief as manifested by spouses and links it to the CBE. The Post asserts that couples and their family experiences happiness if they subscribe to brand new service dedicated for spouses.

On the October 2020 27 the experiential Post published by CBO page emphasized on simplicity an attribute most people Seek to enjoy in every aspect of life . The post claims that using CoopayE Birr, internet banking service that enable customers to perform multiple banking transaction without going to branch. The post claimed the service is simple as that of changing TV channel by remote control.



Figure 2 CBO post on internet banking service called Coopay

In another instance from Experiential Post category, December 2020 post of CBO the Bank is associated with Hope. The post claims that Youth Saving Account, brand new service that targets Youths to open saving account, which has special incentives dedicated for youths. The Post give impression that this brand new service make youth’s future bright .The attached picture portrays hope, The Fisherman throwing net in to the sea hopping he catches fishes.



Figure 3 CBO Post regarding youth saving account

Functional Posts

These posts highlight the functional attributes of the Banks services. Typically, they provide information about the advantages of specific service's quality, affordability, design and style criteria. Common themes include banking service functional claims, reviews by external bodies, awards or recognitions from independent bodies. The claim regarding Banks service and its Brand originate from The Bank itself or external independent stakeholders.

Functional Posts represent a useful category to convey in-depth banking service information and help consumers to make informed decisions.

For instance on October 1 2020, CBO page posted using External bodies as a source. The Post covered story that CBO recognized by Federal Tax authority for being credible tax payer. The post indirectly advocates that the CBO Brand is recognized as trusted and reliable.

Post from January 16 ,2021 on CBE page is another example of Functional Post in which the Bank itself endorses the benefits and attributes of, internet banking. The post emphasizes the

benefit of internet banking claiming it enable users to perform different types of banking services any time without going to the branches physically. The Amharic texts written on the picture reads “በማንኛውም ቦታ በማንኛውም ጊዜ” ,meaning “*wherever whenever*” . The texts written on the picture lists out the types of banking services customers could enjoy if they subscribe to internet banking at CBE.

Brand Resonance Posts

These posts direct attention of social media followers to the Banks promise and identity of the Brand. Brand resonance posts seek to differentiate, favorably position the brand in the minds of consumers and establish strong connection with the brand. Brand Resonance Posts are formed by 3 groups of ingredients. Firstly brand logo, brand slogan and characters are utilized in forming the Posts. The second ingredient utilizes celebrities and influencers to endorse the brand identity. The last group of ingredients emphasizes the utilization of Heritages and historical contributions. The goal is differentiating the brand and favorably influencing social media followers’ attitude and association.



Figure 4 CBE post on Loza Abera, famous female footballer

The Post of CBE Facebook Page announced that Loza Abera, a member of its women football club, was included in 100 global influencers list.

4.1.2 Informational content

The informational construct of UGT represents the extent to which the social media content provides users with resourceful and helpful information (Chen, Clifford, & Wells, 2002). Searching for and receiving information about corporations is one of the main gratifications of consumer participation in online brand communities (Muntinga et al., 2011; Raacke & BondsRaacke, 2008). The desire to seek information directly from brands is a motivating factor for consumers to use social media (Park, Kee, & Valenzuela, 2009).

. From the 8 Content Type Categories, 1 category Educational Post category includes Posts that nurtures social media community need for informational values.

Educational Posts

The Facebook pages of the CBE and CBO have published posts that satisfy cognitive needs, needs related to increasing knowledge and understanding.

These posts attempted to educate and inform the social media community of the two Banks. Educational Posts has had two main subject matters: finance and banking industry related information and Banks service related information.

With regard to the General industry issues Educational Posts help social media community discover new information, trends and developments in the banking and finance industry. Both Banks Facebook Pages published several Posts related to new Developments in the banking industry.

For instance on September 14, 2020 Commercial Bank of Ethiopia (CBE) Facebook Page posted the news story that the prime minister announced new Birr Notes are introduced.

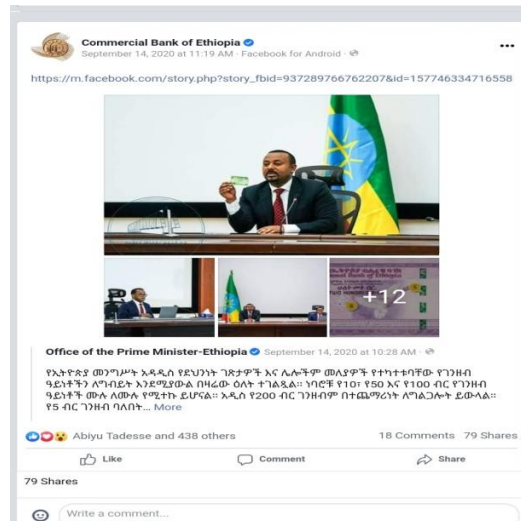


Figure 5 CBE published Post about the introduction of new Birr Notes, the Prime minister pictured introducing new Birr Notes

The post supported by 12 pictures that portray the images of new Birr Notes. This issue is the Topic that both Facebook Pages published several developing stories in their posts. The Posts informed time table of changing Birr notes .several Posts are also published notifying new features included in the new Birr Notes .Many posts are also posted regarding how users could identify that forgery from Genuine Birr Notes.

The second major of Educational Posts is bank service related information. Theses Posts aim to increasing the awareness of social media users to Use the banking service properly and wisely. Generally these Posts aim at equipping online community members to get increased benefit and satisfaction out of any business deal they already made or want to make.

For instance a post by CBE page on January 27, 2021 shows how saving account lottery program attached operates .The post includes tabular presentation that shows the number of lottery tickets provided for specific amount of the deposit in the saving account .with the information customers could understand how to enhance the chance to win.

4.1.3 Interactional content

The Facebook pages of the CBE and CBO have published several contents in their Posts satisfying the social integrative needs .Theses are needs for strengthens understanding with

respect to others and emotional experience with respect to family, friends and society. of the 8 Categories 3 categories of Posts have informational value that gratifies the need for social integration. The 3 Content Type categories are dealt as follows.

Current Event Posts

posts categorized under Current Event Posts comment on themes that capture active talking points in the target audience, such as cultural events, holidays, anniversaries, and the national holidays. These brand posts initiate conversations with consumers using timely and widely talked events.

A typical Post illustrating Current Event Post can be found from CBE page on January 16. the Post displayed a picture depicting Ethiopian orthodox church priests including the Pope serving at Epiphany ceremony. The Amharic text on the picture reads *እንኳን ለብርሀኑ ጥምቀቱ አደረግኛችኋል*. The Facebook Page of CBO similarly posted for holiday posts.



Figure 6 CBO posted condolences by the Death of famous artist, Tesfaye Gessess

On December 16, 2020 CBE page published a post of condolences by the death of famous artist Tesfaye Gessess (shown Figure 6)



Figure 7 CBO post of condolences by the Death of Famous Painter Lema Guya

Similarly CBO Post extends condolences for death of famous painter Lemma Guya. (Shown in Figure 7).

The anniversary of the victory of Adwa is also one of The Current Event Post published on the anniversary Day on CBE Facebook Page. CBO Facebook Page has also published posts related to public holidays such as New Year, Christmas, and Islamic holidays. Some of the links of Current Event Posts can be found at the following links: www.facebook.com/cooperativebankoforomia /photo and : www.facebook.com/combanketh/photo .

To conclude, the current event post category facilitates and set talking point for social media followers to start or involve conversation, share their idea with friends about timely events and occurrences.

Brand Community Posts

These posts encourage and strengthen the brand's online community. These posts foster a sense of community identification and engagement with the community, by attracting new members in to the online community, as well as encouraging participation from existing members.

There are number of posts that invite the online community to join social media channels of the Banks. There were Posts inviting social media followers to participate in online Q & A

competition with rewards. Particularly CBE Facebook page has posted many quiz s to encourage response and interaction from its followers.

Post from January 13, 2021 at CBE Facebook Page presents the online links of 6 Social Media channels of the CBE. The link directs the Facebook social users to join to other online communities.

Brand Community Posts that attempting to create and strengthen engagement with the online community forwarded direct question .one of the posts of this kind can be observed fro CBE Facebook Post which asks to identify name and location of a particular Branch shown on the picture .



Figure 8 CBE post: picture shows one of the iconic buildings of CBE

Cause Related Posts

These posts highlight socially responsive programs supported by the Banks. These posts promote worthy social causes and initiatives and encourage customers and fans to support them

The main issues covered in the Cause related Posts includes the social responsibility programs the banks involved .A post below is published on the Facebook page of CBO on January 31 ,2021.The post notifies that the athletics event which the Bank participates by sponsorship , has started . The post claims that CBO is supporting the source of national pride, Athletics.



Figure 9 CBO post, pictures shows the scenes of athletics champion



Figure 10 CBE post, the Bank precedent handing over the check to The PM Abiy

The Post to the right is Published by CBE and it announces that CBE has contributed 1.1billion birr for project called “dining for Ethiopia” ,tourism sights development project initiated by

the Prime Minister Abiy Ahmed. The pictures depicts a ceremony where the CBE president handing over check to Prime minister.

In conclusion the Facebook pages of the CBE and CBO has published posts having variety of informational values that satisfies different gratification need of online community.

The analysis on posts indicated that significant proportion of content of the posts focused on satisfying social media user's remunerative needs: the need of getting economic benefit, reward and advantages. Significant proportion of the posts have content that include price and quality details of banking services. These posts are service advertisement and promotional materials which persuade social media community to attract new and existing customers. These posts satisfy remunerative needs of social media users though the posts are advertisement of business organization whose ultimate goal is to maximize profit.

The analysis also indicated there are posts having content free from profit motive and inform social media users. Even though the contents are concentrated on the banking and financial topics these contents addressed social media users cognitive needs, needs related to increasing knowledge and understanding of.

The analyzed posts have also published contents that discuss social, cultural, current events and public issues which are common area of interest for all social media users. These contents are issues every member of the online community have some degree of association and involvement which allows discussion and interaction. these posts satisfies social integrative needs, needs related to connecting with family and friends.

The Posts analyzed does not have contents with the value of entertainment. The entertainment construct of Use and Gratification Theory refers to the extent to which social media content is fun and entertaining to media users. The value of entertaining media is embedded in its ability to fulfill user needs for escapism, hedonistic pleasure, aesthetic enjoyment and emotional release (McQuail, 1983).

analysis so far provided insight on the contents and informational value of the posts and the need the contents satisfies. The quantitative content analysis provided below focused on

measuring on volume of the content and social media engagement to those contents which is an indicator of the extent to the gratifying needs are fulfilled .

4.2 Quantitative Analysis

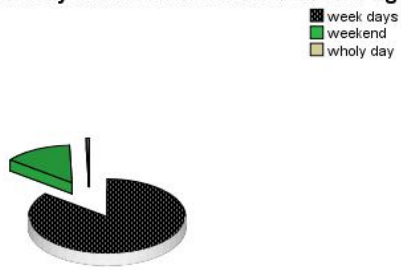
This section deals with quantitative data presentation, analysis and discussion. As stated earlier, the main objectives of the study were to perform exploratory assessment on Posts of two business organizations Facebook pages, CBO and CBE.

Quantitative content analysis is based on the quantitative Data collected from the Facebook pages and 400 posts published over 6 month time (September 2020 to Feb 2021) . The analysis of data is conducted with the help of Statistical Package for Social Science (SPSS).Graphs and tabulated presentations are used when necessary.

4.2.1 Pattern of Posts

Over 6 months time 400 posts were posted on the CBE and CBO Facebook pages. 85 percent of the posts were published on week Days and 14 % of the posts were posted on weekends. Posts were also published on holidays (0.05 percent) .The posts were placed online at office hours (9 AM to 5 PM),of which 51.8 % of the posts published in morning hours (9 to 6 AM) while 37.8 % of the Posts go online at Afternoon .The remaining 10 .3 % of the posts are published during lunch breaks (6 am to 8 PM).

Type of the Day that Posts Published on the Page



part of the Day that posts put on Facebook

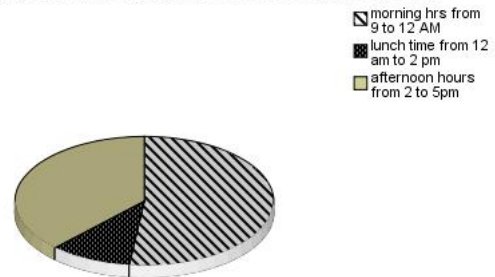


Figure 11 distribution of published posts across the Day type **Figure 12 Distribution of published Posts across Part of the Day**

In summary the data indicated that significant majority of the posts are delivered to social media community consistently without interruption on weekends, holidays and lunch breaks. However posts were not posted on the night time.

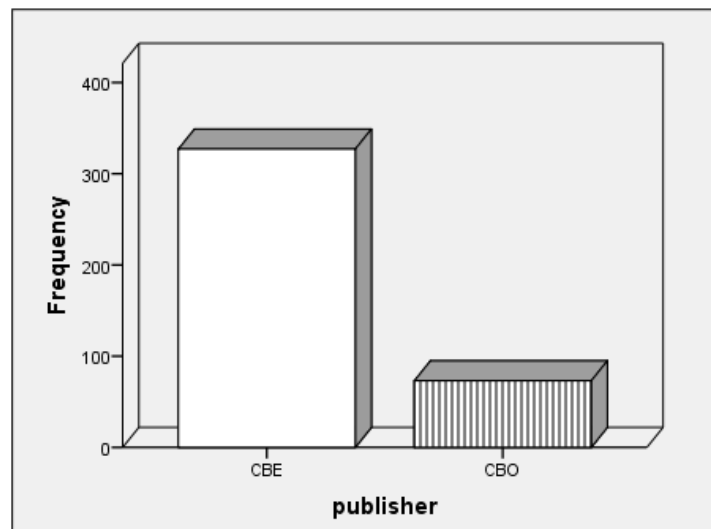


Figure 13 the share of Facebook pages of CBE and CBO

During the time under investigation Facebook Page of CBE posted 327 Posts while CBO Facebook Page posted 73 posts showing significant lag. In average CBE published closer to 2 posts daily while the average daily posts of CBO is less than one .This indicate that Posts were regularly and consistently Posted at CBE page than CBO Page .

The social media followers of the Two Facebook Page also showed significant difference .As of Feb, 2021 218,172 people were following CBE Facebook Page on the other hand 81,373 people were following the Facebook page of CBO at the same time.

It is found that both the online community and the size of contents produced were higher at the CBE Facebook page.

4.2.2 Informational values of the Posts

		Frequency	Percent	Cumulative Percent
Valid	Functional Posts	67	16.8	16.8
	Educational Posts	66	16.5	33.3
	Experiential Brand posts	19	4.8	38.0
	Brand Community Posts	39	9.8	47.8
	Current Event Posts	44	11.0	58.8
	Cause Related Brand Posts	14	3.5	62.3
	Sales Promotion Posts	135	33.8	96.0
	Brand Resonance Posts	16	4.0	100.0
	Total	400	100.0	

Table 1 the Share of Content Type of Posts

Remunerative content refers to the posts have informational value which gratifying the need of economic benefit, reward .Users expect value that meets their need of economic benefit. The main issues covered by these posts were promotional information about the Banking service or the brand, foreign exchange price displays, sensational advertisements on Brand new services or brand images. The main attempt of these Posts were attracting new and existing customers to make purchasing decision. Building the image of Brand is also main objective of the content.

Remunerative content posts account 58.5 % which further divided in to 4 Content Type: Functional Post, Experiential Post, Sales Promotion Posts and Brand Resonance Posts. Even though Posts are promotional materials with ultimate goal of profit making the gratification sought from these contents have remunerative value : satisfying the need of getting economic benefit, reward and advantages from the social media user's point of view

Sales Promotion Posts is the largest content Category having share of (33.8%) followed by Functional posts (16.8%).

The Other Content observed in the Post was informational and educational. Posts under this category provided information and educational materials specifically on banking and finance sector .The Posts included in Educational Posts category could potentially address cognitive needs of social media users. Cognitive Needs refers to content that increases ones knowledge and understanding. This Category accounted 16 .8 % of the posts.

Interactional content represents third Major content observed in the sample. It Accounted 24.1 % the posts which further divided in to 3 Content Types: Current Event Posts, Brand Community Post and Cause Related Post. Posts under these categories possessed informational value related to Social integrative needs- interaction and socialization with others. The issues addressed in these posts were Attractive, timely and interesting issues originated from social and cultural topics which in one way another users have attachment or association. These posts are antecedents for social media interaction with the content Publisher vertically or content receivers horizontally.

The entertainment construct of Use and Gratification Theory refers to the extent to which social media content is fun and entertaining to media users. The value of entertaining media is embedded in its ability to fulfill user needs for escapism, hedonistic pleasure, aesthetic enjoyment and emotional release (McQueen, 1983).The Posts analyzed does not have contents with the value of entertainment.

4.2.3 Social media Engagement

Social Media Engagement behaviors are a result of motivational influences, consistent with the theoretical underpinning of Use and Gratification Theory. Social Media Engagement, according

to Brodie et al (2013) is the audience act of actively seeking, processing and responding to generated content. Scholars have demonstrated that consumers engage when motivated by informational needs (Ko et al., 2005). In social media platforms this behavioral engagement manifests through actions such as clicking on links, staying on websites longer, reading details and threads and using multimedia features.

This study used the social media followers' action of liking, sharing and commenting as a measure of online engagement by the members of online community of CBE and CBO Facebook pages. The Social Media Engagements is operationalized by 3 Variables: Like Comment and Shares. Quantitative Data were collected from the CBE and CBO Facebook pages.

The following topics provided Descriptive and Inferential analysis to assess about how much posts were engaging .The size Social Media Engagement indicators , Likes, Comments and Sharing are considered as an indicator of to what extent the posts were able to Generate response from social media community .

	like	comments	share
Mean	547.23	21.58	66.58
Std. Deviation	1617.215	59.598	182.455
Minimum	49	0	2
Maximum	31000	826	3100
Variance	2615383.538	3551.943	33289.788
Sum	218890	8633	26633

Table 2 Forms of Social Media Engagements Produced

The analysis shows that during this period all posts have generated social media engagement in the form of either like, comment or share. Only (8 percent) 32 posts didn't get comment. The 400 posts published over the 6 months time generated 254,156 online reactions in 3 types of Social Media Engagements.

Regarding Gross social media engagement generated CBE Facebook Page online community produced the largest number of engagement as compared to the CBO Facebook page. However in terms of the average like, comment and share a post generated the Facebook page of CBO ranked first.

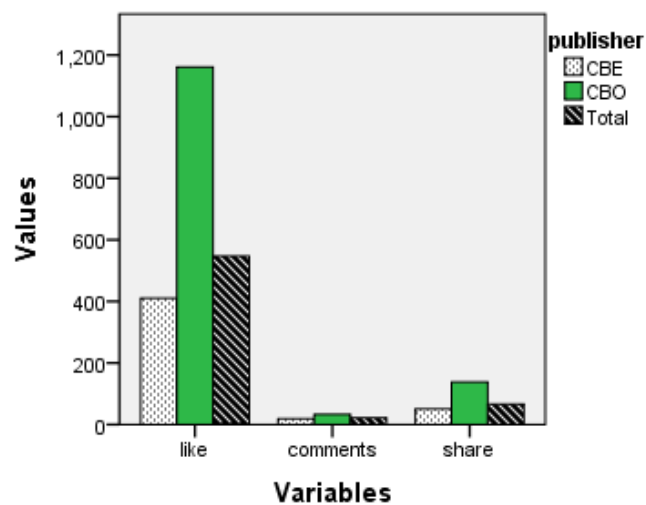
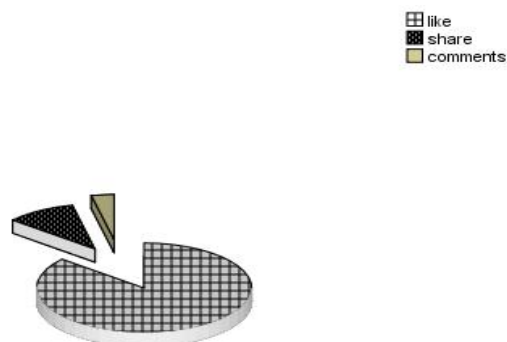


Figure 14 Engagement generated in CBE and CBO Facebook pages

The share of Social Media Engagement Forms

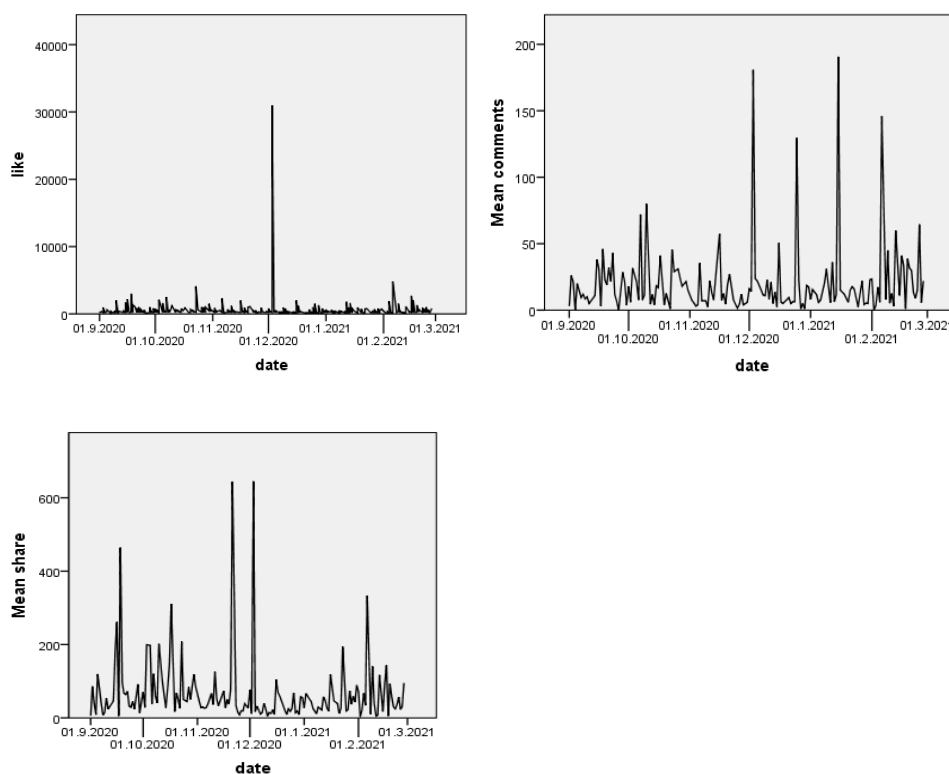
Figure 15 forms of Social Media Engagement and their Share



Posts published have created engagement and the most abundant form of engagement is likes followed by shares and comments. In average a post has got 547 likes, 66 Shares and 21 Comments.

The social Media Engagements flowed smoothly and showed sudden rise between the months of September 2020 and February 2021 and returned to its normal path. The pick of social media engagements were registered during the weeks in which Ethiopian New Year and epiphany holydays were celebrated. The figure below portrays the flow of each form of engagement over 6 months time.

Figure 16 the flow of Social Media engagement over 6 months period



The data showed that posts has created engagement in the form of liking, commenting and sharing .The response of liking is ranked first implying much of the posts have responded to the specific need associated with the content. Posts performed less in creating comment and shares indicating that posts responsiveness to social integrative needs is lower though they showed fluctuations over time period.

4.2.4 Engagement and Content Type Association

The objective here is to measure to what extent Posts were able to generate Engagement. Here comparison is made among Content Types of the posts by their score of Social Media Engagement: like, comment and Share.

Relying on the main assumptions and premises of Use and Gratification Theory this analysis provides insight how Social Media community engaged to different Posts having different content values. Analysis is made regarding frequency, central tendency and scatter of the 8 Content Type Scores of Like, Comment and Share.

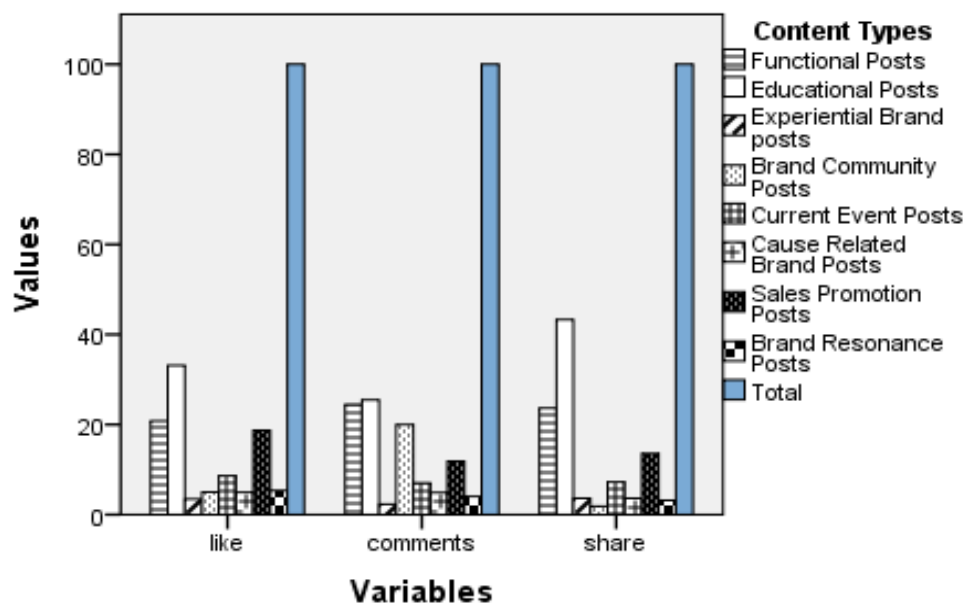


Figure 17 The Social Media Engagements across Content Types

Interms of inducing engagement in the form of like Cause Related posts, Brand Resonance Posts, Functional Posts, and Educational Posts ordered top to down. In this respect Current Event Posts, Experiential Posts, Sales Promotion Posts and Brand Community Posts performed Low in inducing likes.

Regarding engagement in the form of comments Brand Community Posts, Functional Posts, Cause Related posts, Educational Posts ranked from the highest to lowest. Brand Resonance Posts, Current Event Posts, Experiential Posts, Sales Promotion Posts have poorly performed in getting Comments.

In generating Shares Educational Posts, Functional Posts, Cause Related posts, Brand Resonance Posts ranked highest to lowest. Current Event Posts, Sales Promotion Posts and Brand Community Posts hierarchically placed having poor performance.

The data indicated that that Functional Posts, Educational Post and Cause Related Posts were effective in creating all forms of Engagement. In all forms of engagement Poor performance is observed in Sales Promotion Posts and experiential Posts.

Contents providing value for remunerative need have largest share from gross Social Media Response expressed in the form of Like, Share and Comments. categories having remunerative content value are Sales Promotion Posts, Experiential Posts, Functional Posts and Brand Resonance Posts. These Categories account 56.2 % likes, 47.1 % of Comments and 49.8 5% of Shares. From the remunerative value content group Functional Posts category ranked first followed by Sales Promotion Post Category.

Contents serving the need for increasing information and knowledge have 22.1 % of likes ,17.6 % of comments and 35.8 % of shares .Posts with such value are categorized under Educational Post Category .

Posts having interactional content, posts that fulfils the social integrative needs produced 20.7 % of likes, 34.4 % comments and 14.3% of shares. Current Event Posts ranked first contributing largest share of like's .while brand community Posts lead the categories in producing largest comment size. Current Event Posts lead by generating largest part of comments.

Analysis of Variance

One way ANOVA is appropriate statistical test to check the difference existed among the group is significant or insignificant. Hence It also allows to assess whether content of the Post have significant difference in inducing engagement.

One Way ANOVA analysis showed there was significant difference among different Content Types of Posts in producing Like, Comments and Shares. The values of test statistics of One Way ANOVA are summarized as follows:

- Significant difference was found in producing likes , $F(7,391)=6.818$, $p=.000$.
- Significant difference was found in producing on Comments , $F(7,391)=4.520$, $p=.000$
- Significant difference was found in producing share, $F(7,391)=10.515$, $p=.000$ (The result of ANOVA table is attached on the Appendices)

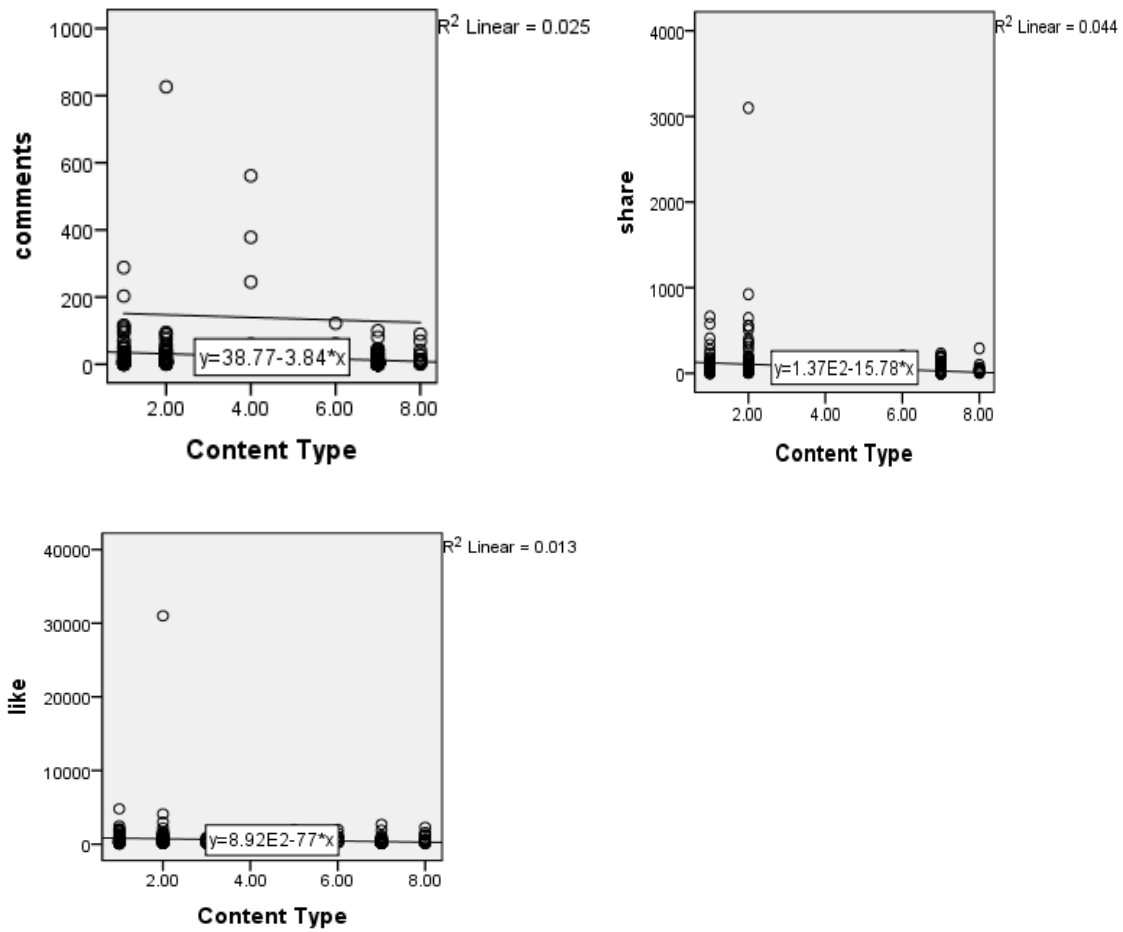
To further measure the difference Among the Content Types, Post Hoc test is conducted using SPSS. One of the Post Hoc Tests in the SPSS, Games –Howell test revealed that Content Types having remunerative value showed more or less closer score of engagement among themselves. However big difference is discovered between Content Types having remunerative value and Content Types having interactional Value. (The SPSS results of one Way ANOVA is attached in Appendix C)

The Relationship of Content and Engagement

This section utilizes inferential statistical Analysis to investigate if there is meaningful relationship between Content Type of the posts and Social Media Engagement. The objective is to investigate if Content of the Posts were associated with the Social Media Engagement such as , Like, Comment, and Share.

The scatter plot diagrams allow one to inspect the relationship visually. The 3 diagrams presented below are Scatter plot of Content Type with Like, Comments and Share.

Figure 18 Scatter Plot Diagrams (Content Type VS social media engagement)



The fit line portrayed in the scatter plot diagrams reveals the existence of weak relationship between the variables. The slope of the fit line is small making Fit line close to Horizontal line .

Eta coefficient statistic enables to check the degree of association between categorical independent variable (in our case Content Type) and a continuous dependent variable (in our case Like, Share and Comment). Here in this study *eta* coefficient is utilized to measure the degree of association between Content Type which is categorical /nominal Variable with 8 layers and Like, Comments and Shares which are measured in continuous scale.

Measures of Association

	Eta	Eta Squared
like * CT	.331	.109
comments * CT	.274	.075
share * CT	.398	.158

Table 3 SPSS eta Statistics (social media engagement v content types)

Eta values range from 0, no association to 1 perfect association. Here in our analysis all eta values are less than 0.5 which weak association. The eta squared value reflects the strength or magnitude or interaction effect. Eta Squared quantifies the percentage of variance in the dependent variable (like, Comment, Share) that is explained by the independent variable (Content Type). Eta Squared Column in the table indicated that less than 15 % of variations were explained by Content Type.

The a Scatter Plot and Eta statistics results lead to conclude that Content embodied in The Posts had weak association with the Social Media engagement. These might be an indicator of social media users were not fulfilling needs associated with the Contents.

4.2.5 The Use of Media Types in Posts

According to Media Richness Theory, richness is defined as the potential information –carrying capacity of data (Daft and Lengel 1984). Social media feature particularly brand pages are richer than traditional mainstream media.

There are multiple factors that make the social media richer media than the traditional media. The mediums capability to support multiple media types (e.g. text, photo, and video and website links) is one main factor which this study focused on. This capability According to Ashley

&Tuten, (2015) offers organizations an unprecedented scope to experiment with a variety of the contents.

The other Type of Content Analysis conducted in the study is on the Media Form of the Posts, assessing the nature of Medias utilized in Posts and their capacity to convey information. The analysis aims to assess the impact of certain media use on conveying message. In shrum, 2002 the concept is captured by the term vividness, defined as the ability of a medium or content to depict a situation in ways that approximate reality.

Hence as discussed in the methodology chapter of this thesis Media Type is operationalized by Vividness which is categorized by 3 categories based on the level of vividness in the posts .These are: low vividness, moderate vividness and high vividness. Posts formed by only texts are referred as low vivid .posts formed by photographs are moderate vivid while Posts produced by multimedia such as videos, audios and texts are high vivid Posts . The Richer the media in the post the higher the vividness of the Post .

CBE and CBO Facebook pages Posts were formed by variety of Medias including texts, pictures and videos either independently or in combination. These variety of Medias are used in varying frequency in all Contents Types with varying degree of effect on Post vividness, the capability of the post to portrays the situation approximate to reality.

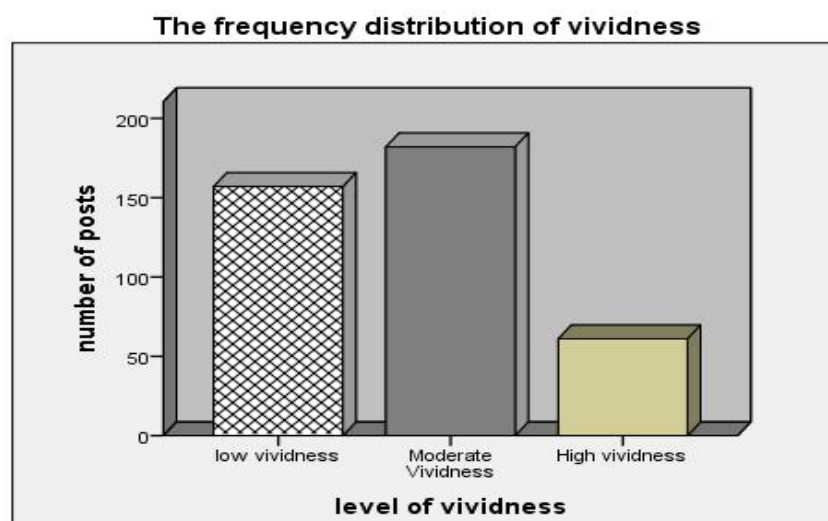


Figure 19 the share of posts having different vividness levels

Of 400 posts 157 are formed by text , 182 (45.5 %) Posts were produced by images or photographs independently or in combination with texts . Only in 81 posts (15%) were video Posts.

Majority about 60% of the posts have favorable position in terms of vividness level,. In the Framework of The Media Richness Theory these 60 % of the Posts have good ability to depict the information sent over it since their message is assisted by texts, audios, motion Pictures, still images.

Media Richness Theory teaches that videos are effective because they are able to stimulate more sensory organs than any other media such as image or texts; the empirical data indicated that the usage of video in the post was very low and not preferred by the CBE and CBO Facebook pages.

On the other Hand huge chunk (39.5%) the posts are textual which are considered less effective in terms of the information they carry and the message they convey to the receivers.

In conclusions the usage of videos in their posts are very low indicating the most effective media type, videos are neglected by The content Creators ,CBO and CBE .

4.2.6 Media Type Across Content Types

Here The major objective is to assess how Media Types are distributed over different Content Types of Posts .

In 6 Content Types of the posts the use of pictures ranked top. More than 70 % of the Posts in this Content Types were formed by The Photographs. In: Brand Resonance Posts, Experiential Posts, Cause Related Posts, Functional Posts, current Event Posts the use of pictures were dominantly used.

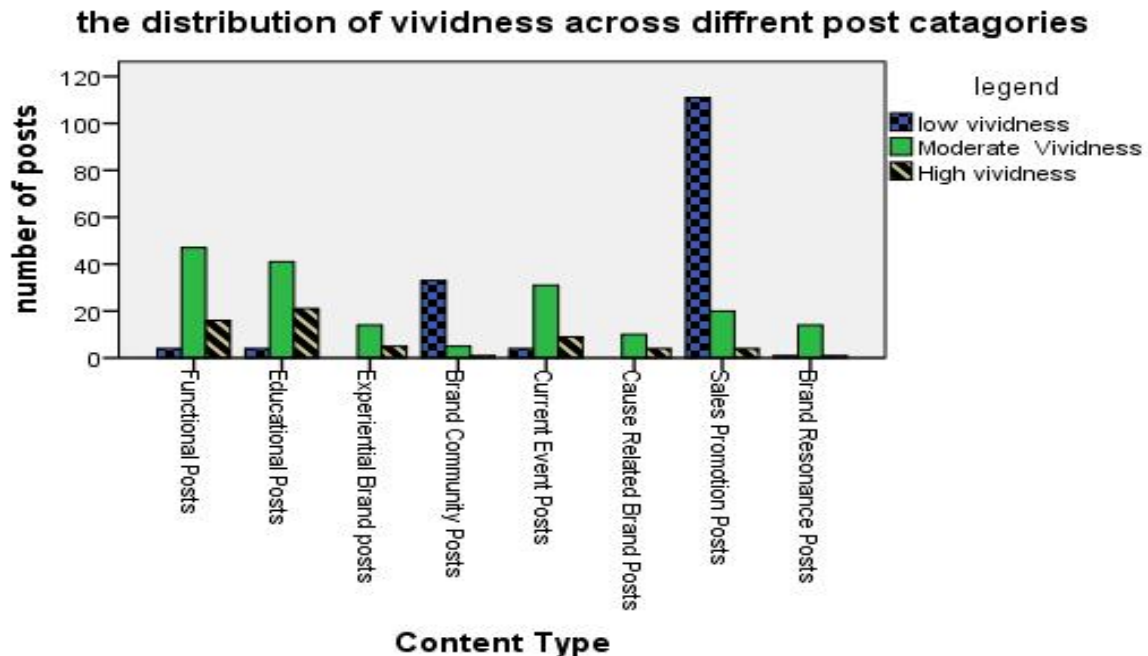
Of the total 61 video posts published huge proportion of video (37) Posts were found in Educational Posts and Functional Posts.

Of the 400 posts 157 Posts were Textual posts .But these Posts are concentrated in two Content Types: Brand Community Posts and Sales Promotion Posts. Significant Majority Sales Promotion Posts (111 posts out of total 135 Sales Promotion Posts) are low vivid implying that text is dominated media.

The results indicate that most of the Posts have moderate vividness levels. The use of images dominated in 6 Content Types while the use of videos is dominant in 2 content types. Much of the videos are used in the Educational posts. Of the total 61 video posts published huge proportion of video (37) Posts were found in Educational Posts and Functional Posts.

Only in two Content Types, Brand Community Posts and Sales Promotion Posts the use of text is frequent making the Content to stay at low vividness. Significant Majority Sales Promotion Posts are low vivid implying that the expressed by only texts.

Figure 20 the Distribution of Vividness across Content Types



Chi square test of independence

Chi square test of independence (χ^2) was performed to examine the Association between media use and Content Type. The aim was to assess if Media Types used in the posts were influenced by their Content or vice Versa.

Table 4 SPSS result for Chi square test: media Type vs. Content Type

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	253.594 ^a	14	.000
Likelihood Ratio	288.021	14	.000
Linear-by-Linear Association	98.229	1	.000
N of Valid Cases	399		

a. 3 cells (12.5%) have expected count less than 5. The minimum expected count is 2.14.

It showed that there was no significant association between the two variables, χ^2 (14, N=400) $p < .05$.

It can be concluded that media use is independent of the content type of the post implying media were selected regardless of the content of the Post. The Facebook Pages Published Posts Selecting the Media without influenced by the content.

4.2.7 Engagement and Media Type Association

The objective is to assess to how use of Media Types in Posts is associated Social Media Engagement. Relying on the Media richness theory and its explanations this analysis provides insight on how the use of media affects the Social Media Engagement via influencing the gratification sought from the content.

The comparison of Means SPSS output Table , Attached in the Appendix include the results of descriptive statistical analysis which measures Vividness level of the Posts and their score of Like ,Comment and Shares ..

Of the Gross social media engagement produced over the period o investigation, Moderate Vivid Posts contributed 72.4 % of likes 79.2% comments and 76.8% of share. The Mean and variance registered in this category is the highest confirming its big influence on the size and variability of Likes, Comment and Share. It is contribution remains proportional to its size in the sample (45.5%).

The second highest contribution of Social Media Engagement was came from Low vivid Posts category which contributed 20.2 % of total Likes , 15.4 % of total Comments and 14 .5 % of total Shares. ITS Mean and Variance also ranked second implying its role is secondary.

The lowest volume of Social Media Is contributed from High Vividness Category. It produced 7.4 % of likes, 5.4 % t of Comments and 8.7 % percent of Shares.

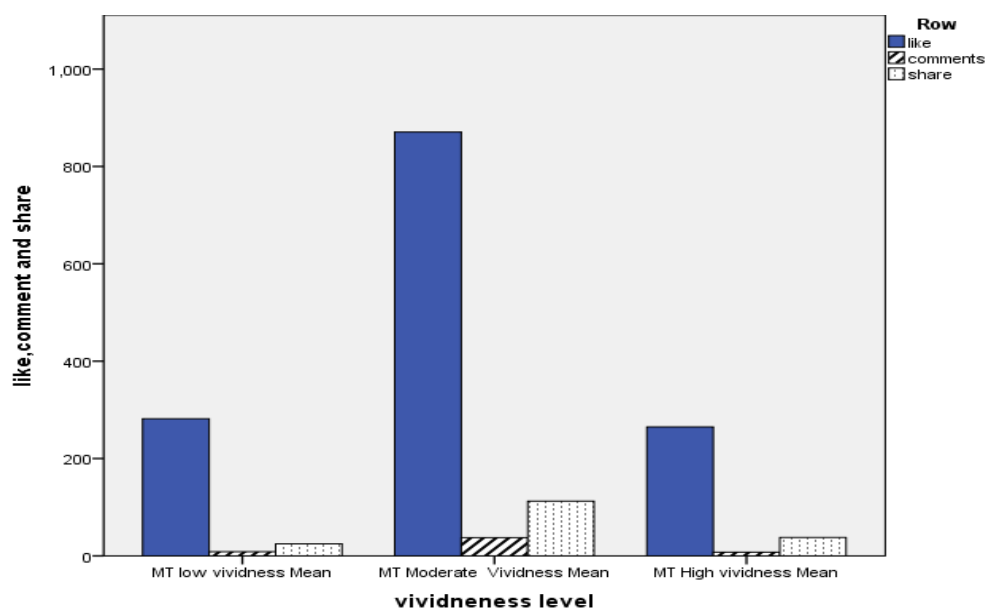


Figure 21 social media engagement across post vividness levels

The data showed That different form and level of Engagement is observed across the three vividness levels of the Posts . In generating all Forms of engagement: likes, comments and shares Moderate Vividness Posts ranked first in terms of having largest size of like ,comment and shares followed by low Vivid and high vivid Posts.

analysis of variances .

One way ANOVA was conducted to compare effect of Media Type (vividness level of the Post) on the Like ,comment and Share .The Analysis of variance confirmed that there is significant difference among Vividness level of the Post in inducing like ,comment and share .it suggested that Media Type applied in the post decisive in determining the engagement .

Games Howell test in SPSS discovered High vividness Posts and Low vividness Posts are in a similar status regarding the engagement they induced. However their performance showed very big lag behind the performance of moderate vivid posts.

The following are summary of The Games Howell test results from SPSS (The SPSS Output table For One Way ANOVA is attached in the Appendices)

Insignificant For likes, $F(2,396) = 37.818, p = .928$

Insignificant For Share, $F(2,396) = 25.307, p = .28$

Insignificant for Comment, $F(2,396) = 17.299, p = .91$.

In summary Moderate Vivid Posts are more engaging than high vivid and low vivid Posts. They are leading by far in terms of engagement they induce. However the performance of High Vivid posts and Low vivid post was found close. (The SPSS results of one Way ANOVA is attached in Appendix D)

Relationship between Vividness of the Posts and Social Media Engagement

an attempt is made to made to Assess is relationship and association was existed between Media Type used in Post and Social Media Engagement indicators: Likes Comments and Share.

Media Type is Categorical ordinal variable operationalized by Vividness level having three levels: low vividness, moderate vividness and high vividness.

To inspect the relationship the first check up is conducted by the scatter plot of Media Type against the Variables: like Comment and Share.

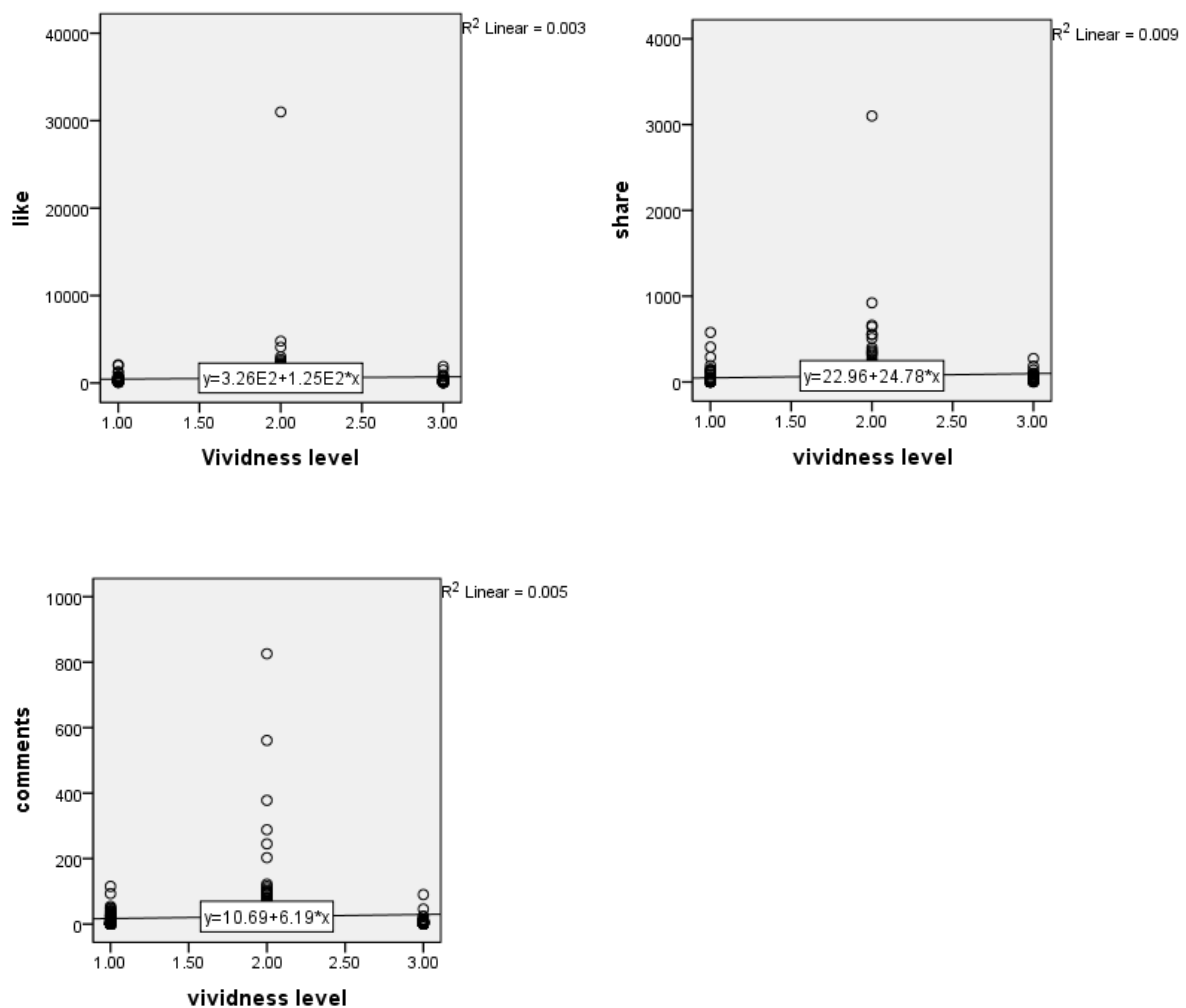


Figure 22 scatter plot of social Media engagement Vs media Type

The fit lines drawn in each of the 3 Scatter Plots have positive slopes though their values are low. This is interpreted as Level of vividness is positively associated with the Social Media Engagement forms. The higher the level of vividness the higher the level of Social Media Engagement. This finding is consistent with Media Richness Theory explanations and predictions.

Relying on the Media Richness Theory explanations, this study hypothesized there is positive relationship between the richness of the media and the social media engagement. The results of scatter plot showed results in line with the Media Richness Theory.

To make firm conclusion regarding the relationship further Hypothesizes testing analysis are conducted in the following section.

4.3 Hypothesis testing

Media richness theory is based on the assumption that the goal of any communication is the resolution of ambiguity and the reduction of uncertainty. It states that the media differ in degree of richness they possess, measured by the amount of information they allow to be transmitted in given time interval.

Media richness is a function of characteristics: the ability to handle multiple information cues simultaneously, the ability to facilitate rapid feedback, the ability to establish personal focus, and the ability to utilize natural language.

Whilst majority of studies compare richness between forms of media, e.g. telephone versus direct mail, the new communication landscape provides an opportunity for business organizations to provide rich contents within single media type such as social media platforms.

Stemming from the foundation of media richness theory, the term vividness has been applied to studies of brand communication in online sphere. Vividness reflects the post-formal features or the degree to which a post stimulates the different senses. (De Vries et al., 2012). The Degree of vividness can differ in the way that stimulates multiple senses. For example a video is more vivid than pictures because a video stimulates sight and hearing as opposed to just sight. (De Vries et al., 2012).

In this study it is hypothesized that as that social media users engagement actions is positively associated with levels of vividness. The higher the vividness the higher the action of liking, commenting and sharing the content.

4.3.1 Engagement Model

Media richness theory posits that the communication efficiency will be improved by matching media to users information needs (Daft and Lengel, 1986).

Based on the premises of the Media Richness Theory a Engagement Model is designed which Assumes that Social media User's action of "like" is an indicator of satisfaction on the content .Thus the Variable Like is included in the Model as outcome (dependent)Variable. The explanatory (independent) variable is Media Use which is operationalized by vividness levels of the content having three layers: Low Vividness, Moderat vividness, Highly Vividness.

social media content which contains only text is determined as low vividness ,content that is categorized as moderately vivid include text and picture or photo.Finally highly vivid social media content is presented in the form of video .

The Model is stated as follows.

$$L = f(Lv, Mv, Hv)$$

Where

L = like. is Dependent (Outcome) variable

Independent (predictors) variables

LV = low vividness

MV= moderate vividness

HV=high vividness

Figure 4.1.3 Relationship of like with the levels of vividness levels

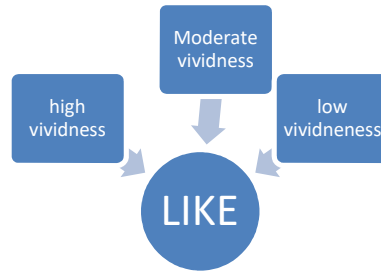


Figure 23 model showing how vividness levels affect the level of likes

Regression model equation is derived

$$\text{Like} = \beta_0 + \beta_1 \text{LV} + \beta_2 \text{MV} + \beta_3 \text{HV} \dots\dots\dots \text{equation 4.3.1}$$

Where : β_0 , is constant number ; β_1, β_2 and β_3 are parameters of the variables LV,MV,HV.

4.3.2 Hypothesis formulation

The Hypothesis claims that social media content published on Facebook Pages of CBE and CBO are consistent with the explanations and predictions of Media Richness Theory. It is hypothesized that as vividness of the content increases the social media engagement (expressed by the action of like) also increases.

Hypothesis testing was conducted dividing in two consecutive stages. In The first stage of Hypothesis test Significance of The model is tested while in the second stage values of the parameters are tested.

Test of significance of the model

This test checks weather vividness of the Post explains the variations in social media engagement. The Null Hypothesis (H_0) and Alternative hypothesis (H_1) are stated below

H1: Vividness of the content explains the variation in Social media engagement.

$$\mathbf{H1:} \beta_1 \neq 0, \beta_2 \neq 0, \beta_3 \neq 0$$

The hypothesis is test of the existence of parameters whose values are different from 0

H₀: Vividness of the content has no effect on the social media engagement

$$\mathbf{H0:} \beta_1 = \beta_2 = \beta_3 = 0$$

The Null hypothesis states that the parameters of the three independent variables (LV, MV, HV.) Equal zero. It states that there is no useful relation between dependent variables (social media engagement) and predictor variables vividness of the content.

Poisson regression analysis was conducted in SPSS .The result indicated that vividness levels significantly predicted like. The Model was significant at, $\chi^2 (396, 2) = 38607$, $p < .05$. (The Omnibus test result which is calculated by SPSS is attached in the Appendix E).

This result indicated that vividness level of Posts have significant impact in determining the variations in number of like.

Testing the values of the parameters

The second stage of hypothesis testing involves determining how Post vividness levels are related with Likes. This requires estimation of the parameters ($\beta_1, \beta_2, \beta_3$) of the model .

This study hypothesizes positive relationship between the vividness level and social media engagement as represented by likes . It is claimed that as Posts vividness level increases social media engagement also increases . Such kind of positive relationship requires the parameters of the Engagement model (equation 4.3.2) to be all positive .Hence the hypothesis is stated as follows

$$\mathbf{H1:} \beta_1 > 0, \beta_2 > 0, \beta_3 > 0$$

$$\mathbf{H0:} \beta_1 < 0, \beta_2 < 0, \beta_3 < 0$$

The Poisson regression analysis in SPSS indicated that the parameters have positive values, ($\beta_0 = 5.580$, $\beta_1 = .062$, $\beta_2 = .997$) .All the parameter estimates were found significant at $p < .05$. (The Parameter estimate result, calculated by SPSS is attached in the Appendix E).

In conclusion the vividness of the Posts has positively effect on the engagement as expressed by the response of likes .The data were found consistent with the prediction of the Media Richness Theory .

The regression result revealed that moderate vivid Posts –posts formed by pictures results higher number of likes than low vivid Posts –Posts formed only by texts.

In this study the findings showed that vividness having positive effect on the engagement. Content strategy including vividness, interactivity and content type have thus far been investigated with mixed findings, perhaps due to differences in measurement approaches and the variables involved . For instance, Cvijikj and Michahelles,(2013),find out the use of more pictures and videos in the posts having positive effect on audiences response . However De Vries et al., (2012) report a negative effect.

Chapter 5

Summary Conclusion and recommendations

Summary

The major objective of the study was to explore the posts regarding of the informational value they posses, Media Type used and Social Media Engagement they generate.

Posts on the Facebook pages of Cooperative Bank of Oromia(CBO) and Commercial Bank of Ethiopia were studied employing content analysis .Qualitative content analysis and Quantitative content analysis were conducted on 400 posts published over 6 months time (September 2020 to February 2021).

The informational value of The Posts was assessed by Qualitative content analysis which utilized Deductive coding procedure .Qualitative content analysis was provided dividing The Posts in 8 Content Types. The Media Use in the posts was analyzed and discussed classifying the Post in to 3 categories.

Quantitative content analysis was performed using the numerical data collected from Facebook pages of the two banks. The aim was to measure the informational value of the contents in the Posts, Media Use in Posts, and online community response to those Posts.

The qualitative and quantitative content analysis provided insights regarding the content variety, Media Types and Engagement behaviors toward the posts. Major conclusions and findings were summarized below.

Conclusion

The Facebook Pages of CBE and CBO were created 6 years ago. The number of followers of The Page has increased consistently reaching more than 100 thousands at the time of Data collection .The Facebook Pages have been utilized as platform enabling the Banks to conduct fast and interactive communication with their social media community. Facebook Pages of The Banks enabled the Banks to publish promotional and informative contents and deliver directly to their social media Community.

Over the period of investigation the two Banks Facebook Pages published variety of multimedia contents in the form of Posts. During the 6 months' time of investigation 400 Posts were published consistently without interruption on weekends, holidays and lunch breaks. However posts were not posted on the night time.

Posts having different contents Types are observed in the sample. Based on the Use and Gratification Theory the informational value available in the content serves different gratification needs. The informational value of the Posts was categorized in to 3 groups of contents based on gratification Sought: need that users expect to meet from viewing certain content. Posts informational value belonged any of the 3 content Groups: Remunerative Content, Informational Content and Interactional Content.

Posts having Remunerative content have informational value which gratifying the need of economic benefit, reward. Users expect value that meets their need of economic benefit. The main issues covered by these posts were promotional information about the Banking service or the brand, foreign exchange price displays, sensational advertisements on Brand new services or brand images. The main attempt of these Posts were attracting new and existing customers to make purchasing decision. Building the image of Brand is also main objective of the content.

Remunerative content posts account 58.5 % which further divided in to 4 Content Type: Functional Post, Experiential Post, Sales Promotion Posts and Brand Resonance Posts. Even though Posts are promotional materials with ultimate goal of profit making the gratification sought from these contents have remunerative value : satisfying the need of getting economic benefit, reward and advantages from the social media user's point of view.

The Other Content observed in the Posts was informational and educational. Posts under this group of posts provided information and education particularly on banking and finance .The Posts included in Educational Posts category could potentially address cognitive needs of social media users. Cognitive Needs refers to content that increases ones knowledge and understanding. 16.8 % of the posts possessed Informational content.

Interactional content is third Major content observed in the sample. It Accounted 24.1 % the posts which are subdivided in to 3 Content Types: Current Event Posts, Brand Community Post and Cause Related Post. These Posts possessed informational value related to Social integrative

needs: interaction and socialization with others. The issues covered in these posts were Attractive, timely and interesting issues originated from social and cultural topics which in one way another users have attachment or association. These posts are antecedents for social media interaction with the content Publisher vertically or content receivers horizontally.

The Posts analyzed does not have contents with the value of entertainment. Contents having ability to fulfill user needs for escapism, hedonistic pleasure, aesthetic enjoyment and emotional release are not observed during the time of investigation.

It is found that significant majority of Posts; about 60 percent have informational values that promote Banks service and Brand with business motive. Majority of the Posts promoted Banks interest particularly increasing customer's base, sales and profit. However these Posts have also remunerative value, need related to getting economic benefit, reward from the social media users point of view.

Posts having no business motives such as Posts that provide educational and informative contents and cover social topics, cultural and current Issues are only 41 percent. The composition of content showed the exaggerated dominance of topics in favor of the company business interest than the social media community. Even though the platform is established by the Bank to promote its business interest the imbalance of topics observed was in favor The Banks.

All most all Posts have induced Engagement in the form of online actions: Like Comment and Share. The Most frequent social media reaction Posts were able to induce is likes. The number of Likes was 6 times greater than the number of comments and shares.

One Way ANOVA analysis revealed big difference on the engagement creation performance of The Posts. The Engagement fluctuated with Variations in Content Type. However the association is found weak by the *Eta* Statistics performed by SPSS.

Posts Belonged to Functional Posts, Educational Post and Cause Related Posts were found effective in creating all forms of Engagement. These Content Types of Posts are characterized by having little to no promotional and advertisinal contents .

However In all forms of engagement Poor performance is observed in Sales Promotion Posts and experiential Posts. These Posts are promotional and advertisement Posts regarding the Banks Services.

With respect to The media Use: Majority (about 60%) of the posts have favorable position in terms of vividness level: their message is depicted by multiple medias such as texts, audios, motion Pictures. The usage of video in the post was very low .Based on Media Richness Theory explanations; an effective media was underutilized in Posts.

Huge chunk (39.5%) the posts are textual which are considered less effective in terms of the information they carry and the message they convey to the receivers.

Of Total 8 Content Types in 6 Content Types of the Posts the dominant Media used to make Posts were pictures. In Only One Content - Sales Promotion Posts neither pictures nor videos are used.

The Media Types employed in the Posts were not influenced by the Content Type of the Posts .The Chi square Test Of independence confirmed the two features of the Posts were independent of each other implying the content creators were not selective in a way to dedicate particular media to particular Content.

Posts formed by Pictures were effective in producing highest Social Media Engagement: like Comments and Shares. While Posts formed by only Videos and Texts registered lower but closer performance in generating social media engagement.

One Way ANOVA analysis confirmed that The Media Type used In the Posts determined the level of engagement induced by Posts. Posts Applying different Media Type showed significant variations in their engagement size.

The vividness of the Posts has positively effected on the engagement as expressed by the response of likes .The data were found consistent with the prediction of the Media Richness Theory. Posts having richer media induced higher engagement according to the Data .

With respect to the effect size the Media Types have higher effect and influence in the level of engagement than content Type of the Posts.

Recommendations and suggestions for further study

- Stemming in the Use and Gratification Theory McQuail, (1983) showed that the value of entertaining media is embedded in its ability to fulfill user needs for escapism, hedonistic pleasure, aesthetic enjoyment and emotional release. However on Social Media Pages of The Two banks Posts Having Values are not observed in the period of 6 months under investigation. The social media pages should include Post having entertainment value or produce the existing contents such as commercials with more entertainment elements to increase engagements with the Posts.
- In this study videos are found less engaging despite the explanations of Media Richness theory which explains Videos have capability to transmit more information in attractive and convenient way to audiences. However The Video Posts observed during the period of investigation generated low number of likes, comments and shares. This trend needs further investigation by the Banks and researchers focusing on identifying its cause and solutions.
- The study focused on contents created by the Facebook Page creators, Commercial Bank of Ethiopia and Cooperative Bank of Oromia. Social media followers have also role to publish Posts allowing them to share contents with the online Community gathered around Facebook page of the Banks. Such involvement of users in contributing Contents needs to be investigated to enhance effective social media communication.
- The study explored Vertical Communication that took place in the social media community of the Two Banks. Emphasis was placed on the contents created by the Facebook page owners and responses of social media followers. However Facebook allows horizontal Communication : Communication among the social media community

members. From this perspective practice, limitations and implications should be studied since it has implications in the effectiveness of organizational social media usage in wider context.

- This study has focused on social media engagement with the contents. Engagement is represented by users' online reactions such as liking, comment and share. This is only indicators of engagement. Satisfaction with the content is not reflected in these social media reactions. Study that evaluate satisfaction with the content needs to be conducted by including users as a primary source of data. Evaluation of satisfaction Social media users is vital for better social media communication.

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APPENDIX

Appendix A : Coding Sheet

The study selected two companies' Face book Pages, Commercial Bank of Ethiopia and Cooperative Bank of Oromia to conduct content analysis.

The units of analysis are Posts, which in the study defined as online contents formed by text, videos or pictures and published by Facebook Pages.

The posts to be included in the Sample for Analysis are only those posts designed and posted by Face booking Page owners and administrators such as Commercial Bank of Ethiopia and Cooperative Bank of Oromia. User generated contents (contents posted by or shared by followers of The Pages are not included). The informational value of any kind of Comments to posts by Followers at the bottom of the posts are excluded. Only the count of comments is utilized to measure the response level .

Links to other articles embedded in the text are not coded.

The posts to be coded are 6 months between September 1, 2020 to February 30, 2021. The number of posts of the Two Brand Pages during this time are (n=400)

Part 1: General Details of the post

Publisher Page: Face book Page that the post is published on

1. Commercial Bank of Ethiopia Facebook page (code =1)
2. Cooperative Bank of Oromia face book page (code =2)

Day Type: Thetype of the day the post published on the Page?

1. Week days (code =1)
2. Weekends (code =2)

Posting Time: Te part of the day in which the post is published?

1. Morning hours (code =1)
2. Lunch time (code =2)
3. Afternoon Hours (code =3)

Part 2: social media engagement

This variable indicates the performance of each post in terms of getting social media followers' online reaction.

Likes: the number of likes a post has generated? (Quantitative data)

Comments: number of comments the post produced (quantitative data)

Shares: number of Shares a post has got? (Quantitative data)

Part 3: Content Type (CT)

It represents the Informational value a post has.

1. **Functional post:-**The post provides information about Company services and products attributes such as performance, quality, affordability, and design and style criteria aiming to incite buying decision by followers of the Facebook Brand Page (**Coded = 1**)
2. **Educational post:** the post educates social media users on efficient way of using banks' services and products or new developments and trends in the banking or financial industry. The information helps the followers get best out from its product specifically and Banking industry at large.(**Coded = 2**)
3. **Brand Community:** the post directly encourage online community to give feedback on specific issue, give response for question or participate on Banks different initiatives which are hosted by the Bank. The aim of the post is draw online community to two way interaction with the Bank. (**Coded = 3**)

4. **Current Event Posts:** - The post injects active, timely, and attractive talking points in the target audience to initiate conversation with its followers. **(Coded = 4)**

5. **Experiential Brand post:** The content associates the brand with pleasurable consumer experience. It evokes sensory and behavioral response of online community. **(Coded = 5)**

6. **Cause related brand post:** The content deals with worthy social causes the bank supported. **(Coded = 6)**

7. **Brand resonance Posts** differentiate and favorably position the focal brand in the minds of social media followers. The message forms deep connection and relationship between the brand and consumers. **(Coded = 7)**

8. **Sales Promotion Post:** These are posts that persuade social media community to take actions toward a buying decision. Typically, sales promotion brand posts include transactional details such as price and availability points, as well as concrete promotional offers, such as price discounts, coupons and competitions. **(coded = 8)**

Part 4: Media Type (MT)

This variable indicates the level of vividness a post has.

1. **Low vividness:** the post having only text **(Coded = 1)**

2. **Moderate vividness:** the post having an image or images (with or without textual description) **(Coded = 2)**

3. **High vividness:** post having video with or without textual description **(Coded = 3)**

Appendix B: Code Book

The study has employed deductive coding procedure which allows the researcher to use codes or categories developed by previous theories and related studies.

Hence the study adopted its codes from, Tafesse and Wein (2017). Coding book, which provides definition rules of the 8 Post categories employed in this study are presented in the following table.

Categories of Facebook posts

Categories	Definition
Categories in the theme: Post content type	
Experiential Post	These brand posts evoke online community's sensory and behavioral responses. Experiential posts highlight the sensory and embodied qualities of the brand and often associate the organization with pleasurable consumer experiences. Common themes: sensory stimulation (i.e. visual, auditory, taste, odor, etc.), physical stimulation (i.e. physical actions, performances, activities, etc.), brand events (product launches, festivals, fan events, sponsored events, etc.)
Brand resonance posts	These posts direct attention to the Banks promise and identity of the brand. These posts highlight some of the main qualities of brand identity, such as brand image, brand personality, brand association and branded products with the goal of differentiating the brand and favorably influencing social media followers' attitude and association. Common themes: Brand image (i.e. brand logo, brand slogan, brand characters etc.)

Cause-related Posts	These brand posts highlight socially responsive programs supported by the Banks. These posts promote worthy social causes and initiatives and encourage customers and fans to support them.
Educational Posts	These brand posts educate and inform social media followers of The Banks Facebook Page. These posts help consumers acquire new skills on proper ways of applying services in the Banks, or discover new information about broader banking industry trends and developments. Common themes: how to get service tips, instructions, blog posts, external articles, technical interviews with employees.
Functional posts	These posts highlight the functional attributes of the Banks' services. Typically, these posts promote the benefits of different types of products according to performance, quality, affordability, design and style criteria. Common themes: Banking services functional claims, reviews, awards, g credentials, and so forth.
Sales promotion Posts	These are brand posts that entice social media followers to take actions toward a buying decision. These posts often contain transactional details such as price and availability points, as well as concrete promotional offers, such as price discounts, coupons and competitions Common themes: price discounts, coupons, free samples, customer contests and product competitions.
Current Event Posts	These brand posts comment on themes that capture active talking points in the target audience, such as cultural events, holidays, anniversaries, and the national holidays. These brand posts initiate conversations with consumers using timely and widely talked about events.

	Common themes: cultural events (i.e. sport, film, TV shows), holiday, special day and anniversaries.
Brand Community	These posts promote and reinforce the brand's online community. These posts foster a sense of community identification and engagement with the community, by recruiting new community members, as well as encouraging participation from existing members. Common themes: encouraging fans to become members of the organizations other online community, acknowledging fans (e.g. mentioning their name, tagging them), hosting online Qand A that have award.

Appendix C: SPSS result of One-way ANOVA analysis

Independent Variable: Content Type

Dependent Variables: Like, Comment ,share

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
like	Between Groups	34363502.200	7	4909071.743	1.907	.067
	Within Groups	1009174530.000	392	2574424.820		
	Total	1043538032.000	399			
comments	Between Groups	68203.968	7	9743.424	2.831	.007
	Within Groups	1349021.309	392	3441.381		
	Total	1417225.277	399			
share	Between Groups	1178336.434	7	168333.776	5.452	.000
	Within Groups	12104288.840	392	30878.288		
	Total	13282625.280	399			

Post Hoc Tests

Multiple Comparisons

Games-Howell

Dependent Variable	(I) CT	(J) CT	Mean Difference	Std. Error	Sig.	95% Confidence Interval	
			(I-J)			Lower Bound	Upper Bound
like	Functional Posts	Educational Posts	-420.621	477.249	.987	-1911.59	1070.35
		Experiential Brand posts	281.008	111.570	.203	-66.11	628.12
		Brand Community Posts	399.494*	100.148	.003	87.97	711.02
		Current Event Posts	249.819	108.586	.304	-86.37	586.01
		Cause Related Brand Posts	-90.045	169.913	.999	-648.82	468.73
		Sales Promotion Posts	375.148*	97.888	.006	70.12	680.17
		Brand Resonance Posts	-52.670	182.879	1.000	-652.44	547.10

	Educational Posts	Functional Posts	420.621	477.249	.987	-1070.35	1911.59
		Experiential Brand posts	701.628	471.672	.811	-774.04	2177.29
		Brand Community Posts	820.114	469.101	.656	-648.50	2288.72
		Current Event Posts	670.439	470.975	.843	-803.29	2144.17
		Cause Related Brand Posts	330.576	488.771	.997	-1193.87	1855.02
		Sales Promotion Posts	795.768	468.624	.688	-671.54	2263.08
		Brand Resonance Posts	367.951	493.428	.995	-1169.90	1905.80
	Experiential Brand posts	Functional Posts	-281.008	111.570	.203	-628.12	66.11
		Educational Posts	-701.628	471.672	.811	-2177.29	774.04
		Brand Community Posts	118.486	68.827	.674	-105.43	342.40
		Current Event Posts	-31.189	80.614	1.000	-286.98	224.60
		Cause Related Brand Posts	-371.053	153.552	.292	-896.06	153.96
		Sales Promotion Posts	94.140	65.496	.832	-121.48	309.76

		Brand Resonance Posts	-333.678	167.787	.513	-901.37	234.01
	Brand Community Posts	Functional Posts	-399.494*	100.148	.003	-711.02	-87.97
		Educational Posts	-820.114	469.101	.656	-2288.72	648.50
		Experiential Brand posts	-118.486	68.827	.674	-342.40	105.43
		Current Event Posts	-149.675	63.877	.286	-349.15	49.80
		Cause Related Brand Posts	-489.538	145.464	.065	-999.97	20.89
		Sales Promotion Posts	-24.346	43.259	.999	-158.62	109.93
		Brand Resonance Posts	-452.163	160.419	.156	-1005.61	101.28
	Current Event Posts	Functional Posts	-249.819	108.586	.304	-586.01	86.37
		Educational Posts	-670.439	470.975	.843	-2144.17	803.29
		Experiential Brand posts	31.189	80.614	1.000	-224.60	286.98
		Brand Community Posts	149.675	63.877	.286	-49.80	349.15
		Cause Related Brand Posts	-339.864	151.397	.375	-860.07	180.34

		Sales Promotion Posts	125.329	60.272	.439	-63.40	314.06
		Brand Resonance Posts	-302.489	165.818	.613	-865.69	260.72
	Cause Related Brand Posts	Functional Posts	90.045	169.913	.999	-468.73	648.82
		Educational Posts	-330.576	488.771	.997	-1855.02	1193.87
		Experiential Brand posts	371.053	153.552	.292	-153.96	896.06
		Brand Community Posts	489.538	145.464	.065	-20.89	999.97
		Current Event Posts	339.864	151.397	.375	-180.34	860.07
		Sales Promotion Posts	465.193	143.918	.084	-42.98	973.36
		Brand Resonance Posts	37.375	211.128	1.000	-653.11	727.86
	Sales Promotion Posts	Functional Posts	-375.148*	97.888	.006	-680.17	-70.12
		Educational Posts	-795.768	468.624	.688	-2263.08	671.54
		Experiential Brand posts	-94.140	65.496	.832	-309.76	121.48
		Brand Community Posts	24.346	43.259	.999	-109.93	158.62

		Current Event Posts	-125.329	60.272	.439	-314.06	63.40
		Cause Related Brand Posts	-465.193	143.918	.084	-973.36	42.98
		Brand Resonance Posts	-427.818	159.018	.195	-978.91	123.28
	Brand Resonance Posts	Functional Posts	52.670	182.879	1.000	-547.10	652.44
		Educational Posts	-367.951	493.428	.995	-1905.80	1169.90
		Experiential Brand posts	333.678	167.787	.513	-234.01	901.37
		Brand Community Posts	452.163	160.419	.156	-101.28	1005.61
		Current Event Posts	302.489	165.818	.613	-260.72	865.69
		Cause Related Brand Posts	-37.375	211.128	1.000	-727.86	653.11
		Sales Promotion Posts	427.818	159.018	.195	-123.28	978.91
comments	Functional Posts	Educational Posts	-1.825	13.899	1.000	-44.92	41.27
		Experiential Brand posts	20.846*	6.339	.031	1.10	40.59
		Brand Community Posts	-12.804	18.560	.997	-71.66	46.05

		Current Event Posts	17.728	6.337	.110	-1.99	37.45
		Cause Related Brand Posts	1.335	10.078	1.000	-31.50	34.17
		Sales Promotion Posts	23.900*	6.117	.005	4.80	43.00
		Brand Resonance Posts	9.790	8.688	.947	-17.79	37.37
	Educational Posts	Functional Posts	1.825	13.899	1.000	-41.27	44.92
		Experiential Brand posts	22.671	12.710	.633	-17.07	62.41
		Brand Community Posts	-10.979	21.583	1.000	-78.27	56.32
		Current Event Posts	19.553	12.709	.784	-20.18	59.29
		Cause Related Brand Posts	3.160	14.931	1.000	-43.49	49.81
		Sales Promotion Posts	25.725	12.601	.463	-13.71	65.16
		Brand Resonance Posts	11.616	14.030	.991	-32.06	55.29
		Experiential Brand posts	Functional Posts	-20.846*	6.339	.031	-40.59
Educational Posts	-22.671		12.710	.633	-62.41	17.07	

	Brand Community Posts	-33.650	17.687	.557	-90.26	22.96
	Current Event Posts	-3.118	2.920	.961	-12.35	6.11
	Cause Related Brand Posts	-19.511	8.362	.339	-48.80	9.78
	Sales Promotion Posts	3.054	2.405	.903	-4.73	10.84
	Brand Resonance Posts	-11.056	6.621	.705	-33.61	11.50
Brand Community Posts	Functional Posts	12.804	18.560	.997	-46.05	71.66
	Educational Posts	10.979	21.583	1.000	-56.32	78.27
	Experiential Brand posts	33.650	17.687	.557	-22.96	90.26
	Current Event Posts	30.532	17.686	.671	-26.08	87.14
	Cause Related Brand Posts	14.139	19.344	.996	-47.07	75.35
	Sales Promotion Posts	36.704	17.609	.442	-19.71	93.12
	Brand Resonance Posts	22.595	18.658	.925	-36.61	81.80
	Functional Posts	-17.728	6.337	.110	-37.45	1.99

		Educational Posts	-19.553	12.709	.784	-59.29	20.18
		Experiential Brand posts	3.118	2.920	.961	-6.11	12.35
		Brand Community Posts	-30.532	17.686	.671	-87.14	26.08
		Cause Related Brand Posts	-16.393	8.360	.535	-45.68	12.89
		Sales Promotion Posts	6.172	2.399	.182	-1.31	13.65
		Brand Resonance Posts	-7.938	6.619	.922	-30.47	14.60
	Cause Related Brand Posts	Functional Posts	-1.335	10.078	1.000	-34.17	31.50
		Educational Posts	-3.160	14.931	1.000	-49.81	43.49
		Experiential Brand posts	19.511	8.362	.339	-9.78	48.80
		Brand Community Posts	-14.139	19.344	.996	-75.35	47.07
		Current Event Posts	16.393	8.360	.535	-12.89	45.68
		Sales Promotion Posts	22.565	8.195	.186	-6.48	51.61
		Brand Resonance Posts	8.455	10.257	.990	-25.35	42.26

	Sales Promotion Posts	Functional Posts	-23.900*	6.117	.005	-43.00	-4.80
		Educational Posts	-25.725	12.601	.463	-65.16	13.71
		Experiential Brand posts	-3.054	2.405	.903	-10.84	4.73
		Brand Community Posts	-36.704	17.609	.442	-93.12	19.71
		Current Event Posts	-6.172	2.399	.182	-13.65	1.31
		Cause Related Brand Posts	-22.565	8.195	.186	-51.61	6.48
		Brand Resonance Posts	-14.110	6.409	.399	-36.27	8.05
	Brand Resonance Posts	Functional Posts	-9.790	8.688	.947	-37.37	17.79
		Educational Posts	-11.616	14.030	.991	-55.29	32.06
		Experiential Brand posts	11.056	6.621	.705	-11.50	33.61
		Brand Community Posts	-22.595	18.658	.925	-81.80	36.61
		Current Event Posts	7.938	6.619	.922	-14.60	30.47
		Cause Related Brand Posts	-8.455	10.257	.990	-42.26	25.35

		Sales Promotion Posts	14.110	6.409	.399	-8.05	36.27
share	Functional Posts	Educational Posts	-80.786	52.016	.776	-242.92	81.35
		Experiential Brand posts	43.354	16.866	.182	-9.09	95.80
		Brand Community Posts	81.137*	14.647	.000	35.34	126.94
		Current Event Posts	50.131*	15.373	.033	2.30	97.96
		Cause Related Brand Posts	24.666	21.304	.939	-43.47	92.80
		Sales Promotion Posts	67.044*	15.052	.001	20.12	113.96
		Brand Resonance Posts	41.318	22.281	.588	-29.87	112.50
	Educational Posts	Functional Posts	80.786	52.016	.776	-81.35	242.92
		Experiential Brand posts	124.140	50.674	.235	-34.28	282.56
		Brand Community Posts	161.923*	49.979	.037	5.41	318.43
		Current Event Posts	130.917	50.196	.172	-26.19	288.02
		Cause Related Brand Posts	105.452	52.318	.479	-57.70	268.60

		Sales Promotion Posts	147.830	50.099	.079	-9.01	304.67
		Brand Resonance Posts	122.104	52.724	.299	-42.21	286.42
	Experiential Brand posts	Functional Posts	-43.354	16.866	.182	-95.80	9.09
		Educational Posts	-124.140	50.674	.235	-282.56	34.28
		Brand Community Posts	37.783*	8.758	.007	8.21	67.36
		Current Event Posts	6.776	9.924	.997	-25.44	39.00
		Cause Related Brand Posts	-18.688	17.777	.960	-78.41	41.03
		Sales Promotion Posts	23.689	9.420	.233	-7.28	54.65
		Brand Resonance Posts	-2.036	18.938	1.000	-65.14	61.07
	Brand Community Posts	Functional Posts	-81.137*	14.647	.000	-126.94	-35.34
		Educational Posts	-161.923*	49.979	.037	-318.43	-5.41
		Experiential Brand posts	-37.783*	8.758	.007	-67.36	-8.21
		Current Event Posts	-31.006*	5.344	.000	-47.85	-14.16

	Cause Related Brand Posts	-56.471*	15.687	.046	-112.23	-.71
	Sales Promotion Posts	-14.093*	4.335	.029	-27.40	-.79
	Brand Resonance Posts	-39.819	16.991	.332	-98.97	19.34
Current Event Posts	Functional Posts	-50.131*	15.373	.033	-97.96	-2.30
	Educational Posts	-130.917	50.196	.172	-288.02	26.19
	Experiential Brand posts	-6.776	9.924	.997	-39.00	25.44
	Brand Community Posts	31.006*	5.344	.000	14.16	47.85
	Cause Related Brand Posts	-25.464	16.367	.768	-82.23	31.30
	Sales Promotion Posts	16.913	6.371	.149	-2.81	36.64
	Brand Resonance Posts	-8.813	17.621	1.000	-69.04	51.41
Cause Related Brand Posts	Functional Posts	-24.666	21.304	.939	-92.80	43.47
	Educational Posts	-105.452	52.318	.479	-268.60	57.70
	Experiential Brand posts	18.688	17.777	.960	-41.03	78.41

	Brand Community Posts	56.471*	15.687	.046	.71	112.23
	Current Event Posts	25.464	16.367	.768	-31.30	82.23
	Sales Promotion Posts	42.377	16.066	.217	-13.91	98.66
	Brand Resonance Posts	16.652	22.979	.995	-58.49	91.80
Sales Promotion Posts	Functional Posts	-67.044*	15.052	.001	-113.96	-20.12
	Educational Posts	-147.830	50.099	.079	-304.67	9.01
	Experiential Brand posts	-23.689	9.420	.233	-54.65	7.28
	Brand Community Posts	14.093*	4.335	.029	.79	27.40
	Current Event Posts	-16.913	6.371	.149	-36.64	2.81
	Cause Related Brand Posts	-42.377	16.066	.217	-98.66	13.91
	Brand Resonance Posts	-25.725	17.342	.806	-85.45	34.00
Brand Resonance Posts	Functional Posts	-41.318	22.281	.588	-112.50	29.87
	Educational Posts	-122.104	52.724	.299	-286.42	42.21

	Experiential Brand posts	2.036	18.938	1.000	-61.07	65.14
	Brand Community Posts	39.819	16.991	.332	-19.34	98.97
	Current Event Posts	8.813	17.621	1.000	-51.41	69.04
	Cause Related Brand Posts	-16.652	22.979	.995	-91.80	58.49
	Sales Promotion Posts	25.725	17.342	.806	-34.00	85.45

*. The mean difference is significant at the 0.05 level.

Appendix D: SPSS result of Oneway ANOVA analysis

Independent variable: Media Type

Dependent Variables: like, Comment, Share

ONEWAY like comments share BY MT

/MISSING ANALYSIS

/POSTHOC=GH ALPHA(0.05).

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
like	Between Groups	34961757.680	2	17480878.840	6.881	.001
	Within Groups	1008576274.000	397	2540494.393		
	Total	1043538032.000	399			
comments	Between Groups	85403.257	2	42701.629	12.729	.000
	Within Groups	1331822.020	397	3354.715		
	Total	1417225.278	399			
share	Between Groups	709693.269	2	354846.635	11.205	.000
	Within Groups	12572932.010	397	31669.854		
	Total	13282625.280	399			

Post Hoc Tests

Multiple Comparisons

Games-Howell

Dependent Variable	(I) MT	(J) MT	Mean Difference (I-J)	Std. Error	Sig.
like	low vividness	Moderate Vividness	-588.884*	174.789	.003
		High vividness	16.814	45.686	.928
	Moderate Vividness	low vividness	588.884*	174.789	.003
		High vividness	605.698*	178.138	.002
	High vividness	low vividness	-16.814	45.686	.928
		Moderate Vividness	-605.698*	178.138	.002
comments	low vividness	Moderate Vividness	-29.100*	6.365	.000
		High vividness	.848	2.062	.911
	Moderate Vividness	low vividness	29.100*	6.365	.000

		High vividness	29.948*	6.461	.000
		low vividness	-.848	2.062	.911
		Moderate Vividness	-29.948*	6.461	.000
share	low vividness	Moderate Vividness	-87.816*	19.617	.000
		High vividness	-13.169	7.752	.209
	Moderate Vividness	low vividness	87.816*	19.617	.000
		High vividness	74.647*	19.784	.001
	High vividness	low vividness	13.169	7.752	.209
		Moderate Vividness	-74.647*	19.784	.001

Multiple Comparisons

Games-Howell

Dependent Variable	(I) MT	(J) MT	95% Confidence Interval
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			Lower Bound	Upper Bound
like	low vividness	Moderate Vividness	-1001.84	-175.93
		High vividness	-91.96	125.59
	Moderate Vividness	low vividness	175.93	1001.84
		High vividness	185.05	1026.34
	High vividness	low vividness	-125.59	91.96
		Moderate Vividness	-1026.34	-185.05
comments	low vividness	Moderate Vividness	-44.13	-14.07
		High vividness	-4.04	5.74
	Moderate Vividness	low vividness	14.07	44.13
		High vividness	14.70	45.20
	High vividness	low vividness	-5.74	4.04
		Moderate Vividness	-45.20	-14.70
share	low vividness	Moderate Vividness	-134.12	-41.51
		High vividness	-31.51	5.17
	Moderate Vividness	low vividness	41.51	134.12
		High vividness	27.95	121.35

High vividness	low vividness	-5.17	31.51
	Moderate Vividness	-121.35	-27.95

Appendix E: The SPSS results of Poisson regression model

Model Information

Dependent Variable	like
Probability Distribution	Poisson
Link Function	Log

Case Processing Summary

	N	Percent
Included	399	100.0%
Excluded	0	0.0%
Total	399	100.0%

Categorical Variable Information

			N	Percent
Factor	MT	low vividness	157	39.3%
		Moderate Vividness	181	45.4%
		High vividness	61	15.3%
		Total	399	100.0%

Continuous Variable Information

		N	Minimum	Maximum	Mean	Std. Deviation
Dependent Variable	like	399	49	4800	470.90	534.823

Goodness of Fit^a

	Value	df	Value/df
Deviance	117100.760	396	295.709
Scaled Deviance	117100.760	396	

Pearson Chi-Square	173687.099	396	438.604
Scaled Pearson Chi-Square	173687.099	396	
Log Likelihood ^b	-60069.660		
Akaike's Information Criterion (AIC)	120145.320		
Finite Sample Corrected AIC (AICC)	120145.381		
Bayesian Information Criterion (BIC)	120157.287		
Consistent AIC (CAIC)	120160.287		

Dependent Variable: like

Model: (Intercept), MT^a

a. Information criteria are in smaller-is-better form.

b. The full log likelihood function is displayed and used in computing information criteria.

Omnibus Test^a

Likelihood Ratio Chi-Square	df	Sig.
38607.624	2	.000

Dependent Variable: like

Model: (Intercept), MT^a

a. Compares the fitted model against the intercept-only model.

Tests of Model Effects

Type III			
Source	Wald Chi-Square	df	Sig.
(Intercept)	3424457.970	1	.000
MT	35669.053	2	.000

Dependent Variable: like

Model: (Intercept), MT

Parameter Estimates										
Parameter	B	Std. Error	95% Wald Confidence Interval		Hypothesis Test			Exp(B)	95% Wald Confidence Interval for Exp(B)	
			Lower	Upper	Wald Chi-Square	df	Sig.		Lower	Upper
(Intercept)	5.580	.0079	5.564	5.595	503355.755	1	.000	265.033	260.979	269.150
[MT=1.00]	.062	.0092	.043	.080	44.802	1	.000	1.063	1.044	1.083
[MT=2.00]	.977	.0083	.961	.994	13703.651	1	.000	2.657	2.614	2.701
[MT=3.00]	0 ^a	.	.	.	.	.	.	1	.	.
(Scale)	1 ^b									

Dependent Variable: like

Model: (Intercept), MT

- a. Set to zero because this parameter is redundant.
- b. Fixed at the displayed value.

