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**ADDIS ABABA UNIVERSITY**

**SCHOOL OF JOURNALISM AND COMMUNICATION**

**LAW ENFORCEMENT INFORMATION SHARING ON SOCIAL MEDIA  
AND NEWS VALUES IN ETHIOPIAN FEDERAL POLICE COMMISSION  
FACEBOOK PLATFORM**

**BY**

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**JULY, 2021**

**ADDIS ABABA UNIVERSITY**

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**Law Enforcement Information Sharing on Social Media News Values in  
Ethiopian Federal Police Commission Facebook platform**

**By Deguale Chane**

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**JULY, 2021**

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### **Declaration**

I, the undersigned, declared this thesis is my original work. That all sources of materials used for this study have been appropriately acknowledged.

Name Deguale Chane

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## **Abstract**

*This study aimed at examining law enforcement information sharing on social media and news values in the Ethiopian Federal Police Commission Facebook platform. The reason to study this issue is that it helps to understand how social media are important to security sectors and concerned bodies to work together to minimize criminal activity in Ethiopia. The scope is Addis Ababa Mexico FPC headquarters geographically, from October to December 2020 timely and analyzed through mixed research method. The interview was employed mainly to get reliable data that can enable the researcher to examine whether each news of the federal police commission's Facebook platform has the selected news values or not. Moreover, quantitative content analysis was used to identify the frequency of news values. So under the investigation of this study, most of the respondents of the interview and content analysis of eighty news values proved that there is a lack of news values on the federal police commission's Facebook page. According to the finding and analysis, Proximity and human interest news are prominent and they have better comments, likes, and shares from the other values at federal police even though its frequency is lower than people expect because people need major criminal reports. People need safety and security from the police, so they are highly interested to have relation, between the police. Thus, based on the findings police information is to increase the public attitude toward law enforcement. So FPC should create strong relations with people to fight and decrease criminal activities. FPC should minimize least important news like training complications, the speech of the commissioners, meetings, generally feature stories incorporate immediate and relevant news on its Facebook page. It also should create a better chance to follow-up training and experience sharing with stakeholders. FPC should assign qualified and experienced Producers, assistance producers, editors, and reporters to the Facebook page.*

*Keywords; federal police, social media, and news values*

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## **List of acronyms**

FPC- Federal Police Commission

FGD – Focus Group Discussion

IDI -- in-depth interview

PR–Public Relations

SM–Social media

UGT- Uses and Gratifications Theory

MET- Media Ecology Theory

SRT - Social representations theory

IDIs - In-depth interviews

### **Approval**

This is to certify that the thesis prepared entitled “Law Enforcement Information Sharing on Social Media and News Values in Ethiopian Federal Police Commission Facebook platform” is carried out by Deguale Chane Adera under the guidance and supervision of Dr. Samuel Mochona 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 concerning originality and quality.

Advisor \_\_\_\_\_ Signature \_\_\_\_\_ Date \_\_\_\_\_

Examiner \_\_\_\_\_ Signature \_\_\_\_\_ Date \_\_\_\_\_

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Chair of Department of Graduate Program Coordinator

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## **CHAPTER ONE**

### **1. Introduction**

#### **1.1. Background of the Study**

The history of communication is connected to the history of human beings since communication with each other is vital. Law Enforcement Information Sharing is in way of development as a result of the nature of crimes that are complicated through time.

According to Adamu and Assefa (2020), Social media sites allow the people of Ethiopia to mobilize challenges and stand against the autocracy of the government. During the protest to the ruling government, cell phones and social media were widely used to communicate straightaway with a large number of people, form ad hoc teams at a very large scale, and exchange crucial information promptly. Especially, activists living abroad were the ones who used social media to set strategies and mobilize the youth to collaborate and say NO to the government's illegal actions. Street demonstrations were organized and led by activists in different cities like Gondar, Ambo, Bahirdar, Woliso, Debremakos, and other cities at the same time and Facebook profile pictures were changed to show the protest.

Out of the total of a hundred million people, more than twenty million Ethiopians use Facebook in Amharic, English, Oromia, and other languages. Statistics show that social media users for political participation and news. During current Ethiopia's political transition, social media, especially Facebook has played a vital role in terms of serving as means of a communication platform between the community, politicians, activists, government reformists, and supporters (ibid).

Patterson and Solomon (2019) Social media is the dark horse. Social media has, in a few years, turned the political landscape in Ethiopia on its head not only as a means of mobilizing people, but also as a means of spreading rumors, hate speech, and disinformation. Social media in Ethiopia is essentially synonymous with Facebook, which commands 84 % of social media users. Other players are Google's YouTube, Facebook-owned Instagram, messaging services Telegram, and Facebook-owned WhatsApp.

According to Andrews (2012), the advent of social media sites has created an environment of outstanding connection among people, businesses, and organizations, serving as a useful tool to keep in feel and cooperate. These sites facilitate advanced information sharing at a more accelerated pace, building and enhancing relationships and helping friends, coworkers, and families to be connected. Persons or groups can immediately share photos or videos, correlative events, and/or provide modernizations that are of interest to their friends, family, or customer base. (ibid, 2012) added that Social media sites have become advantageous tools for the public and law enforcement body, but criminals are also using these sites for illegitimate purposes. Social media sites could be used to correlative a criminal-related flash plan or mob a robbery or terrorist groups may use social media sites to call up new members and adopt their criminal intentions. Social media sites are more and more used to bring about or conduct criminal activity and law enforcement personnel must know the concept and function of these sites, it could know-how social media tools and resources can be used to avert, mitigate, respond to, and investigate criminal activity.

Knowledge and Information are the lifeblood of policing, yet maladjusted information behaviors, cultures, and values along with fruitless structures, technologies, practices, and policies within policing endure to block information and knowledge allocation within and across police units and organizations (Abrahamson, 2014). Communication could be defined as the way of transmitting information and common sense from one person to another. It is the establishment or exchange of thoughts, ideas, understanding, and emotions between sender and receiver (Oppong, 2016).

Iheanacho (2020) stated that communication is essential to every human activity. It is the backbone of the existence of man in any society because it is the encouraging force behind society, Communication has been defined as the change of information, ideas, experiences, and data of all sorts that ensure the normal and organized continuation of people in the society. Through communication that the society is informed, honored, educated, socialized, assemble, motivated, integrated, and sensitized. As stated by Slovakia & Papula (2019) Communication appreciably influences the innovation process in each organization. It is therefore essential that organizations put attention to the development of open and quality communication. Effective communication is therefore one of the vital goals of organizations. New internal communication

devices are characterized by experts as internal social-media platforms or internal communication banners.

John and Hollywood,(2015) in their study proved that Law enforcement agencies progressively demand practical information technology capabilities to support their operations. These capabilities depend on records management systems, which preserve agencies' case histories, and computer-aided accelerated systems, which maintain agencies' calling for service and call reply histories. There are also growing demands to disseminate information to regional, state, and federal repositories of criminal justice information. While meaningful progress has been made in correcting the information-sharing ability and affectability of key law enforcement systems, many barriers remain. Brown (2018) stated that Law enforcement efforts have aimed at improving criminal intelligence to understand the amount and nature of criminality and basically to prevent, distinguish, and disturbing crime. Such criminal intelligence keeps on the building blocks of raw data and information engenders internally by law enforcement bodies or shared by peers. In a world characterized by the more and more sophisticated crime, it is increasingly important to draw together the chunk of information available from numerous sources.

Ittefaq (2018) explained news values like Prominence, importance, human interest, conflict or controversy, unusualness, proximity, and timeliness are the leading factors media professionals take into account while collecting and compiling news stories, and it may be due to a great audience wanting to see and hear it. A multidimensional network is at the center of the framework. On one hand, the macro and micro theories, such as McLuhan's media theory, social exchange, and social penetration theory, could notify the analysis and base of social network analysis. On the other hand, social network analysis can quantify social graphics and link social media content with purchase funnels through quantitative analysis.

The Ethiopian Federal Police Commission headquarter is located in the center of Addis Ababa around Mexico and branches are dispersed throughout the country. The research aimed to cover the crime prevention sector which is located in Addis Ababa. Ethiopian Federal Police Commission is a government-sponsored law enforcement organization. From the very foundation, it is an autonomous Federal government organ, having its legal personality (Adane, 2014).

According to Federal Negarit Gazeta 207/2000 Ethiopian federal police commission have a strong civil police institution that is loyal to the constitution of the Federal Democratic Republic of Ethiopia and governed by laws enacted following to constitution has adequate training and efficiency in the police profession that serves and ensures peace and security of the public and duly respect human and democratic rights and freedoms.

The commission has five sub-sectors are Crime prevention, Crime investigation, Police University, Health sector, and Administrative development sector other small unit bureaus under commissioner-general are instituted. According to the statistics by the Ethiopian Federal Police 4 Commission human resource department, the commission consists of 36,207 human resources. For this research purpose, the researcher selected the crime prevention sector. This sector has 31,906 Police forces without considering civil employers (ibid).

The objectives of the Ethiopian Federal Police Commission maintain and ensure peace and security of the public and the state through respecting and ensuring observance of the constitution. And safeguard and protect order and other laws of the country investigating crime and preventing through the participation of the public. The central target of the objective is to protect the democratic and human rights of the citizens. The mission which is given by the government includes Contribute to the development and prosperity of the nation and ensuring the prevalence of peace and security through active participation of the mass society (Negarit Gazeta, 2011).

The mission of FPC also contributes due role to the development and prosperity of the nation by respecting and enforcing respect of the constitution and other laws of the land, preventing crime and crime threats, and ensuring the prevalence of peace and security through active participation of the people.

So the researcher assessed Law Enforcement Information Sharing on Social Media and News Values in the Ethiopian Federal Police Commission Facebook platform.

## **1.2 Statement of the Problem**

Social media sites have emerged as a method for spontaneous connection among people and groups; information access from these sites can also be a beneficial resource for law enforcement bodies in the prevention, investigation, identification, and prosecution of crimes. To that end, law

enforcement managers should ensure that their agency has a social media policy that describes the associated procedures regarding the use of social media-related information in investigative and criminal intelligence actions while articulating the relevance of, civil rights, privacy, and civil liberties protections (Andrews,2012).

According to the International Journal of International Relations (2017) news is often noted as a perishable commodity. Timeliness is the newness of news. Therefore, news must be timely if it is to have value. This is in the sense that if an account of an event is not delivered as soon as it happened, such an account may become musty later on. A newsworthy event should be reported after the shortest possible time interval following its circumstance otherwise, it breaks off to be news.

Walsh JP (2018) stated that digital media let on police services immediately transmit information about risk, information that, through sharing and reposting, citizens further publicized. While the majority of notifications concern banal issues, social media has confirmed valuable during times of crisis and has been utilized to communicate immediate risks to public safety provide real- time signals, instructions, and updates; and assuage anxiety the chaos and noise of online environments increases the risk of misinformation, ensuring law enforcement must also police the facts and establish themselves as the only conceivable information source. Social media also transform how the police communicate with citizens and manage the clarity of their personnel and activities.

According to Melekian (2013) Police can get information about possible alarms or other intelligence by paying concentration to social media posts by member's public. Police also can use social media to spread information to the public during circumstances, to catch any false information that may be circling, and to correct the erroneous information. In addition, police can use social media to arise for investigative purposes. Edward et als, (2014) also said that Social media's potential benefits to policing go do well the ability to notify and to broadcast. Social media allow police to employ in open dialogue with the communities they serve in a spontaneous, networked manner. Social media also allow departments to build relationships with the public that provide benefits not only in pressure in the day-to-day work of fighting crime, decreasing fear, and improving the quality of life. Iheanacho (2020) information and communication are very cornerstone to human beings as Homo sapiens that is speaking man.

Therefore, effective management of information through proper channels of communication is very elemental to human interactive existence especially concerning exposing and eliminating the quirk of a societal transgression.

Moor (2020 ) explained that Use of information collected by patrol officers is one of the most critical ways in which police can advance their ability. Edward et als (2014) elaborated that the social media audience will not quietly wait for information to be reported through official channels. If the police are not on social media, someone else will build the way that information from the police is granted on social media. On the other hand, if the police do bring information through social media and if they have worked to maintain the community's trust the police can play a dominant role in construct the story. Abrahamson (2014) said that Human and organizational information use has been viewed from a diversity of perspectives within the discipline of information studies. These viewpoints include seven information use elements/principles that were incorporated from the broader information studies literature, namely information practices, information search, information processing, information production, the application of information, knowledge construction, and the importance of information use.

Beshears (2019) due to its far-reaching capacity, the internet can assist law enforcement agencies in having a greater portion of the population more quickly and cost-effectively. Individual self-awareness to build relations is also very important for enhancing police and community relations. Citizens want police services to be calculable, service-oriented, friendly, and helpful. Upgraded police social media usage proceeding in these areas could be a door to building strong community relations and using social media as a basis to help in crime-solving.

Since the importance of information sharing between people and Police is to inform and to get access to information from the local community and Police information aims to increase the public's attitude toward law enforcement. There is research that is focused on the advantages and disadvantages of social media in general, but research was not conducted on the importance of police immediate news especially in the context of the Ethiopian federal police commission. Journalistic news values have been discussed in the news which is reported by the FPC Facebook page, but that is mostly focusing on Addis Ababa and surrounding. This chance mostly could not give to social media reporters and people have new and important criminal alerts immediately. It

also provides the FPC with further information on the importance of social media to reach immediate information to people, to minimize criminal activity. Moreover, the study attempted to identify law enforcement information sharing on social media and news values in the Ethiopian Federal Police Commission Facebook platform from October 2020 –December 2020 for a year.

### **1.3. Objective of the study**

#### **1.3.1. General Objective**

The general objective of this study is to assess law enforcement information sharing on social media and news values in Ethiopian Federal Police Commission Facebook platform

#### **1.3.2. Specific Objectives**

The Specific Objectives of the study are to:

- Investigate which news values are prominent in the Facebook news stories of the Ethiopian Federal Police Commission
- Analyze which of the news values generated more interaction (comments, shares, and likes)
- Identify the importance of Law Enforcement Information Sharing on the FPC Facebook page.
- Identify the major reactions of the people about the importance of the relationship between police and society by taking viewers' feedback.

### **1.4. Research Questions**

To investigate the problem, the current study attempts to answer the following research question

1. Which news values are prominent in the Facebook news stories of the Ethiopian Federal Police Commission?
2. Which of the news values have more comments, shares, and likes?
3. What are the importance of information sharing between police and society?
4. What are the major reactions of the people about the importance of the relationship between police and society?

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

The main aim of the study is to assess Law Enforcement Information Sharing on Social Media and News Values in the Ethiopian Federal Police Commission Facebook platform. It helps to understand how social media are important to security sectors and concerned bodies to work together to minimize criminal activity in Ethiopia. Further, it helps to identify the strengths and weaknesses of the FPC social media outlets in reporting timely. Moreover, it may serve as a starting point or springboard for further studies importance of using social media in Police institutions in Ethiopia. This research would help to fill a knowledge gap that has existed in the practical application practice of journalism. Likewise, it provides the FPC with further information on the need and importance of social media communication in an effective manner for the security forces to reduce and control crime as well as criminals.

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

This descriptive qualitative study assesses working with the FPC Facebook page from the first of October 2020 to the end of December 2020 so the research includes recommendations to improve the usage of social media in the police force. The study targeted Addis Ababa Mexico FPC headquarters.

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

One limitation of this study was the absence of similar organizations with the FPC at the federal level to compare and contrast the practice. In addition, the researcher could not find research papers specifically conducted on the importance of social media to communicate effectively between people and Police institutions. Moreover; all participants were going to select from FPC and others were not be familiar with the subject matter to conduct in-depth interviews. Most of the informants of this research were members and leadership of the Police. Therefore; the researcher could not get some interviewees due to given the time, budget, and resource constraints, and the coronavirus pandemic.

## **1.8. Organization of the study**

The study has five chapters. Chapter one is the introduction part which Contains the background of the study, the statement of the problem, objectives of the study, research questions, significance of the study, definition of key terms, and scope of the study. Chapter two is all about the review of related literature that includes the theoretical and empirical framework. The third chapter, chapter three, is about the research methodology involving the research design, source of data and collection method, sampling techniques and size, data analysis method. The fourth chapter is also to be about the discussion, data analysis, and interpretation parts. The last chapter, chapter five, is also will be about the summary, conclusion, and recommendation.

## CHAPTER TWO

### 2. REVIEW RELATED LITERATURE

#### 2.1. Importance of News Values to Social Media

Braun (2009) said news values are one of the most blurred structures of meaning in modern society. All 'true journalists' are supposed to acquire it: few can or are willing to analyze and define it. Ittefaq (2018) defines news values as a Set of criteria engaged by journalists to measure and decided the newsworthiness. He added "What distinguished audience is interested in reading or watching "a news story is about relevant information and unique events should be based on noticeable facts and should be an open-minded account should be free from the reporter's idea. Jewkes (2015) news values are the value judgments that editors and journalists make about the people's interest in a story and also whether it is in the public need.

Rasyid (2017) argues that trustworthy news or news value is what people are careful to know. It is not only what people want to know, it is also what editors and reporters think is useful and important. Ivancheva (2011) the media do not simply and positively report events that are normally newsworthy in themselves. News is the end product of a complex process, which is gins with analytical sorting and selecting of events and topics according to a socially build upset of categories. It is news values that give journalists and editors a set of rules often unreal, informal, almost senseless elements by which to work, from which to plan and finish the content of a publication or a broadcast. Jorge (2008) explained that news items have internal characteristics called news values. The presence or absence of these values decides its importance and thus ensures the reader's attention. These news values are therefore relevant measures of the important issues. If accurately acted, they will determine if a topic is a news or not. News values help make journalism capable of the model of an inverted pyramid in that they underline the main topics of a series of facts and bring them to the news medium in the order of their importance (Jorge, 2008).

#### 2.2 Advantages of Social Media

Social media can be used to fuel the harmful culture because it is a means by which information is exchanged to either increase contention or acrimony among users or improve goodwill and moderation among them. In the latter scenario, conflict management and social control models

are more important. Lee (2014) stated that the essence of social media is content, sharing, conversation, openness, and intercommunication. Zdonek (2015) the social media are defined as series of technological foundations in terms of both software and hardware that facilitate cheap content creation, interaction, and interoperability by online users. Social media may be described as a group of internet-based applications that develop on the ideological and technological foundations of Web 2.0, which permits the exchange and creation of self-generated content.

According to Torning (2015), social media can be defined as basically scalable communications technologies that turn Internet-based communications into an interchanged dialogue platform, but when aimed into a business setting they become even more difficult IT artifacts. Walsh, (2020) defined Social media as “web- based platforms that promote and facilitate communication, interaction, and the circulation and creation of content within virtual communities”. Adamu, (2020) defined Social Media refers to websites and applications used for social networking. Social media is defined as a form of computerized communication, such as websites through which people create online communication to share information, ideas, and personal messages. Barua ( 2012) the term social media is defined as the use of web-based and mobile technologies to turn communication into interactive communication.

Secher (2020) explained that social media dwells on two words, social and media. Social media refers to the need humans have to connect with other humans and be around similar like-minded people with whom they can share thoughts, ideas, and experiences comfortably and trustfully. Social media refers to the technological means used to interact and connect with others. Thus, social media is about the use of various media and technologies to reach out and connect with others, create relationships, and build trust.

Barua (2012) stated that “the 21st century saw a flow in the growth of social networking sites by the launching of Friendster, Photo bucket, Fotolog, Flickr, Orkut, Facebook, Twitter Ning, Digg, Net log, YouTube, etc.”. Social media came a large way since the days of the telegraph and even the more recent days of Internet relay chats and it continues to evolve. Social media has become dominant in the online landscape. Major social media websites and social networks make improvements and changes on a fairly regular basis, so it’s sure to keep growing in the coming years. Social media can be categorized into the following categories Social networking sites. A social networking site brings a web-based platform for building social networks or social

relations between people a social networking site would grant a user to create profiles or personal homepages online and build up a social network.

### **2.2.1 History of Social Media**

When people think of social media that they generally think of Facebook and Twitter however, in reality, it is more than that. The earliest ways to transfer messages over long distances were probably both visual and audio. The fruits of social media sown during 550 BC when the regular postal system well established in Iran were horse-drawn and horse rider's wagons carried mail. Mostly, mail consisted of governmental dispatches and was delivered from one place to another. The 18th was a starting period that devices like the telephone 1890, telegraph 1792, and radio 1891 ushered in a new era of receiving and sending messages over long distances. The 20th century was known for the growth and development of the internet the 21st century saw a spurt in the development of social networking sites (Barua, 2012).

Linke (2011) declared that Facebook was founded by Mark Zuckerberg under the alias Facebook in February 2004. During the first month until September 2006, the system was only accessible to students in the states with logic. Brügger (2015) the history of Facebook as a media text is categorized into three phases: 2004–2006, 2006–2008, and 2008–2013. This division into phases associated with changes on the Web site and to the functionalities available to users. If another point of focus had been identified for discussion, the phases would most likely have been different. The time of Facebook is analyzed and interpreted by five recurring themes, network, and profile, sharing, commercial activity, outside the Web, and software development. Hunt Allcott (2019) Facebook remains the biggest new media company, has 2.3 billion monthly effective users worldwide Facebook 2018. People have formed social groups with common interests and shared their ideas. Thus, social media are not an additional set of media or subform on top of the networking system but have rather become an indispensable component and a way of using digital media as a new social phenomenon on the Internet, processing the meanings of the users themselves.

Lee (2014) around 2003 social media beginning attracting the attention of mainstream organizations and mass audiences, until reaching the point that media theorists refer to as the phenomenon. Facebook became a dominantly important platform for business-to-consumer communications. People started using Facebook in 2004, and fast it gained lots of users from its

competitors (ibid). Torning (2015) argues that since 2009, social media has been increasingly adopted and used as a new marketing and communication channel. The technological developments concerning social media have also increased. Therefore, social media is rapidly becoming a de facto channel for corporations to share information. Large global corporations are adopting social media to multi-business activities such as sales and marketing customer support, retention, recruitment, strategic communication, and product innovation.

### **2.2.2 Social Media Communication**

Barua (2012) described the relevance of social media communications like Sharing of ideas, Tool of communication, Source of information, Bridges communication gap, Important marketing tool, basic customer interaction tool, Important problems communication tool, Low Costs/ Cost-effective, Intrusion into privacy, Less time consuming, Breakdown in familial ties, Reduction in worker productivity. People use social media to get information about others. Cole (2014) social Media permits firms to collaborate in a timely and operate end-consumer contact at relatively low cost and higher levels of performance than can be achieved with more traditional communication tools. So Social Media is not only useful for large international firms, but also medium-sized and for small companies, and even nonprofit and governmental agencies. Using Social Media is not an easy task and may need new ways of thinking, but the potential gains are far from being negligible.”

The power lies in the hands of the user, because the individual can, through a simple click, expand their ideas and ideas through social media to the whole world. The message can be directed explicitly to someone while at the same time, it is hard to know perfectly who the author is. Almost everyone can share their thought and can express themselves freely through social media (Talpai, 2014) the information obtained helps them maintain interpersonal relationships, thus helping them fulfill their desire to belong. Others use new media to face like-minded individuals as well as to receive social support and companionship (Ma, 2018). Using social media channels to the government and its stakeholders will open the conversation between the government and citizens, which started by transmitted information to the public via social media and by listening to citizen's opinions and feedback on such information. The acceptance of social media and its characteristics facilitate citizens or any stakeholder to get more information that makes them more informed with governments' activities (Mishaal, 2015).

The term social media has various definitions. Particularly it refers to a characteristic of living beings related to their communication. It always refers to the interaction of one quality of living being with other living beings for their combined co-existence, irrespective of whether the cooperation is intentional or unintentional (Kumar and Kasturi, 2014)

### **2.2.3 Current Social Media Use**

New media has become much important because of the two very relevant and precise characteristics of social media. They are interactivity and ubiquity (Kasturi and Vardhan, 2014). Social Media is a group of Internet-based operations that create on the ideological and technological foundations of Web 2.0, and that permit the exchange and creation of self-generated Content. Social media content is made up of pictures, text, videos, and networks. Importantly, social media consists of a high degree of online communication, creating environments in which individuals and communities share, discuss, co-create, and modify user-generated content. The ability of social media to advocate ongoing communication, collective environments, and a shift in focus from the firm to the consumer give it great potential that is being tackled by many fields. Social media platforms should be used for digital interaction, in which organizations create active and interesting relations with the public. The influence of social media is well accepted in the nonprofit sector (Cole, 2014).

Huang (2019) says Owing to the fast development of technologies, online communication channels such as social media are becoming more and more popular platforms for communicating questionability information. More predominantly, and viewers' attitudes toward transmitted sustainability knowledge are influencing their subsequent awareness and behaviors. Sustainable community development is a comprehensive approach that incorporates social, environmental, and economic considerations into the processes and actions undertaken by communities on their path toward sustainability.

According to Langer (2014), Social media has become the most important part of today's unified organizational communication strategies for many workplaces, due to its cheap and user-friendly means of sharing user-generated material. The use of social media within an organization can have a perfect impact on the consumer's experience because of its changing capability, allowing for the adjustment needs to revolution over time. Ma (2018) identified seven

motivations for Facebook use among college students: social connection, photographs shared identities, content, social investigation, status updates, and social network surfing.

#### **2.2.4 The purpose of Social Media**

According to Kuusik (2010). Information is capability and insight could affect public discourse. The way, an impression can be interchanged is by access to media. Different types of media are appropriate internationally to transmitted knowledge and idiotically, free mass media is a tool of and signpost for democracy. Freedom of expression is not only the center of healthy media but also a basic human right and pivotal for a democratic structure. It stands for freedom of speech, the right to information, and the representation of different opinions in a different society. In any culture of protection, efficient and democratic media are a vital part and fundamental for societies trying to make a transmission towards peace and democracy.

Derani (2016) the new forms of social media like Facebook, Twitter, and so on were recognized as an organization's chance to lessen the impact at times of a crisis. Radio, television, newspapers, and other traditional media sources are used to transmit essential information but nowadays social media such as Facebook and Twitter are tools that can help an organization to transmit and share information with as many people as probable while receiving feedback and responses from the public. This means that an organization employs the technology of social media as part of the communication process to the world.

Cole (2014) stated that social media is valuable to several individuals and organizations for many reasons. Social Media allow the organization to interact in timely and direct end-consumer contact at relatively less cost and highest levels of capability than can be achieved with traditional communication tools. By promoting continuous social media advocacy from your adherent in your external network, and from all staff and volunteers in your internal network, you can provide continuous communication that will lead to greater effect.

According to Langer (2014), as social media becomes extremely dominant in organizations, it is important to develop an understanding of how it affected how organizational communication exists both internally and externally. Derani (2016) also added that the role of social media as a communication platform during a crisis is unavoidable and important. Social media can be helpful to improve responses and preparedness, decrease the cost of disasters, improve the clarity of decisions and also increase the capability acceptance of aftereffects.

Reports of Global Media (2014) of the many roles enacted by social media, the following are the most important and key roles played by social media. Social media has wide-ranging functions that turned indispensable in a person's day-to-day life. Life without social media is beyond imagination and turns to be very central. Communicate, cooperate, Engage, Monitor Educate, Increase, and Entertain.

Derani( 2016) added that a variety of social media platforms enable organizations to disseminate information about a crisis dramatically because they represent the new way of communicating: digital, computerized, and communication technology that permits networking in the rapid and most adequate ways to different audiences together Social media has the potential to influence how individuals think, behave and respond to information and situations in general in times of crises The role of social media as a communication platform during a crisis is helpful and inevitably. Social media can be useful to advance responses and preparedness, reduce the cost of disasters, improve the transparency of decisions and also increase the potential acceptance of outcomes.

### **2.3 Social Media and Police Achievements of Crime Preventing**

The basic effects of new media activities on law enforcement have been to acting and broaden surveillance. Social media adds getting to the photos, diaries, and home movies of millions of people, most of it freely provided so that the 21st century is an era of uncommon self-surveillance. The historical precondition that a person must be under suspicion to be brought under surveillance has greatly focused and faded, automatic, continuous surveillance is the norm. The acceptance of self-surveillance makes hidden and common surveillance most acceptable because when voluntary performances are unlimited surveillance is not perceived as noisy, and being in a camera's view is no longer uncommon. From these systems, images are frequently extracted for data as well as news content. Edward ( 2014) assemble social media into the police mission is not simply about extending current thinking with a new tool. In some ways, social media are indeed platforms for conversion, to be used in ways that best suit policing. However, social media have its logic, culture, and norms, and the police need to recognized and respect the nature of social media if they are to use them adequately.

By good luck, some of the most important characteristics of social media are entirely compatible with the best traditions of policing. The new networking capabilities provided by social media

allow the police to rethink how they communicate with the public. The essential characteristics of social media attempt possibilities for law enforcement agencies to return to and deepen their guarantee to the ideas at the heart of community policing rethinking what the police need to get across to the community, how the police should listen to the community, and how the police and the community can work together in an inquiry of their common objectives (ibid).

Social media are networks in which each user can serve both as a source and a recipient of information. These ways that social media can allow the police to have two-way communication with the public. Furthermore, it means that when the police use social media, they connect for special or worse an ongoing, multifaceted conversation that can have hundreds or thousands of participants at a given time. When police antipode with individuals online, many other members of the public can see that inter-communication (ibid).

#### **2.4 The Role of Social Media Users as Content Producers and Distributors**

According to James P. W, (2018) unlike the mass media, social media are disseminated and participatory systems of “many- to- many” conversion where those earlier known as the audience emerge as producers of staggering quantities of self- generated content. With the increase of social media, a fundamental change has been that content consumers can also be producers of self-generated content and can be content disseminators. The separated acts of ‘reading the newspaper or turning on the television’ have been recovered by the collective experience of posting, tweeting, and ‘going aggressive.

The impact has been the shifting of audiences from passive to active participants and performance emerging as a natural behavior of media content. A large amount of contrasting crime and justice activities by criminal and law enforcement and legal personnel could be understood by the conceptual glass of activity. The people not only follow crime and justice but participate and adds their performances the most notables being performance crimes (Surette, 2015).

## **2.5 Facebook News**

Over the past decade, media has undergone a basic shift. Traditional media such as radio and television provided content in a one-directional manner, transmitted content created by a company or corporation to be consumed by passive viewers. New media often called social media or interactive media - provide an endless chance for users to act as both creators and consumers of media. New media are digital, and most have the characteristics of being manipulatable, dense, networkable, interactive, and compressible. The emergence of new digital technologies signals a potentially radical shift of who is in control of information experience and resources (Megan A .M, 2016)

News on Facebook is just something that happens (Mitchell, 2013, cited in Wagari 2018 p.35). That is because of internet penetration. Internet users share the creation of news comments about it or disseminated news by social media sites like Twitter and Facebook (OSCE, 2013). On top of that, Facebook is online social network software that capable users to connect with private or public correspondences based on many authorization levels in networks and join other groups, and contributed content with other users (ibid). The biggest effects of Facebook are when they changed the Facebook setup.

According to Thomas (2012), many parts of the world law enforcement sectors are across the globe currently have social media platforms especially Facebook pages, whereby the police can post updates about cases, appeal for information, and hold question and answer sessions with the public. If a no police Facebook user if once likes the police Facebook page then news that is posted onto the police Facebook page will instantly show up in the news feed of the user as soon as posted. Whilst there is one main force Facebook page there are some police forces that have separate Facebook pages.

Bedell (2010) Facebook was founded by Mark Zuckerberg and his colleagues at Harvard; though when the platform was initially launched, it was restricted to Harvard students only but not for the mass across the globe. After a while privilege was extended to high school students and, then to everyone that is 17 years or older.

Facebook users infrequently reference learning political information as to their primary purpose for using the social media platform. The news stories available, and therefore shareable online, are immensely comparable with those found in “legacy media”. Recently, and demanding to the study of mass communication agenda setting through social networks, demonstrated that there is a considerable focus in the thick of the stories shared on Facebook when compared with other social media sites (Yüksel, 2001).

## **2.6 Social media and police organization**

James P. W, ( 2018) with the beginning of the 21st century, policing has involved an information time in that order sustaining is data- driven, intelligence- led, and technologically intervention. More than crime fighters devoted to random patrols and immediate responses, officers highly represent knowledge workers involved in the processing and assessing risk- based information. Expressing this predilection, police in many countries have harnessed social media's capacity, deploying intelligence units to act online surveillance, reconstruct events, and obtained legal knowledge about the personalities, activities, and appreciation of suspects and dupe”. Xiaochen (2019). Police ongoing communication with the public is a lively process. The way police interact with citizens deserves to be considered a basic area of research. Police work has become more technologically reliant upon and increasingly closely tied to community-level groups, religious entities, economic interests, social service agencies, and civic associations. Police/public/stakeholder communication processes have become one of the most essential aspects of modern policing. Citizen’s knowledge of the police comes both from their own direct experiences and from indirect experiences shared with others.

Williams (2019) Police departments can use social media to inform the local community. Additionally, police share self-promotional information to increase the public’s attitude toward law enforcement. New media offer a suited, effective communication channel for law enforcement agencies to interact with the public. Social media also changes how the police communicate with citizens and manage the quality of their personnel and activities. Digital media permits police services to directly transmit information about risk, information that, through sharing and reposting, the public further transmitted Social media is also engaged for expressive purposes and provides an ideal setting for the police to present their organizational selves (James P. Walsh, 2018). Police agencies with higher organizational difficulty are more

likely to use social media than their fewer complex counterparts. Larger police agencies mostly have more slack resources than smaller agencies (Xiaochen. H, 2019).

Rodgers (2016) argues that Law enforcement communication to the public has developed importantly in recent years. The increasing of social media has brought an all-new set of opportunities and challenges to the ever-important and complex relationship between the people and the police. Law enforcement bodies are increasing their use of social media, partly to keep up with a more technologically advanced society and partly due to the fundamental benefits that could be gained from media use. According to Struzińska (2018), the role of social media was most exhaustively commented on in three cases: one by respondents from the police agencies when they talked about obstruction related to this means of communication?

Langer (2014) stated that organizational strength is dependent on how well organization members are capable to communicate and use essential information. While face-to-face communication is still the best form of communication to an organization, doing so on a central basis is no longer achievable in many organizations, making organizational efficiency dependent to fulfill most organizational processes. The advancements in technology have continued to improve the quality of work by capability organizational members to interact more efficiently regularly, thus improving the overall effectiveness of the organization. Williams (2019) added since the arrival of Internet news sources, traditional media have lost some of their dominance by dint of the ease, speed, and cost of access of this option. The advent of social media disparaged these older media as less time, even though their reliability and integrity may distinguish that of unclear social media posts. Police considered that the public information office could take benefit of the speed of the Internet coupled with their continuing integrity as a clear information source

Langer (2014) argues that organizational communication has laid the framework for scholars to establish the way communication affects all areas of functioning at an organization. Communication will always be an important part of an organization because it interacted with each function and group as a whole, and is also the way by which an organization is both sustained and created. Communication is a central element of an organization because it permits members to shape the culture with their attitudes, which strengthens organizational identification, and also capable an organization to reach its potential. Organizational

communication is expressed by the process of creating, exchanging, interpreting correctly or incorrectly, and storing data with a system of human relations. Langer (2014) added social media can also increase the reputation of the organization and generate organizational gratification because of the opportunity it presents to get its consumers' opinions. While it is central to organizations to consider incorporating the role of social media into their marketing strategies, it is also imperative that they consider how this interactive process will engage consumers in rich and fruitful dialogue that will help the organization as well.

## **2.7 News values for Crime News**

According to Jewkes (2015), there are twelve news structures and news values that shape crime news. This is, Threshold, Simplification, Predictability, elites or high-status persons, Proximity, conflict, Individualism graphic imagery or Visual spectacle, Violence, Risk, Sex, Children, traditional ideology, and political diversion.

### **2.7.1 Threshold**

Once a story has reached the required threshold to make the news, it may have to meet further criteria to stay on the news agenda, and the media frequently keep a crime wave or specifically a crime story possessing by creating new thresholds.

### **2.7.2 Unpredictability**

Gives a story golden value. Specifically, the media's 'discovery of a 'new' crime is often sufficient to give it prominence. A predictable story may be deemed newsworthy because news organizations can plan their coverage and deploy their resources. Not only does news reporting privilege brevity, clarity, and unambiguity in its presentation, but also it promotes the viewer, listener, and reader to suspend their skills of enteral interpretation and respond incompletely accord. Unusualness means that news holds high value because of its incredibility or uniqueness (RASYID,2017)

As explained by Jewkes( 2015) if something has never happened before, it just might be news. Unpredictability gives a story novelty value. In particular, the media's 'discovery of a new crime is often sufficient to give it prominence. But equally, a predictable story may be deemed newsworthy because news organizations can plan their coverage and deploy their resources. Not only does news reporting privilege, clarity, brevity, and unambiguity in its presentation, but also

it encourages the reader, viewer, and listener to suspend their skills of critical interpretation and respond in unanimous accord. Unusualness means that news holds high value because of its incredibility. The unusual is events that deviate sharply from the expected, that depart considerably from everyday life make news. This means deviation from normal. Newspapers and broadcast stations sometimes make discoveries of their own and push them so that they become cur.

### **2.7.3 Proximity**

According to Jewkes (2019) if it happened in a place that readers feel a connection to someplace they feel allied with, rather than some faraway place it just might be news. Proximity has both spatial and cultural dynamics. Spatial proximity refers to the geographical nearness of an issue while cultural proximity refers to the importance of an event to the public. These factors often intertwine so that it is those news stories that are perceived to reflect the recipient's existing framework of values, beliefs, and interests and occur within geographical proximity to them that are most likely to be reported. Proximity varies between national and local news. For example, a relatively 'ordinary' crime like mugging or arson may be reported in local media but might not make the national news agenda unless it conforms to other news values, for example, it was especially violent or involved a celebrity.

Has both spatial and cultural dynamics. Spatial proximity describes the geographical nearness of an event, but cultural proximity refers to the importance of an event to an audience. Rasyid (2017) Proximity is the value of news related to geographical and psychological proximity. A journalist should be able to transform a national or international story into a local meaning with local angles. As Curtis (2013) there, seven news values held by news media are gatekeepers.

### **2.7.4 Impact**

The number of people whose lives will be influenced in some way by the subject of the story. If it influences readers physically or emotionally it just might be news. Reporters focus on important information that has an impact on their audience: stories that have an impact involve or interest thousands of readers or viewers. The highest impact the story has, the more people it influences, the more maximum the effect or the more money or resources it consists, the better its chances of beating the newsstands. The measure of the number of people who will be affected by the information. Police are routinely key participants in the news-making process and

represent the primary sources for the production of crime news. News organizations are dependent upon the police for a constant supply of crime information that comprises a large portion of news. For this reason, news agencies often assign reporters to a "police beat" so they may obtain on-site information about the most recent crime incident. In turn, police organizations are dependent upon the news media to publicize crimes, request public cooperation with police investigations, and lobby for additional law enforcement resources. Frequent and direct access to news media often works to the advantage of police agencies who receive favorable media coverage, the coverage that content analyses suggest is in sharp contrast to the less than favorable coverage of courts and corrections (Chermak, 1998 cited in Jarret S. Lovell, 2002).

According to Angu (2018), Facebook affects the newsworthiness of conventional media either positively or negatively. Roberg et als (2012) say Proactive use of social media could be one of the best practices the police can interact to improve their communication with the people. Social media may help increase people's reliable experiences with their police and enlarge the potential for police public relations.

Social media can help improve people's indirect experiences with the police by distributing information about favorable police/citizen interactions. Police can pass around the gate-keeping role of the traditional media with the help of social media (Surette, 2015). They can create narratives and stories, and broadcast preferred themes at a low cost to a large audience (ibid).

### **2.7.5 Timeliness**

According to Chukwuma (2017) if it occurred today rather than last day it just could be news. Journalists stress current information stories occurring today or yesterday, not several weeks ago, and try to report it ahead of their competitors. If the background is necessary, they usually keep it to a minimum and weave it throughout the story. Recent events have higher news value than earlier happenings. Of particular value are stories brought to the public ahead of the competition. These are known as scoops. News is often regarded as a perishable commodity. Therefore, it must be timely if it is to have value. This is in the sense that if an account of an event is not rendered as soon as it happened, such an account may become stale later on. In essence, therefore, one of the principal considerations in deciding on the newsworthiness or not of an event is whether an account of such an event at the given time is timely.

Kayode (2014, p. 105) says Social media is changing the way of imparting immediate information either by ordinary people or professional journalists. New media in this information age provides an informative, immediate, intelligent, interactive platform for debate and discussion. This trend is challenging mainstream media and they are adjusting themselves to utter social media technologies unless they can't compete.

Rubin (2002) stated, Media companies large and small invested massively in the technology, many fear that if they didn't they would be left behind.

### **2.7.6 Prominence**

For the same occurrence, people in the public eye have bigger news value than less visible people. Rasyid (2017) Prominence takes on the value of news related to the figure of people who became the focus of the news. People in the public eye have higher news value than obscure people. Prominence can be viewed as important or recognisability (Piotrkowicz, 2017).

### **2.7.7 Bizarreness**

A simple example of this is dog-bites-man and man-bites-dog. Man-bites-dog is more bizarre. Dog-bites-man mostly usually.

### **2.7.8 Conflict:**

Strife's are newsworthy. War, Public anger, or bitter disagreement over basic issues. Conflict is the opposition of people or force resulting in a dramatic effect. Events with conflict are often quite newsworthy. Sometimes included in negativity rather than listed as a separate news value.

### **2.7.9 Currency:**

More value is accredited to stories relevant to issues or topics that are the focus of people's concern rather than to issues or topics about which people care less.

## **2.8. Theoretical Framework**

### **2.8.1 Theory of Social Exchange**

Pan (2012) stated that all social media are not dependent on users' contributed content, an understanding of the feelings of why individuals participate appears basically. Social exchange theory originated from sociology studies analyzing exchange between individuals or small groups. The theory uses a cost-benefit framework and comparison of choice to express how human beings communicate with each other, how they form relations and bonds, and how

communities are created through communication exchanges. The theory states that individuals employ behaviors they find rewarding and avoid behaviors that have high a cost. In other words, all social behavior is based on each actor's assessment of the cost-benefit of devoting to a social exchange.

### **2.8.2 Social penetration theory**

Social penetration theory explains how human exchange forms relations. Undoubtedly information will be disclosed to the people, while private and semi-private information could be secreted; There might be ways to determine the levels of relationships from the mode and frequencies of communication, which could be all tracked online easily through online social media sites. (ibid) added social media is speeding up this process, representing a hybrid element because they enable companies to interact in a direct conversation with their customers and external stakeholders, while they also control conversations that customers have with each other. However, the renewed characteristics of social media and its role in building organizational reputation and celebrity remain unexplored (Bria, 2020).

### **2.8.3 Social Network Analysis**

As explained by Pan (2012) social network theory views the community of individuals as connected actors and uses mathematical models to study its structure, development, and creation. Social network analysis treats individual actors in a community as nodes; the communications between those actors are believed as ties, links, or connections. Social networks can form on many levels, from individual people to families, communities, and nations. Those connections could be communication occurrences, friendship, kinship, financial exchange, sexual relationships, common interests, and beliefs.

### **2.8.4 Agenda-setting theory**

According to Andrew (2014), people gain cues to the relative importance of more topics based on the concentration given to them in media. Transferring this to social media, one can conclude that social media selectively reflects traditional media as well as moderating its influence by promoting citizen journalism. Communicating good messages can be a mixed blessing. Social media has the power to exaggerate the effects of traditional media thus making the issue salient for many. On the other hand, the impacts of extensive blogging and tweeting of conspiracy theories can give undue prominence to dangerous ideas.

Agenda-setting may be a genuinely universal phenomenon that cuts without distinction across all cultures, pre-industrial or post-industrial, secular or sectarian, and all kinds of media systems, free or authoritarian, partisan or professional, sophisticated or primitive. If so, a considerable explanation of media influence is universal and can be studied with equal productivity in any country (Natali, 2017). On the other hand, the discrepancy in media systems may have implications for media effects at both the individual and collective level, and thus the agenda-setting would vary from place to place. In present days, it is hard to envision our lives without persistently being bombarded by news about wars, economic changes, terrorist attacks, and catastrophes that happen inside and outside our countries. Relying on news, people make judgments and have assumptions about the world. News exposure is saliently related to the liking of countries and perceptions of their success (Nelly & Izcaray, 1986).

States that the menu of news and other information made applicable to the public by media decision-makers ultimately describes what is considered significant. The Agenda-Setting Function of the Press that Considerable evidence has accrued that editors and broadcasters play a salient part in shaping our social reality as they go about their day-to-day task of choosing and displaying the new. This impact of the mass media-the capability to affect cognitive change among individuals, to structure their thought-has been labeled the agenda-setting function of mass communication. The most salient effect of mass communication is its ability to mentally organize and, order the world for us. In short, the mass media may not be fortunate in telling us what to think, but they are stunningly fortunate in telling us what to think about ( Asya,2018).

The mass media exerted a salient influence on what voters considered to be the burning cases of the campaign. It takes time for agenda-setting to proliferate. Previous media effects theories, such as the hypodermic theory, argued for pressing effects of media messages, but the recent phenomenon shows that at least one month of persistent media coverage is needed to show any effects on public opinion. Specifically, one-month duration of coverage before assessing public opinion exerted a strong correlation; a two-month period of coverage yielded an even stronger relation; the results for the six-month duration of coverage were similar to the results of the two months (McCombs, 2004).

#### **2.8.4.1 Agenda Setting on Social Media**

Social media have been studied as an expression of prevailing discourse in public attitude, but also as an instrument for the political system to outline news coverage and even more so, to challenge journalism standards and practices. In the domain of agenda building, two lines of analysis are feasible. Firstly, the degree of pressure that the political agenda operates or not on the media agenda, and secondly, the uses that journalists offer to social media. On the one hand, the interest holds examining the type of relationship that exists between the media agenda and, political agenda in the current environment, placing particular views on the notion of impact (Charron, 1998). The two-step flow theory describes network opinion leaders as decisive entities that help to distribute mass media messages to otherwise inattentive audiences, thereby facilitating and extending the media's public agenda-setting function (Jessica, 2017).

The public agenda has certain fallout on the social media agenda. To a certain extent, social media have to follow the interest of the public or the media audiences' interests. These can be seen from the ratings, public studies, surveys and, market research and the audiences' consumption patterns. This is admissible since social media are still connected to the surroundings of multiple audiences. And, such surroundings are driven by the interests of the public and public agenda. Social media are obliged to react to what their audiences want and on what they know that will attract and sell to the media audiences (Walgrave, 2018)

Besides, that the agenda-setting can be set up by public relations practitioners and, politicians. And also there are circumstances of the government's role in promoting their policy through the agenda-setting of social media. This is hugely agreeable when it comes to significant political rights or other political agendas (Walgrave, Soroka & Nuytemans, 2018).

## CHAPTER THREE

### 3.1 Research Design

The research design helps the researcher to answer the research questions effectively and also serves as a guide to select the appropriate data required for the study. In this study, the researcher used a mixed research approach to explore law enforcement information sharing, news value in the Ethiopian federal police commission Facebook page. To help the study to find out adequate and satisfactory elements of the problem, the design has to be carefully selected, because of this the researcher applies an exploratory type research design. Exploratory research design is mostly applied to research areas that are unseen or have not been deeply researched. So the researcher thought that this area is not has been seen yet to study.

According to Creswell (2014), exploratory research design makes the researcher have a well understanding of the problem of certain issues. Besides the design is essentially a type of research design that focuses on explaining the aspects of the study in a detailed way however this design is not expected to offer conclusive evidence on the issue but it is very helpful to understand the central elements of the problem. So this research design may help to investigate the real effect and consequence of the negative social media narrations. Moreover, a mixed method of approach is applied. Integration of data that has been collected through quantitative and qualitative data compilation processes is considered as a mixed method. If a researcher applies both quantitative and qualitative data collection methods in a single study, that process would be a mixed one (Tesfaye, 2018). Therefore, these purposively selected journalists are interviewed.

### 3.2 Mixed research methods

With the growth and perceived validity of both qualitative and quantitative research in the social and human sciences, mixed methods research employing the combination of quantitative and qualitative approaches has gained acceptance. This popularity is because research methodology continues to evolve and develop, and mixed methods is another step forward, utilizing the strengths of both quantitative and qualitative research (Creswell, 2006). Mixed is an approach to analysis that connects or associates both qualitative and quantitative forms of research. It consists of natural assumptions, the use of qualitative and quantitative approaches, and the mixing of both approaches in a study. As Creswell (2006) mixed methods research is an approach to analysis

that combines both quantitative and qualitative forms. Thus, it is more than easily analyzing and collecting both kinds of data; it also involves the use of both approaches in tandem so that the overall strength of a study is greater than either quantitative or qualitative research. Fabregues (2020) mixed methods research relies on a set of designs and procedures that consists of the integrated use of qualitative and quantitative methods in a single study or sustained program of inquiry. By combining the strengths of these two families of methods to generate a whole that is greater than the sum of its parts.

### **3.3 Source of Data**

In an extremely straightforward language, data implies observation or evidence. It is an observation or set of observations gathered through deliberately arranged and administrated devices to demonstrate or refute speculation or answer examine questions (Tucho,2021) the research collects data from primary and secondary data sources. Primary source: The study used various primary data that were obtained with quantitative content analysis of Facebook page. In-depth interview thereby the researcher used note-taking for further interpretations and analysis of those data. The interview was conducted with the media professionals of television radio and Facebook page, Police Ena Ermijaw newspaper of federal police commission. Books, Internets, researchers, articles, and other documents prepared on the research to support primary data.

#### **3.3.1 In-depth interview**

An interview is a qualitative tool that commonly used method of collecting information from people. Monett et al. (1986), an interview consists of an interviewer reading questions to respondents and recording their answers. As defined by Burns (1997), an interview is a verbal exchange in which an interviewer tries to bring out, information, beliefs, or opinions from another person. An interview is a Person-to-person interaction, either face to face or otherwise between two or more individuals with a specific purpose in mind. So this study employs an In-depth interview. Kasturi (2014) argued that such interviews have the following advantages more appropriate for complex situations, useful for collecting in depth-information, information can be supplemented, questions can be explained, and interviewing has a wider application.

In-depth interviewing is a qualitative research technique that involves conducting deep individual interviews with a specific number of respondents to discuss their perspectives on a specific idea, program, or situation. In-depth interviews are helpful when people want detailed

data about a person's ideas and behaviors or want to extract new issues in depth. Interviews are mostly used to give context to other data such as output data, In-depth interviews should be used in place of focus groups if the potential participants may not be included or comfortable talking openly in a group, or when you want to distinguish an individual as opposed to group opinions about the program (Brounéus, 2014)

According to Prairie research Associates (1992), the in-depth interview has several purposes in program evaluation and market research: exploring the boundaries of a problem obtaining context for a problem or issue evaluating capability solutions. An in-depth interview is a subjective discovery-oriented method to found much information about the topic from a stakeholder. In-depth interviews are a qualitative research method; their ultimate goal is to found in-depth a respondent's experiences perspectives, attitudes, and feelings. In-depth interviews can uncover relevant insights, and capable you to find out the real story from the people in the know. Interviewees are most likely to open up on a one-on-one basis. Skilled interviewers can respond to questions and interrogate for greater detail. Questions could be added or altered in exact time if needed. Data can be gathered faster than other research methods mostly within a few weeks. The researcher selected ten participants as In-depth interviewees according to their diverse backgrounds, characteristics, and knowledge from Federal Police Commissions. So, the researcher conducted in-depth interviews with ten members of the federal police commission journalists purposively.

### **3.3.2. Quantitative Content Analysis**

According to Linda (2016), Content analysis is any technique for making inferences by objectively and systematically identifying specified behavior of data. Content analysis is the process of summarizing, quantitative analysis of information that relies on the identified method including attention to objectivity, intersubjective, a priori design, reliability, validity, generalizability, explicability, and hypothesis testing and are not limited as to the kinds of variables that could be measured or the context in which the messages are presented or created.

Content analysis has several advantages. First, it maintains profound insight into an event that is not fixed by current viewpoints or methodologies, thus allowing new theories on the topic to be discovered. Another content analysis is vastly effective when applicable models, which serve as a basis for quantitative research projects, are unavailable. Lastly, the observational approach

allows for the participants' ideas to be taken into consideration, which is impossible in the generalized view giving by quantitative research (Merriam, 2009).

Quantitative researches are regarded as a deductive approach towards research (Rovai et al. 2014). They contend that by subdividing this reality into smaller, manageable pieces, for study, that this reality can be clear. It is within these small divisions that observations could be made and that hypotheses could be tested and reproduced concerning the relations among variables. This approach is typified by the researcher putting forward a theory that is exemplified within a specific hypothesis, which is then put to the test, conclusions can then be drawn concerning this hypothesis, following a series of observations and an analysis of information. (ibid) stated that, a feature of this approach towards research is that the collection and analysis of information are conducted utilizing mathematically based methods that focus upon surveys or polls.

So the researcher has selected 80 news from first October to the end of December 2020 to analyze the basic news values in the Ethiopian federal police commission Facebook page whether that has been respected and likes, shares and commented.

### **3.4. Sample and Sampling Techniques**

For this study, the researcher has selected and conduct In-depth interviews, ten interviewees of reporters, from the Ethiopian federal police commission Police Ena Ermijaw newspaper, Facebook page, radio, and television according to their diverse backgrounds, characteristics, and knowledge .eighty news were taken and each of them was identified whether news content respect basic news values or not. So the researcher selected three months of the year because FPC has four reporting periods annually and it's best to measure the performance of the page within three months since October to December is a period of one-fourth. The researcher has selected interviewees because of their deep understanding of the issues and profession of journalism so it is a purposive selection.

### **3.5. Method of Analysis**

Data analysis is a process of delivering structure, order, and meaning to this mass of unstructured data (Rasyid, 2017). Data analysis embraces a whole range of activities of both quantitative and qualitative types. Since the data collection is different, the data obtained with this method has been analyzed accordingly. The data collected through interviews was transcribed and quoted

with great care and analysis and presentation are in form of interpretation (Kothari, 2004p.7 cited Game 2019).

As stated earlier, data are collected through interviews were analyzed through the qualitative method and content analysis was through the quantitative way. 10 journalists working in FPC media asked open-ended questions. And 80 news from October to the end of December were selected and data analyzed by time and all relevance it posted on-page and counting likes shares and commented of each news.

## **CHAPTER FOUR**

### **DATA PRESENTATION, ANALYSIS, AND SUMMARY OF FINDINGS**

#### **4.1 Introduction**

This chapter focuses on the data presentation, analysis, and findings of the study. Content analysis on Ethiopian federal police commission Facebook page for consecutive three months at least 80 news in from October 2020 to December 2020 this is because the year is dividing into four reporting periods and the above mentioned and related to issues of respecting law and order and avoids Junta. In this connection, the researcher used interviews of ten journalists working at Ethiopian federal police television, police radio, Police Ena Ermjaw newspaper, and federal police commission Facebook page to assess news values at the Facebook page the reason that the researcher selection is because of the interviewee ability of most thing about the page. Codes in place of the respondents 'names to keep their privacy. These codes are the combination of numbers and letters. R1'are represents reporter 1. The interview was conducted by the researcher who forwarded open-ended questions in the Amharic language and hired professional typists to transcribe audio records of the discussion in Amharic. After reviewing the accuracy, the transcript was translated to English by using Google translator. The presentation and analysis of the data obtained from media 80 news of federal police commission Facebook page and at the meantime, the data will be discussed in line with selected eight news values.

According to reporters Ethiopian Federal Police Commission, Facebook has had no followers for three years, but now it has gained a total of more than 116,000 followers and is issuing warnings to educate the public. In terms of speed, it's sometimes becoming a source for other private and public media. However, this does not mean that it has no problem at all, for example, not only the local media but also the foreign media are reporting on us in advance.

#### **4.2 In-depth interviews**

In-depth interviews (Idi) are usually long-duration, face-to-face, interviews held to achieve desired objectives. An in-depth interview also called one-on-one is a method of obtaining more deep information or a deep understanding of a concept or subject. Unlike a simple questionnaire or rating scale, an in-depth interview is conducted to uncover in-depth details of the interviewee's and perspective on experience a subject (Anne Anna, 2008 cited in Andargie, 2020)

#### 4.2.1 Timeliness News

Journalists asked about how they could see the timeliness of the news posted by the federal police commission's Facebook page. Most of them answered me that the page could not post immediate news and most of the time perishable news is found on the page. Even though they gathered different new events that were important to the people, the trend could not be allowed to post it immediately. For instance interview, R.5 said that

*The freshness of the news is unthinkable because the police are losing their credibility. The credibility of the police news or information is questioned. The community has a better understanding of information than the police because it has information in different languages, from different areas. Therefore, the quality and reliability of the required information cannot be obtained from the police, so police news must be honest, transparent, and comprehensive.*

Respondent agreed that Social media is changing the way of imparting immediate information cost-effectively. Social media was not well known by police forces and it was a period that members were punished if they used Facebook. Especially in a time of Jawar Mohamed was in the category of terrorist but it was the worst period in the history of technology. Media promotes products and services and its purpose also countless in police organization information saves a life, it opens the door of health and wealth if people used it properly and fresh. Respondent R6” said that

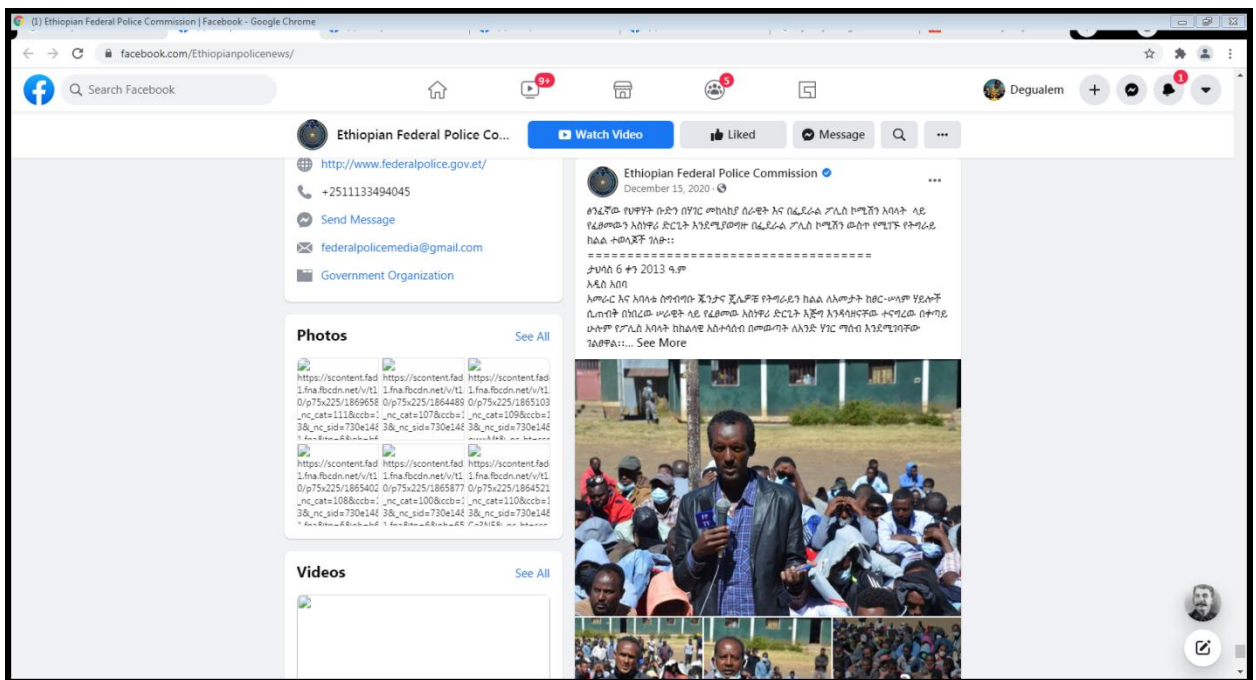
*In terms of speed, government and private media outlets report on the police news, especially the federal police. The commission itself cites other sources of work. Therefore, this situation reduces the speed of competition. Ethiopian Federal Police, which covers all regions and city administrations, but often only reports on this Addis Ababa area. Since other regions have their media, we urge you not to include their news. As a result, the federal police Facebook page has compromised*

Based on the above concept respondent 10 answered that

*To concenter news items as new, news factors/news values have been found. Most of the news on this Facebook page cannot meet this. Occasionally, the news is unworthy of the dignity and reputation of the Ethiopian people and the security*

forces. It does not work very well in terms of timeliness because it has to be criticized by various quarters for reporting on events that have taken place in different parts of our country and after it has reached us, in the form of programming or news. It can be a publicity stunt. The Facebook page has this problem.

To analysis the respondent's answer about news immediacy I found the news that FANA broadcasting reported on 20 November. Amazingly Ethiopian federal police commission face book delivered after 25 days on December 15. So news after lately one month is not timeliness. How other news values could come without the existence of newness?



#### 4.2.2 Human interest news

A human-interest story is a feature story that discusses people or pets emotionally. This story presents people and their concerns, problems, or achievements in a way that brings about interest, sympathy, or motivation in the reader or viewer. Human-interest stories are a type of soft news. Human-interest stories could be the story behind the story about an issue, organization, or other faceless historical occurring, such as the life of an individual (Chukwuma, 2017). Social media is reshaping some principles of news values that have been functional in conventional media for so long, especially immediacy and public interest. Thus, mainstream

media and media practitioners have to adjust themselves for further competition and thrive to survive in a parallel way. If journalists are being required to change for a new and more social media landscape, newsrooms too will have to change accordingly (Angu, 2018). Social media is an increasingly important intermediary bridging public organizations and the general public. It enables public organizations to disseminate and receive information efficiently and quickly, interact more closely with individuals and the public, recruit people and resources, and potentially improve problem-solving and decision-making processes. Still, public organizations are known for their rigid hierarchical structures and bureaucratic red tape, and less for their excellence in adaptation to new media and their use in service provisions. It is no wonder they are considered late and limited adopters of new media, and particularly of social media platforms of all social media platforms, Facebook is the most popular worldwide and is the focus of this study (Statista, 2017).

All respondents are stated that human interest stories are very vital and interesting to hear. Stories have to be presented as people can easily understand and likes them if not they are valueless. People mostly want serious and national crime news is the news of political prisoners who wants to get information from the federal police. The news that the police regularly reported by this page is training, meetings, exchange of experiences. There are not serious concerns and a lack of public participation has mostly occurred in federal police Facebook news. Therefore, the Federal Police Facebook page has not been able to return the news values.

Based on the concept of human interest interviewee 7 stated news at FPC Facebook platform as.

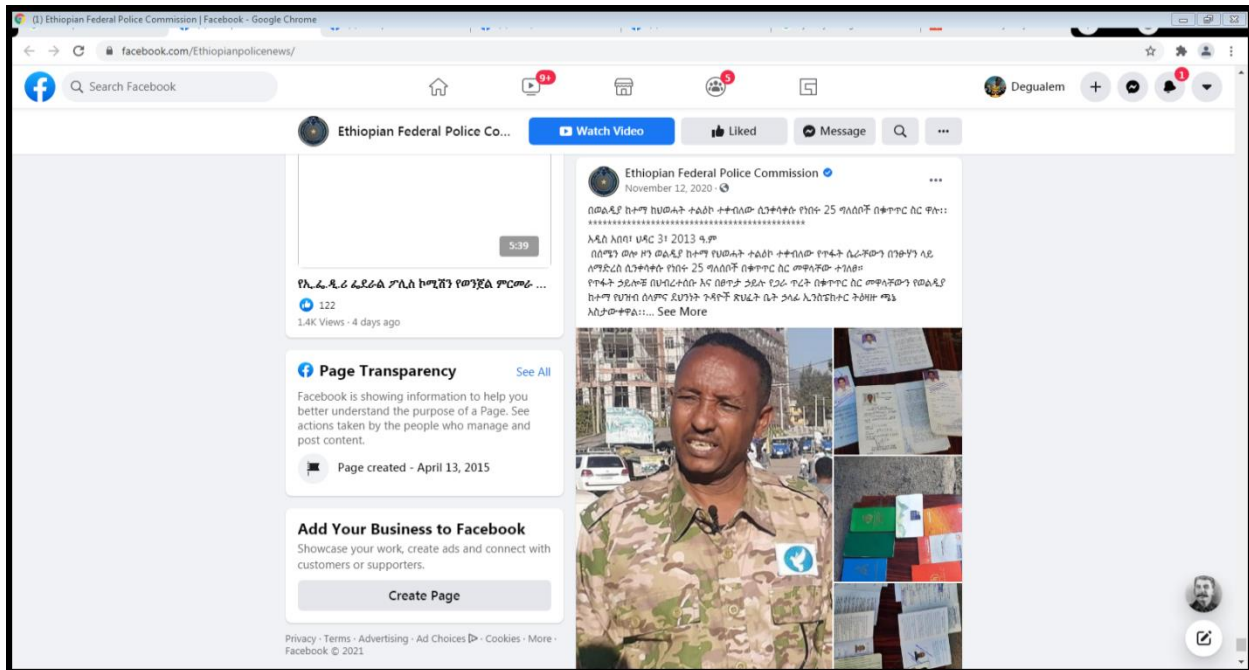
*Men by nature are issue interesting in looking for something new especially unheard, the audience of the Federal Police Facebook page wanted this, but the institution's page could not do this. Other media outlets report some serious things directly or indirectly, but the Federal Police Facebook page reports too much, so it violates the public's interest. Most of the time the news presented always focused on Addis Ababa and its surroundings but is expected to cover all parts of the country. The work of the Federal Police Commission seems to be administered by the Addis Ababa administration, not by the federal government. Inclusive news should be made, especially in all regions. This is not being done.*

Facebook is characterized by its speed, immediacy, interaction, openness, and navigation issues of social interests (Mayfield, 2008) analyzes five specific characteristics that underline the operations of all social media: openness, participation, conversation, connectedness, and community. Based on this idea interviewee R6 stated that

*Social media is essentials for law enforcement. National issues, institutional issues, and day-to-day activities are important for law enforcement, especially the police, to predict, prevent, and look for after a crime. Police can provide directions on social media. But the security forces are not so knowledgeable in terms of modernity and technology. The Federal Police Facebook page was recently launched and accredited only recently. Competitively, nothing has happened yet with media competitiveness. It is not still competing not only in the international media but also at home. While the public is expected to report serious crimes to the police, there are still several areas in which to provide quality information to the public.*

*Respondent 10 also added the following information base on the given question*

*This Facebook page has more than one hundred thousand followers and more than 1 million to 1.5 million subscribers. The page should be used as a primary source for other information networks. High-quality, up-to-date news stories will have a lot of viewer's likes, comments, and shares. By the way, the increase in the number of our followers is because followers expect to get an accurate, up-to-date, community-oriented, piece of competitive crime news, but there is still a lot of work to be done to do this effectively and to have good news as expected by the community.*



The news of the attack of military force by Juntas in the Tigray region was first officially delivered by PM Dr. Abiy Ahmed on 4 November 2020. But the federal police commission Facebook has delivered a week and still, such news was not seen. Humans may not be interested because of the news that is not timeliness. Uniqueness is not mostly seen on the page because other media first covered before this page.

#### 4.2.3 Proximity news

Journalists asked about how they could see the proximity of the news posted by the federal police commission's Facebook page. Most of them answered me that the page could not post proximity news .according to my interviewee's news must consist of special or geographical proximity to the reader/viewer but the page could not do this. For instance interview, R.5 said that

*Successful Crime prevention is not achieved only by the police but also by the community. So the news on this page must be accessible and inclusive. The Federal Police Commission does little on environmental coverage. Physical proximity is not something that prominence can meet the basic human values of human news. Social media is crucial to the police. Many police members understand this importance, and as users, they say what their opinion should be, and we take their ideas and analyze information. It has a role to play in the*

*prevention of crime and the efficiency of the investigation process. The Ethiopian federal police commission's Facebook page could not meet all W and H questions, which seems as a huge gap should be short and clear messages on social media. This page could not do it. Lack of inclusiveness in our news is mostly visible because there is incomplete news area coverage and news values. Most of our news is focused on Addis Ababa and its surroundings.*

*Interviewee 10 added that*

*Geographical proximity almost all states have their police news hours and programs. As long as the country is a decentralized administration, they will send the news or program to the Federal Police Commission after the regions themselves use it. This has its problems in terms of inclusion. Since the federal police should be comprised of all regions and city administrations, the news must be seen first. The commission did all this work. There should have been a different job and job description as a reporter, an assistant producer, producer, and editor but this is not done by the commission. Structural and professional problems are obvious. Most of the works is not done normally.*

*Although we made to move, there are problems in terms of delivering up-to-date information to the public, as there is no one in the network problem room to receive information. News from other regions is the second source of news. Officials do not include state news. But this is detrimental to the quality of the media.*

Proximity has been linked to relevance; the justification being those news events that are geographically or culturally close to the reader is more newsworthy (Piotrkowicz,2017). Interviewee 8 also said the following about the question proximity of FPC

*Social media is an indicator of crime. Therefore, the police may be aware of this incident on social media and take precautionary measures. If so, it can carry out the investigation properly. Federal Police Facebook Page does not have proximity and news area coverage. It is not prominent. The other news only works after the death. He could not compete with the community in the media. There are*

*a lot of problems with the content. Some news needs to be supported visually. Languages should be easy to understand.*

*Interview 4 in his turn said the following*

*Engagement is a basic part of policing. Social media allows the police to connect with society allowing the public to communicate with the police and feel that they are accessible as an organization. Social media sites provide an opportunity for officers to show the human side of policing and discuss the day-to-day incidents that make up an average day at work and build relationships with communities. Posting interactive content such as polls and videos sparks dialogue, while innovative use of social media broadens the conversation on policing. Even though social media development is crucial to police and everybody else, not it is difficult to compare the Federal Police Facebook page to a social media site if so, it is important to enabling the community to receive a report for post-investigation work as well as the Federal Police Facebook page. There is still work to do on this Facebook page.*

#### **4.2.4 Impact on the Audience News**

All interviewees agreed that if news influences readers physically or emotionally it just might be news. Reporters focus on important information that has an impact on their audience: stories that have an impact involve or interest thousands of readers or viewers. The highest impact the story has, the more people it influences, the more maximum the effect or the more money or resources it consists, the better its chances of beating the newsstands. The measure of the number of people who will be affected by the information. Police are routinely key participants in the news-making process and represent the primary sources for the production of crime news. News organizations are dependent upon the police for a constant supply of crime information that comprises a large portion of news. For this reason, news agencies often assign reporters to a police beat so they may obtain on-site information about the most recent crime incident. To strengthen the idea elaborated above respondent 6 said

*The Federal Police Commission has other news and information networks like newspapers, radio, and television. But since the news is made after its death, it does not matter whether presented or no to the public because it is not immediate. News always must be new or unheard of by people, but very late information can*

*be found on the police Facebook page. The public may want big news from the federal police, especially if it is a criminal investigation. Operational news such as when the arrest of Bekele Gerba, the arrest of Jawar Mohammed, and the arrest of celebrities, as well as Juntaw in Tigray people, were highly interested to hear. And if better shared, likes and constrictive comments were as well. But such types of news could not appear on the Facebook page due to fear of politics.*

According to (Wessel, 2009) the Police's ongoing interaction with the people is a vital process. Xiaochen (2019) says Police work has become both more technologically dependent and increasingly closely connected to community-level groups, religious entities, economic interests, social service agencies, and civic associations. Police/public/stakeholder communication processes have become one of the most vital aspects of current policing. Citizen's understanding of the police comes both from their own direct experiences and from indirect experiences shared by others. *To add ideas over the above issues* For instance interview R.5 said

*The Ethiopian Federal Police commission's Facebook page does not do much about the seriousness of the case, but it works only on the transmission of the news. The page could not see and respect public opinion. Instead, it always delivered press statements of leaders of the commission, the Facebook page failed to act on warnings to the criminals. It could not prioritize that immediate news. Watch-dog Journalists could not exercise to seek fast information and to be aware of the community.*

#### **4.2.5 Prominence News**

Journalists asked about how prominence the news posited by the federal police commission's Facebook page. Most of them answered me that the page could not post such news and most news is found without it on the page. People in the public eye have higher news value than obscure people. The figure of people who became the focus of the news. For instance interview, R.5 said that

*The Federal Police Facebook page is the latest social media site although it is not fast-paced on social media, this page did not go far enough. It is time for citizen journalism. Anyone can accept the release of information of their own, but it is not working as an institutional medium. So journalists working in the media have to have mobile devices in their hands, there is not enough and trained manpower. Short, useful, and non-boring*

*news cannot be produced. They are not up-to-date because the content is not critically evaluated, not just the journalist but the leaders need. In the trend of this page, could not matter if the news is fresh or not, so the Facebook news is the same. Social media has been affected by the slow pace of other media because it cannot be a source of information for others.*

*Concerning the concept described by R5 R10” also stated that*

*The community expectation from the federal police commission news is big events or political criminals in contrast the media focuses on feature-building news. People wanted to report serious crimes everywhere, but he could not be done by the page (“R2” on March 2021). The public wants to hear about major issues related to major crimes and criminal activities. The Facebook page always reporting features type construction, training, and graduation activities that are often reported by every private and government media. The identity of the source of the news (prominence) is of great value to the news.it is asked who transmitted it but it is not respected. Crime stories are emotional for everyone, some are shocking, some are unexpected, some are educators, and political elites talk about the arrest or release of the elite, and so on. When it comes to complementary news, no one sees such news. So the page should take a lot of effort to make the page competitive and interesting to the viewers.*

#### **4.2.6 Unexpectedness/Unpredictability/Oddity News**

All interviewees agreed that odd news is catchy to hear and listen According to them if something has never happened before, it just might be news. Unpredictability gives a story novelty value. In particular, the media’s discovery of a new crime is often sufficient to give it prominence. But equally, a predictable story may be deemed newsworthy because news organizations can plan their coverage and deploy their resources. Unusualness means that news holds high value because of its incredibility. The unusual is events that deviate sharply from the expected, that depart considerably from everyday life make news. To strengthen the idea elaborated above respondent 1 said

*Most of the feature news is posted on the Facebook page because the top officials give this direction. But the community wants it to be informed when there are political activities. Like, in the Tigray region the junta was destroyed, surrendered, when*

*politicians arrested, judicial news the viewer/reader love, shares, and offers suggestions. In contrast meetings, discussions of officials, training news are often insulted by followers, viewers do not comment. So the human interest news values are violated. The page could not be satisfied. Extremely sacrificed members everywhere, the public should know that the commission should express its grief but will remain silent. As a police officer, it is not right to do only police news but we have to deal with other national issues in a balanced way. The leaderships, in particular, have a problem with attitude. The supply problem and lack of a role for the editor. Journalists working for the Federal Police social media should take laptops and cameras to work every time, because lack of sufficient material is difficult to respect news values, especially in terms of timeliness or severity. The page itself is far from important in terms of organizing good content. Because social media is not only about delivering information, it is also about entertaining as well as educating.*

#### **4.2.7 Relevance News**

Eilders (1996) concerns all aspects of individual meaning for the recipient, no matter whether a stimulus is just interesting for someone or whether something is significant in terms of representing a possible threat to one's. Life. Consequentiality, referring to the number of people affected by an event, is a very obvious indicator of relevance: damage or successes are equally obvious indicators at that level. Elite people and elite nations, as well as proximity, must also be considered as indicators for social relevance.

*The values of crime-related news are mostly to educate, warn, and alert people about the suspect and major crime committed by somebody or group. If the news content doesn't touch these kinds of issues the importance of news will be like singing such talk. so relevance is the element of all other news values. Under such criteria, the Ethiopian federal police Facebook page could not pass the exam informing the new issues. It always focused on past issues that were already posted by either private or government media and heard by people. So news relevance in most cases was violated. But there is an improvement from the early times of the page trend since the commission was not free from political involvement and that highly affected the news. The experience of journalists in some way was changed so change processes with time it's not one day*

*work. If you like to cook, you find recipes relevant. If you're looking for a job, the business news is relevant. We need to depend on relevant information that helps us make decisions(R 7, 28 marches 2021).*

### 4.3 Quantitative Content Analysis

Showkaton (2017) Content analysis is the study of recorded human communications such as diary entries, books, newspapers, videos, text messages, tweets, Facebook updates, etc. Being the scientific study of communication, content analysis is the study of contexts, meanings, subtexts, intentions contained in the messages. In simple terms, content analysis is the analysis of what is being said, written, or recorded. Content analysis is a research method for the personal interpretation of the content of text data that can be done both quantitatively and qualitatively. Based on this, we can broadly divide it into two categories; Content analysis has many advantages over other research techniques; Content analysis method is economical; the method can be applied to both qualitative as well as quantitative research.it unobtrusive.

**Table 1: Frequency of news values in federal police commission Facebook page**

News values	Frequency	Percent
Timeliness	59	73.75%
Prominence	65	81.25%
Proximity	68	85%
Impact	47	58.25%
Unusualness/oddity	16	18.75 %
Relevance	40	50%
Human-interest	68	85%

In the table above the researcher tries to analyze seven types of news values that are basic in news production and to identify whether mostly seen in the news of the federal police commission Facebook page or not.

From the selected 80 news the researcher has found that human interest and proximity news have the same frequency with 68 times each and 85%, which is the highest compared to other types of news values on the page. This shows that the news was posted from the beginning of October to

the end of December. Timeliness has covered 73.75% which is 58 times from 80.news area coverage has come 39 times from 80 which means 48.75%. Relevance has occurred 40 times and which is half of the total news coverage. Prominence was 65 converted with 81.25 %. News impact takes 47 which is 58.25 %. The least frequency was seen at unusualness 16 times which 18.75% is. Generally speaking, proximity and human interest, prominence, timeliness, impact, relevance, news area coverage, and Unusualness/oddity are from increasing to decreasing order in their occurrence.

**Table 2: News values dominantly liked, commented and shared by the viewers**

News values	Frequency	per cent	Likes	Comments	Shares
Timeliness	59	73.75%	42992	1728	6380
Prominence	65	81.25%	47203	1892	6890
Proximity	68	85%	51315	1973	7298
Impact	47	58.25%	37619	1448	5915
Unusualness/oddity	16	18.75 %	17571	974	3671
Relevance	40	50%	32745	1363	5450
Human-interest	68	85%	45802	1821	6659

The above table shows that which news in the Ethiopian federal police commission Facebook page has more likes, comments, and shares. The researcher has observed that since the number of likes in proximity is greater than all other news values with 51315 followed by 1973 comments and 7298 shares. News that has prominence values has the second rank having 47203 likes, 1892 comments, and 6890 shares. News with Human interest values the next step by 45802 likes and 1821 comments with 6659 shares. Timeliness news has 42992 likes, 1728 comments, and 6380 shares. The news has an impact on the audience 5915 37619 likes, 1448 comments, and 5915 shares within three months from the selected 80 news. The news which has relevance to the audience takes 32745 likes, 1363 comments and 5450 shares have been seen. The least percent is given to unusual/ odd news with 17521 likes, 974 comments, and 3671 shares from the 80 news.

To sum up, the researcher tries analysis that the prominent news values in the Ethiopian federal police commission facebook page are proximity and human interest news having 85% with

better human interaction. Unusual news like sophisticated criminal activity and attractiveness to the viewer and news area coverage has given less attention by the commission and reporters as well because the researcher observed 18.75% and 48.75 % respectively. Values of Timeliness news, impact, prominence, and relevance to the people have an average coverage but which are expected work more on it.

#### **4.4. Summary of Findings**

❖ Which news values are prominently and least occurred on the page?

The overall findings of this study show that Human interest and proximity news have the same frequency with 68 times each and 85 percent which is the highest compared to other types of news values on the page. This shows that the news was posted from the beginning of October to the end of December. Timeliness has covered 73.75 percent which is 58 times from 80. News area coverage has come 39 times from 80 which means 48.75 percent Relevance occurred 40 times and which is half of the total news coverage. Prominence was 65 converted with 81.25 percent News impact takes 47 which is 58.25 percent. The least frequency was seen at unusualness 16 times which is 18.75 percent.

❖ Which news values types have more interaction likes, shares, and comments?

The researcher has observed that since the number of likes in proximity is greater than all other news values with 51315 followed by 1973 comments and 7298 shares. News that has prominence values has the second rank having 47203 likes, 1892 comments, and 6890 shares. News with Human interest values the next step by 45802 likes and 1821 comments with 6659 shares. Timeliness news has 42992 likes, 1728 comments, and 6380 shares. The news which has an impact on the audience has 5915s 37619 likes, 1448 comments, and 5915 shares within three months from the selected 80 news. The news which has relevance to the audience takes 32745 likes, 1363 comments and 5450 shares have been seen. The least percent is given to unusual/ odd news with 17521 likes, 974 comments, and 3671 shares from the 80 news.

❖ The importance of information sharing between people and police?

The researcher has interviewed ten reporters who have been working at federal police commission media and most of them have underlined that people's information is the blood of the effectiveness of police work .without the involvement of people police could do nothing because pre-information is vital to prevention and investigation purpose. People need safety and security more than ever so the relation is important for peace. There is a complicated crime that is committed through technology so it needs a sense of togetherness.

- ❖ What are the problems that hinder the development of information between people and police?

Ethiopian federal police commission is expected to have good information sharing between regional police commissions for news timeliness and area inclusiveness. Lack of skills, lack of training to be aware of factual criminal and community information. Unsuitable working environment, fear of politics if they report current information. The sense of news values is not clear to all persons who work at Ethiopian federal police commission media. Unprofessional involvement by the manager of the Ethiopian federal police commission on news and programs. Problems related to logistics like lack of care, cameraman, and camera mostly observed.

- ❖ What is the possible solution to overcome such issue/hindrance of information sharing between people and police?

Following the coming of the current Ethiopian political change in 2018, many things were changing from the early time especially freedom of expression has been rapidly developing. But there have to be more things to do according to respondents Ethiopia federal police commission Facebook page needs improvement through technology, logistics like a car, camera, skill man production through training. The attitude of high-level managements to journalism and reporting needs improvement, different members of production like a producer, editors and the role of a journalist has to articulate.

According to my content analysis from the Facebook news and the respondents of the Ethiopian federal police commission, many problems have been observed on timeliness and other major criminal reports, so the ultimate .so overcoming such problem can avoid such problems.

## Chapter Five

### 5. Conclusions and Recommendations

#### 5.1 Conclusions

Based on the analysis, Ethiopian Federal Police could not use some news values effectively. As the respondents answer, even though using social media in the police work has more advantages, managers did not work in line with modern and competitive social media. From the study conducted, almost all interviewees broadly discussed that most basic news values could not be exercised by the Ethiopian federal police commission's Facebook page. People mostly need to work with the police in Ethiopia but police are lack of effort to achieve good relations. Unprofessional involvement by the manager of the Ethiopian federal police commission on news and program. Top managers at the Ethiopian federal police commission should create a suitable working environment and respect journalists' independence to achieve competitive media. Journalists who work at the Ethiopian federal police commission Facebook page have to develop their skills every time by training to be aware of factual criminal and community information. Problems related to logistics should have been solved. The structure of the news media at the Ethiopian federal police commission should be changed. Producer, assistance producer, editor, and reporters have been assigned and their role has to be identified. The commission and journalist should get experience sharing from governmental and private media.

Finally, the researcher concludes from the above analysis that

- Information sharing between people and Police is a vital issue to prevent crimes and criminals proactively and reactively people need safety and security from the police by suitable media they are highly interested to have a relationship with the police but the Ethiopian federal police commission has problems with information accessibility through social media.
- Most news that is posted on the federal police commission Facebook page tried to transmit the news not based on knowledge but is by principles of transmission. So, FPC did not respect the basic news values in their Facebook page, timeliness, relevance, impact to the viewer are violated.

- From the interviewees and content analysis timeline, proximity, and human interest stories have more comments, shares, and likes. People mostly expressed their interest in police news through these values.
- Managers could not have knowledge of information sharing and the practice of journalism. There is a lack of logistics and budget to facilitate the information process. The news is not inclusive of police news throughout the country since journalists are not allowed to travel each region in searching the events as watchdog journalism.

## **5.2. Recommendations**

Based on the findings, the researcher suggests the following points as the key recommendations;

- To minimize the risk that comes from lack of information, Ethiopian Federal Police Commission should minimize the least important news like training complications, the speech of the commissioners, meetings, generally feature stories incorporate immediate and relevant news on its Facebook page.
- Law enforcement bodies together with people are vital to proactive and reactive measures so the commission should create strong relations with people with good communication by appropriate media channels.
- Skilled journalists and qualified crew are best for better outcomes Since FPC is the highest entity in Ethiopia police, it should create a better chance to follow-up training and experience sharing with stakeholders is essential.
- To have a competitive media platform FPC should assign qualified and experienced Producers, assistance producers, editors, and reporters to the Facebook page.

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## Appendices

### Appendix 1 List of Interview Question Amharic version

በፌዴራል ፖሊስ ኮሚሽን ለሚሰሩ የሚድያ እና ህዝብ ግንኙነት ባለሙያዎች የሚጠየቅ

1. የፌዴራል ፖሊስ ፊሰ በኩል ገፅ ከሌሎች የመረጃ አውታሮች አንጻር ወቅታዊ ፖሊሳዊ እና ወንጀል ነክ ዜናዎችን ማህበረሰቡ እንዲረዳ እንዲሁም የመረጃ ጥራት እና ተወዳዳሪነት እንዴት ይታያል?
2. የፌዴራል ፖሊስ ፊሰ-በኩል ገፅ የዜና እሴቶችን ከመከተል አንጻር ምን ይመስላል?
3. በሚድያው ላይ በበላይነት የሚዘወተሩት የዜና እሴቶች የትኞቹ ናቸው?
4. በፊሰ በኩል ገጹ ላይ የማይታዩት የዜና እሴቶች የትኞቹ ናቸው?
5. በፊሰ በኩል ገጹ ላይ የትኞቹ የዜና እሴቶች በተመልካች የበለጠ ይወደዳሉ፣ ተጋሪ ያገኛሉ፣ ሀሳብ ይሰጥባቸዋል?
6. ለፖሊስ እና ማህበረሰብ ትስስር የፖሊስ ፊሰ በኩል ዜናዎች የትኞቹን የዜና እሴቶች ማክበር ይኖርባቸዋል? ለምን?
7. ማህበራዊ ሚድያ ለህግ አስከባሪው ያለው ጠቀሜታ እንዴት ይታያል?
8. በፖሊስ እና በማህበረሰቡ መካከል ያለው የመረጃ ልውውጥ ጠቀሜታ ምንድን ነው?
9. የኢትዮጵያ ፌዴራል ፖሊስ ኮሚሽን ፊሰ በኩል ገጹን ለማዘመን እና መሰረታዊ የዜና እሴቶችን ለማክበር ምን ተግዳሮት አለበት?
10. የፖሊስ የመረጃ ጥራትን ፣ ቅልጥፍናን እንድሁም የዜና ሙሉ-ዕነትን ለማሻሻል ምን የመፍትሄ ሀሳብ አለውት?

## **Appendix 2 list of interview questions English version**

### **Questions for media experts of the Federal Police Commission.**

1. How could you explain the competitiveness of the federal police commission Facebook page compared to another new source to access criminals and update the information to society?
2. How could you see the Facebook page respecting the news values?
3. Which news values are prominent on the federal police Facebook page?
4. Which news values are less visible on the federal police Facebook page?
5. Which news values have more comments, likes, and shares by people?
6. Which news values have more relevance to the people? Why?
7. How could you explain the importance of social media to law enforcers?
8. What is the importance of information sharing between people and police to prevent crime together?
9. What are the constraints to moderate the federal police commission Facebook page?
10. What are the possible solutions to solve problems on the Facebook page?

**Appendix 3 List of Key Interviewees for the study**

No	Interviewee	Gender	Age	Education	Jon title	Experience /years	Media
1	Interviewee 01	M	36	Degree	Reporter	10	Facebook
2	Interviewee 02	M	34	Degree	Reporter	15	Facebook
3	Interviewee 03	M	30	Degree	Reporter	6	Television
4	Interviewee 04	M	30	Diploma	Reporter	10	Television
5	Interviewee 05	M	31	Degree	Reporter	6	Radio
6	Interviewee 06	M	29	Diploma	Reporter	10	Radio
7	Interviewee 07	M	50	Degree	A/producer	21	Radio
8	Interviewee 08	M	26	Degree	Reporter	6	News paper
9	Interviewee 09	M	33	Degree	Reporter	9	News paper
10	Interviewee 10	M	38	Degree	A/Producer	12	News paper