



ADDIS ABABA UNIVERSITY

**COLLEGE OF HUMANITIES, LANGUAGE STUDIES JOURNALISM AND
COMMUNICATION**

SCHOOL OF JOURNALISM AND COMMUNICATION

**The Influence of Ethnic based Social Media Content on the Unity of Law
Enforcement Personnel: The Case of Ethiopian Federal Police Commission**

BY

Fikadu Gebreselassie

ADVISOR: Yohannes Shiferaw (Ph,D)

Addis Ababa University

June, 2021

**The Influence of Ethnic based Social Media Content on the Unity of Law
Enforcement Personnel: The Case of Ethiopian Federal Police Commission**

By

Fikadu Gebreselassie

A THESIS SUBMITTED TO ADDIS ABABA UNIVERSITY, GRADUATE SCHOOL OF
JOURNALISM AND COMMUNICATION IN PARTIAL FULFILLMENT OF THE
REQUIREMENTS FOR THE DEGREE OF MASTER OF ARTS IN MULTI MEDIA
JOURNALISM

ADVISOR: Yohannes Shiferaw (Ph,D)

Addis Ababa, Ethiopia

June, 2021

Declaration

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

Name Fikadu Gebreselassie

Signature_____

Date of submission

Place of submission, Addis Ababa University, Addis Ababa, Ethiopia

Approval

The undersigned certify that they have read and hereby recommend to Addis Ababa University to accept the Thesis submitted by Fikadu Gebreselassie and entitled, “The Influence of Ethnic based Social Media Content on the Unity of Law Enforcement Personnel: The Case of Ethiopian Federal Police Commission” in partial fulfillment of the requirements for the award of a Masters Degree in Multi Media Journalism.

_____	_____	_____
Name of Head Department	Signature	Date
_____	_____	_____
Advisor	Signature	Date
_____	_____	_____
External examiner	Signature	Date
_____	_____	_____
Internal examiner	Signature	Date

Acknowledgments

Foremost I am thankful to almighty God for fulfilling my all dream!

My special and genuine thank goes to my Advisor, Dr. Yohannes, Shiferaw in the School of Journalism and Communications at Addis Ababa University. This work would not have been possible without his positive approach and his persistent advice, as well as valuable feedback throughout the period.

In addition, I would like to thank all Federal police personnel for their best participation. And also, I want to thank my friends and family for encouraging me all over the time during the study.

Table of Contents

	Page
Acknowledgments.....	i
Table of Contents.....	ii
List of Tables	v
Abstract	vi
Acronyms.....	vii
CHAPTER ONE	1
INTRODUCTION	1
1.1. Background of the Study.....	1
1.2. Statement of the Problem	4
1.3, Objectives of the Study	7
1.3.1General Objectives	7
1.3.2. Specific Objectives.....	7
1.4. Research questions	7
1.5. Significance of the Study	7
1.6. Scope of the Study.....	8
1.7. Limitation of the Study	9
CHAPTER TWO	10
2.1. Social Media as a new form of Communication	10
2.1.1.Facebook.....	11
2.1.2.You tube.....	12
2.1.3.Tweeter	13
2.1.4.Instagram	13
2.2. The Role of Social Media in Society	14
2.3. The Causes of Ethnic Conflict In Multi-Ethnic Societies	15
2.4. Definition of Ethnic Conflicts	16
2.5. Implications of Ethnic Conflict.....	17
2.6. Social Media Coverage on Ethnic Conflict.....	18
2.7. Social Media on Law Enforcement Practices	19
2.8. The advantage Police using Social Media.....	20

2.9. The disadvantage of Police using Social Media.....	21
2.10. Some Research on Ethiopian Social Media	21
2.11. Theoretical Framework	23
2.11.1. Definition of Agenda-Setting	23
2.11.2. Agenda Setting Theory.....	24
2.11.3. Agenda Setting Through Social Media	25
2.12. Framing Theory.....	27
2.12.1. Frame Building through Social Media	28
2.13. Theories of Ethnic Conflict.....	30
2.13.1. Primordialism.....	30
2.13.2. Instrumentalist Theory.....	30
2.13.3. Constructivist Theory	31
CHAPTER THREE	32
3.1. Research design.....	32
3.2. Sampling and Sampling Technique.....	33
3.2.1. Target population.....	33
3.2.2. Sampling Technique.....	33
3.2.3. Sample size and Determination	33
3.3. Data Collection Instrument	34
3.3.1. Collection of Primary Data	34
3.3.2. Questionnaire	34
3.3.3. In Depth Interview.....	35
3.4. Study Area.....	36
3.5. Method of Data Analysis.....	36
3.6. Ethical Consideration	37
CHAPTER FOUR.....	38
DATA PRESENTATION AND ANALYSIS	38
4.1 Introduction	38
4.2 Demographic Characteristics of survey questionnaires Respondents.....	38
4.2. Interview Data Presentation and Analysis	51
4.2.1. Personnel participation in Ethnic-based Social Media posts.	51

4.2.2. Expected outcome of ethnic-based social media negative contents	52
4.2.3. The Repercussions of ethnic-based social media content on law enforcement duty	53
4.2.4. The influences of ethnic-based social media negative narrations towards the unity of law enforcement personnel.....	55
4.2.5. What has to be done to protect and safeguard the unity of the Ethiopian Federal Police Force?	57
4.2.6. The Responsibility of law enforcers to tackle social media negative repercussion.....	58
4.2.7. Negative narrations against Ethnicity should be prohibited by law	59
4.2.8. The Balance and Fairness of Police Officers Social Media usage related to Ethnic- based contexts	60
4.2.9. Social Media is a major source of Ethnic-based conflict in Ethiopia.....	61
4.2.10. The objectives of those Police Officers who are participating in ethnic-based social media debates	61
CHAPTER FIVE	63
Summary of Finding, Conclusion, and Recommendations	63
5.1. Summary of findings.....	63
5.2. Conclusion.....	66
5.3. Recommendations	67
REFERENCE.....	70
Appendices.....	76

List of Tables

	Page
Table 4. 1. Age of the Selected Respondents.....	39
Table.4.2.Respondents Level of Education	39
Table.4.3. Duty Position of Respondents.....	40
Table .4.4. Respondents Ethnic composition.....	40
Table.4.5. Social Media Preference of Respondents.	41
Table.4.6. Respondents Preferred Social Media Platform for Law Enforcement Information.....	41
Table.4.7. Respondent Response on their whether law enforcement officers involved in negative ethnic-based social media information exchange.....	42
Table 4.8. Respondents Social Media Ethnic issue post Experience from April 20 18 up to April 2020.....	43
Table.4.9.Respondents Response to their reaction when they see law enforcement officers posting inappropriate ethnic narrations.	44
Table 4.10.Ethnic Social Media Negative Narrations Should be prohibited by law	44
Table 4.11.Balanced and fair participation in ethnic-based social media content is crucial	45
Table .4.12.Law Enforcement Officers are Responsible for tackling Ethnic-based Social Media content.....	45
Table.4.13 .Law enforcement officers have to refrain from reporting and supporting Ethnic based social media debates.....	46
Table 4.14. Among the law enforcer, the one who participates in ethnic-based social media strike has to be seriously charged	46
Table 4.15. Ethnic based social media contents have negative repercussion on law enforcement task	47
Table 4.16.Ethnic based social media negative narrations severely damage the unity of law enforcement personnel.....	47
Table 4.17. Binding law has to be passed for law enforcers who involve in negative narrations, exceptionally in law enforcement agencies to protect and safeguard the unity of law enforcement	48
Table 4.18..Social media is a major source of ethnic conflict in Ethiopia	49
Table 4.19.The Goal of Ethnically motivated Social Media content is to achieve Political gain	49
Table 4.20. Ethnic based violent social media contents reduce the sense of patriotism among the law enforcers	50
Table 4.21 . Social media negatively frame each ethnic group uniquely towards the other	50
Table 4.22. Social media actors set conflicting agenda on various ethnic groups.....	51

Abstract

The study aimed to assess the influence of social media's ethnic-based negative narration on the unity of law enforcement personnel. The involved Ethiopian Federal police commission at Addis Ababa branches. The study also attempts to find out how and why federal police personnel use social media? Especially after the political reform takes place in April 2018. The researcher employed a mixed-method approach. The quantitative data gathered through survey questionnaires and qualitative data also gathered through face-to-face and phone interview methods. The number of respondents in survey questionnaires was 97 and interview participants were 10. All participants are purposively selected from Ethiopian Federal police commission. Quantitative data is analyzed and interpreted by SPSS version 23 software. The study finding showed that most of the Federal police personnel are highly influenced by the negative broadcasting of social media ethnic-based content, Furthermore, all informants from survey questionnaires and interview participants confirm that social media negative narration against ethnicity severely damage the unity of law enforcement personnel and law enforcement service. According to the collected data Facebook identified as the main source of ethnic-based negative social media posts, YouTube was the second-largest social media platform in disseminating racial slur, identity critics and other identity based disgraceful narrations. Among the participants, 93.8 percent of survey questionnaire respondents confirm social media has imposed negative repercussions on law enforcement services. Again 89.7 percent of survey questionnaire respondents agreed on the pervasive effect of social media negative narration against the ethnicities. The researcher recommends that the Federal government in general; the Federal police commission, in particular, must give attention to the effect of social media's negative repercussions against the unity of the law enforcement personnel and the law enforcement service. Moreover, training and media literacy courses have to be delivered on regular basis. Furthermore, effective law must be implemented.

Acronyms

EFDR	Ethiopia Federal Democratic Republic
FPC	Federal Police Commission
FPCHR	Federal Police Commission Human Resource
FPW	Federal Police Website
IACOP	International Association of Chiefs of Police
EPU	Ethiopia Police University
AJC	Asian Journal of Communication
JOWSR	Journal Of World-Systems Research
SMS	Short Message Service
TPLF	Tigraye People Liberation Front

CHAPTER ONE

INTRODUCTION

This chapter contains information on the background of the study, statement of the problem, objectives of the study, research questions, and significance of the study, scope, limitation of the study.

1.1. Background of the Study

Ethiopia is one of the well-known nation-states which is located in east Africa. It has a population of more than 85 million which makes it the second-most populous country on the continent. It has more than 80 ethnic groups that have distinct cultural traditions, religions, and languages (*Abebaw, 2018*).

Ethnic diversity and cultural diversity are not just a challenge by themselves for a few “multi-ethnic states”. Most of the world states are ethnically diverse and also in one way or another, all countries are multicultural today with a variety of ethnic, racial, religious, or linguistic groups that have common ties to their own culture, values, heritage, and lifestyles (*Anna & Iryna, 2013*). However in recent times especially in Ethiopia diversity has become a source of conflict and continues to clash among different ethnic backgrounds, the ethnic composition brought an unexpected threat to the unity of the nation-state. Among the challenges of unity in diversity is the growing perception of ethnocentrism.

According to David (2018) Ethnocentrism announces a positive orientation toward those sharing the identical ethnicity and a negative one toward others. This kind of outlook is reflecting in the Ethiopian media landscape. Sense of ethnocentrism dominating the news sources especially regional media outlets and social media blogs. This kind of narration is questioning the unity of the nation-state (*Mulugeta, 2019*).

Ramon (2016) stated that ethnocentric sentiment will develop into the climax of racism. The term “racism” is the hostile and blind image of one ethnic group towards the other. This sentiment has always taken as a negative outlook for the culture, language, or custom of the other ethnic group, in addition, racism is also often used in a unreflective and loose way to display the negative feelings or hostile of one over the other tribe or ethnic group, and the consequences resulting from such attitudes. In this definition hostility among other ethnic groups is the center of the argument.

How hostility and negative attitudes will develop into different ethnic groups who live within the same state? Hostility and negative outlook will develop through various mechanisms. Among the mechanisms the first one is mass media. Inflammatory fake news and unbalanced story broadcast will be the cause of ethnic suspicions and tension. According to Francesco (2018) characterize Fake news, news articles that are verifiably and intentionally false designed to manipulate people's perceptions of actuality that has been used to influence politics. But it has also become an approach to stir up and heighten social conflict. Stories that are fake and that deliberately mislead readers have caused growing uncertainty among people. In some cases, this distrust results in disrespect, protest over imaginary events, or violence. In addition, these resolve the fabric of human life, turning neighbor against neighbor through various mechanisms. First, they heighten social conflict to ruin people's faith in the democratic process and people's ability to work together. Second, they perplex people from significant issues so that these issues remain unresolved (Francesco, 2018). Ethnically narrated fake news has its repercussion in maintaining security and peace within the state. Oversee peace and security is the non-negotiable duty of the law enforcement sector. Peace and security is a pillar of social stability and most crucial element in the nation-building process.

Anna et.al,(2019)stated that Efforts towards common security have to find inventive solutions to conflict resolution that go far into the root causes of violence. With this adjustment in the substance of security, a broader insight of the conception of security is needed. Non-state collectivities, ethnic minorities and particularly nations, are also an important unit of analysis. Since some military and ecological hazard affects the circumstances of survival on the entire planet, there is also a significant sense in which security applies to the collectivity of humankind in general. What has emerged is a growing acceptance of the significance of a more dynamic and broader security approach, that is, comprehensive security.

Peace inspects it in terms of relation between groups or actors, from old warring parties to minority /majority groups in society to interpersonal relations. This is an actor-centered approach to peace and security. Those societies are made up of a network of relationships, and that each one of these relationships can be studied in terms of their peace attribute, paying attention to the actors that are at peace and the attributes of their relationships (Anna et.al, 2019).

To safeguard the salient bottom line of all human lives in ways that enhance human democratic and human right issues. Human security means protecting profound freedoms. Freedoms that embrace the essence of life. It means protecting people from severe and pervasive threats. It means using processes that build on people's capacity and aspirations. It means creating social, political, environmental, military, economic, and cultural systems that together give people the building blocks of survival, livelihood, and dignity (*Bakeer,2018*).

In the Ethiopian context, the safety and security of the citizen fall under the law enforcement sector. The evolution of law enforcement in Ethiopia date back to Emperor Minilik II, the Ethiopian Police was established for the first time in our history. The Police force was named ‘‘ Yeketema Zebegna’’ or the City's Guard. Just before the invasion of our country by Italy in 1863, City (Arada) ‘‘Zebegna’’(Guard) was established to carry the security of the capital and this establishment was well organized and suitable for the needs of the time. After the end of the invasion, all government structures were reformed and new ones instituted by Emperor Haile Silassie by royal decree No. 6/1934. A modern Police establishment was newly established.

After the downfall of the monarchic government in 1974, the military regime – the Dergue – control the power to enacted proclamation no. 10/1974 to provide for the nation's protection and security; however, no provision was integrated therein regarding organizational matters of the police. No separate proclamation of the Police establishment was enacted until the downfall of the military regime in 1991. After the downfall of Dergue, it was found crucial to re-establish the Police institution for improved organizational capabilities. In so doing, the Police force has become in good manner to discharge its duties of enforcing the state constitution of the Federal Democratic Republic of Ethiopia and laws, rule and regulations issued based upon that constitution; the Police establishment is also better suited to grant its share to the nationwide exercise of the development of a democratic system, to maintain peace, security and to expedite development. Federal Police Commission, was established in 1992 based on the principles impartial service of, non-partisanship to the society, commitment to policing ethics, competence, and quality of service (*F.P.W,2021*).

The commission has five sub sectors these 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 Ethiopian Federal Police

Commission human resource department the commission consists of 36,207 human resources. For this research purpose the researcher selected crime prevention sector. This sector has 31,906 Police forces without considering civil employers (E.F.P.H.R, 2021).

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 crime prevention sector which is located in Addis Ababa.

EFDR 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).

The objectives of the EFDR 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 prevalence of peace and security through active participation of the mass society (Negarit gazeta ,2011).

Despite this, several actors are responsible for maintaining peace and security in the state. Ethiopian federal Police take a lion's share in the law enforcement sector. As mentioned above, the commission has its mission and vision within the jurisdiction of the federal democratic republic of Ethiopia. To perform the responsibility the commission recruits its members throughout the country. Members are recruit from 10 regional states and 2 city administrations (Addis Ababa & Dire Dewa) so this institution built decorated unity without eliminating ethnic and religious diversity across the entire country. The commission is a mirror image of national unity in diversity. Therefore the researcher assesses the unity of Federal Police Force and the influence on the law enforcement sector due to mal reporting of ethnic-based social media narrations.

1.2. Statement of the Problem

Media has been considered as one of the most powerful agents of democratic accountability and also has become a space of public rhetoric and the public sphere for citizens. An open and free

media is very crucial in a democracy. Media can update people of significant events, news, and issues that are already happened or happening in the world and society. Media does not only include TV, radio, newspaper but also include the internet such as social media like Facebook, YouTube Twetter tik tok, ,and instagram (Pichaya, 2019).

The media have played and continue to play a vital role in many conflicts especially in ethnic conflict, and wars that ever took place in human history and through its announcement humankind has become updated and aware about ethnic-conflict on the globe through various communication ways (*Graham,2013*).

Since World War II history has tells us how media can be directly participated in ethnic conflicts. Conflicting state Rwanda, Sudan, UK-Northern Ireland, Yugoslavia, Chechnya, Spain, Sri Lanka, and Turkey are some examples of these conflicts across the globe. In Turkey, an armed struggle among the Turkish Armed Forces and the Kurdish armed organization PKK has inflicted mass human rights violations and loss of human lives and; strained the economy and damaged the environment (Esra ,2013).The most drastic, harsh and well-known examples of hate slurs communicated through the media that have brought worldwide attention to the phenomenon happened in Rwanda and Yugoslavia were both incited by media hate speech (Davison,2006).

The central focus of the study concentrates on the influence of social media ethnic contents against the law enforcement institution, therefore the researcher tried to explore some of the studies which are conducted on the effect of social media contents. Among these is Abrham's study, Abrham(2019) studied the role of social media in the ongoing political reform process in African; the case of Ethiopia. He found that lack of social media moderators open the field for reckless and irresponsible users because of this ethnic polarization and disgracing one race against the other become common in Ethiopia. His finding shows that hate speech and fake news are igniting the ethnic tension within the state.

Mulugeta(2019) in his study, Mapping Online Hate Speech among Ethiopians: The Case of Facebook, Twitter, and YouTube. He found that Facebook took the giant share in spreading hate speech among various ethnic groups. According to his finding, hate speech and ethnic-based polarization become prevalent and pervasive in the Ethiopian context. According to him, the issue of hate speech in the Ethiopian case arises from historical, political, economic struggle and

interests. Also, the issue of superiority and inferiority is the cause of ethnic-based negative narrations.

Similarly, Solomon (2019) in his study, *Assessing Meaning Construction of Social Media Discourses*. He explored that regional social media platforms are labeled as non-neutral biased and inclined to their ethnic affiliation. The social media posts during conflicts are an agent of fuel supply on burning bushes rather than mediating and stabilizing the situation. His finding clearly stated that social media platforms have a powerful influence in mobilizing mass society either positive or negative sides.

According to the study done by, Tesfaye (2013) on, *Social Media as an Alternative Political Forum*, he discovered extremism, and radicalism dominate the Ethiopian Facebook page this prevalence creates unnecessary disparity among the political elite and this issue also jumps over into the mass society and creates a suspicious environment with state political and social interactions. The above-mentioned researches are among the recently studied. However, many studies conducted on the effect of social media are concentrated on none law enforcement sectors therefore, the researcher couldn't find the study which is done on the influence of social media contents on the law enforcement institutions. So the researcher understood this gap as a huge opportunity to study.

The reckless post by various irresponsible users creates ethnic tension in Ethiopia. So, it is very crucial to investigate and prove the influence of intense and polarized social network ethnic content on the unity of the Ethiopian Federal Police Force. Since the Federal Police Force is a conglomeration of diverse ethnic backgrounds polarized ethnic content may affect the unity. For this study, the researcher invites Police officers from various ethnic backgrounds who are working actively on law enforcement duty. The study attempts to explain the influence of Ethnic based negative reporting on social Media posts and investigate the consequence of the contents. The study also tries to bridge the gap in academic research concerning the influence of negative ethnic-based social media content on the law enforcement sector.

Therefore, the researcher conducted a thorough, systematic, and comprehensive investigation about how ethnic-based social media narrations brought consequences on the unity of the Ethiopian Federal Police Force

1.3, Objectives of the Study

1.3.1 General Objectives

The general objective of the study is to assess the influence of ethnic-based social media contents in the unity of law enforcement sector the case of Ethiopian Federal Police Force personnel.

1.3.2. Specific Objectives

- To identify the extent of ethnic-based social media contents appeared on Facebook, you tube, twitter, instagram.
- To examine the perceived influence of inflammatory social media contents on the unity of the Ethiopian Federal Police force?
- Analyze the influence of social media ethnic-based negative narrations on the unity of Federal Police personnel.
- To examine the influence of ethnic-based social media negative narrations on the law enforcement service?

1.4. Research questions

1. To what extent ethnic-based social media contents appear on Facebook, YouTube, twitter, Instagram?
2. What are the perceived influences of ethnic based inflammatory social media contents?
3. What are the influences of ethnic-based social media negative narrations on the unity of the Federal Police force?
4. How ethnic-based social media negative narrations influence the law enforcement service?

1.5. Significance of the Study

The research may enable the Federal Police Commission top officials to aware of the negative effect of social media ethnic-based reporting against the unity of the Police force. Besides, the research will wake the commission top officials to take deterrence measures to maintain the

status quo of the Ethiopian Police Force. On the other hand, those social media actors who are participating in the destructive role could have the chance to understand, how they are an obstacle in creating; national unity, national consensus, and against peace and security within the state. Besides, media practitioners, professionals, researchers media owners, and state security agents and institutions, may benefit from the finding.

1.6. Scope of the Study

The focuses of the study concentrate on irresponsible social media messages which are creating a division on the unity Federal Police Force by producing inflammatory fake news and irresponsible reporting to ignite ethnic conflict. So the researcher focuses on Facebook, YouTube, tweeter, and Instagram platforms. So the searcher tried to find out which social media platform dominantly disseminates ethnic-based content. The researcher investigates and assesses the influence of different members of Police personnel who are involving actively on social media hate speech content because it is helpful to evaluate the effects which they made on the unity of the Federal Police force. Therefore, the center of the research is concentrated on the negative effects of social media ethnic-based content on the unity of the Ethiopian Federal Police force. Consequently, the scope is limited to the Federal Police Force. The researcher evaluates the negative social media effects on the unity of the Police force following the political reform. The study selects two consecutive years starting from April 2018 up to April 2020.

April 2018 is the time of new political administration took power of the government. Following the political reform, Abey Ahmed became a new prime minister of the state. After the new prime minister came into office there was a reform in the media landscape, media to be free from government influence and intervention. After the liberalization of media bunch of websites blogs that are previously blocked had a chance to restore. Therefore after the attempt at media liberalization, those social media outlets become irresponsible and being accused of igniting ethnic tensions among the citizens. By using this opportunity many media outlets including social media posts became irresponsible. So the researcher assesses the influence of those irresponsible social media content on the unity of the Federal Police force. However, the researcher couldn't cover the whole sector within the Ethiopian Federal Police Force. So the researcher took the Crime prevention sector out of the five sectors. The geographical coverage of this study is exclusively from Addis Ababa.

1.7. Limitation of the Study

Priory researcher hustles and bustles to acquire similar research products, but in this specific study, the researcher could not get any outcome. In the Ethiopian case, there is no single study done on the influence of ethnic-based social media contents on the unity of law enforcement, even at the international level the researcher couldn't find any single study on this subject. However, the researcher decided to refer to related studies on the influence of social media posts. The other limitation is due to the coronavirus pandemic the researcher faces difficulties in getting personnel in close contact, some offices are restricted the number of visitors, and some interviews feel discomfort to talk to longer hours in contact. The other point was Participants were suspicious and uncertain about the secrecy of their participation therefore these kinds of inconveniences forced the researcher to invest more persuasion power to convince the participants.

CHAPTER TWO

2.1. Social Media as a new form of Communication

The use of social media and social network has become the most pervasive phenomena in today's information age society. Most of the world society starting from the rural up-to urban dwellers become dependent on social media news sources. All age category starts to penetrate in to social media networks like Facebook, YouTube, Twitter, and MySpace as a means for social interaction, while gaming sites, virtual worlds, and videos from YouTube have become the entertainment tools as well as sources of hot information for today's generation. "Social media and networking have come to define a new generation of communication and new way of having comprehensive information through videos, images, and text it has created a platform that possesses uncontrolled abilities to share, connect, and explore our world than ever before (Bhulyn, 2011).

Social media is one of the most important and very significant "global leaps forward in human history" (Omidyar, 2014). It provides human beings with the means for absolute self-expression, free to post their feelings, perceptions, comments, and also mutual understanding. Digital media enables fast information of networks and also show our common humanity interests across cultural discrepancies (Omidyar, 2014). It's a platform that connects people and their ideas like never experienced before. This experience make social media to be a best option for world citizens, Prior to the existence of social media, most of the world media outlets dominated by government censorship this situation worse in African context.

Most African media sources were the propaganda machine of the incumbent government. No one was allowed to tell the truth, and if any organization dared to do so, the government would silence them. The tremendous growth in digital communication technologies enable people to express their frustration via social networking. Social media played vital role in building democracy because sites offer people a voice to the voiceless to express their opinions about government, human right issues, questions related to democracy, about government medias, political leaders, and any other issues of concern" (Bhulyn, 2011).

Mostly in civilized and developed nations Sites like Facebook and Twitter allowed people to control communication and to have the power they'd yearned for. In 2000, access of internet service support the society to have their interested access of news. The internet was only one of

many forms of connectivity employed by large numbers of youth. The social networking media become more preferable because of the compatible nature of its tools in recently estimated nearly half of the world population maybe had an access to use social network and digital devices (Saleem, & Mengyan, 2017).

According to Jimmie (2014) the development of internet infrastructure facilitates the service and help to increase number of users. Mobile phone is the most accessible and affordable device to apply digital communication. For world citizens especially for those who do not have independent media outlets cell phone and social networking will offer very important service. Because for those who have cell phone use internet access. Since the development of the social networked service broadcasting, the users used videos, images, text messaging to spread word of their discontent. Digital media brought easy and multiple accesses of events and breaking news. Due to fast nature and convergent as well as free to comment and add contents without restrictions. Social media become the most adorable and preferable media platform than the old one. Its interactive nature and easy accessibility push out the old media.

According to Dimitrak,Tzogo & Nikolako(2014) Social media as a form of new media update and inform society at the spot point of the event. Social media tools such as Facebook, Twitter and YouTube which facilitate and support and facilitate user-generated content with direct participation. Social media platforms are efficient in awakening the people ,and giving them the power to fight against oppressive regimes in their drive for greater freedom and independence across the world.

2.1.1.Facebook

Facebook is a social networking website launched in February 2004, and it is privately operated by Facebook, (Facebook, 2021). 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 while privilege was extended to high school students and, then to everyone that is 17 years or older (Bedell, J.2010).

According to the statistical study which is done by Brian Dean(2021) daily face book users become approximately 2 Billion this numeric figure accelerating year to year by 11.5 %.and also

monthly users goes between 2.6 up to 2.8 Billion these users increasing by 10% year over year. Face book announce 5% of its users are registered by fake accounts.

The in many part of the world law enforcement sectors are across the globe currently have a social media plat forms specially face book page, whereby the police can post updates about cases, appeal for information and hold question and answer sessions with the public. If a non-police Facebook user if once likes the police Facebook page then news that is posted onto the police Facebook page will be 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 (Thomas, 2012).

2.1.2.You tube

According to the first three months of the year 2021 YouTube statistics, show 2.3 billion users worldwide are share this video platform (Statista, 2021). YouTube ranked as the second-most popular social network next to Facebook. Facebook is the only and exceptional platform that has more active users than YouTube. These 2.3 billion users are defined as viewers visit these social networking platforms at least once per month. Considering YouTube videos can also be viewed without applying Google accounts, such as via the auto play feature in What Sapp, YouTube's reach is higher. This YouTube user statistic can be significantly valuable to marketers in 2021.

When more than two billion users are logging in every week & month to watch video clips on YouTube, there's an active and massive market that marketers have ample potential to tap into. And with an even wider reach, YouTube has become recently prove to be an attractive and adorable platform for social media users. The company has recently launched local versions of YouTube in more than 100 countries across the continents and users can navigate it in over 80 different languages across the world by using their favorite language options. Within every single minute over 500 hours of video content are uploaded to YouTube (YouTube, 2021).

YouTube consumers have a high appetite for video consumption of different contents. Users watch every single day billions of hours of videos generating billions of views this makes YouTube most popular. YouTube enables the police to post various videos which can be viewed by the mass, this means that the police force can directly post videos and footage for proactive

measures to solve crimes, appeal for wide public information or to offer the citizens a behind the scenes insight into the police service(YouTube,2012).

2.1.3.Tweeter

Twitter appeared in 2006 social communication network, and miniaturized scale blogging administration that empowers clients to send and peruse short 140-character instant messages, called "tweets". Enrolled clients can peruse and post tweets, yet unregistered clients can just peruse them. Customers use site interface, cell phone, or SMS application. Twitter clients can "pursue" or basically buy in to the updates of different clients. Twitter's official policy likewise expresses that it is focused on battling on the web misuse. Twitter's Hateful lead arrangement preclude focusing on people with substance planned to prompt dread or spread frightful generalizations about a secured class(Saleem,& Mengyan,2017).

According to Ying(2021) The ratio of female to male Twitter users is roughly one to two The standard period on Twitter is 3.39 minutes and, 500 million tweets are sent out per day. There 11.7 million downloads registered on the App store in the first quarter of 2019.according to the data 20% internet users access Twitter at least once per month (twitter,2020). The emoji “Face with Tears of Joy” is the most popular emoji on Twitter and has been used more than two billion times.

2.1.4.Instagram

Instagram also the most well-known social media, Similar to Facebook or Twitter, everyone who creates an Instagram account has a profile and news feed. When you post video, picture and photo on Instagram, it appears on your profile content. Other users who are interested in you follow you see your posts in their daily feed. By the same token, you see posts from other users you follow instantly. Instagram is like a simplified form of Facebook platform, with an emphasis visual sharing and on mobile use. Like other social media platform, you interact with other users on Instagram by following them, being followed by them, liking, tagging, commenting, and private messaging. You can also save the image you like on Instagram. Instagram help users uncover the most hidden tricks of the platform and help you connect with others in different ways (Elise, 2021). instagram statistic in 2020 shows Instagram surpassed the 1 billion global user came to a close. In 2021 instagram registered among the top five most-downloaded apps in both the App Store and via Google Play. The within Q2 2020 app scored ~13 million downloads

in alone. Female users dominate the demography of the platform females registered 34.3% under the age of 34 (Elise, 2021).

2.2. The Role of Social Media in Society

The influence of social media on society is varied in two directions this enable to classify the content in positive and negative outlooks. Internet makes everyone active participant, publisher and librarian too, in that anyone can both produce and retrieve an unprecedented amount of information. The gate-keeping and agenda-setting functions of the traditional media establishments are dramatically replaced in favor of search engines and directories. Ideally, this means that any person with Internet access can gain sufficient amount of information about any issue, place or event, without the restrictions of time, geography expense, and political issues that used to limit such information gathering (Sebastien, 2018).Through communicating with strangers in online chat rooms and reading internationals newspapers online, we believe that we are learning about perspectives and foreign cultures directly from the sources. What is new in the online media communication is that young people today, and not only they, are happy to decide for themselves what is worthwhile or credible and, what is not (Ciacu, 2014).

According to Bhuiyan (2011) on the old media platform there is one or exclusive source of truth. Concerning the new media model there are numerous sources of truth, and user will sort it out. The mass media audience is no longer loyal to the exclusive broadcaster or no more captive; new media consumer is unique, demanding, and committed. This has intelligent connotation for traditional business models in the media industry, which are based on aggregating large passive audiences and holding them captive during advertising interruptions.

In the new social media era, audiences will infrequently be large, but often small, and usually tiny. In fact, the Internet does provide generous opportunity to attain knowledge about faraway places, and offers a means of interacting across geographical expanses. In this sense, it is an ideal medium for settling the sort of "cyber-peace" that is so earnestly desired. By personalizing news web search guides, portals, etc. The user is able to unconditionally isolate himself or herself from issues that require knowledge and experience outside his or her own (Ciacu, 2014).

There is a loss of personal intimate discussion with real-time voice calls being ousted by multimedia messages. However real-time video calls are vesting people to not only talk to each

other while on the move, but also see what each other means through their mannerisms and facial expressions. Camera phones and recorders permit users to abuse the technology by taking away privacy rights, however they also allow the opportunity for the moral user to capture special moments. Furthering this, cell phone convergence enables greater freedom for the user as they can access their personal data access like emails, video conference without being limited to the office; however it makes them responsive to the workplace as they can always be reached through any communication. (Ciacu, 2014)

2.3. The Causes of Ethnic Conflict In Multi-Ethnic Societies

According to Hossien (2016) important causal factors were like cultural diversity and inequality in symbolic. Cultural, economic and political side causes ethnic conflicts. Analysis of these variables showed that cultural diversity and sense of relative deprivation have a significant impact in determining the likelihood of ethnic conflict, while the number of States with armed conflict and number of refugees coming into a nation-state both play a significant role in increasing the likelihood of ethnic conflict.

Try to equal opportunity to individual and ethnic group members' to participate in political process. Cultural diversity and ethnic conflicts are important issues fashioning international politics. Because cultural affiliations and ethnic identity are particularly strong factors shaping group relations, these conflicts have led to tremendous human suffering and are a significant threat to international security (Gordy, 1999). Refugee flows, instability, spillover effects, and other international consequences guarantee that ethnic conflict remains an issue on the international political agenda. However, it is not the cultural diversity that leads to conflict but the ideological, political, and economic goals of international actors, regardless of whether these actors are states or ethnic groups. Given the complexity of cultural and ethnic conflicts, there is no easy solution to related issues (Hossien, 2016).

The Causes of Ethnic Conflict By itself has multiple root causes for instance ethnicity by itself is not a cause of violent conflict. Most ethnic groups, better of the time, fish their interests peacefully through established political channels. But when associated with acute social uncertainty and, indeed, fear of what the future might bring, ethnicity emerges as one of the major fault lines along which societies fracture (Uttam, 2014).

In the present world, two broad types of fear seem particularly salient to ethnic groups. Some ethnic groups fear assimilation into a abundant culture and hegemonic state. This panic drives the politics of cultural diversity today, and underlies much of the ethnic politics found in developed countries. The struggle over the future is the most pressing examples. Because of the power of the dominant culture and state, however, assimilationist conflicts are unlikely to become violent, as the fearful minority is weak relative to the majority almost by definition (David & Lake, 1996).

Ethnic groups also panic for their physical safety and survival especially when the groups are more or less evenly matched and neither can absorb the other politically, economically, or culturally. When such panic of physical insecurity emerges, violence can and often does erupt. While fright of assimilation, if left festering, can eventually weaken states and evolve into anxiety of physical insecurity. Violent conflicts driven by concerns of survival and safety are empirical manifestation of recent ethnic conflict. Fears of physical insecurity arise when the state loses its ability to arbitrate between groups or provide credible guarantees of protection for groups (Ali, 2020).

Security and safety become under threat while “emerging anarchy,” security becomes of paramount concern. When innermost mastery declines, groups become fearful for their survival and, in turn, tend to rely upon their own capabilities. They invest in and prepare for roughness, and thereby make actual violence possible. Whether arising incrementally out of competition between groups or from extremist camp actively seeking to demolish ethnic peace, state delicacy is a compulsory precondition for violent ethnic conflict to erupt. While hypercritically important, state weakness may not be obvious to the ethnic groups themselves or external observers making the task of foresee or anticipating ethnic conflicts especially difficult (David&Lake.1996).

2.4. Definition of Ethnic Conflicts

The ethnic group is a named population sharing common parables about its ancestry, historical memories, and cultural appearance and is associated with a certain territory and has a sense of solidarity (Zinaida, 2018). A type of rivalry wherein the targets of at least one party are described in ethnic terms, and the rivalry conflict, its precursors, and potential arrangements are seen along ethnic lines. The conflict is typically not about ethnic contradict themselves however over monetary, political, cultural, social, or regional issues. Ethnic conflicts are those in which the

basic dissension is situated in the apparent contradiction amid ethno linguistic groups. Ethnic conflicts will in general include brutalizing of another populace vulnerable on their ethnic character, which can commonly prompt barbarism. Since brutalization is so regularly an essential, vicious ethnic conflicts very regularly bring about slaughter and other unspeakable abominations (Ali, 2020).

Ethnic rivalry a form of conflict, in which the aspiration of at least one party is defined in ethnic terms, and the conflict, its descent, and achievable solutions are perceived along ethnic lines. The conflict is usually not about ethnic discrepancy themselves but over economic, political, social, cultural, or territorial matters (Tina, 2020). Ethnic conflicts are often accompanied by gross human rights infringement, such as genocide and crimes against humanity, and by economic deterioration, state failure, environmental dispute, and refugee flows. Violent ethnic conflict leads to tremendous human suffering (Ali, 2020).

Ethnic conflict involves three gestures: chauvinist political mobilization mass hostility, and a security dilemma. The interaction and combination of those attitudes creates the spiral of acceleration, if the preconditions specified above are present. For ethnic conflict to arise, the perception of group's history about its origins, history and status must justify animosity towards another group and has to strengthened by the anxiety of extinction; such an ethnic group must have the opportunity to organize; and hostile perceptions must grow solid. The proportion of the ethnic group can perform a big role. In addition, allegations of ethnic groups become more dominant if the group's size is relatively big. Extreme violence occurs if all conditions characterized above are present and all of these factors work to promote it (Zinaida, 2018).

2.5. Implications of Ethnic Conflict

Ethnic collision is one of the powerful dangers to global harmony and security. Ethnic conflicts are regularly joined by gross human rights violations, such as crimes against humanity, and genocide and by economic decline, environmental problems, state failure, and refugee flows. An important source of ethnic collusion in multi-ethnic democracies is over access to state patronage. Conflicts amplify assets amid ethnic groups can escalate the possibility of ethnic savagery. In an ethnically segregated society, interest for open products shrinks as every ethnic group gets greater utility from contributing focused at their ethnic group specifically (Ali, 2020).

This leverage would be less esteemed if all other ethnic groups approached them. Directed leverage is additionally engaging on the grounds that ethnic groups can cement or elevate their financial status and social comparative with other ethnic collection while expansive automatic strategies won't improve their relative worth (Ali, 2020).

2.6. Social Media Coverage on Ethnic Conflict

The media is the most authoritative and most manipulative entity on earth. They have the ability to manufacture the innocent feel chargeable and the convicted innocent and that's the capability. Because they regulate the perception of the masses" Media has a significant role to play in containing the transmission of conflict by circulating knowledge to the public with the widest coverage. While it is concluded that the media can carry issues to the center stage or keep them out of public view, it seems reasonable to examine how it could be an instrument that could foster change (Uttam, 2014).

Communicating conflict through the media has been disruptive because of the diverse stakeholders associated with it viz, affected individuals, journalists, and social activists. It becomes even more perplexing because each of them has their own exclusive ways of looking at it. It is gauged that media whether audio-visual or print can help mitigate the collision. Yet, in the response to alleviate conflict it has remained under-reported or if covered at all, it is not presented with the full spectrum of facts, thus misleading those it is supposed to inform or educate (Uttam,2014).

According to Uttam (2014) in various parts of the world, wide-ranging atrocities and other human rights violations continue to terrify populations, especially those belonging to indigenous peoples and minority groups. As the reach of social media grows ever more pervasive globally, after the emergency of social platform crime against humanity like genocide, systematic violent repression or mass killing become easily exposed to the rest of the world and issue become the concern of everyone across the world. These media leverage has two roles one to mitigate and expose the crime and the living condition of the victim on the other side ignite the conflict by facilitating the same sentiment.

Deliberate misstatement, including false accusation and brutalization of targeted groups, has been an enduring feature of conflict over the ages. But in the new media age, the process has

accelerated to an extraordinary degree. Ease of access to social media has given every cruel racist a potential public platform, and the anonymity of social media has given states the ability to incite and incubate hatred across international borders (Uttam, 2014).

2.7. Social Media on Law Enforcement Practices

There are a few benefits to using social media, especially in the areas of investigation, crime prevention, and providing information to the public. For Police officers, being effective on social media to contribute to the agency with, a better response from the community when there is an emergency. Law enforcement is a worldwide profession that exposes individuals to high risks of vulnerability. The fact that the police need to be attentive to what the officer puts on social media, which could have ramifications for his role, his credibility, and his personal life. Reaching communities efficiently is significant. The priority to recruit qualified and highly advanced members to represent the agency must be considered (F.B.O.I, 2012).

Police officers show up on social media in many various ways, such as through the public a video or posting a picture or through a news agency posting a story, or through law enforcement agencies posting its own story. Trustworthiness' of the information that is posted on social media evaluated or determined by the law enforcement agencies. It is crucial to know from what source it comes and who provided it. Law enforcement is able to build decisive relationships with the community (F.B.O.I, 2012).

According to Thomas (2012) not every police department has a considerable relationship with social media. The limitations of social media were the lack of authentic information and the presence of unnecessary information. The community has no clue about the background of the person involved with the police or what circumstances or information leading up to the initial contact with the police.

A lot of Police agencies use social media as an instrumental tool for public security promotion on a vast basis. Given this fact, the International Association of Chiefs of Police surveys 30 countries' police agencies annually regarding the nature of their use of social media. The 2016 IACP survey reports find out that about 96 percent of the police agencies responding to the survey have used social media (International Association of Chiefs of Police, 2016). The IACP survey indicates that Facebook, Twitter, and YouTube are the three social media platforms most

widely used by police agencies . The 2015 IACP survey indicates that about 94 percent of police agencies were using Facebook, 71.2 percent were using Twitter, and about 40 percent were using YouTube (IACP,2015).

2.8. The advantage Police using Social Media

Social media became a considerably crucial tool for police routine duty. In the crime scene investigation use social networking as a tactic and technique to locate, and get evidence on criminals . Good job at letting the public know when individual police officers have achieved in catching a bad guy. Relationship amid the public and besides, enhanced by the fact that they involve the public in some of their current investigations. Facebook is really helpful in helping find someone who is wanted by law enforcement agencies and for crime prevention (Sebastien, 2018).

Reaching out to people within the community who use social media rather than simply using old methods of communication such as newspaper, radio, TV, adverts, and appeals. From a time-saving perspective, social media is a tool that reaches the public directly which is a lot quicker than calling a press conference or relying on the local media which has set deadlines. Social media has ability to react instantaneously and, effectively to customers via social networking websites (Sebastien, 2018).

Facebook platform allows those who live within the exceptionally community to like the page and receive updates about their community straight to their Facebook news feed. Face watch ID grants the public to identify wanted suspects anonymously and on their Smartphone devices. The police are capable to solve crimes using social media and in some cases, the police are able to identify the location of a suspect based on information on Twitter and Facebook (Thomas, 2012).

By the police using social media it sends out a crystal clear message to criminals and that information is that ‘we are monitoring social media and we will get you if you break the law Social media is an excellent way of ending speculation and rumor,. Emergency services and Police were then able to use social media to quickly end speculation and rumor and get factual information to the public. Using various communications channels reaches more people who can multiply the ‘reach ’by further sharing the information (Thomas, 2012).

2.9. The disadvantage of Police using Social Media

Officers have been fired in some cases, for posting unethical pictures on their personal pages. Every small thing is exaggerated; amplified, unreliable information is easily released. Reckless in disseminating information that can affect the officer's private life, no consideration for the human side of the individual. Don't care about the actual story, they just want to sell some fraudulent information every time they get the chance (Sebastien, 2018).

Legal obstacles such as data safety and the freedom of information act ensuring that private and confidential information remains private. A few serving officers have used Twitter to post their own private reflection about current affairs and cuts to the police service. This needs to be strictly monitored to ensure officer impartiality. Members of the police group may intend on using the social networks to address a private message however the message may accidentally be Tweeted or posted rather than being sent as a private or direct message. With police budget cuts how forces can assure that staff and officers are highly trained in dealing with customers via social media websites and ensuring there is a decent budget for staff training. Police users of the social networks need to be extra watchful about what messages are Tweeted and posted online. Information can be posted online within a matter of seconds and if something is posted that isn't implying to be it will be almost unthinkable to remove it permanently. This is because it is conceivable for people to 'screen grab' a Tweet or status and this is something that can be potentially damaging. Crime maps presently aggregate information (and whilst accepting that some offenses might be deemed too sensitive for broadcast,) they could be improved by using point data (Thomas, 2012).

2.10. Some Research on Ethiopian Social Media

The researcher was very curious to explore some amount of research studies which is done on the effect of social media content on law enforcement sector case study in Ethiopia. However, the researcher couldn't find any. But, along the ways chose to visit some of the studies which focus on social media contents. The central theme of this studies focuses on the effect of social media on the political process, mapping the magnitude of hate news on social media, social media discourses in ethnic conflict, political activism and social media responsibility, and lastly social media platform as a political forum this is some of the studies which are nearer to this study. So the researcher adored describing some of these studies' findings below.

Elham's (2019) research conducted on social media and political activism, the researcher collect 118 questionnaires from the participants, and some interviews with well-known social media political activists by analyzing the response of the whole participants the researcher got this conclusion. Activism on social media in the Ethiopian context has negative repercussions. The so-called activists are using this social media platform to incite and instigate their followers for destructive activities most of the Ethiopian activists' especially political activities located outside of the state. Through social media, they post provocative political discourse. Following the political discourse, followers and fans went out to the street to show their anger through riot, violent demonstrations; along the way, they create instability and violence by blocking major streets and destroy and loot public and private properties. Some activists provoke specific ethnic groups by insulting, disgracing, and falsely accusing them as result the attacked ethnic group will facilitate the response in the same manner. The study concludes that activism in the Ethiopian context is irresponsible and the politically affiliated interest of activists dominates the issue therefore the study boldly underlines activism is the main source of ethnic conflict and suspicion among the ethnic group in Ethiopia.

Abrham(2019) on his study, the role of social media in the ongoing political reform. The research employed semi-structured interviews with 60 respondents. The finding sated that social media played a great role in bringing political change in Ethiopia and social media dominate the mainstream media in addressing the political discourses and mobilizing mass against the regime. The study stated Despite social media played a significant role in mobilizing the mass lack of social media moderators open the field for reckless and irresponsible users because of this ethnic polarization and disgracing one race against the other become common in Ethiopia. He added in his finding hate speech and fake news are igniting the ethnic tension within the state.

Again, on the related issues, Mulugeta (2019) in his study, Mapping Online Hate Speech among Ethiopians: The research employed qualitative and quantitative method questionnaire collected from 200 participants and 15 interviewees participated as a result a study stated that and boldly underline among the social network alternatives, Facebook took the giant share in spreading hate speech in Ethiopia.77.5%of questionnaire respondent confirm the presence of social media heighten the magnitude of hate speech in Ethiopia, in addition to 95.4, quantitative content analysis shows that Facebook is the major social platform in facilitating hate speeches.

According to the finding, hate speech and ethnic-based polarization become prevalent and pervasive in the Ethiopian context. Besides, the study emphasizes, the issue of hate speech in the Ethiopian case arises from historical, political, economic struggle and interests. Also, the issue of superiority and inferiority is the cause of ethnic-based negative narrations.

Similarly, Solomon (2019) in the study of, *Assessing Meaning Construction of Social Media Discourses*: The researcher selected two consecutive years and took 22 Facebook new articles for qualitative analysis according to the analysis 12 of the news contents found negatively narrated to ignite and escalate tensions among the ethnic group. Besides the study explored regional social media platforms are labeled as non-neutral biased and inclined to their ethnic affiliation. The social media posts during conflicts are an agent of fuel supply on burning bushes rather than mediating and stabilizing the situation. The study finding clearly stated that social media platforms have a powerful influence in mobilizing mass society either positive or negative sides however in the Ethiopian context those untrained and irresponsible social media posts are created a dangerous situation for peaceful coexistence.

According to the study done by Tesfaye (2013) on, *Social Media as an Alternative Political Forum*: Qualitative and quantitative data collection method has been applied 103 survey questionnaires were collected and the interview was conducted with sixteen activists, bloggers, journalists, and politicians, therefore study shows that hate speech, extremism, and radicalism dominate the Ethiopian Facebook page this prevalence creates unnecessary disparity among the political elite and this issue also jumps over into the mass society and creates a suspicious environment with state political and social interactions. the above-mentioned researches are among the recently studied However, many studies conducted on the effect of social media are concentrated on none law enforcement sectors therefore the researcher couldn't find the study which is done on the influence of social media contents on the law enforcement institutions.

2.11. Theoretical Framework

2.11.1. Definition of Agenda-Setting

The role played by mass communication media in establishing the significant issues and images to which the public behave. Agenda setting carefully planned work to gain the attention of media professionals, the public by large and public policymakers. According to Huma (2017) the news Media are the dominant agenda-setting agents. An issue that is covered by the news media will

set the agenda for how the public behaves as measured in public assumption polls and how policymakers will respond through legislation.

Agenda setting also refers to the capability that the media have to not only echo reality but also determine reality. The media determine actuality by how much attention they pay to any particular issue. For instance, if the news media "canvas" violent crime extensively, the public and policymakers will react accordingly, with the scare of being victimized, despite the real-world risk of a violent crime has dropped (Natali ,2017).

Any news item that is blanketed repeatedly and prominently, ultimately leads that particular topic or issue to acquire more importance in the minds of the public. The people who have exposed to those duplicated messages through the mass media tend to believe that those issues are more significant than others. This theory underscores the immense power and clout that mass media communication holds. It is considered to be the primary weapon to shape public opinion on any issue (Huma , 2017).

Customary agenda setting conspiracy deals with the transmission of very crucial issues from the media to the public. Attribute agenda setting, an expansion of agenda-setting, is concerned with the salience of issue aspects. Widely conceived, these aspects include the properties, characteristics, or aspects of an object that can be employed to evaluate or think about the same object. (McCombs & Evatt, 1995)

It is hypothesized that the media's emphasis on specific aspects for thinking about a given issue plays a powerful agenda-setting function. Certain attributes accentuated in the media become salient in people's minds and, thus function as the major attributes in public conceptions of an issue. In precise, the theory addresses the media's influence on the way the issues are judged. Certain aspects emphasized in news coverage become salient in people's minds, attribute agenda-setting, and thereby function as important dimensions of issue evaluation among the public attribute priming (Gazette,2012).

2.11.2. Agenda Setting Theory

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 to perceptions of their success (McNelly & Izcaray, 1986).

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 prior to 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-month period (McCombs, 2004).

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).

2.11.3. Agenda Setting Through 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 view 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).

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 the considerable focus in the thick of the stories shared on Facebook when compared with other social media sites (Yüksel, 2001).

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 agenda (Walgrave, Soroka & Nuytemans,2018).

2.12. Framing Theory

The significance of media as image carriers has been discussed vastly as their role has become more pronounced amidst controversies during the political turmoil, incidents of war, and social outlooks. The media have the potential to characterize individuals, groups of individuals, or nations in a negative or positive light, or in whatever manner they wish. we cannot deny that our opinions are formed in part by collecting pieces of information that have been reported through the mass media and contrasting them with the images of events or people, which already have been stored in our mind; hence, the negative description may conjure negative perceptions in our minds without actual knowledge of those we are being led to condemn (Faridah et al., 2011).

As a result, academics argue that the mass Media are responsible for supplying the information and images through which we understand our lives. In addition, mass Media are facilitating the opportunity for diverse discussion about social movements. Do not just include the voice of the reporter: They also include voices of the authorities, voices of those most closely involved with the events, and voices of readers who want to contribute their views via the letters pages (Philo, 2007).

Mass media, therefore, reflect the available discourses from those directly involved to the reaction of wider society. Consequently, have the potential to reflect a variety of ways the movement was framed during the time period. Frame analysis recognizes that such constructions are not value-free, but contain particular ideologies, which are presented to audiences as ‘truths’ (Oriola, 2017).

Framing indicates the process by which people advance a particular approach of an issue or reorient their thought about something. An easiest explanation of framing begins with a conventional expectancy-value model of an individual’s perception. Frames are abstract notions that distribute to organize or structure social meanings. Frames influence the perception of the mass audience. Frames support us to interpret the world around us and represent that world to others. They help us organize complicated phenomena into coherent, understandable categories. Frames add meaning through selective simplification, by filtering people's perceptions and administering them with a field of vision for a problem (Florine, 2016).

According to Entman (2006) Frames through continual ,placement and supporting association with each other, the words and images, that comprise the frame render one basic analysis more readily discernable comprehensive, and memorable than others. And also Framing is the endeavor to draw consideration towards, make more important, or else strategically construct certain aspects of a topic while diverting attention away from other aspects; similar to how a picture frame might be chosen in order to accentuate some aspects of a photograph or de-underlining others framing exists at four critical junctures in any communicative operation: the discourses themselves, the communicative message or text, the audience and the general culture.

Psychological studies, in turn, suggest that frames exist as intellectual arrangement within people's mind. Framing plays a vital role in the construction of news. When journalists seek to make sense of an issue or event, they engage in an operation of news framing that dictates how they cover it. Journalists do not simply narrate 'the truth' or 'facts'; instead, they narrate stories that provide frames for understanding the event or issue (Florine,2016).

2.12.1. Frame Building through Social Media

Social media offers politicians an opportunity to bypass traditional media and directly influence their audience's opinions and behavior through social media framing. This direct connection between a politician and the public disrupts the traditional communication flow of politician news media. Without the traditional news media as mediator, politicians have an opportunity to directly influence public perceptions and behavior frame through social media. Frames are communication devices that diagnose, evaluate, and prescribe issues. Social media offers politicians an opportunity to circumvent traditional media and to directly influence their audience's opinions and behavior by establishing their own social media accounts to frames their perceptions towards the targeted audience (Libby, 2018).

In addition politicians are indeed actively using social media to frame wide spectrum issues. Given the increasing use of social media for accessing news, studies like ours are important for understanding how existing models of media effects must change to account for new arrangements of authors, sources, and audiences. The social media algorithmic approaches that rely on actual texts offer promising methods for examining these effects (Libby, 2018).

The traditional media provide prominence to one piece of information to the detriment of others can be very diverse. All news stories narrations have omissions deliberate or not, as it is impassable to approach a topic from all its perspectives, using all achievable sources and explaining the role of all the participants directly and indirectly involved in the complications. It is achievable that the current possibilities provided by information technologies can partly resolve the traditional problems of time and space with such tools. And even if the sources and the information are the same, as mentioned, it is achievable to frame the information differently (Faridah, et, al, 2011).

However, Entman (2006) also acknowledges that a little phrase at the end of a text can determine the explanation of a message with more intensity than all of the other resources used to clarify the problem or issue. And on the adverse, an idea that is very accentuated in a news product can go unnoticed or be barely remembered by the individual who has been in contact with this enlightening product when this idea does not match the schemas and belief system of the reader.

There is a process of consistent negotiation between the individual's attitudes, social skills, ideology, and the new information that comes through various news texts. But this does not mean that the salience of frames in this process can be obviated. The concept of frame blends with the news criteria or values, which have a solid pressure in the selection of events that will become news (agenda building), and in the judgment on the aspects of the event on which the news will concentrate (frame building). Thus, narrative conventions applied to the drafting of a new piece include answering to the questions of who does what, and with what purpose (Zhou, & Moy, 2007).

It suffices to remember the rules to write the summary lead, which involves answering the five Ws: who, what, when, where, why. The information hand over in a news report is not the conglomeration of raw data that can lead readers to make their own opinions: news messages construct an explanation of reality through narrative techniques that highlight the news story's agents (the main characters), the behavior they carry out, the contextual elements and the possible connotation, among others (Ardèvol,2015).

2.13. Theories of Ethnic Conflict

The causes of ethnic conflict and violence are widely debated by scholars and political elites, across disciplines but these arguments can be categorized into three major theories of ethnic conflict namely: primordialism, instrumentalism and constructivism. Each of these theories have specific hypothesis regarding the root of ethnic identification, and following from this they reflect various sources of ethnic conflict.

2.13.1. Primordialism

Primordialism argues that ethnic personality is ascription, in that association is assigned at birth and thus difficult to adjustment. It posits that ethnic belongingness are inherent in us as human beings and we have deep natural relation that connect us to some people and produce natural divisions with others whether based on religion, race, location or language. Membership of ethnic groups is therefore settled and passed down intact across generations (Tina,2020).

According to Tina(2020) Primordialism perceives an ethnic group as an objective entity and ethnic identity for them is singular, fixed and timeless with unique social boundaries . Ethnic discrepancies are recognized as ancestral, deep and incompatible and as such ethnic clash stems inevitably and naturally from ‘ancient hatreds’ amid ethnic groups. And also analyzes the fear of expulsion, domination or even elimination that lies at the base of most ethnic conflicts, and expose the attachment to beliefs that provoke a depth of affection and sheer intensity that drive the violent barbarity committed in these conflicts.

2.13.2. Instrumentalist Theory

Instrumentalist or rationalist assumption that ethnic war rooted in new situation, this new theory sought to explain such perseverance as the result of the actions of community leaders, “who used their cultural association as sites of mass flow and as constituencies in their competition for resources and power, because they found them more competent than social classes”. In this perception of ethnic identity, and race are perceived as tools of identities, organized as means to the specific ends. Whether ethnicity is a common thought is not salient in the instrumentalist perception (Hossien, 2016).

Ethnic discrepancy is a part of innumerable conflicts or that a lot of belligerent human beings believe that they are battling over such disparity. Commonly instrumentalists believe that ethnic discrepancy is not sufficient to interpret violence and conflicts. At reality they perceive that

ethnic conflict began from human relation and new communication that some ethnic and associations benefits from others. This unfair treatment, injustice, alienation are the bases of ethnic conflict and instability. Some of this scholar are multi casual and some of them are mono casual (Hossien, 2016).

2.13.3. Constructivist Theory

Constructivist, set of accounts weight the salience of the socially constructed nature of ethnic associations, .Ethnic association pattern of settlement ,tribal charismatic leaders, socially built identities, indivisibility issue, and state concern with criterion setting can lead rational actors to heighten a dispute to violence, even when doing so is likely to leave argued the community much worse off(Brass, 2003).

According to Wimmer (2008) The constructivist theory realize ethnic identity as a socially constructed and fluid entity that can be formed through different means including conquest, immigration or colonization. Ethnic belongingness is perceived to be constructed with identifiable roots and expansion histories of contraction, division and amalgamation. They are fluid and arise within a set of social, political and economic processes. Constructivists contend that each society has a historically built master cleavage and narrative that political entrepreneurs can wield.

Constructivists perceive that identity to be a social segregated acclaimed by rules of belongingness, behavior expected in certain circumstances. They contend that these social categories are not natural, unchanging or inevitable because it is not genes but the internal logic of social discourses that drives identity building and condition individual's identities with specific groups. They draw attention to the historical construction and maintenance of segregated identities by colonial and post-colonial ruling elites for social and political control. The role of history, language, culture and symbols, for constructivists, is salient in instigating and sustaining ethnic rivalry (Brass, 2003).

CHAPTER THREE

3.1. Research design

The general purpose of this study concentrates, on the influence of ethnic-based social media content on the unity of law enforcement sector. So this specific research thoroughly investigates the effect of ethnic based social media narrations on law enforcement personnel. So, 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 apply exploratory type research design. Exploratory research design mostly applied on the research areas which are unseen areas or not been deeply researched one. So the researcher thought that this area is not has been seen yet to study.

According to Creswell (2014) exploratory research design make the researcher have a well understanding of the problem of certain issues. Besides the design 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, mixed method of approach is applied. Integration of data that has been collected through quantitative and qualitative data compilation process 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).

The researcher found mixed method approach is the right approach to conduct this type of study. This approach can support the research to answer the questions in two methods meaning through qualitative and quantitative approach, because of this, the research will have a better chance to collect appropriate ingredient data for the given research. Mixed methods offer a more complete picture by noting trends and also provide genuine and full generalizations as well as in-depth knowledge of participants' perspectives (ibid, 2018). In this specific study, a qualitative data collection approach applied data collection tools were interviews, and survey questionnaires. The participants are selected purposively from the Federal Police Force. Therefore, these purposively selected officers are active social media users.

3.2. Sampling and Sampling Technique

3.2.1. Target population

Population a shared term used to characterize the total amount of cases of the type which are the subject of the study. It can consist of objects, people and even events (Walliman, 2011). Since population constitutes the totality of units about which the research intends to study, the population for the study comprises all the 300 staff military personnel of Federal Police Commission from the security and law enforcement directorates. Participant Police officers are working in the different places of Addis Ababa. The target population is not only subjected to conduct on survey questionnaires. In addition interview with 10 line managers of different hierarchical duty were interviewed, the interviewee is conducted by assuming to reinforcing the validity and strength of the result.

3.2.2. Sampling Technique

A sample is a small proportion of a population selected for inquiry. It is an assemblage consisting of a subset or part of the objects or individuals of the population which is selected for the express purpose of representing the population, and also non-Probability and probability sampling are the two measure categories of sampling methods which helps to select a representative of population (Prabhat & Meenu, 2015). Non-probability sampling method called purposive sampling technique, also called judgment sampling. Through purposive sampling, the researcher learns how to choose informants efficiently and wisely, and to choose the level of analysis necessary to answer certain objectives (Bernard, 2002). Through using this non- random purposive selection the researcher selected personnel who has unlimited access to the social media networks. Therefore all purposively selected staff member are active social media user.

3.2.3. Sample size and Determination

According to the data available the total number the staff personnel deployment of the security and law enforcement directorate in Addis Ababa is 300. Including all levels, starting from ordinary members, junior Leaders, Team leaders, supervisors, division leaders and Directors. However the directorate consists of large number of population in Addis Ababa and across the regions, the researcher purposively targeted staff members. The staffs members who are permanently reside in Addis are 300 in numbers therefore the researcher purposively selected 110 active social media users. These participants are classified in to two. The first 100 participant are expected to respond the survey questionnaires the rest 10 officers also participated

in face to face interview. The sampling objective was to recruit active social media users therefore these 110 purposively selected officers were active social media users. And also Participants officers were selected from various ethnic compositions meaning all officers from different ethnic background are invited to participate in this study.

3.3. Data Collection Instrument

Data is collected through primary methods. Primary data is collected through interview and questionnaires.

3.3.1. Collection of Primary Data

Due to the nature of the research, the researcher used a couple of primary data collection methods. Primary data collected through survey questionnaires & face to face interviews as well as phone interview are conducted. Syed (2018) stated that Primary data are gathered by the researcher always has a chance to be called genuine reliable. It is also authentic and had not been published yet. Data that has been collected through primary data is provided genuine results for the subject matter. Primary data is more authentic and valuable than secondary data. Using primary data helps the research to collect specific data that is going to apply for the intended study, and also there is ample chance to collect additional information to make the study fully informant.

3.3.2. Questionnaire

The researcher used a questionnaire for the data gathering process, the reason why select this data collection mechanism is to keep the participant in the frame of the research topic and to minimize confusion. Survey questionnaires are used to collect numeric data and perceptions through close-ended questions; therefore, the outcome of these survey tools, make the study, credible as well as valuable. Among the various types of questionnaires, the researcher decided to use a close-ended one. Out 100 distributed questionnaires, 97 of them are carefully and successfully collected.

Joel (2010) stated that closed-ended questions include all possible answers/prewritten response categories, and respondents are asked to choose among them. Because of these, the researcher aims to prepare and, deliver 100 questionnaires in two languages and distributed to security and law enforcement departments. Participants are recruited in terms of their social media proximity as well as their police service experience.

The selected language mediums are English, and Amharic. Among the data collection methods the researcher applied likert model of questionnaires. Likert scale is one of the mechanisms of the data collection instrument. This method is easy for the research participant to understand and to fill the information box without confusion.

According to Anol(2012), Likert method is very popular in measuring ordinal data from social science research, Each questions have used five scales ranging from 1 up to 5 and 5 which stands for strongly agree, 4 which stands for agreeing, 3 which stands for neutral, 2 which stands for disagree and 1 which stands for strongly disagree. This section is chosen to respond the influence of ethnic based social media contents on the unity of EFDR Federal Police personnel. Through this mechanism participants are involve themselves very easily, and having a clear understanding about the issue can answer their extent of agreement or disagreement on a five or seven-point scale ranging from “strongly disagree” to “strongly agree”.Likert scales are summated scales, that is, the overall scale score may be a summation of the attribute values of each item as selected by a respondent.

3.3.3. In Depth Interview

The interview is conducted one to one bases. Interview could be conducted face to face, telephone, and email however face to face oral interview is best to have accurate and credible information about the subject of the study (Kothari, 1990). On this study the researcher applied face to face interviews with 10 Federal Police officers. The interviewees are from various ethnic and, duty background. The concentration of the interview focused the influence of ethnic based social media negative narration on the unity of Federal Police personnel. On the other hand, the diversity of their ethnic background, experience in the police service, their social media participation and usage are considered. Semi-structured interviewing is may be the most universal type of interview used in qualitative social research. In this type of interview, the researcher wants to know the specific information that can be compared and contrasted with information gained in other interviews (Dawson, 2007).Because of its visible significance and compatibility with this research. The researcher found semi-structured interview is the best alternative.

3.4. Study Area

The geographical coverage of the study is all in all in the capital city of Ethiopia. The head quarter of security and law enforcement directorates is located in Addis Ababa around flamenco. The directorates have five departments under its jurisdiction. These departments relatively consists 1200 military personnel. These personnel located in to five camps across Addis Ababa: Mexico, Gulele, Goma Kuteba, Teklhimanot and flamingo are the camps location. An informant who lives in the camp are from different hierarchies of career starting from ordinary member up to the various line military supervisors. Concerning the ethnic composition of the respondent are gathered from various ethnic background are participated across the nation. Tools that have been applied in the above mentioned areas are questionnaires and depth interviews are conducted with diverse hierarchies of military officers.

3.5. Method of Data Analysis

For this research purpose, mixed approach method is applied. The data which is collected through qualitative and quantitative methods are analyzed according to their nature. Qualitative data are analyzed thematically. According to the definition by Hatch(2002) Good qualitative research needs to be able to draw interpretations and be consistent with the data that is compiled. Thematic Analysis is competent to disclose and variables or identify factors that influence any issue generated by the participants. Therefore, the participants' interpretations are significant in terms of giving the most appropriate explanations for their behaviors, actions, and thoughts. This fits in well with the appearances that are muddled in the process of Thematic Analysis. The qualitatively collected data like interviews were analyzed thematically. The quantitative data was analyzed through quantitative type of explanatory analysis method. Descriptive statistics were applied in the study. All types of quantitative data that are gathered through questionnaires and interviews are organized and presented in chart, table, and graph. Descriptive statistics helped the researcher to summarize and present the data in statistical arrangement. In view of that, statistical techniques such as mean, Percentage, frequency and standard deviation were used to analyze and describe the data. Concerning statistical data interpretation and to keep the accuracy of the quantitative out puts SPSS version 23 is applied.

3.6. Ethical Consideration

The basic aim of ethical concern is focused in protecting safety and security of the respondents. Because of the sensitive nature of the topic Participants were hesitant to provide their contribution freely. However, the researcher stepped forward to convince the secrecy of their participation, therefore participants were not asked to expose their identity aiming to protect internal and external pressure. The research was conducted by taking basic ethical considerations into account like asking the participants willingness, promising not to pass their contribution to the third party or misuse information beyond the aimed purpose, not to expose the identity of the respondent to anyone. On the other hand, reporting data honestly and genuinely without changing or altering the findings to satisfy certain predictions or interest groups was also a major issue of concern dealt in the research. Throughout the data collection and analysis procedures, confidentiality of respondents will be maintained to avoid any influence from the duty environment.

CHAPTER FOUR

DATA PRESENTATION AND ANALYSIS

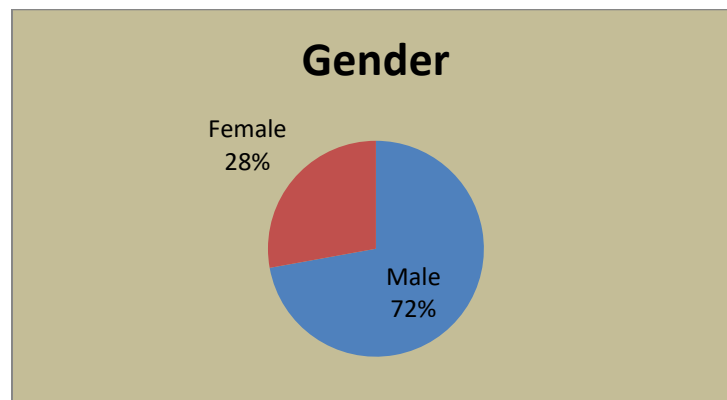
4.1 Introduction

This chapter displays the data presentation and interpretations of the study. In this study 110 participants were involved, 100 participants were aimed to fill the survey questionnaires and the rest 10 long served and educated line managers participated in in-depth interviews. As a result, 100 questionnaires' distributed to federal police officers for those who remain in Addis Ababa on security and law enforcement duty. Out of 100 distributed questionnaires, 97 of them are carefully and successfully collected. Also, 10 face-to-face and phone interviews were conducted with officers who assumed various duty deployments positions. Interviews were conducted using semi-structured interview mechanisms. The collected data are presented in this section in various charts, graphs, and table formats in terms of frequencies, percentage, mean, and standard deviation.

4.2 Demographic Characteristics of survey questionnaires Respondents

There was a total sample of 100 survey questionnaires distributed. For this study purpose, various hierarchical positions of Ethiopian Federal police Commission members participated, but the returned questionnaires numbers are 97. Despite the crime prevention sub-sector consists of 15 directorates the researcher specifically selected the staff members of the security and law enforcement directorate. Therefore the demographic statistics of participants are presented below.

Figure 1. Gender Statistics of the Respondents.



Source survey Questionnaires (2021).

Figure .4.1. Shows the gender demographic balance of the participants. The participants total number is 97 among these 70 are male participants, which means 72% out of the general population is male. The rest 28% were females this shows that 27 participants from the general population were females. This data would tell as EFDR Federal police Commission likely has a tendency to hire more men than women. Furthermore, male personnel has more affiliation to the law enforcement sector than females.

Table 4. 1. Age of the Selected Respondents

No	Age	Frequency	Percent
1.	18-24	22	22.68%
2.	25-29	41	42.2%
3.	30-39	25	25.7%
4.	40-49	9	9.2%
	Total	97	100%

Source survey Questionnaires (2021).

Participants are categorized in terms of ages, as we have seen in the above table. Majority 42.2% are between 25-29 while significant percentage 25.7% are between 30-39. Still 22.68% are in age group between 18-24: only 9.2% are in the age group above 40. This shows that majority in the law enforcement are between the age of 25-29.

Table.4.2.Respondents Level of Education

Data	Secondary school	Certificate	Diploma	BA,Degree	MA,Degree
Frequency	22	8	29	28	10
percent	22.6%	8.21%	29.8%	28.8%	10.3%
Total.	97 personnel=100%				

Source: survey questionnaires (2021).

Table 3, is displayed the educational level of the research participants of Federal police officers. The personnel education was categorized into five Educational levels. Despite the questionnaires were invited for those who have PhDs and above educational level, but the collected questionnaires record shows that there are no PhDs or above participant were registered. 29.8% are Diploma holders, 28.8% BA, 22.6%, secondary school graduates, 10.3% MA and the rest 8.21% are certificate holders. According to the data majority of the participants are Diploma holders.

Table.4.3. Duty Position of Respondents

No	Positions	Frequency	Percent
1.	Division	1	1%
2.	Supervisor	16	16.4%
3.	Team	37	38.1%
4.	Ganata	9	9.2%
5.	Member	34	35%
	Total	97	100%

Source survey Questionnaires (2021).

Table 4.3. Represent the duty position of participant police officers. According to the collection, there are five duty position participants registered 38.1% of them are team leader, 35 % are from the ordinary members,16.4 percent also from supervisory level,9.2 percent are Ganata leader, the rest 1perecnt is division leader. Therefore in this category team leaders are dominantly participated and followed by ordinary members.

Table .4.4. Respondents Ethnic composition.

Category	Ethnicity												
Ethnicity	Oromo	Amhara	Tigery	Guragey	Sidama	Welayet a	Hadeya	Shenash a	Ari	Kembat a	Silte	Gumuz	Kefa
No	27	23	6	10	6	9	7	1	1	1	1	3	2
Total 97													
percent	27.8	23.7	6.1	10.3	6.1	9.2	7.2	1	1	1	1	3	2
Total 100 Percent													

Source survey Questionnaires (2021).

Table 4.4, indicates the respondent ethnic compositions; According to the survey data. Participants from Oromo ethnic group cover a share of 27.8 percent from the general respondents. The next bigger number is the Amhara ethnic group, this group registered 23.7 percent. Tigrayan Ethnic group the number of respondents is 6.1 percent. Guragey ethnic group respondents cover 10.3 percent. Sidama ethnic group respondents cover 6.1 percent. Welayeta

ethnic group respondents recorded 9.2 percent. Shenash, Ari Kembata, and Silte took only 1 percent., Gumuze, and Kefa, ethnic groups percentage share became 3percenta and2 percent respectively. The sum totals of the participant from the above-mentioned ethnic group were 97, therefore participants from Oromo and Amhara ethnic group have been found to be dominant.

Table.4.5. Social Media Preference of Respondents.

No	Social media platform	Frequency	Percent
1.	Facebook	95	97.93
2.	YouTube	59	60.82
3.	Twitter	6	6.1
4.	Instagram	8	8.24
5.	Telegram	16	16.49

Source: survey questionnaires (2021).

Table,4.5. Displayed the respondent data from Survey questionnaires on most often social media user's preferences from the above various social networking sites. According to the above data, most of the respondents use Facebook platform. To describe the respondents' statistical data (97.93%) respondents are active on the Facebook platform. YouTube users are (60.82%). YouTube is the most preferable social media network by the respondent next to Facebook. Telegram is the third registered platform in terms of respondent numeric data, telegram users are consist (16.49%). Concerning Twitter and Instagram social networking sites, they registered the least number of respondents. Twitter users took (6.1%) from the general respondent. Similarly, Instagram registered a minimum number of users, which is (8.24%). It should be noted that some of the respondents used more than one social media network.

Table.4.6. Respondents Preferred Social Media Platform for Law Enforcement Information

Social Media Platforms	Facebook	Youtube	Twitter	Instagram	Telegram
Percentage	93.81	56.7	0	0	0
Total	100%				

Source: Survey questionnaires (2021).

According to table 4.6, most law enforcement officers used Facebook and you tube to acquire helpful information for law enforcement purposes. So according to the statistical data gathered

(93.81%) of the respondents prefer Facebook for law enforcement information. The rest 57.7 percent of the respondent use YouTube as a source of law enforcement information. It should be noted that the same amount of respondents use more than one social media network. Therefore by looking at the above table it is clear to say that Facebook is more preferable to other social networking sites for law enforcement information.

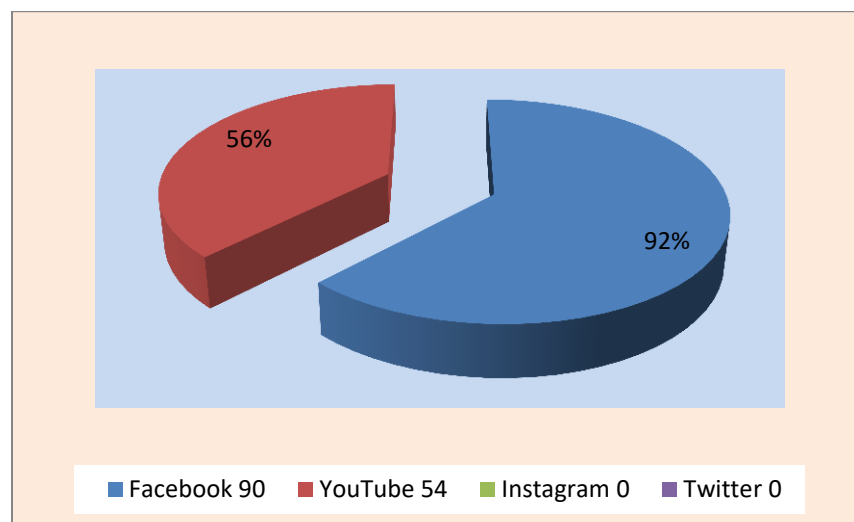
Table.4.7. Respondent Response on their whether law enforcement officers involved in negative ethnic-based social media information exchange

	Frequency	Percent
Yes	75	77.3
No	22	22.7
Total	97	100%

Source Questionnaires (2021)

Table 4.7, shows the response to whether law enforcement personnel were involved in posting and sharing negative ethnic-based social media content. Accordingly, (77.3%) participants confirmed that the law enforcement personnel were involved in distributing negatively narrated social media content. The rest (22.7%) of personnel choose the no option. This means they didn't observe law enforcement officer's involvement in such social media activities. To interpret the above gathered and presented data majority of the federal police officers are involved in social media ethnic-based negative narrations

Figure 4.2..Respondent data on which of the Social Media Platform Dominated by ethnic-based Negative Narrations



Source: Survey questionnaires (2021).

Figure 4.2 shows the response to the question that asked the respondents to select social media networks dominated by ethnic-based negative narrations.

It should be noted that the data presented in this section is out 100% for each social media platform because some respondents simultaneously select more than one platform. Therefore, according to the data presented in the above pie chart (92%), respondents chose Facebook as the main source of ethnic-based negative narrations. On the other hand (56%) chose YouTube as the main source of negative information. The rest of the social media networks are not selected by the respondents. This information indicate that, face book is dominated by ethnic based negative narrations, similarly next to Facebook, YouTube also has played significant role in disseminating ethnic based negative content.

Table 4.8. Respondents Social Media Ethnic issue post Experience from April 20 18 up to April 2020

How much is your social media post experience related to Ethnic issues	Frequency	Percent
Excessive	7	7.2 %
Many	30	30.9 %
Little	38	39.2 %
Not at all	22	22.7 %
Total	97	100 %

Source: Survey questionnaires (2021).

Table 4.8. Put the respondents' reply on the question related to ethnic-based social media post-experience from April 2018 up to April 2021. According to the data, 7.2 percent of respondents excessively used ethnic-based narrations. This means they were fully participated in posting and sharing ethnic-based social media content. Again 30.9 percent of the respondents stated they posted approximately many of the ethnic issues on social media platforms. On the other hand, 39.2 percent of respondents stated they had very little participation in ethnic-based social media content posting. The rest 22.7 percent respondents were never involved in posting ethnic-based social media content. According to the above data, 77.3 percent of respondent military personnel were involved themselves on ethnic-based social media narrations even though the degree of participation varies. This indicates the majority of the officers in one way or another had involved themselves in ethnic-related social media content.

Table.4.9.Respondents Response to their reaction when they see law enforcement officers posting inappropriate ethnic narrations

	Frequency	Percent
Respond with your thought on the issue	33	34.0%
Try to advise the person not to involve in ethnic issues	38	39.2%
Ignore	19	19.6%
Report for the concerned body	7	7.2%
Total	97	100%

Source: Survey questionnaires (2021).

Table 4.9. Shows response on what respondents do when they find a fellow officer posting inappropriate ethnic content (39.2%) stated that they participate by involving their thought on the issue raised. While 34.2 % of respondents stated that they would advise, the law enforcement officers not to involve in this kind of ethnic-based social media narrations. And (19.6%) indicate they just ignore it. Only (7.2%) stated that they would report the matter to the concerned body. According to the above data, 73.4 percent of respondents are directly involved themselves in commenting the ethnic based social media content. This manifests that most active social media users are sensitive to reply on the social media ethnic based issues.

Table 4.10.Ethnic Social Media Negative Narrations Should be prohibited by law

	Frequency	Percent	Mean	Standard deviation
strongly agree	63	64.9	4.21	1.290
Agree	11	11.3		
Neutral	12	12.4		
Disagree	2	2.1		
Strongly disagree	9	9.3		
Total	97	100.0		

Source: Survey questionnaires (2021).

According to the data presented in table 4.10, following the statement raised the prohibition of ethnic negative narration; majority (64.9 %) stated that they preferred prohibition of it by the law. The next majority (11.3 %) stated that they prefer strongly agree. And 11.3 percent of the general respondents stated that they would agree with the prohibition. (9.3%) stated that they would strongly disagree with the prohibition of the law. The remaining (2.1%) stated that they disagree with the prohibition. The statistical mean of the data is 4.21, which shows higher level of agreement. Therefore according to the above information, 76.3 percent of the respondent

agreed on the prohibition protocol against ethnic-based negative narration. So we can say the majority of the respondents agreed on the prohibition of anti-ethnic-based social media content.

Table 4.11. Balanced and fair participation in ethnic-based social media content is crucial

	Frequency	Percentage	Mean	Standard deviation
Strongly agree	42	43.3	3.84	1.288
Agree	20	20.6		
neutral	20	20.6		
Disagree	7	7.2		
Strongly disagree	8	8.2		
Total	97	100.0		

Source: Survey Questionnaires (2021).

Table 4.11. Shows response on whether fair and balanced ethnic social media contents are crucial. Accordingly 43.3% of respondents strongly agreed. 20.6 percent of them agreed, therefore this category holds a total of 63.9 percent of the respondent. On the other hand, 20.6 percent respondents remain neutral. And 7.2 percent indicated their disagreement, and 8.2 percent also showed strong disagreement; therefore 15.4% of respondents disagree with the Police participation in balanced and fair comments. The mean 3.84 indicating high level of agreement. The above data indicates that most of the police personnel are far from being fair and balance in social media participations.

Table .4.12. Law Enforcement Officers are Responsible for tackling Ethnic-based Social Media content

	Frequency	Percentage	Mean	Standard deviation
Strongly agree	58	59.8	4.08	1.351
Agree	13	13.4		
neutral	12	12.4		
Disagree	4	4.1		
Strongly disagree	10	10.3		
Total	97	100.0		

Source: Survey questionnaires (2021).

Table 4.12, shows response on whether it is the responsibility of law enforcement officers to tackle ethnic-based social media negative content. Therefore, according to the data, 59.8 percent the respondents strongly agreed and 13.4 percent agree; therefore this category holds 73.2 percent. 4.1 percent of the respondents disagree. The rest 10.3 percent of respondents strongly disagree with police participation in tackling ethnic-based social media content. The recorded

mean is 4.08 which tells that more have higher level of agreement with statement. The above information indicates police officers must be responsible in tackling social media negative narrations against ethnicities.

Table.4.13 .Law enforcement officers have to refrain from reporting and supporting Ethnic based social media debates

	Frequency	Percent	Mean	Standard deviation
strongly agree	63	64.9	4.19	1.357
Agree	14	14.4		
Neutral	6	6.2		
Disagree	3	3.1		
Strongly disagree	11	11.3		
Total	97	100.0		

Source: Survey questionnaires (2021).

Table 4.13. shows response to the statement which asks whether law enforcement officers should refrain from reporting and supporting ethnic-based social media debates. Therefore the collected data shows that 64.9 percent respondents strongly agreed and 14.4 percent agree. 11.3 percent strongly disagree and 3.1 percent of respondents disagree. The descriptive statistical data shows a mean value of 4.19. This indicated strong agreement to the statement. Moreover the above information indicates that 80 percent of respondents found on the range of agreement therefore, law enforcement officers have to refrain from supporting and negatively reporting ethnic-based social media debates.

Table 4.14. Among the law enforcer, the one who participates in ethnic-based social media strike has to be seriously charged

	Frequency	Percentage	Mean	Standard deviation
Strongly agree	70	72.2	4.56	.879
Agree	18	18.6		
neutral	4	4.1		
Disagree	3	3.1		
Strongly disagree	2	2.1		
Total	97	100%		

Source: Survey questionnaires (2021).

Table 4.14. shows the respondents' response on whether law enforcers' should be charged whenever he/she found participating in ethnic-based social media contents. 72.2 percent of respondents strongly agree, and 18.6 percent agree. 3.1 percent of respondents disagree, and the

rest 2.1 percent strongly disagree. Concerning descriptive statistical data, the mean become 4.56 indicating very strong support to the statement. The above information indicates that 90 percent of respondents found on the agreement rang; this tells us police officers have to be charged if they found negatively participate in ethnic-based social media campaign.

Table 4.15. Ethnic based social media contents have negative repercussion on law enforcement task

	Frequency	Percent	mean	Standard deviation
strongly agree	72	74.2	4.65	.693
Agree	19	19.6		
Neutral	3	3.1		
Disagree	3	3.1		
Total	97	100.0		

Source: Survey Questionnaires (2021).

Table 4.15, shows the response on whether there is negative repercussion of ethnic-based social media content on the law enforcement task. According to the data 74.2 percent of the respondents replied strongly agree. And 19.6 percent respondents replied agree. Among the rest six remaining respondents, Which the rest 3.1 percent also chose disagree, no one selected strongly disagree options. Therefore in the overall analysis, 93.8 percent of respondents agreed that there exist negative repercussion of social media ethnic contents on the law enforcement tasks. Concerning descriptive statistical data, the mean of the data became 4.65 and the standard deviation also registered 0.693. The above information tell as ethnic based social media content have negative repercussion on the law enforcement service.

Table 4.16. Ethnic based social media negative narrations severely damage the unity of law enforcement personnel

	Frequency	Percentage	Mean	Standard deviation
Strongly agree	72	74.2	4.60	.799
Agree	15	15.5		
neutral	7	7.2		
Disagree	2	2.1		
Strongly disagree	1	1.0		
Total	97	100.0		

Source: Survey Questionnaires (2021).

Table 4.16, displays the response on the influence of ethnic-based social media posts on the unity of law enforcement personnel. According to the data 74.2 percent of respondents replied strongly agree. 15.5 percent also agree. 7.2 percent of respondents chose to remain neutral. But, 2.1

percent chose to disagree and the rest 1 percent strongly disagreed with statement. In addition, descriptive statistical data shows the mean of these data is 4.6 this indicates the higher level of agreement. To analyze the above data 89.7 of the respondents rests on the range of agreement, therefore, based on the data the researcher can say social media negative narration against ethnicity severely damage the unity of law enforcement personnel.

Table 4.17. Binding law has to be passed for law enforcers who involve in negative narrations, exceptionally in law enforcement agencies to protect and safeguard the unity of law enforcement

	Frequency	Percent	mean	Standard deviation
strongly agree	53	54.6	4.25	1.080
Agree	29	29.9		
Neutral	5	5.2		
Disagree	6	6.2		
Strongly disagree	4	4.1		
Total	97	100.0		

Source: Survey Questionnaires (2021).

Table 4.17, shows response on whether to pass exceptional law to deter police involvement in ethnic-based social media negative narrations. According to the data, 54.6 percent of respondents strongly agree and, 29.9 percent also agree. On the other hand 5.2 percent of the respondent chose to be neutral. On the other hand, 6.2 percent of respondents disagree and the rest 4.1 percent respondents strongly disagreed with the statement. Concerning descriptive statistical data, the mean is 4.25, reflecting strong agreement. To analyze the above data, 84.5 percent of the respondent found on the range of agreement status therefore, exceptional law is crucial for those law enforcement officers to limit their negative participation against the ethnicity.

Table 4.18..Social media is a major source of ethnic conflict in Ethiopia

	Frequency	Percentage	Mean	Standard deviation
Strongly agree	62	63.9	4.44	.946
Agree	25	25.8		
neutral	4	4.1		
Disagree	3	3.1		
Strongly disagree	3	3.1		
Total	97	100.0		

Source: Survey Questionnaires (2021).

Table 4.18, shows the respondent's perception towards the contribution of social media ethnic-based contents in creating conflict within the state. Therefore according to the respondent data, 63.9 percent of the respondents strongly agree and 25.8 percent of the respondent agrees. 3.1 percent of participants disagree with the social media contribution in igniting conflict and the rest of the 3.1 percent of respondents also strongly disagree. The mean is 4.44, reflecting strong agreement. Following the data, 89.7 percent of respondents rest on the range of agreement, therefore we can say social media negative narration against ethnicity is the source of ethnic-based conflict in Ethiopia.

Table 4.19. The Goal of Ethnically motivated Social Media content is to achieve Political gain

	Frequency	Percentage	Mean	Standard deviation
Strongly agree	62	63.9	4.36	1.091
Agree	22	22.7		
neutral	4	4.1		
Disagree	4	4.1		
Strongly disagree	5	5.2		
Total	97	100.0		

Source: Survey Questionnaires (2021).

Table 4.19, indicates response on respondents believed that the goal of social media negative narrations is political gain. According to the above table 21, Majority 62.9 percent of respondents strongly agree and 22.7 percent of the respondent also agrees, the goal of ethnically motivated social media content is to achieve political gain. 4.1 percent of respondents disagree with the goal of ethnically motivated social media content. 5.2 percent of respondents strongly disagree with the statement. The mean value 4.36 it shows high level of agreement. The majority (86.6 %) of the respondents found in the range of agreement, therefore we can say most social media battles are aiming to achieve political gain.

Table 4.20. Ethnic based violent social media contents reduce the sense of patriotism among the law enforcers

	Frequency	Percent	mean	Standard deviation
Strongly agree	71	73.2	4.61	.771
Agree	19	19.6		
Neutral	2	2.1		
Disagree	5	5.2		
Total	97	100.0		

Source: Survey Questionnaires (2021).

The above data shows the responses of the participants on whether social media ethnic based content reduce to the sense of patriotism, Accordingly, 73.2 percent of respondents strongly agree and 19.6 agree on the issue. This means 92.8 percent of the respondents found on the range of agreement. 2.1 percent of respondents chose to remain neutral and no personnel chooses strongly disagree. The mean value is 4.61 this tells as higher level of agreement. Therefore the majority of the respondents agree the effect of negative social media narration against the sense of patriotism. The above data clearly stated that negative narration against the ethnicity can reduce the sense of patriotism.

Table 4.21 . Social media negatively frame each ethnic group uniquely towards the other

	Frequency	Percent	mean	Standard deviation
Strongly agree	59	60.8	4.40	.932
Agree	26	26.8		
Neutral	6	6.2		
Disagree	4	4.1		
Strongly disagree	2	2.1		
Total	97	100.0		

Source: Survey Questionnaires (2021).

Table 4.21, clearly states the respondents' response on whether social media negative frame ethnic groups. According to the displayed data, 60.8 percent of respondents strongly agree and 26.8 percent agree that social media frame of different ethnic groups uniquely. 4.1 percent disagree and 2.1 percent strongly disagree. The mean value is 4.40 this indicates the higher level of agreement. Therefore 87.6 percent of the general sample respondents' found on the range of agreement this means presence of social media framing is accepted by most respondents. Therefore social media tends to frame every ethnic group uniquely.

Table 4.22. Social media actors set conflicting agenda on various ethnic groups

	Frequency	Percent	mean	Standard deviation
Strongly agree	59	60.8	4.34	.999
Agree	21	21.6		
Neutral	10	10.3		
Disagree	5	5.2		
Strongly disagree	2	2.1		
Total	97	100.0		

Source: Survey Questionnaires (2021).

The above- data show the respondents' response to the statement, on whether social media actors setting conflicting agenda on various ethnic groups. Therefore 60.8 percent of the respondents strongly agree and. 21.6 percent of respondents agree. This means 82.5 percent of respondents found on the range of agreement. While 5.2 percent of respondents disagree, 2.1 percent also strongly disagree. In addition, the mean value became 4.34 this tells as higher level of agreement. Therefore the above data shows the majority of the respondents accepted the social media agenda-setting conspiracy.

4.2. Interview Data Presentation and Analysis

Interview questions are analyzed in this section. All interview respondents were active social media users, and also all the selected interviewees were continuously using social media and had more than 1000 social media friends and followers. The question raised for the interviewee is related to the social media negative narration of the ethnicity and the consequences on the law enforcement service as well as the effect on the unity of police personnel.

However, interview member responses vary in the selection of social media content, and interests. Some of the interviewees seek news feed on social media, some of them also seek entertainment-related content, etc. But all of them said they have something in common, national security issues, and law enforcement activities, in addition, political issues are the main concern of these active social media users. They said social media is endowed by ethnic-based content. Ethnic-based inconvenient posts have become obvious on social media. They said social media posts especially in these recent two years dominated by negative ethnic-based narrations, this kind of content repetitively circulates on social media and takes the attention of most social media users.

4.2.1. Personnel participation in Ethnic-based Social Media posts.

Participants asked about their participation in the online social media platforms especially their participation in ethnic-based negative social media posts. Fellow personnel reaction when they see police personnel posting negatively narrated ethnic-based content. The majority of the interviewees stated that the professional police officer has to act professionally in the online platform. The majority of respondents oppose military personnel involved in ethnic base social media posts. The majority of respondents stated that after the political reform takes place in 2018 so many police officers are involved in social media ethnic-based debates. And some are

considering themselves like liberation leaders. Several police officers social media participation inclined to their ethnic belongingness, everyone is fighting for its ethnic group rather than the common national interest. For instance interview R.5, March 28/2021 said,

our people in general, police personnel in specific living under artificial colony fence which means everyone from various ethnic group thinking like colonized and surrounded by the enemy and after all, they found themselves in unnecessary arguments within his coworker by taking the side to his or her ethnic belongingness

Informants said, In recent times social media create favorable conditions for those who use to generate significant revenue through posting and circulating ethnic-based social media content. In addition, many of the informants said, a bunch of police officers is leaking the police commission confidential through social media, and some of the personnel post on their pages aiming to generating money. According to the interviewee, several officers are posting fake messages in terms of text, images, and pictures through social media platforms especially on Facebook, many personnel uses Facebook to disseminate ethnic-based narrations. In addition respondents raised issue related to professionalism and police responsibility; these show respondents perceive the growing negative participation on social media is unnecessary, also respondent feel this kind of participation is embarrassing for professional officers.

R4 March 28/2021 said if the trained police officer who has government and public trust disseminate fake news imagine” what civil citizen thinks. If a police officer posts anything there will be a high tendency to be accepted and perceived as true by ordinary citizens

The majority of interviewees stated that if the negative social media participation of the police personnel continues in this manner, the worst crises in law enforcement service will follow. Moreover many respondents feel the police participation in social media ethnic based narration is accepted as unnecessary and undesirable.

4.2.2. Expected outcome of ethnic-based social media negative contents

All interviewee were asked about their expectation toward the growing ethnic-based negative social media narration against the law enforcement sector. All interviewee police officers put their ultimate fear against the spread and fast-growing ethnic-based social media posts. The majority of the stated that the fast-growing ethnic-based social media narrations are imposing a

potential threat to the existence and continuity of the Ethiopian Federal police commission. And the existing argument over the ethnic issue will lead the commission into disintegration. For instance, interviewee R3 March 23/2021 said,

Unless the negative narrations are not deterred by law, Ethiopian federal police commission will be terminated into the “tribal gang structure.

Many of the interviewees had said the fast-growing ethnic-based negative narration on the online platforms unless deterred by law it will bring the state collapse, in addition, respondent R3 March 23/2021 said

if the thing goes in this way there will be a potential civil war and ethnic cleansing like that of Rwanda.

Many of the respondents confirm if things go at such speed social unrest and mistrust of each other even in the police institutions is inevitable. Informants stated that many police officers are trapped by social media negative narration. This situation brings disobedience and reluctance to receive and obey the law enforcement rules and regulations. Therefore, the interviewee confirms that this kind of attitude could lead to potential violence and conflict in the state.

All interviewees have commonly agreed the social media negative narration has a potential impact on the existence of the Federal Police Force and the concept of national unity. Many respondents stated that the determining upcoming crisis is more worsen than our prior experience.

4.2.3. The Repercussions of ethnic-based social media content on law enforcement duty

All interviewees asked about the consequences of ethnic-based social media content on the unity of law enforcement personnel and the services in general. All informants seriously articulate the negative impact of, social media ethnic-based negative narrations. They stated that the repercussion of ethnic-based social media negative contents seriously damages the unity of law enforcer. Furthermore, these abnormal social media communications harm the services of the Federal police commission. Many informants' stated that: social media trapped several police officers to be inclined into their ethnic group, even in law enforcement operations. In addition, respondents also raised the issue related to racism and law enforcement operation; many respondents believe the social media negative influences impose a serious threat in law enforcement field operation. For instance, the interviewee R2 March 23/2021 said

when field operation takes place in different regions across the country, some of the police officers send and “leak confidential information” into the wrong hands this situation is backed sense of belongingness

In addition many Interviewees clearly stated that: some of the Federal Police Officers following the social media calls of extremists and anti-peace members joined the rebel group and turn their faces against the Federal Police Force. In addition, respondents also raise, the social media call for racism is slowly working even around staff structure, the informant added some of the federal police officer accused by their racist attitude. For instance informant R3, March 23/2021 said,

Some police officers try to fill the vacant position around him/her use to recruiting members from his language family, these means everybody is happy if someone belongs to his ethnic group has an advantage over the other.

All informants agreed on the influence of politics especially; ethnic-based social media political mess is penetrating the Federal Police Force. Following the social media campaign, so many Federal police officers were moved into the regional forces, some are also joining the rebel group across the state, for instance, interviewee R2 March 23/2021, stated that

On the eve of the war between the federal government and TPLF, there was a digital media campaign from TPLF to pull the trained Federal Police Force

In addition respondent, R7, March 29/2021 added those police officers were not moved in bare hands they took the government weapons and military vehicles in addition, some of the police officers were stored explosives and other war weapons in their homes. Those explosives devices were aiming to terrorize the capital city but were caught immediately

The majority of respondents stated that ethnic-based negative social media narratives also damage friendly relationships among the different ethnic background officers, every officer sees the other ethnic group officer in suspicious eyes, with no trust. Additionally, informants confirm that social media false illusions and fake news seriously damage the law enforcement sector in the Ethiopian Federal police. Respondents also raise the issue of the deteriorating law enforcement services.

Related to the recent Ethiopian context, especially in the Federal Police Force, the officers are showing sympathy and favoring only for their belongingness, due to this unfair and unbalanced

law enforcement treatment many citizens blaming the service and questioning the police impartiality.

Many of the respondents stated that social media campaign against the ethnicity is rising as time goes on, especially after the 2018 political reform. The political reform creates favorable conditions for racists several informants had said Ethiopians never experience cruelty in this variant, social media create a negative image against the police force. Some are considering police is not for the people it is against the people perception, even some federal police officer directly posts on the federal police commission social media platform against the police service by criticizing and blackmailing the service. Respondents articulate that many police officers nowadays accepting social media information as it is. For instance, R8 March 29/2021, stated that,

Some police officers believe and accept all social media circulating information without further investigation and try to argue the issue without questioning the source and the implication of the issues.

Many informants stated that an Ethnic-based social media campaign pulling law enforcers to give attention to ethnic issues rather than law enforcement duty. Everyone has become very sensitive to ethnic matters than daylight crime activities., if a police officer moves into his homeland for law enforcement obligation he couldn't perform like that of the rest members, all his concentration is not on the crime committed, but on the ethnic matters, he will show sympathy for the criminal based on his identity. Several interviewees identified that racism is delivering unfair service treatment with the law enforcement sector; these paths will lead to irreversible damage to the mass society. Many respondents feel that the participation of police officers on the ethnic based social media contents has very negative impact in law enforcement services.

4.2.4. The influences of ethnic-based social media negative narrations towards the unity of law enforcement personnel

Informants asked the influence of social media negative narration against the unity of federal police personnel. All Interviewees underline, and commonly agreed up on the pervasive effect of the influence of social media ethnic-based negative narration towards the unity of the law enforcement force. Many of the respondents stated that social media ethnic-based negative

narrations seriously questioning the unity of the law enforcement sector. Respondents stated that socialization and friendly approach among different ethnic group is significantly deteriorating every police officer is approaching personnel from his language family and seeing other like an outsider. Social interaction also depends on the identity of the personnel respondents articulated that, the law enforcement operation depends on who you? Where you from? , etc. Every law enforcement activity is valued by ethnic-based sentiment, not only on the crime committed.

In addition, respondents raised the issue of national unity and patriotism therefore respondents clearly stated that the sense of national unity and patriotism is engulfed by the social media's negative narration. Sense of hostility and suspicion is growing among the partners of different ethnic backgrounds, arguing over the ethnic-based politics even blaming one over the other is become common respondent stated this kind of suspicion and blaming one over the other is also common in strategic leaders. This shows respondents are feeling the imposing danger over the unity of Federal police. Respondents stated that social media has a great role in creating division through spreading fake news and biased ethnic-based political issues, following the social media political debate, some of the partners are participating in social media ethnic political argument, again they use to act as political activists through the social media platform, even they use to post ethnic-based negative narration on the federal police commission social media platforms.

For instance interviewee R.9 March 29/2021, said, whenever you go around the headquarter office, you find everybody is chatting and arguing over political issues, arguing over a political issue is not something expected from the police officers, most of the time these arguments move into ethnic concepts then this situation create rough relationship among the partners. Moreover, respondent R5, March 23/2021 stated that if the victimized citizen from Amhara ethnic group the Amharans only feel the pain. If Oromo the same is true, this kind of sentiment is growing.

The law enforcement deployment is influenced by ethnic politics because of this the Federal Police Force unable to perform the law enforcement duty within its full capability.

Many respondents stated that Ethiopian federal police officers are affiliated and influenced by the heat of ethnic politics, all this kind of perception is growing after the political reform took place in 2018. Racist social media actors call the police officer to favor for certain ethnic group

rather than working on the principles of law enforcement services, the social media campaign, some of the Federal police officers developed a sense of victimization and vulnerability, therefore, even if they couldn't express their inner motion directly, they use to develop hatred towards his/her partners.

Many respondents' feel social media played a great role in facilitating ethnic-based hatred across the law enforcement sector; therefore, the impact becomes very visible in EFDR Federal police commission.

4.2.5. What has to be done to protect and safeguard the unity of the Ethiopian Federal Police Force?

Interviewees asked concerning how to protect and safeguard the unity of the Ethiopian Federal Police Force to achieve the desired goal of peace and security. The majority of the respondents stated that continuous follow-up on the indoctrination works is to be applied to every law enforcement personnel. In addition, the law enforcer by themselves have to aware of the impact of social media negative narrations against ethnicity, Police officer must clearly understand, analyze, and interpret the negative consequences of social media inflammatory narration, the police officers participation must be carefully seen, the law enforcer social media participation must give priority for harmony, peace, stability, human right, and national unity. In addition, respondents also raised the strategic leaders must be role models for fellow officers by being by the rule to everyone in the law enforcement sector. Moreover, all police training centers must sufficiently offer human and democratic rights. Many respondents raise issue of rehabilitation, on regular bases personnel must take rehabilitation lesson which helps to regain the lost national unity sentiment and also up indoctrination and evaluation tasks must be implemented seriously.

Several respondents articulated about the police training, they support the training to embrace lesson which builds national unity and sense of brotherhood. In addition, several respondents also raise the issue of regularly searching everyone's social media post content and electronic devices respondent argue this will help to identify the wrongdoers against the negative ethnic issues. In addition, many respondents support the issue of banning all ethnic-based online and offline debates among the officers, especially in duty areas. Concerning this issue respondent, R9, March 29/2021 , said,

Before the political reform, there was a trend to search all electronic devices to identify who is using? What for what purpose? And who is

acting beyond the expectation of police officer's routine, at that time if someone found supporting the extremist groups he/she was subjected to charge. If someone is found holding in their mobile devices: flags, Logs written materials of extremist groups or other illegal associations he/she will be liable for his /her action. Frankly speaking, these actions brought a “significant change” everybody was careful and distant. Especially there was no political and racial debate among the police officers. This trend ceased after the political reform, the absence of continuous investigation over the electronic devices and attitude of the Federal Police Force led to unmanaged disciplinary crises. So the commission has to establish a separate office to control and follow up the attitude of every police officer. In addition, follow-up practice and evaluation have to be conducted”.

R5 also articulated that “the intelligence bureau should give attention to the attitude of individual police officers. The office should control the online and offline participation of every police officer.

Many of the respondents believe that to implement law and order and also to protect the citizens democratic and human right the law enforcement sector has to be seriously threatened by the concerned government body.

4.2.6. The Responsibility of law enforcers to tackle social media negative repercussion

All of the informants forward their thought on how law enforcers tackle ethnic-based social media negative narrations. Many of the respondents agreed upon all law enforcers should deter false information and conflicting ethnic-based social media issue. In addition, many respondents take teaching and training as the deterrence mechanism. Providing pieces of training for all personnel on regular basis, using the available communication channels. The other deterrence mechanism razed by many respondents is identifying the wrongdoer and also their social media pages, this will help to teach and punish the right offender. Several respondents stated that all federal police officers must realize and identify the true sources of social media messages. In addition, law enforcement officers have a great responsibility in deterring fake and conflicting ethnic-based social media narration, especially within the law enforcement sector. Several respondents stated that Federal police commission personnel must agree unanimously to tackle

these ethnic-based social media broadcasts. In addition, several respondents commonly stress proactive measures against the social media offense significantly reduce the negative consequences, for instance, R2 March 23/2021, said.

“The social media's ethnic-based negative narrations are the central source of ethnic-based conflict in Ethiopia. It is also a source of national civil disobedience. Civil protest on the main streets, violence, campaign against infrastructural damage, ethnic cleansing calls are orchestrated and organized through social media platforms”.

Respondents also claim the technology to be a part of deterrence mechanism technology will easily identify fake news and fabricated information. For instance

R3 March 23/2021, said, “From the very nature, fake and fabricated news is more attractive than the real one. Therefore faker understood the power of fabricated fake news. Some of the fakers are also aiming the political gain”.

This shows respondents feel all law enforcers should deter false information and conflicting ethnic-based social media issue, as well as the Police Commission, also has a responsibility to follow up with its member.

4.2.7. Negative narrations against Ethnicity should be prohibited by law

The informants asked about their thought concerning the legal mechanisms to deter the social media negative narrations against ethnicity. All interviewees commonly agreed that the negative messaging against ethnicity on social media platforms is taken as a source of ethnic conflicts and political instability in Ethiopia. In this section of the interview, most 9 out of 10 respondents agreed in establishing legal ground to punish the offenses against ethnicity on social media.

Respondents stated that law enforcement personnel are responsible for a large part of society, if so they have to get the right lesson to distance themselves from such unnecessary acts against the identity of every citizen. The majority of respondents agreed to the government body to deliver the right kind of training to get back the misunderstood and misperceived law enforcers. In addition, respondents articulate, law enforcement officers are not only obliged to enforce law beside it is something expected that law enforcement officers be governed by the rule of law.

Police officers must be subjected to any law that the state ratified and implemented. The police officers are should not act like ordinary citizens; rather much more is expected from the trained

professional officers in terms of governed by the rule of law. According to the majority of respondents, binding law is a medicine especially for police officers to protect them from doing the wrong activities in related to social media ethnic-based narrations. Unless the police officers are treated in these ways recklessness will develop then this situation will be turned into total anarchy.

Moreover, respondents raise the issue like the destruction of government and private properties, blocking of main highways, killing of innocents, and other violent and illegal activities are orchestrated on social media platforms. If a binding law is established and come into effect there will be a significant impact in making peace and stability in the state. Many respondents agreed stated that if the legal restriction is not implemented on the ground the police commission tends to be a ground of political discussion. However, one respondent strongly opposes the legal restriction all his/her concentration is focused on teaching. R3 March 23/2021, said that,

teaching is a better option rather than punishment. On the other hand.R2 also encounters R3 said “everything is possible if we have a country to live, once we left stateless there is no any ground to accomplish other social and political needs. So to deter ethnic-based negative narration, binding law has to pass to preserve our state and people. Safety and security of the citizen always come first, the rest are secondary.

This shows that respondents feel that binding law is the best mechanism to protect online ethnic-based negative defamation crimes.

4.2.8. The Balance and Fairness of Police Officers Social Media usage related to Ethnic-based contexts

This question was about the police officers' fair and balanced participation on social media ethnic-based negative narrations. According to the interviewee, all informants said that in recent times most of the police officers are inclined to their belongingness rather than playing on the average level. You can't see fair and balanced comments on social media concerning identity political debates. The informant said these identity-based politics has engulfed the concept of balance and fairness, therefore favor and sense of belongingness are became the dominant action of most law enforcement personnel. Many respondents stated that some police officers are deployed in social media networks purposely to insult and negatively narrate certain ethnic groups. The majority of informants articulate that the issue of fairness and balance is blurred

because of ethnic-based negative narrations. Therefore respondents said that nobody is witnessing any officer be balanced and fair in ethnic base social media narrations. This shows respondents feel the necessity of fair and balanced judgment but in the current situation, no police officer is not doing that.

4.2.9. Social Media is a major source of Ethnic-based conflict in Ethiopia

Interviewees asked about the social media influence on peace and security issues in Ethiopia asked consequences all informants accepted and commonly agreed that social media are the main source of ethnic-based conflict in Ethiopia, and it is labeled as a source of continuous violence across Ethiopia. The informant said some social media actors, create fake news to misinform and dis inform the given society. Social media users make false image and videos which is non-existed false circumstances and distribute into the social media platform. *R3 March 23/2021, said*

if we see the violence of the last three years driven by many fake images and fake videos. These false messages were created confusion in the society's perceptions. R2 March 23/2021, said, with the northern Ethiopia conflict there were so many social media messages were transmitted, most of them were falsely narrated which later on identified as false, but the consequence was very impactful.

All informants feel that social media ethnic base false narrations triggered dangerous security threats to the unity of federal police law enforcer and against the unity of the country.

4.2.10. The objectives of those Police Officers who are participating in ethnic-based social media debates

Informants asked their perception towards the goal of those police officers who are participating in ethnic-based social media narrations. According to the information gathered through the interview, most interviewees responded that the objectives of those police officers who are participating in negative ethnic-based social media content are classified into three groups. The first one is that some police officers are participating in ethnic-based social media negative narration is due to their racist attitude towards their belongingness; therefore, according to many informants, for this group racism is the basic concern and their ultimate goal. On the other side, some of the police officers are instigated by political motivation. These police officers are clearly showing their political affiliation and their loyalty towards some political parties. The third category is the unreasonable participation of police officers. This means some police officers use

to participate in social media negative narrations without considering the effect and the consequences of their participation, this police officer does not have any political and racial intentions.

R4 March 28/2021, said participation is aiming to generate significant revenue from social media platforms. The second group also participates by considering helping their affiliated political party. The third group is aiming to intensify their extremist perception towards the political and racist attitude. The fourth group is endowed by personal motivations.

R2, March 23/2021, said some of the police officers participate in negatively narrated social media messages aiming to gain temporary benefit and some participate to divide the nation into pieces. R8, March 23/2021 said some police officer use to participate on social media simply by doing, like, comment, share the story without looking thoroughly the content of the social media posts. Some police offices are used to play as a double agent those police officers use to leak and share confidential issues on social media platforms.

R2, March 23/2021 said some police officers believe racism by itself is their ultimate goal, following this attitude many police officers went away from there deployment section and join extremist groups.

R3, March 23/2021 said racism is the major source of negative participation on social media. We have seen this in the northern Ethiopia part conflict during the conflict federal police officers from the Tigrayan ethnic group was opposing the reaction of federal government law enforcement action against the rebel group after all they join the rebel group by taking the military vehicles, and weapons. Therefore we can say racism and the ethnic issue is the main objective of social media clash.

CHAPTER FIVE

Summary of Finding, Conclusion, and Recommendations

5.1. Summary of findings

This study aims to assess the influence of ethnic-based social media negative narrations against the unity of law enforcement personnel, in addition, assess the influence over the law enforcement sector. For this study mixed-method approach is used. Data collection tools were survey questionnaires and interview methods. In this study 107 Police personnel have participated, 97 personnel participated in survey questionnaires and, the rest 10 of them also participated in the interviewee.

To what extent ethnic-based social media contents appeared on Facebook, YouTube Twitter, Instagram

Most of the Federal Police officers are affected by social media ethnic-based negative narrations. According to the assessment, Facebook is the most utilized social media platform in the Federal Police Commission; furthermore, Facebook is the main source of ethnic-based negative narrations. According to the data, a significant number of Federal Police officers witnessed Facebook as the main source of ethnic-based negative narrations, most of the news articles, stories, and other politically oriented narrations are widely available on Facebook. YouTube is registered as the second social media platform next to Facebook. YouTube has also become the main source of negative ethnic-based content. Many Federal Police personnel have widely used this platform as a source of information; however, nowadays most of the contents uploaded by Ethiopians are dominated by politics of ethnic hatred. Other social media platforms like Twitter and Instagram have not been selected as the main source of ethnic-based conflict.

The study showed that 77.31 percent military personnel were involved themselves in ethnic-based social media narrations. On the other hand interviewee personnel also confirm that Facebook is the main source of ethnic-based negative narrations. The interviewees articulated that by recalling the social unrest and civil disobedience after the political reform took place in Ethiopia: every violence and crisis is orchestrated mainly on Facebook. The interview said that Facebook is considered a weapon of struggle. In addition, some interviewees emphasize youtube also has a very significant impact in distributing ethnic-based negative narration through video contents. One of the interviews said, you-tubers have several reasons for broadcasting ethnic-based negative narrations, the first one is to generate significant revenue out of it by multiplying

their followers. The second aim is they post all negative ethnic-based video narrations by calculating their political gain. The rest you tubers just want to satisfy their ethnic-based egos.

How do Federal Police officers use social media?

Following the 2018 political reform take place in Ethiopia the attitude of the EFDR Federal Police officers is changing. Most of the Federal Police personnel are widely participating in ethnic-based negative narration on social media platforms. The rest of the nonsocial media users at the same time influenced by hear-say posts. Social media especially Facebook and YouTube played a very vital role in broadcasting ethnic-based content widely. According to the assessment most Federal Police officers use social media to get some kind of ethnic-based narration some Police officers participate in this situation by creating fake social media accounts, some dare to post with their genuine accounts.

According to the data gathered through the survey, questionnaires show that most of the Federal Police officers are active in participating in social media ethnic-based narrations. Data obtained through the survey shows, 77.3 percent of respondents confirmed that the police personnel involvement in ethnic-based social media content in different ways, in addition the interviewee also witnessed that several number of police personnel are participating in a very negative manner. According the response from the interview indicates, now a day many Police officers purposely post negative and divisive issues on social media platforms in a very regular way. However according to the survey respondents, 39.2 percent of participants trying to advise this Police officer from there wrongdoing on the same social media platforms, this kind of comment exchange also ignite the ethnic debate on social media platforms but, response to interview indicates some part of the Federal Police officers also use social media incomprehensively, without understanding the issue properly and the consequences as well. In one way or another Police officers are influenced by the social media ethnic-based contents because of this every law enforcement officer is pulled by social media broadcasts.

According to the data obtained from the interview: Federal Police personnel are using social media in untrained and irresponsible ways. Many Police officers are using those social media platforms in very reckless ways like never before in the Federal Police experience. The content of Social media posts from the Federal Police force contains issues of racism, politics, and other divisive elements. Federal Police officers' participation on Facebook and YouTube social media

platforms create division and mistrust among themselves. Therefore, the use of social media by Federal Police personnel is found in a very dangerous path.

Does social media content influence the unity of the Federal Police Force?

Majority of survey questionnaires and interview respondents stated that, social media ethnic-based negative narration severely damages the relationship among the law enforcers, and also significantly hurts the law enforcement duty. The Federal Police force's prior reputation was working as a member of one family for a common goal. There was no division among the personnel, especially on ethnic bases. But, in recent times social media ethnic-based rivalry among the social media actors influences the unity of law enforcement personnel. One of my informants R5 said “every Police officer is arguing for his ethnic identity rather than the true aspects of the situation” sense of belongingness is covering the law enforcement obligations. Majority of interviewees stated that, after a political reform take place in Ethiopia, every Police officer is practicing ethnic-based political movements, especially in online social media participation. The informant seriously articulates the seriousness of disunity among the law enforcement staff this uncontrolled political participation of law enforcement personnel damage the national sense of patriotism. All Interviewees underline the influence of social media ethnic-based negative narration towards the unity of the law enforcement force. These situations are seriously questioning the unity of the law enforcement sector.

What are the effects of ethnic-based social media negative narrations against the unity of the Federal Police force and the effect against law enforcement tasks?

The researcher's finding clearly stated that Social media's negative narration brought a very insignificant impact on the unity of the Federal Police force. The Federal Police law enforcement staff are highly influenced by the negative broadcasting of irresponsible bloggers, activists, news feeders, and other social media actors against ethnicity. These ethnic-based social media messages create division between law enforcement personnel and even create suspicion and hatred among the law enforcement personnel. These ethnic-based social media negative narration create a gap and deteriorate friendly relationship and brotherly hood situation and, through time sense of hostility and belligerency is growing. On the other hand, these social media negative narrations also seriously harm the law enforcement duty some of the personnel got the wrong perception against the rule and principles of law enforcement task by favoring and abusing the

rule and the regulation of the law enforcement proclamations even sometimes some Police personnel goes against the constitution of the state. The worst effect according to the collected interviews and survey questionnaire data was that several Police officers are moving from the Federal Police Commission to the regional rebel group and extremist groups, in addition, those Police officers are taking the Federal Police Commission law enforcement instruments like weapons and military vehicles. According to the data obtained through interview, some of the former Federal Police members immediately get into the war against the Federal Police force. All the above-mentioned issues are the clear image of the negative effect of social media ethnic-based broadcasting and the effect also impose disunity and fragility among the Federal Police force. besides, Police officers are not in a position to protecting and tackle social media illegal activities rather participating in the issues, most of the online arguments are driven by political motivations these political motivations are directly related to ethnic bases. According to the survey data and questionnaires finding, unbalanced participation and comments are the main features of the Police officers' social media experience.

5.2. Conclusion

This study is aim to find out the influence of ethnic based social media contents on the unity of law enforcement personnel at the same time, aiming to assess the influence on the law enforcement service. According to the data gathered through interviews and survey questionnaires this research concludes that social media negative narration against ethnicity seriously damage the unity of EFDR Federal Police law enforcement Personnel. Social media negative broadcasting against the ethnicity brought a significant division among the Federal Police personnel.

Federal Police personnel comes together from different ethnic backgrounds across the country, according to the response from the interviewee, unlimited media freedom, uncontrolled and unquestionable social media hate campaign brought suspicion and mistrust among the Federal Police law enforcement personnel. Because of this many Federal Police officers moved in to regional forces, some are also joined the rebel group by taking the weapon and military vehicles. Social media platforms Facebook and YouTube have played a vital role in broadcasting destructive ethnic-based content. According to the data collected for this research, Facebook took first place in spreading ethnic-based hate messages and followed by YouTube. According to the

data obtained from the interview, the attribute of the social media contents is influenced personnel to taking the side to own identity and blaming others.

Therefore following these kinds of social media content, most of the personnel favoring for their identity and ethnic belongingness rather than focusing on law enforcement issues. This research concludes that law enforcement service by itself is under heavy influence because of the influence of identity politics and racism as well as a sense of victimization. Some personnel from a certain ethnic group are considered the oppressor the other category also considered as oppressed. According to the data obtained through this research, the researcher concludes that crime and criminality are depending on the identity of the offender, besides, personnel is showing sympathy if the offender is from his/her ethnic group.

The collected data also shows that ethnic-based political debate is penetrating the law enforcement sector then this issue also creates arguments among themselves and this argument brought hostility and unfriendly relationship among the personnel consequently working together for common law enforcement goal is under serious crises. Some Police officers are knowingly and unknowingly acting as political activists, some purposely do politics in the law enforcement sector, and the rest are incomprehensively and recklessly participating on social media negative narration against the ethnicity. On the other hand, this ethnic-based social media negative narration influences personnel to leak confidential information to criminal groups as result a bunch of Police officer obliged to pay life sacrifices in addition the law enforcement operation become unsuccessful.

According to the data acquired through interviews and survey questionnaires, if Police personnel continue to do the above-mentioned negative effects on social media, it will negatively influence partners to stand together for common law enforcement goal, and finally, this situation will lead in to, potential dissolution of Federal Police Commission.

5.3. Recommendations

EFDR Federal Police Commission must realize and understand the negative effect of ethnic-based social media content to hold together these ethnically diverse law enforcement personnel. As we know Federal Police Commission is built by the conglomeration of various ethnic backgrounds across the country. Therefore if the diversity imposed danger the law enforcement

mission will be at high risk. Therefore, According to the data gathered for this research, the unity of the law enforcement sector is at high risk of fragility and incompetency. So the Federal government in general, Federal Police Commission high ranking official in particular have to be careful in analyzing and interpreting the negative repercussion which is coming from the social media ethnic-based narrations. In addition, necessary measures have to be taken to deter unwanted consequences. The following issue has to be considered to regain the unity of law enforcement personnel and to make law enforcement service effective.

One of the problems of the influence of ethnic-based social media negative narration brought disunity of Federal police personnel. The researcher recommends

- To strength the relation of police personnel from different ethnic backgrounds, the Police Commission has to offer follow-up training to tackle the spread of ethnic-based negative narrations against the ethnicity.
- Indoctrinating every personnel regularly, by providing sufficient teaching and learning material within adequate time and space. Indoctrination must be taken as the basic tool to shape the law enforcement sectors.
- Staff of the communication must offer continuous awareness creation tasks and expose the fake news and also provide media literacy work.
- Police media has to work with the issues like the love of partners and national unity. If the Police Commission public relations bureau tries to feed the genuine information and broadcast programs on the unity of law enforcement. If the above measures are taken it will be great to regain the eroding friendly relationship and national unity.

The social media negative narration unable the Federal police commission to deliver the law enforcement service as expected. Following this problem, the researcher recommends that ,

- Effective law has to be passed to control ethnic-based hate narrations and discriminations on online platforms. In addition, the law enforcement curriculum has to embrace: harmony, peace, stability, human rights democratic rights, equality, patriotism, and other issues related to rule of law.
- The Federal Police Commission has to praise model officers to encourage other officers to do a better job for their country. And also, follow-up practices like evaluation have to be conducted regularly.

- Control and punish those Police officers who used fake accounts to blackmail the Commission, and the law enforcement services by posting and sharing ethnic-based negative narration.
- The Federal Police Commission has to establish a separate bureau purposely to control and identify the online attitude of personnel and control the law enforcement service to be according to the rule and the regulations of the state.

Negative ethnic-based social media participation is one of the problems raised in this study, therefore to tackle the negative participation of Federal police Personnel,

- Intelligence bureau should give attention to the attitude of individual Police officers.
- The intelligence office should control the online and offline participation of every Police officer.
- If the officer is found guilty or misbehaves one should be punished according to his/her offense.
- Misbehaved officers should be controlled by advanced technology equipment.

REFERENCE

- A HERD Publication (2016). Research and social development. retrieved www.herd.org.np Follow Us: @HERDNep
- Abebaw, Y. (2018). Diversity in Ethiopia: A Historical Overview of Political Challenges Tampere University, Tampere, Finland
- Adane, H.(2014).Research practices at the Ethiopian federal police commission: status and challenges.
- Akmaliah, Z.(2009). Descriptive research design. An Analysis of Entrepreneurial self Efficacy and intention of University students: Faculty of Educational studies, University purta Malasia.
- Ali,S.(2020) Implications of Ethnic Conflicts, publication University of Gujirat. <https://www.researchgate.net/publication/342513264>
- Anna, J. Niklas, E. Patrik, J. Elisabeth, O. Abrak, S, D. Veronica, S. Johanna, S. Malin, E. Wimelius, Malin ,Å. (2019). Working Papers in Peace and Conflict Studies, no 12 Publication
- Ardèvol,A. (2015). “Framing theory in communication research in Spain. Origins, development and current situation”. Revista Latina de Comunicación Social.
- Asya A. Besova,(2018). Foreign news and public opinion: attribute agenda setting theory revisited. Louisiana State University and Agricultural and Mechanical College, besova@gmail.com
- Bakeer,C.(2018). Human security in theory and practice, Application of the Human Security Concept and the United Nations Trust Fund for Human Security, Human Security Unit Office for the Coordination of Humanitarian Affairs United Nations
- Bedell, J. (2010). What is the Difference between Social Media and Social Networking.
- Bernard, H.R. (2002). Research Methods in Anthropology: Qualitative and quantitative methods. 3rd edition. AltaMira Press ,Walnut Creek, California.
- Bhuiyan, S.(2011). “Social Media and Its Effectiveness in the Political Reform Movement in Egypt.” Middle East Media Educator. 1 January, Voulme 1, issue 1 Article 3.
- Brass, P. R. (2003). The Production of Hindu-Muslim Violence in Contemporary India Seattle: University of Washington Press
- Brian, D.(2021). facebook Demographic statistics. <https://backlinko.com/facebook-users>

- C.R. Kothari,(2004). Research methodology, methods and techniques. New Age International (P) Limited, Publishers
- Cappella, J. and Jamieson, K.(1997). Spiral of Cynicism. New York: Oxford University Press
- Chong and Druckman, (2007). Another factor that is related to the strength of a frame is its relevance: a frame that speaks of the core of the matter will be stronger than those that speak of peripheral issues.
- CIACU,N.(2014).The impact of new Media on society asist. Univ.
- Crang, M., & Cook, I. (2007). Doing ethnographies. Thousand Oaks, CA: Sage.
- Creswell, J. W. (2014). Research design: Qualitative, Quantitative, and Mixed methods approaches. Thousand Oaks. CA: Sage Publications.
- Creswell, J. W., Klassen, A. C., Plano, C.and Clegg Smith, K. (2011). Best practices for mixed-methods research in the health sciences. Washington, DC: National Institutes of Health.
- Creswell, J.W. (2003). Research design: qualitative, quantitative, and mixed method approaches. SAGE.
- Cutlip, Scott M. and Broom, G. H., (1999). Effective Public Relations. New Jersey: Prantice Hall.
- David ,H,& Bruce ,E.(2018). Intra generational Cultural Evolution and Ethnocentrism Journal of conflict resolution
- David, A& Lake, R.(1996).Ethnic Fears and Global Engagement: The International Spread and Management of Ethnic Conflict by, Copyright © 1996 by the Institute on Global Conflict and Cooperation.
- Davison (2006) Davison, J. (2006) The Politics of Hate: Ultrnationalist and Fundamentalists Tactics and Goals, Journal of Hate Studies,
- Dawson & Catherine (2002).Practical Research Methods, New Delhi, UBS Publishers' Distributors
- Dimitrakopoulou, Tzogopoulos & Nikolakopoulo,(2014).The Role of Social Media in Violent Conflict. Publisher Hellenic foundation for European.
- Elham ,Ali.(2019) MA thesis, Activism and Social Media Responsibility In Ethiopia:-The Case of Facebook & Twitter
- Elise,M. (2021) What Is Instagram and Why Should You Be Using It article

- Entman R.(2007) Framing Bias: Media in the Distribution of Power original article original article
- Entman, R.(1993). Framing: Toward a clarification of a fractured paradigm.
- Entman,R.(2006) George Washington university, framing U.S coverage of international news .
- Ethiopia Federal Police Human Resource(2021).
- Faridah, I. Normah, M. Chang, P. & Fauziah A.(2011). Images and Issues of Superpowers: An Analysis of International News Coverage by the Government-Owned News Agency, Federal bureau of investigation USA. (2012) website, <https://www.usa.gov/federal-agencies/federal-bureau-of-investigation>
- Federal Police(ETHIOPIA) website,2021.
- Federal Negarit Gazeta.(2011). 18th edition, Ethiopian federal police commission establishment proclamation page 6203.proclamation No 720/2011
- Florine,(2016) The Content and Tone of the Media Coverage with regard to the Refugee Crisis in Dutch
- Francesco, A.(2013). Ethnicity, Migration and Conflict :Evidence from Contemporary South Africa,MA thesis.
- Gamson, W. & Modigliani, A. (1987). Media discourse and public opinion on nuclear power: A constructionist approach. American Journal of Sociology.
- Gazette.(2012). The Importance of Incidental News Exposure and Social Filtering in the Digital Era
- Gordy, E.(1999). The Culture of Power in Serbia: Nationalism and the Destruction of Alternatives. University Park, PA: The Pennsylvania State University Press.
- Graham, E.(2018). The Ethnic Conflicts and Mass Media, PhD Candidate, Cyprus International University, Cyprusogyando [at]gmail.com
- H. Esra.(2013). Mediterranean Journal of Social Sciences MC SER Publishing, Rome-Italy) Vol 4 No 10, Istanbul University, Turkey arcan@istanbul.edu.tr
- Hossien, M.(2016). The causes of ethnic conflict in Multi-ethnic societies. Published online.
- Huma, P.(2017). Framing, Agenda Setting .Department of Mass Communication, Aligarh Muslim University, Aligarh..
- International Association of Chiefs of Police, (2015)website.
- Jimmie, M.(2014). Social Media, definition and classes of. Northern Illinois University

- Joel, A.(2010) .Communication Research Methods of Data Analysis M.Th. Communication
Tamilnadu Theological Seminary.
- Junco, R., Heiberger, G., & Loken, E.(2011). The effect of Twitter on college student
engagement and grades. *Journal of Computer Assisted Learning*, 27, 119-132. kevthefont
(2010). Curse of the Nike advert-it was written in the future. Bukisa, 1.
- Kamalipour, Y. R. (2007). *Global communication* (second edition). Publisher Belmont:
Thomson Wadsworth.
- Libby, H. (2018). *Framing in Social Media: How the U.S. Congress uses Twitter hashtags to
frame political issues*. Published by Illinois Institute of Technology.
- McCombs, (2004). McCombs, M. E., & Shaw, D. L. (1972). The agenda-setting function of the
mass media. *Publication Opinion Quarterly*.
- McNelly & Izcaray, (1986). McNelly, J. T., & Izcaray, F. (1986). International news exposure
and images of nations. *Journalism Quarterly*.
- Meyer & Tarrow, (1998). The inscription of difference: News coverage of the conflicts in
Rwanda and Bosnia. *Political Geography*.
- Mulugeta, A.(2019). *MA Mapping Online Hate Speech among Ethiopians: The Case of
Facebook, Twitter and YouTube*
- Natalia, A.(2017). The agenda setting hypothesis in the new media environment
- Nicole, B.Ellison & Danah, m. boyd,(2010).*Social Network Sites: Definition, History, and
Scholarship* published University of California-Berkeley
- Omidyar, P.(2014). "Social Media: Enemy of the State or Power to the People?" *The Huffington
Post*.
- Oriola M. Oluwakemi. (2017). *International Broadcasting Western media framing of African
countries*.
- Pichaya,T.(2019). Positive Impact of Mass Media on Society. *JOURNAL OF MEDIA
&SOCIETY*
- Power, A. (2000). *Longitudinal Analysis of Media, Parliament, and Government in Belgium
Comparative Political Studies*.
- Prabhat, .P& Meenu,M.(2015). *Research methodology: tools and techniques* Mishra Pandey ©
Bridge Center, 2015 Bridge Center

- Ramon, G.(2016). What is racism? Journal of world-systems research University of California, Berkeley.
- Ritholz,B.(2010).History of social media. <http://www.ritholtz.com/blog/2010/12/history-of-social-media/>
- Robinson, P. (2002). The CNN Effect: The Myth of News, Foreign Policy and Intervention. London: Routledge
- Sajjad,K.(2018).method of data collection All content retrieved:. [http:// www.federalpolice.gov.et/web/guest/background-information](http://www.federalpolice.gov.et/web/guest/background-information)
- Saleem,A. and Mengyan,Ma.(2017). A Tale of Four Platforms: Motivations and Uses of Facebook, Twitter, Instagram, and Snapchat among College Students?
- Sebastien.H. (2018).What is the Impact of Social Media on Law Enforcement Practices. Online article.
- Shanti, B,M.& Shashi,A.(2011).The impact of social media. Publishing-in-support-of, Education Publishing Rz, Dwarka, New Delhi Shubham Vihar, Mangla, Bilaspur, Chhattisgarh - Website: www.education.in
- Solomon, W.(2019). MA Thesis, On Assessing Meaning Construction of Social Media Discourses. In the case of Oromia and Somali Regional States Ethnic Conflicts of2017 and2018.
- Tesfaye, A.(2013). MA thesis. Social Media as an Alternative Political Forum in Ethiopia: the Case of Facebook
- Tesfaye, B.(2018). chapter five research design and methodology 5.1. Introduction Citation: Lelissa, T.(2018).Research Methodology; University of South Africa, PHD Thesis
- Thomas,S.(2012).Police and Social Media.
- Tina, K. (2020).ethnic conflict article, SAGE Publications' 21st (<https://peoplesunderthreat.org>).
- Toril,A.(2011). The framing of politics as strategy and game: A review of concepts, operationalization's and key findings
- UN.(2018). Human security in theory and practice Application of the Human Security Concept and the United Nations Trust Fund for Human Security, Human Security Unit Office for the Coordination of Humanitarian Affairs United Nations.
- Utah, J.(2017)Agenda Setting through Social Media: the International Communication Attribute agenda setting, priming and the media's influence on how to think about a controversial

- issue, University of South Carolina, USA.
- Uttam, P.(2014). Media Coverage on Ethnic Conflict in North-East India: An Analysis on the Issues and Challenges in Conflict Communication Research India Publications
- Valentino, N. Buhr ,TA. and Beckmann, M. (2001). When the frame is the game: Revisiting the impact of ‘strategic’ campaign coverage on citizens’ information retention. Journalism and Mass Communication Quarterly
- Voltmer, (2013). The Media in Transitional Democracies. Published, Cambridge: Polity Press.
- www.worldscientificnews.com
- Walgrave, S., Soroka, S., & Nuytemans, M. (2018). The Mass Media's Political Agenda Setting
- Wimmer, A. (2008). ‘The Making and Unmaking of Ethnic Boundaries: A Multi-level Process Theory’ American Journal of Sociology.
- Woodman, R.(2014). The science of organizational change and the art of changing organizations. Journal of Applied Behavioral Science.
- Ying,L. (2021) Twitter Statistics Journal of communication.
- Yüksel, E. (2001). Medyanın Gündem Belirleme Gücü. Konya: Çizgi Kitabevi. Mass media’s agenda setting function in the age of globalization a multi-national agenda-setting test.University of Ying, R.(2018).
- Zhou, & Moy. (2007). Parsing framing processes: the interplay between online public opinion and media coverage. Journal of Communication.
- Zinaida ,S.(2018). Competing theories of Ethnic conflict in the Caucasus. International relations at the Department of International Relations and European Studies, Faculty of Social Studies at Masaryk University, Czech Republic.

Appendices

My name is Fikadu, Gebreselassie. I am a graduating Masters student in Journalism and communications at Addis Ababa University. This is an interview questions for a thesis titled **‘The influence ethnic based Social Media on law enforcement personnel: case of EFDR Federal Police’**. Questions might only take maximum of 30-60 minutes. I appreciate for interest and cooperation. Thanks very much for your time.

Interview Questions

1. Are you active users of social media? If so which social media is your favorite?
2. How frequently do you post, comment and update your status on social media?
3. How many friends and followers do you have on social media?
4. What is your content interest on social media?
5. What is your participation in reporting and supporting Ethnic based social media issues?
6. What is your fear while you see ethnic based violent social media contents?
7. How do you see the content of ethnic based social media assault?
8. What are the repercussions of ethnic based social media content on law enforcement?
9. How do you see the influences of ethnic based social media negative narrations towards the unity of law enforcement personnel?
10. Since Federal police is collection of multiple ethnic backgrounds, what has to be done to protect and safeguard the unity?
11. What would be the responsibility of law enforcers to tackle social media negative repercussion?
12. Do you agree if negative narrations against the ethnicity prohibited by law? If not why?
13. Can you say that police officer offer balanced and fair participation in ethnic based social media contents?
14. Do you accept that social media is a major source of ethnic conflict in Ethiopia?
15. What are the objectives of those police officers who involve themselves on ethnically motivated social media contents?

Survey Questionnaire

Descriptions

My name is Fikadu, Gebreselassie. I am a graduating Masters student in Journalism and communications at Addis Ababa University. This is a survey questionnaire for a thesis titled ‘**The influence Ethnic Based Social Media on Law Enforcement Personnel: Case of EFDR Federal Police**’. They are 26 questions and might only take maximum of 10 minutes. I appreciate for interest and cooperation. Thanks very much for your time.

N.B your response are private and are not shared with anyone.

Part One

Participant profile

N.B. Please put ✓ or × sign on the space provided.

1. Sex: Male ☐ Female ☐

2. Age 18-24 ☐ 25-29 ☐ 30-39 ☐ 40-49 ☐ above 50 ☐

3. Educational Background. High school ☐ .certificate ☐ .diploma ☐ .First Degree ☐ . Above ☐.

4. Occupational Responsibility. Member ☐ .Team leader ☐ .Supervisor ☐ .Division leader ☐ . Director ☐ . Else ☐.

5. Service time in years A, 1-5 ☐ . B, 6-10 ☐ . C, 11-15 ☐ . D, 16-20 ☐ . E, above ☐

6. Ethnicity. A, Oromo ☐ . B, Amhara. ☐ C, Tigere. ☐ D, Guragey ☐.

E, Sidama ☐ . F, Welayeta ☐ . G, Hadeya ☐ . H. other _____

Part Two: Social media usage of informants.

1. Do you use social media? a) Yes ☐ b) No ☐

2. Which social media network you use most often ?

A. Facebook ☐ . B Youtube ☐ . C Instagram ☐ . D. Twitter ☐ E. telegram

3. Which social media network do you use for law enforcement information?

A. Facebook ☐ . B Youtube ☐ . C Instagram ☐ . D. Twitter ☐ E. telegram

4. Have you ever witnessed police officers broadcasting ethnic based negative content on social media?

A. yes ☐ B. no

5. In which social media platform do you observe ethnic based negative narrations?

A. Facebook ☐ . B Youtube ☐ . C Instagram ☐ . D. Twitter ☐ E. telegram

6. Try to flash back what you have posted amid April 2018 up to April 2020, your post related to ethnic contents? A.excessive ☐ B.many ☐ C.little ☐ D.Not at all ☐

7.What is your response while law enforcement officer posted disappointing ethnic narrations?

A. Respond you're thought on issue ☐.B Try to advise not to involve on ethnic issues ☐.C,Ignore ☐.D,Report for the concerned body ☐.

Part Three

Informant perception questions

For those below listed questions there are five options put (strongly agree,5), (Agree,4),(neutral,3),(disagree,2),(strongly disagree,1).try to mark on your best answers!

N.B. Please put ✓ or × sign on the space you agreed.

	Statement	Strongly agree	Agree	neutral	disagree	Strongly disagree
1	social media negative narrations against the ethnicity should be prohibited by law					
2	Balanced and fair participation in ethnic based social media contents is crucial.					
3	Law enforcement officer are responsible in tackling ethnic based social media contents.					
4	Law enforcement officers have to refrain himself/herself from reporting and supporting Ethnic based social media debates.					
5	Among the law enforcer the one who participate on ethnic based social media strike has to be seriously charged					
6	Ethnic based social media contents has negative repercussion on law enforcement task					
7	Ethnic based social media negative narrations severely damage the unity of law enforcement personnel					
8	Binding law has to pass for law enforcers who involve in negative narrations, exceptionally in law enforcement agencies to protect and safeguard the unity of law enforcement					
9	Social media is a major source of ethnic conflict in Ethiopia					
10	The goal of ethnically motivated social media contents are to achieve political gain					
11	Ethnic based violent social media contents reduce sense of patriotism among the law enforcers					
12	Social media negatively frame each ethnic group uniquely towards the other					
13	Social media actors set conflicting agenda on various ethnic groups					

Demography of interviewee

No	Code	Gender	Age	Position	Military Rank	Work Experience	Level of Education
1.	R.1	Female	33	Division leader	sergeant	13 years	MA
2.	R.2	Male	36	Division leader	Inspector	16 years	MA
3.	R.3	Male	43	Division leader	Chief Inspector	20 years	MA
4.	R.4	Male	36	supervisory	Inspector	8 years	MA
5.	R.5	Male	28	supervisory	Inspector	8 years	MA
6.	R.6	Male	29	supervisory	Sergeant	7	MA
7.	R.7	Male	36	supervisory	Sergeant	16	BA
8.	R.8	Male	29	supervisory	Inspector	7	MA
9.	R.9	Male	34	supervisory	Sergeant	14	BA
10.	R.10	Male	33	supervisory	Sergeant	12	BA

Source: Interview (2021)

Survey Questionnaire

አዲስ አበባ ዩኒቨርሲቲ

የጋዜጠኝነትና ተግባቦት ትምህርት ክፍል

የድህረ ምረቃ ፕሮግራም

የፅሁፍ መጠይቅ

ፍቃዱ ገ/ስላሴ መጠይቁ “The Influence of ethnic based social media contents on the unity of law enforcement personnel: The case of EFDR Federal Police Force” በሚል ርእስ ለተዘጋጀው የሁለተኛ ዲግሪ መመረቂያ ፅሁፍ ግብዓት የሚውል ነው። በዚህ መጠይቅ ላይ የቀረቡ ጥያቄዎች ማህበራዊ ሚዲያ አዘውትረው ለሚጠቀሙ በፌደራል ፖሊስ አባላት ሲሆን መጠይቆቹ የሚሞሉት በርሶ መልካም ፍቃድ ላይ ብቻ የተመሰረተ ይሆናል።

ይህ መጠይቅ ከላይ ከተጠቀሰው አላማ ውጪ ለሌላ ሶስተኛ ወገን ተላልፎ የማይሰጥ ነው።

ማሳሰቢያ ጥያቄውን ሲመልሱ በክፍት ሳጥን ቦታው ላይ ብቻ(✓) ወይም(×) ምልክት ይጠቀሙ
ክፍል አንድ በቃለ መጠይቁ የሚሳተፉ የፖሊስ መኮንኖች የግል መረጃ

1. ፆታ : 1. ወንድ ☐ 2. ሴት ☐

2. የዕድሜ ክልል: ከ18-24 ☐ ከ25-29 ☐ ከ30-39 ☐ ከ40-49 ☐ ከ50 በላይ ☐

3. የትምህርት ደረጃ: 1. ሁለተኛ ደረጃ ☐ 2. ሰርተፊኬት ☐ 3. ዲፕሎማ ☐

4. የመጀመሪያ ዲግሪ ☐ 5. ማስተርስ ☐ 6. ከዛ በላይ ☐

4. የስራ ኃላፊነት : አባል ☐ ጋንታ ☐ ቲም ☐ ማስተባበሪያ ☐ ዲቬዥን

☐ ዳይሬክተር ☐ ሌላ _____

5. የአገልግሎት ዘመን(ጊዜ) በአመት: ከ1-5 ☐ ከ6-10 ☐ ከ11-15 ☐ ከ16-20 ☐ ከ20 በላይ ☐

6. ብሄር: ኦሮሞ ☐ አማራ ☐ ትግሬ ☐ ጉራጌ ☐ ሲዳማ ☐ ወላይታ ☐ ሀድያ ☐ ሌላ _____

ክፍል ሁለት

1. ማህበራዊ ትስስር ገፅ ይጠቀማሉ ወይ? 1.አዎ ☐ 2.አልጠቀምም ☐

2. የትኞቹን የማህበራዊ ትስስር ገጾችን ይጠቀማሉ ? የሚጠቀሟቸው ላይ ምልክት ያድረጉ

1. Facebook ☐ 2. YouTube ☐ 3. twitter ☐ 4. Instagram ☐ 5. ሌላ _____

3. ከየትኞቹን የማህበራዊ ትስስር ገጾች ለህግ ማስከበር አገልግሎት የሚውል መረጃ ያገኛሉ?

1. Facebook ☐ 3. YouTube ☐ 4. twitter ☐ 5. instagram ☐ 6. ሌላ _____

4. በየትኞቹ የማህበራዊ ትስስር ገጾች ብሄርን መሰረት ያደረጉ ጥላቻ መልክቶችን ያስተውላሉ?

1. Facebook ☐ 2. YouTube ☐ 4. twitter ☐ 5. Instagram ☐ 6. ሌላ _____

5. ከ2018-2020 ድረስ ወደ ጌላ በማስታወስ በማህበራዊ ትስስር ገጾች ከለጠፉዎቸው መልክቶች ብሄር ተኮር የሆነው ምን ያህል ነው?

1. ሁሉም ☐ 2. ግማሹ ☐ 3. አነስተኛው ☐ 4. ምንም ☐

6. ህግ አስከባሪዎች በማህበራዊ ትስስር ገጾች ላይ ብሄር ተኮር የጥላቻ መልክት በሚለጥፉበት ወቅት የእርሶ ምላሽ?

1. በተነሳው ጉዳይ ላይ አስተያየት እስጣለው ☐ 2. ግለሰቡን በእንደዚህ አይነት ጉዳይ ውስጥ እንዳይሳተፍ እመክራለው ☐ 3. ያለምንም አስተያየት አልፋለው ☐ 4. ለሚመለከተው አካል እጠቁማለው ☐

7. የፖሊስ አባላት ሆነው በማህበራዊ ሚዲያ ላይ የጥላቻ መልክቶችን ሲያሰራጩ ተመልከተው ያውቃሉ

1. አዎ አይቻለው ☐ 2. አይ አይቹ አላውቅም ☐

ክፍል ሦስት

ከዚህ በታች ለተዘረዘሩ ጥያቄዎች አምስት አማራጮች አሉ አማራጮቹ 5.(በጣም እስማማለው) 4.(እስማማለው) 3.(ገለልተኛ)42.(አልስማማም) 1.(በጣም አልስማማም)ከተዘረዘሩት አማራጮች መካከል የተስማሙበትን መልስ በትይዩ ባለው ክፍት ቦታ ላይ የ✓ ወይም× ምልክት ያድረጉበት።

		በጣም እስማማለው	እስማማለው	ገለልተኛ	አልስማማም	በጣም አልስማማም
1	በማህበራዊ ትስስር ገዎች የሚደረጉ የጥላቻ ንግግሮች በህግ መታገድ አለባቸው					
2	በማህበራዊ ሚዲያ ላይ በሚደረጉ ዘርን መሰረት ያደረጉ የጥላቻ መልክቶች ላይ ተገቢና ሚዛናዊ አስተያየቶችን መስጠት አስፈላጊ ነው					
3	ህግ አስከባሪዎች ጥላቻን መሰረት ያደረጉ የማህበራዊ ትስስር ገዎችን መከላከል አለባቸው					
4	ህግ አስከባሪዎች የዘር ጥላቻን መሰረት ካደረጉ የማህበራዊ ሚዲያ ይዘቶችን ከመደገፍም ሆነ ከመከራከር መቆጠብ አለባቸው					
5	ህግ አስከባሪ ሆኖ በማህበራዊ ሚዲያ የጥላቻ ንግግሮች ላይ ተሳታፊ ከሆነ በህግ መቀጣት አለበት					
6	ዘርን መሰረት ያደረጉ የጥላቻ ንግግሮች በህግ ማስከበር ስራው ላይ አሉታዊ ተፅዕኖ አላቸው					
7	ዘርን መሰረት ያደረጉ የጥላቻ መልክቶች በህግ አስከባሪው መካከል ያለውን አንድነት በከፍተኛ ሁኔታ ይጎዳዋል					
8	የህግ አስከባሪውን አንድነት ለመጠበቅ ሲባል ተግባራዊ የሚሆን አስገዳጅ ህግ ለህግ አስከባሪ ተቋማት ብቻ በተለየ ሁኔታ መውጣት አለበት					
9	በኢትዮጵያ ውስጥ ለሚነሱ የብሄር ግጭቶች ማህበራዊ የትስስር ገዎች ዋነኛ ምክንያት ናቸው					
10	እነዚህ ዘርን መሰረት ያደረጉ የጥላቻ መልክቶች የፖለቲካ ትርፍን ፍለጋ የሚደረጉ ናቸው					
11	ዘርን መሰረት ያደረጉ የጥላቻ ንግግሮች በህግ አስከባሪው መካከል ያለውን ሀገራዊ የአንድነት ስሜት ያደበዝዘዋል					
12	ማህበራዊ ትስስር ገዎች ለብሄር ብሄረሰቦች ያልተገቡ መገለጫዎችን ያስቀምጣሉ					
13	የማህበራዊ ሚዲያ አንቀሳቃሾች ብሄር ብሄረሰቦችን ሊያጋጩ ሚችሉ አጀንዳዎችን ይቀርባሉ					