



JIMMA UNIVERSITY

COLLEGE OF SOCIAL SCIENCES AND HUMANITIES

DEPARTMENT OF SOCIOLOGY

**USES AND ABUSES OF SOCIAL MEDIA AMONG YOUTHS IN HOSSANA TOWN,  
SOUTHERN ETHIOPIA**

A THESIS SUBMITTED TO DEPARTMENT OF SOCIOLOGY IN PARTIAL  
FULFILLMENT FOR THE REQUIREMENTS OF THE DEGREE OF MASTER OF ARTS  
IN SOCIOLOGY AND FAMILY STUDIES

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**DECLARATION**

I hereby declare that this thesis entitled “**USES AND ABUSES OF SOCIAL MEDIA AMONG YOUTHS IN HOSSANA TOWN, SOUTHERN ETHIOPIA**”, has been Carried out by me under the guidance and supervision of Tesfaye Zeleke (PhD) and Tegen Dereje (MA).

The thesis is my own original work and it has not been submitted for the award of degree or diploma to any university or institutions.

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## **Abbreviations and Acronyms**

ANPPCAN	African Network for the Prevention and Protection Against Child Abuse and Neglect
CSAE	Central Statistical Agency of Ethiopia
ET	Ethio Telecom
FFI	Face-to-Face Interaction
HTM	Hossana Town Municipality
IM	Instant Message
MMM	Mainstream Mass Media
PSTN	Public Switched Telephone Network
SI	social Interaction
SM	Social Media
SMS	Social Media Sites
SMN	Social Media Network
SNNPR	Southern Nations, Nationalities and Peoples of Region
SPSS	Statistical Package For Social Science
SNS	Social Network Sites
VoIP	Voice over Internet Protocol

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## ABSTRACT

*Social media is playing a significant role in our everyday interaction on the life of the people. New tool is emerging every day and offer the users exciting opportunities.*

*The current study aimed at finding out the uses and abuse of social media in Hossana town, Southern Ethiopia. The study employed/adopted the frameworks of technological theories. The study employed both quantitative and qualitative methods. For the qualitative method, in-depth interview with five social media users and FGD with in school and out school participants were conducted. For the quantitative method, the questionnaire was used as a data gathering tool. The questionnaire was distributed to 99 randomly selected respondents. Data were collected from youths at the Addis ketema sub city in the Hossana town, basically three selected neighborhoods. Obtained quantitative data were analyzed through descriptive statistics such as percentage and frequency for quantitative data whereas thematic analysis was used for qualitative. The findings reveal that youths use more than two types of SM for different functions like interactions with others. Social media links the people inexpensively, easily and quickly and it opens the accessibility of any information. The data indicates that respondents of this study use social media sites to get information, to interact with people and to share information. Some other respondents also use social media sites negatively. It was found that with all its functions, using SM for long period of impacts stability of family, children, and society and stress, depression, anxiety and isolations are major perceived causes of SM abuses. Regarding prospects of using SM the findings shows that its usage will bring both the negative and positive effect on the life of people in the future. Based on the findings, some recommendations are suggested.*

**Key terms: social media, youths, interactions, Hossana, Ethiopia**

## CHAPTER ONE

### 1. Introduction

This chapter introduces various aspects, including background of the study, statement of the problem, objectives of the study, significance of the study, scope of the study, conceptual definitions and structure of study.

#### 1.1. Background of the Study

Modern technology in interaction has turned the entire world into a global village. However, technology like two sides of a coin, bring with it both the negative and positive sides. It helps people to be better informed, enlightened and keeping abreast with world developments. Yet, unwise use of technology can be a problematic (Terkula, 2014).

New developments in the technological world have made the internet an innovative way for individuals and families to interact. A more recent Global Web Index survey in 2010 reports that social media has now reached maturity and users are moving from just being content creators and publishers to using real-time technologies for sharing other people's content and opinions (Smith, 2011).

According to scholars Social Media (SM), is defined as a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of user generated content (Haenlein and Kaplan, 2012).

Social Media Networks (SMN) has created a phenomenon on the internet that has gained popularity over the last decade. People use social media sites (SMS) such as Facebook, MySpace, Twitter, YouTube and others to create and sustain relationships with other peoples. These SMS let those who use them create personal profiles while connecting with other users of the sites. Users can upload photographs, video, post what they are doing at any given time, and send personal or public messages to whomever as they choose (Boyd and Ellison, 2007).

Within the last decade, SMS have fundamentally changed the way people interact and share information. Approximately 900 million people around the world are active Facebook users. 140 million Twitter users generate over 340 million tweets and make more than 1.6 billion search queries daily. Hence, social media has become an integral part for social interaction (Spector and Kappel, 2012).

A recent, 2012, survey by the Pew Research Center's Internet and American Life Project shows that young adults are more likely than other adults to use social media. The 18-29 age group is the highest user of SNS, followed by 30-49, and to a lesser extent those who are 50 and over (Brenner and Duggan, 2013).

Hence, the use of social media platforms, such as Facebook, MySpace and Twitter, has become widespread over the recent years. For many, the use of these SM platforms has become a daily routine. Particularly for younger generations, social media has become an essential part of their social life. Since people engage in social relationships with other people with expectations of receiving social rewards from the interaction. Hence, the interface between the social media and the society in relation to interaction has shown stronger dynamics.

Lin and Atkin (2007) noted that technology in information exchange has allowed us to share our experiences and cultures whenever these linkages exist. Even though national borders survive today, they are essentially political boundaries maintained by nation-states. Social changes facilitated by the diffusion of social interaction by technologies in one society may no longer be confined by these artificial boundaries.

New media amongst youths who have grown up with the Internet as an important part of their everyday life and interaction formalities. However, due to the widespread use of the Internet, engaging for long period of time to it and SM in interaction and entertainment, significance decreases in face-to-face interaction, increases loneliness and individual isolation from society with association of risk factors in individual as well as in the larger society (Brignall and Valey, 2005).

In Ethiopia, a telecommunications service was introduced in 1894, during the rule of Emperor Menelik II. The first major telephone line construction spanned a total distance of about 477 kilometers and connected Harrar, a major trade center in the eastern region, with Addis Ababa, the capital city. The line, which took only two years to construct, also interconnected small towns situated along the route. While the Internet and mobile phone services were introduced in Ethiopia in 1997 and 1999, respectively. In recent years, the government has attempted to increase access through the establishment of fiber-optic cables, satellite links, and mobile broadband services. In 1984, the number of Internet subscribers was not more than 1000. One year later, the number of subscribers rose by 98.5% and reached 2,068 subscribers. According to the Ethio telecom (ET) data, currently there are more than 4.5 million Internet users in the country (Ethio Telecom, 2012/13).

In Ethiopia, among SMS, Facebook has been the prime social networking sites based on Internet World Status (Internet World Status, 2013). In December 2012 among 960,331 total internet users in Ethiopia, 902,440 have Facebook account (Jibat, 2012). In addition, Ethiopia social media demographics shows that 25–34 age group is the highest participant in social media user followed by the users in the age of 18 –24 (Staffer, 2013).

Ethio Telecom has reported that it has been losing revenue due to services provided by the applications. The Services provided by applications such as Facebook, video, skype and WhatsApp are popular amongst people as they are a cheaper alternative to connecting with friends and families as compared to a direct call (Telecom Ethio, 2016). In addition, most of the Ethiopian people use these social media sites for mate selection, marriage formation, business activity, propagating political situation, to add and confirm friends.

Around study areas Hossanna town in SNNPR, most of the peoples uses social media sites like whatsapp, facebook. Skype, video, and YouTube for social interaction or for disseminating information in countries and abroad via the internet. Most of the Hosanna peoples are migrants to South Africa, Dubai, Brute, America and other Europeans counties. Because of this, most of them used to interact with others particularly those who live abroad. Hence, social media allows peoples to interact with one another those who live in near and distant areas.

## **1.2. Statement of the Problem**

Current generation tends to rely on the net and also spends most of the time on social media sites such as facebook, youtube, viber, whatsapp or skype. This is probably due to the reason that people, particularly youngsters, use it extensively to get global access. The number of social media users particularly, Facebook, is increasing rapidly from time to time because a single message by an individual or group of people can reach thousands of other users very speedily at a time in unprecedented way, unlike earlier days the same messages were taking weeks or months. Technology based social media is one of the social interaction tools that are making social interaction easier and faster than ever (Boyd and Ellison, 2007).

Currently, there are more than 1.3 million Facebook users in Ethiopia (SocialBakers, 2004).The research done by Kassahun (2014) among regular preparatory students in Addis Ababa shows that 65 percent of the students are SMS users particularly Facebook. Moreover, from the total number of preparatory student Facebook users, 17.7% of students were found to be addicted. The majority (76%) of preparatory school Facebook users could be at risk of Facebook addiction and psychosocial problems because they might not understand how long they should

spend on Facebook and they might also have limited awareness about safe social media usage. On other hands, Social media are allowing citizens to exercise freedom of expression and speech. It also plays a remarkable role in political activities whether to criticize or support the ruling government in all over the world. In Ethiopia, Facebook has given equal chance to all its users to participate in political activities to discuss public opinion (Tesfaye, 2013).

According to Nick (2010), the usage of SM has got incredible advantages. It enables people easily share information and create a new relationship, arguing that as the popularity of SMS escalates, people's social interaction will also increase. However, contrary to this view, there are researchers who show their concerns about the possible disadvantages of SM on societal interaction if the usage of SMS increases among them. For instance, Ritel (2010) concluded that the growth of the Internet and social media sites has various negative aspects on the life of people like wastage of time, building of shallow and negating relationships, and causing rather than alleviating user's depression, loneliness, stress, social isolation, and withdrawal. In addition, Brignall and Valey (2005) explained that the widespread usage of social media via the Internet in interaction and entertainment, decreases way of traditional method social interaction.

Even though the merit and demerits of social media usage in different aspects are well recognized, few studies have been done on merits and demerits of social media usage in Ethiopia. Even researches conducted so far, in Ethiopia on Social Media usage were more of focused on Facebook usage among high school and college students. Moreover, there is a clear gap of knowledge regarding uses and abuses of social media in the study area, Hossanna town, which is administrative center for Hadiya Zone in SNNPR. Hence, the study at hand attempts to investigate uses and abuses of social media among youths of Hossana town using both qualitative and quantitative approaches.

Based on the knowledge gaps discerned above, the guiding research questions are:

1. For what purpose do the youths of town uses and abuses social media sites?
2. What are the prospects of using social media among youths in Hossan town?

### **1.3. Objectives of the study**

#### **1.3.1. General objective**

The general objective of this study is to assess uses and abuses of social media among youths in Hossana town.

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

The specific objectives of the study are:

1. To describe the existing type of Social Media commonly used by the youths
2. To analyze the merits of Social Media use among the youths of the town
3. To examine the demerits of social Media use in study area
4. To assess the prospects of using social media among youths in Hossan town

### **1.4. Significance of the Study**

This study assessed the uses and abuses of social media among youths in Hossana town. Since the social media phenomenon is continuing to grow at a fast pace, it is important to understand the function it has on personal interaction. Social media networks offer a straightforward way to converse with peers and get peer feedback, as well, which may influence young adults. This study will contribute to fill the gap concerning on uses and abuses of social media. It will also be significant in giving information related to uses and abuses of social media for users. Hence, this study is important not only for sociologists but also for policy makers, planners, public administrators and other fields. Generally, the significance of the study could be highlighted in the following statements.

- ✚ It will serve as a secondary source of information for those intending to carry out further research on uses and abuses of social media.
- ✚ Policy makers can use this study to strengthen policy issues related to uses and abuses of social media.
- ✚ It helps to widen the knowledge base in relation to uses and abuses of social media for study area and for other community.

### **1.5. Scope of the Study**

The study seeks to assess uses and abuses of social media among the youths in the Hossan town. It recognizes that new interactive technologies have uses on other neighborhood outside the three-selected neighborhood, and as such, this study will limit itself only in three-selected neighborhood, only age bracket of youths in Hossana town, SNNPR, Ethiopia.



## **1.6. Limitation of the Study**

The main limitation of this study was that its findings would not be generalized to the whole society, except the sites data were collected from. Another limitation was that availability of limited social media related research results about Ethiopian and African experiences. However, the researcher has used journals and other online materials instead.

## **1.7. Conceptualization of core concepts**

With the view to establish common ground and framework for the discussions, some frequently, used important concepts are defined as follows:

**Internet-** is the global system of interconnected computer networks that use the internet protocol suite to link devices worldwide (Sophia, 2006).

**Websites-** a set of related web pages located under a single domain name. Each web site contains a homepage, which is the first document users see when they enter the site. The site might also contain additional documents and files. Each site is owned and managed by an individual, company or organization (Ihlström, 1999).

**Social Media-** the set of web-based and mobile tools and applications that allow people to create (consume) content that can be consumed (created) by others and which enables and facilitates connections (Hoffman, 2013)

**Mainstream Mass Media** (traditional media)-is the means of liner interaction that reach large numbers of people in a short time, such as television, newspapers, magazines, and radio (Devereux, 2003).

**Social Interaction** is a dynamic sequence of social actions between individuals or groups who modify their actions and reactions due to actions by their interaction partner(s) (Boundless, 2016).

**Youth-** the term youth as defined in Ethiopian Youth Policy document representing the youth between age 15 and 29 (Butta, 2014).

**Neighborhood-** the lowest administrative units in the urban areas of Ethiopia (Butta, 2014).

## **1.8. Structure of Study**

This study is organized in to five chapters. Chapter one discusses the introductory part, which covers the background to the study, statement of problem, objectives of the study, significance of the study and structure of thesis.

Chapter two comprises of relevant literature. Over view of the Internet, social media and its topology, role of Social media in social interaction, characteristics of SM and SM Users, merits and demerits of SM use, effects of social media on traditional method of social interaction, internet and the rise of social media in Ethiopia, new media and Ethiopia law, Shannon-Waver model and theoretical framework.

Chapter three focus on methodology, which includes description of the study area, research method, research design, population, sample and sample size of the study, data collection instruments, methods of data analysis and interpretation, validity and reliability of research instruments, ethical issues, scope of the study, and limitation of the study.

Chapter four deals with presentation of data, analysis of results and findings. Finally, chapter five provides the summary, conclusion and recommendation part.

## CHAPTER TWO

### 2. Literature Review

This chapter reviews various aspects, including over view of the internet, Social Media and its typologies, role of social media in social interaction, characteristics of social media and social media users, merits and demerits of social media, effects of social media on traditional method of social interaction, internet and rise of social media in Ethiopia, the new media and Ethiopian law, theoretical frameworks and Shannon-Weaver model.

#### 2.1. Over-view of the Internet

Internet is made up of countless thousands of computers that are connected together by means of telecommunications systems. Internet connectivity is commonly established by using an Internet Service Provider, which is an organization that has a permanent presence on the Internet and provides a fixed line (Green, 2010).

Internet has revolutionized the way most people in the Western world live. The Internet is intrinsic to media and social interaction, entertainment, politics, defense, business, banking, education and administrative systems as well as to social interaction. The Internet can link all online computers and Internet enabled cell phones so that people able to use it to social interaction throughout the world. Internet is the integral part of our life for this matter life without the internet is unimaginable (Ali, 2011).

Moreover, these days the Internet has offered a wide opportunity on the net for e-commerce, health information, education, entertainment and a tool of social interaction almost all over the world. It is a very rich source of information for students and researchers as well as potential tool for writers and journalists with its wealth of contacts, story ideas, and background information (Ali, 2011).

Since the emergence of Internet, there has been significant growth in its importance, capacity, accessibility and convenience. These improvements have encouraged more people to use it more often, and it has become a powerful application in modern society. In 2013, over 2.7 billion people were Internet users, which correspond to 39% of the world's population. In the developing world, one-third (31%) of the population is online, compared with three quarters (77 %) in the developed world. Europe is the region with the highest Internet penetration rate in the world (75%) followed by the Americas (61%). In Africa, 16% of people are using the Internet only half the penetration rate of Asia and the Pacific (ITU, 2013). However, in Ethiopia, internet penetration rate is reached 1.9% (World Internet Stats, 2014)

## **2.2. Social Media and its Typologies**

Social media is the integration of digital media including combinations of electronic texts, graphics, moving images and sound into a structured computerized environment that allows people to interact with the data for appropriate purposes. The digital environment can include the internet, telecoms and interactive digital television. The web is becoming part of general business for interaction, sales, services and source of market information in general. It is changing business practices. Its technical limitations affect the amount of material and speed of access to material (Njoroge, 2013).

Due to the reason of social media interaction via to technology many things are changed and to be changed. Now a day, news, messages, and any other information that were usually taking days or months can now occur within minutes of its occurrences as a result of social media (Pizano, 2016).

Social media is the world phenomenon, which is used by more than milliard people and serves as an interface for interactions with people, business and social interaction where people create, share, and exchange information and ideas. Social media is dependent on the Internet technology and establish interactive platforms, which allow individual users or groups to create, modify and publish independently generated content (Mayfield, 2008 pp.403). Social media is a fusion of sociology and technology transforming monologue (one to many) into dialog (many to many). Therefore, interaction in social media can change traditional approach of societal interaction (Nekatibebe, 2012). The current study concentrates on the following social media types (Safko and Brake 2009).

- i. Social networking sites** (MySpace, Facebook, LinkedIn) are member-based Internet communities that allow users or individuals to construct a public or semipublic profile within a bounded system, articulate a list of other users with whom they share a connection, and view and traverse their list of connections and those made by others within the system (Ellison & Steinfield, 2008).

According to Baruah (2012) SNS contributes to the advertising services with its capacity to smooth healthy and direct relations between different brands and their public in an online platform, the public can easily and without scare forward their willing via online platform. As

well as its fundamental role in social interaction and socialization amongst users, SM touches every field of life such as politics, economic and education.

Boyd and Ellison (2007) explained that these days Facebook is a platform that enables people to connect with friends, family members, colleagues and acquaintances. It allows uploading, posting and share pictures and videos and also leaving comments on the content of other users.

- ii. **Videos in YouTube** have been considered as an information source for holidaymakers enabling them to search for specific activities, seek help and advice about their destination, or even watch live reviews. Video sharing i.e. YouTube is an easy and effective way to attract attention by sharing content on line. It works for both, individuals and companies, wanting to say something to the world. The official launch of YouTube happened in December of 2005. The Blog company noticed about YouTube, its new service "allows people to easily downloading, upload, tag, and share personal video clips through [www.YouTube.com](http://www.YouTube.com) to as they wish and across the Internet on other sites, blogs and through e-mail" (Jarboe, 2011, pp. 6).

According to Nielsen/Net Ratings from March 2008, the highest demographic of users in the United States are 52 percent male and 48 percent female, with a tie between forty-five to fifty-four-year-olds and people fifty-five and older (Safko and Brake, 2009).

- iii. **Interpersonal** i.e. skype and whatsapp is a tool that people exchange information, feelings, and meaning through via to the internet (Safko and Brake, 2009). Whatsapp is emerging as a key network for news in some countries, while Twitter turns out not to be as popular as British and American journalists often assume. YouTube is a vital conduit for some societies, but almost unused for news in others.

Germans and Italians have taken strongly to the network as have world cup hosts Brazil where 32% of urban sample use WhatsApp for any purpose and 15% for news. By contrast, the network has not yet caught on in the US, where only 3% use it for any purpose and just 1% for news (The Reuters Institute Digital News Report, 2014).

Skype offers three services: VoIP allows two Skype users to establish two-way audio streams with each other and supports conferences of up to 4 users, IM

allows two or more Skype users to exchange small text messages in real-time, and file transfer allows a Skype user to send a file to another Skype user (if the recipient agrees). Skype also offers paid services that allow Skype users to initiate and receive calls via regular telephone numbers through VoIP-PSTN gateways (The Reuters Institute Digital News Report, 2014).

Because of the above information, technology has also made available different avenues for social interaction for different purposes. The capabilities of computers and cell phones have allowed users to develop means to participate in the world of social networking, now making the device the mediator of interaction between individuals.

Lenhart (2010) found that 72% of all youths have a social media profile with 45% of youths using a social media site at least once a day. Many of these youths use social media networks to interact with family, friends, and even strangers. Social media sites have created new and non-personal ways for people to interact with others.

### **2.2.1. Role of Social Media in Social Interaction**

In the beginning, social media was meant to create a social environment where individuals can connect with friends and family, this has since been taken to a different level with social media being used for various different reasons. It has become an integral part of contemporary classroom, of advertising and public relations industries, of political campaigning and of numerous aspects of our daily existence. It provides opportunities for users to engage in self-presentation of identity and talk with family, new friends, colleagues and find funny. Social networks offer opportunities for expression that are less restrictive. Users may disclose at levels quite different information than in their traditional way of social interaction (Al-Deen and Hendricks, 2012).

In social interaction, it is paramount to understand the characteristics of certain medium; as a result, what makes SM distinct from other mediums of social interaction is its accessibility anywhere, anytime as long as there is connection (Dewing, 2012).

According to a study led by market research firm Penn Schoen Berland, published in The Hollywood Reporter, 88% of respondents view social networking sites like Twitter and Facebook as a new form of entertainment. People post their views and comments while watching TV, comedy, reality TV, sports and news, they also share jokes and funny videos (Solis, 2012).

Therefore, it is certain that the emergence of SM or new media would affect the usage habit of users toward traditional media and interpersonal social interaction as today's generation prefer to go online instead of face to face social interaction, sitting long to watch television at home or carrying radio, as it happens in rural areas, where there is no or limited access to television.

### **2.2.2. Characteristics of SM and SM Users**

While social media is a generic term covering different online platforms with various attributes, social interaction format, and sociability functions, there are certain characteristics that all social media applications fundamentally share. Some of the characteristics of SM and its users are as follows:

- a) **Openness** is prevalent as people, especially the younger generation, share their lives online via social media sites like *Facebook, Whatsapp, Viber and YouTube* and organizations use corporate blogs to distribute information and receive feedback. Rogers (1987) suggested openness to involve three types of behavior: requesting, receiving, and acting on information received. A study explored the difference in the act of interaction openness among various peer types found that interaction openness is higher among peers who share mutual work, interests or feedback (Myers, 1999).
- b) **Inclusiveness** is one of the most unique characteristics of SM. Mayfield (2008) argued that social media allows people to share and engage with each other so that they enable content shared to become more democratized than ever before. While varying in the degree of participation, social media has been employed by a number of organizations in order to facilitate a participative culture (Ross, 2009).
- c) **Connectedness**. Even though the physical presence is considered to be ideal in social relations, interpersonal ties can be maintained by not only face-to-face interaction but also mediated interaction via technologies (Wellman, 2003). By providing Web links to other sites, resources, and people, social media allows media users to move from one point to others in cyberspace, and offers connectedness to its users (Mayfield, 2008).

People with high connectedness feel close and amiable with others, identify with them, and engage with social groups whereas people with low connectedness often experience psychologically distant from others, feel themselves as outsiders, and are not adequate for social situations (Boyd & Ellison, 2007).

**d) Conversationality.** Compared to traditional media (television, radio, newspaper, and magazine), because of Internet, social media enables two-way social interaction rather than one-directional transmissions or distributions of information to an audience (Mayfield, 2008). Some scholars suggest that two-way social interaction may be examined by focusing on the key dimensions of feedback as a component of interactivity, active control, and synchronicity (Liu, 2003).

When social media continues to evolve, the pattern of social media use is also changing (Pew Research Center, 2005). According to Pew Research Center (2010), the popularity of blogs among adults over 30 has increased since 2006 while blogging of teens and young adults has dropped. Instead of blogging, the millennial generation and adults fewer than 30 are becoming more active in their use of SNSs. Indeed, almost 75% of teens and young adults use SNSs whereas 40% of adults over 30 use this type of SM.

In a sense, SMSs allow older adolescents to seek identification with others who they might have an easier time connecting with. The need to interact with others through online interaction platforms has been well documented for older adults as well. Utilizing both conversation analysis of the Senior Net forum and survey with the forum users, Wright (2000) found the crucial role of online interaction for aging individuals in providing social support that allows the forum users to feel a sense of community as well as to share life events. Whereas there is no big variation regarding with SM use between males and females (Pew Research Center, 2005), studies have shown some dissimilarity in choose of SMS and motives by gender (Barker, 2009). According to Pew Research Center (2007), boys use SMSs to enlarge their networks by adding and confirming new friends, while the major purpose of SMSs for girls is to preserve existing friendships. Raacke and Bonds-Raacke (2008) also found similar results that males are more likely to use SMSs with the purpose of flirting and learning about events. A research to explore motivations for SMSs users revealed that the primary motives. To use the SNS for females are interaction, entertainment, and for time killing (Barker, 2009).

An empirical study found that women are more likely to engage in SMSs than men, reflecting that women prefer person-to-person interaction online to men. On the other hand, males' motivations have roots in social compensation, learning, and social identification gratifications. Hargittai (2007) did observe that different ethnic groups and parental education groups have different preferences on specific SMS. For instance, Hispanic students tend to prefer *MySpaceto* Caucasians and students whose parents have a college degree are more likely to use



*Facebook* than students whose parents have no college degrees. In addition, Internet accessibility at the place of friends and family increases the likelihood of SM use.

### **2.3. Merits and Demerits of Social Media Use**

It is pretty obvious that social media provide a place where people across the world can stay in touch and feel closer and more connected regardless of the distance that separates them. It is providing a common way of linking people together through knowledge, behaviors, and attitudes, a sense of belonging to a greater social network other than one's own local community is effectively created. The Internet exemplifies such a significant means in connecting to a diversity of people, places, ideas, and cultures. New social media have provided ways in which people can interact with others across the world, without being restricted by the limitations of time and distance (Sawyer, 2011).

Social media allows people to make new friends and business connections, which can help them in many ways: finding jobs, finding companionship, locating assistance, receiving advice on various issues and promote products. It provides the luxury of joining many more groups and communities (Anurag, 2015). For instance, social media has also seen a great deal of usage by those seeking health information, with 59% of adult Americans (80% of internet users) reporting that they have accessed this type of information online (Fox, 2011).

Most of the aforementioned studies speak more about merits of social media use while the following is demerits of use of social media sites. The use of SMS on the internet is spreading widely, and had an impact heavily on the stability of the family in general, and on children in particular, which is known as demerits of SM use. Especially that the groups of youth are the most commonly used for these sites without guidance or effective control, and this in turn reflecting the existence of challenges have negative effects on stability of family and society at large. These leads people for many unnecessary practices in their life such as harassing other people, privacy violation and dangers of sexual solicitation (Dakhil, 2009).

One of studies in New York reported that the users spend long periods each day, leads to a reduction in the rates of interaction with the family and community, as well as the risk of depression and isolation from family and larger society (Decca and Sad, 1998).

In addition to being a source of depression and anxiety, social media is also a common source of stress to its users. Another survey performed on 7,000 mothers, found that 42% of mothers using the photo-sharing site Pinterest, reported occasionally suffering from Pinterest Stress.

Obviously, social media causes depression anxiety produced from chronic stress. In addition, another side effect of SM leading to depression is the experience of false intimacy. Hence, SM and truly social interaction is inversely related (Jacobs, 2014).

Cyber bullying has become a major issue among youths in the last couple of decades, as it allows its victim's to post things in front of their peers and humiliate them. With the use of Internet and mobile phones, a new form of bullying has emerged, often called cyber bullying. In cyber-bullying, aggression occurs via electronic method, via the Internet and especially through SM (Bannink, Broeren, & van de Looij – Jansen, 2014).

Hence, media use is an integral part of the daily life of peoples particularly adolescents, there are a number of risks associated with social media use, specifically, negative effects on mental health, cyber bullying, texting, dangers of sexual solicitation, and exposure to problematic and illegal content and privacy violations. These all above mentioned negative effects on the media users such as instability of family, anxiety, depression and isolation from family and larger society were known as demerits of SM use.

In general, most of the people used social media for both positive and negative purposes like two sides of coins. The same is true in the study area Hossana in Ethiopia some people misuse social media and other people also use SM positively.

## **2.4. Effects of Social Media on Traditional Method of social interaction**

### **2.4.1. Effect of Social Media on Face-to-Face Interaction**

As Przybylski and Weinstein of the University of Essex wrote in 2013, "Recent advancements in social interaction technology have enabled billions of people to connect more easily with people great distances away, yet little has been known about how the frequent presence of these devices in social settings influences face-to face interaction (FFI), affection in the family and increases mental illness on the individual " (Przybylski, 2012).

Over the past few decades, technology usage has grown significantly. Per the U.S. Census, 76% of households reported having a computer in 2011, compared with only 8% in 1984 (File, 2012). Of that number, 72% of households reported accessing the Internet, up from just 18% in 1998, the first year the Census asked about Internet use (File, 2012). As of 2013, 90% of American adults had a cell phone of some kind, and for people under the age of 44, the number was closer to 97% (Madrigal, 2013). The drastic increase in technology usage is especially noticeable in younger generations.

According to Turnbull (2010), in the past, people used to share information of both their surround and distant area interpersonally, but today the world is consumed with the idea of the Internet and rise of technology that ultimately could change quality of traditional modes of interpersonal FFI.

#### **2.4.2. Effect of Social Media on Traditional Mainstream Mass Media (MMM)**

The presence of new media and the Internet in particular, has posed a challenge to conventional media, especially the printed newspaper (Domingo & Heinone, 2008). Advertising revenues are tumbling due to the severe economic downturn, while readership habits are changing as consumers turn to the Internet for free news and information. Some major newspaper chains are burdened by heavy debt loads. As in the past, major newspapers have declared bankruptcy as several big city papers shut down, lay off reporters and editors, impose pay reductions, cut the size of the physical newspaper, or turn to Web-only publication (Kirchhoff, 2009).

In exploring the distinctions and complementarities between the new media and MMM understand the technical distinctions between these various media forms. MMM are highly centralized and highly controlled by governments and it require significant investment and resources (Banerjee, 2008).

The alternative media on the other hand have radically different characteristics. The SM media such as the Internet can be used for both single to many interactions as well as single to single and many to single message distribution. They are not centralized, require very little investment, provide greater interactivity and public participation and are much more difficult to control (Banerjee, 2008).

With this scenario, it is therefore not amazing for the new media to gain popularity and acceptance in civil society. People are now free, and have the opportunity to create their own news as well as to get the other side of the story by getting news from the Internet, which is seen as free from control (Banerjee, 2008).

The expansion of the new media in Malaysia has been so extensive that, in a recent comment, the then-Home Minister Syed Hamid Albar stated: "The Internet news media cannot be called an "alternative media" any more as it is a more popular medium than the traditional mainstream media in Malaysia. I think we have to call the alternative media the mainstream. In fact, mainstream papers are trying to emulate them and be as critical as they can in selling their papers" (Straits Times, 2008).

## **2.5. Future prospects of Using Social Media**

As two sides of a coin, using technology bring both the negative and positive impacts on the life of people. When people uses SMS properly and wisely in the future for different purposes that exist on their mind and it creates good opportunity on their life. The same is true when people uses SMS unwisely it causes different types of negative impacts on the life of individual, family and larger society in general.

Mcluhan (1962) predicts that with every new system of media technology society will change the way of interaction with one another and will habit with adapted technology. In general this changes in society's way of interacting, understanding, sensing, acting, or believing in relation to politics, religion, economy or societal interaction positively or negatively.

For instance, according to the current Chief Marketer Social Marketing Survey, 73% of businesses queried state that social marketing is a key component of their campaigns, and 15% say they expect to launch social initiatives in the coming year, while only 10% of businesses surveyed will not be using social media in the near future (Loechner, 2011). Of these, almost 80% of companies targeting consumers surveyed use social media to reach their audiences, and another 13% plan to incorporate social media in their marketing in the next year (Loechner, 2011). Therefore, SM plays a vital role in the future through linking the world peoples to interact in global market, to exchange information and societal values, politics and others. On the other hand, the future of social media is closely tied to the exploitation of big data to accomplish only their mission in wrong way in the future (Umar Ruhi, 2014)

## **2.6. Internet and the Rise of Social Media in Ethiopia**

The Ethiopian Telecommunications Corporation (ETC) is the only source of Internet services in Ethiopia. The use of the Internet in Ethiopia began in 1993 when the UN Economic Commission for Africa (whose headquarters are in Addis Ababa) established a store-and-forward email service called PADISNet (Pan African Documentation and Information Service Network) which connected daily via direct dial calls to Green Net's Internet gateway in London (Samuel, 2001). Ethiopia is currently amongst countries with the lowest level of Internet penetration and use. According to World Internet Status data for 2014, for instance, Ethiopia has had only 1.9% Internet penetration (World Internet Stats, 2014). Similarly, the World Economic Forum rates the number of Internet users in Ethiopia at 1.9%, ranking 139 out of 144 countries (Klaus Schwab, 2014). Recent data released by the Ethiopian government claims that the level of Internet penetration has reached 5.5% (Dawit, 2013).

Access to the Internet through mobile phones and the availability of smart phone handsets fit for Internet access has increased usage of mobile Internet over the last five years in Ethiopia moving from none who used mobile phones for Internet access in 2007 to 1.8% in 2012 (Adam, 2012).

Hence, access to the Internet and SM; particularly through smart phone, increasingly used by youths and youngsters to get news and information.

According to survey report by in sub- Saharan Africa, internet increasingly used by youths and youngsters to get news and information because of less priced of Internet (Balancing, 2014). In addition, Gedion (2011) conclude that the Internet plays a vital role in modern living, such as for social interaction, information searching, business activities, political activates, and for relationship in social life. Thus, the internet becomes bases for the emergence of SM. Social media in Ethiopia is new and a recent phenomenon used by many people via to the Internet access. These in Ethiopia changed many aspects of relationships and the way of interaction among youngsters. For instance, from the largest social media sites, according to the social media baker, currently, there are more than 1.3 million Facebook users in Ethiopia (SocialBakers, 2004).

Human Rights Watch (2014) report shows that increasing technological skill of Ethiopians is viewed as more of political threat for the ruling party, sustain its system and to maintain control of its population than social advantage. On the other hand, Tesfaye (2013) conclude that social media as an alternative political forum in Ethiopia and are encouraging citizens to exercise freedom of expression and speech.

Social media in Ethiopia is a new phenomenon that enables many people to sustain the interaction between them. Among the peoples in Hossan southern Ethiopia, most of them uses social media sites for positive function while the other also uses for negative functions. For those who uses social media for positive function it accelerates the type of interaction with one another and it decreases the wide gap between the people.

Some of the people also uses social media for political instability through raising political propagation and social moves between the peoples particularly youths. Government controlled illegal use of social media like social moves, using skype for economy damage and security attack in Hossana southern Ethiopia and other area. On the other hand, people participate in

politics through social media with full of freedom in Hosanna and other parts of Ethiopia. Hence, social media function and its applicability in Ethiopia and Africa are increasing rapidly.

## **2.6. New Media and Ethiopian Law**

Ethiopian law has not so far been forthcoming in regulating this new media because we can only find a patchwork of rules that regulate behavior in this realm. There have been reports that a legislation is underway that would fill regulatory gap particularly by regulating the increasingly ubiquitous websites in Ethiopia (Art 2(2)). This proposed legislation, aimed to supplant the proclamation that regulates freedom of information and mass media, is said to prohibit electronic dissemination of unconfirmed rumors, defamatory information, reports that incite violence.

The Telecom Fraud Offence Proclamation No. 761/2012: This proclamation introducing a draft of penalties for those that engages in telecom fraud. Telecom fraud is a serious threat to the national security beyond economic losses, the Ethiopian government was starkly mindful of security implications. The Telecom Fraud Offence law penalizes provision of telecom services; internet services without the requisite license can be sentenced to 10-20 years in jail (Arts 2(1), 2(5) and 4). Even at that more, the use of Skype and other VoIP services for security attack would be punishable by up to 15 years in prison (Arts 2(1), 2(5) and 4).

The cybercrime law has provisions that regulate dissemination of certain prohibited information through the Internet such as online defamation, intimidation and crimes against public security (Arts 11 – 14).

The National Intelligence and Security Re-establishment Proclamation of 2013 approved by parliament gave the agency wide-ranging powers on the country's computer and information network infrastructures, including an expanded mandate to investigate suspected computers, networks, internet, radio, television and social media broadcasts on platforms like Facebook for any possible damage to the country's social, economic, political and psychological well-being. The proclamation stated that social media outlets, blogs and other internet related media had great capabilities to instigate dispute and war, to damage the country's image and create havoc in the economic atmosphere of the country (DireTube, 2013). Through this media sites direct or indirect encouragement to the commission or preparation or instigation of an act of terrorism can be imprisoned for 10 to 20 years. Those found guilty of committing terrorist acts can be imprisoned for between 15 years and life, or punished by death. There for, people must understand that to what extent use of SMSs are allowed and to what extent use of SMSs are

prohibited by Ethiopian laws. Unless use of SMSs for above mentioned prohibited activity will penalizes individual until to death.

In general, Ethiopia does not have well developed controlling system of illegal use of SM except related proclamation with old traditional media. The law of Ethiopia also more focuses on more of negative use of social media and its punishment.

## **2.7. Theoretical Framework**

In this thesis, the central arguments of two models are used: technological theory and Shannon model. Succinct discussions are provided on each of the models over the subsequent paragraphs.

### **2.7.1. Technological Theory**

This study is situated within the framework of technological theory. This theory was developed by Marshall McLuhan in 1962. McLuhan is a Canadian philosopher and educator, the author of the famous quote "the media is the message" (McLuhan, M, 1995). Technological theory state that media technology shapes how we as individuals in a society think, feel, act, and how the society operates as we move from one technological age to another (Tribal- Literate- Print- Electronic- Social media) (McLuhan, 1962 ).

It explains that individuals learn, feel, and think the way we do because of the messages they receive through the current technology that is available. The radio, which was the example, used required people to listen and develop a sense of hearing. Television engages both hearing and visual senses. We then transfer those developed senses into our everyday lives and we want to use them again. Social media brought about by emerging technology requires people to listen and engaged often. People then interpret the messages sent to them from social media in their everyday life. The message may be political, economic, social, marriage or entertainment that sent from sender to the receiver and the receiver gives the feedback positively or negatively to the sender.

He argued that the media interactivity and frequency of new interaction pattern will change interpersonal interaction and our behavior forever. Humans do not have much free will at all.

People interact with one another because of attached meaning via SM. Due to interpreted meaning, there are action and reaction among the people (Johns, Chen and Terilp, 2014).

Meaning plays a vital role to initiate people to interact with one another. For this and other reasons people are not free from attached meaning. (Johns, Chen and Terilp, 2014).

Whatever society as a whole is using to interact, they too will use to interact. Therefore, they will adapt to the medium they are using so that they can send the message to the receiver and the receiver give the feedback to the sender like everyone else. We know that there is one truth by observing what has happened over time. As the medium changes so does society's way of interacting. People can only use the medium for which it was created. If the medium is impersonal then the message too is impersonal. This theory is objective in that everyone will act and feel the same no matter what the medium they are using provided that they are using the same medium. Values are not involved because evidence is seen strictly through observation.

Furthermore, this theory suggests that society is shaped by its most dominant media. If we take and compare this notion with the current experience of media and users, we realize that people are shaped by the newly arrived media, say it cell phones, computers, social networking sites (Adler, 2006).

The theory explains that when new systems of technology are developed, the culture or society is immediately changed to reflect the senses needed to use the new technology. The theory predicts that with every new system of media technology, society will change and adapt to that technology. It explains that there is a simple cause and effect analysis between the introduction of new technology and the changes in society's way of thinking, feeling, acting, or believing.

New media in Hossana town or in other areas changed the way of social interactions such as the way people learn, select mate, form marriage, propagate political situation, transfer money, and promote the products and advertise religious worship and different culture of the society. Because of increasing the development in Hossana and other Ethiopian countries, the type of interaction is changed from time to time. Therefore, people in Hossana are more engaged to use contemporary social media via internet because it is free from government control, low fee and bidirectional information exchange.

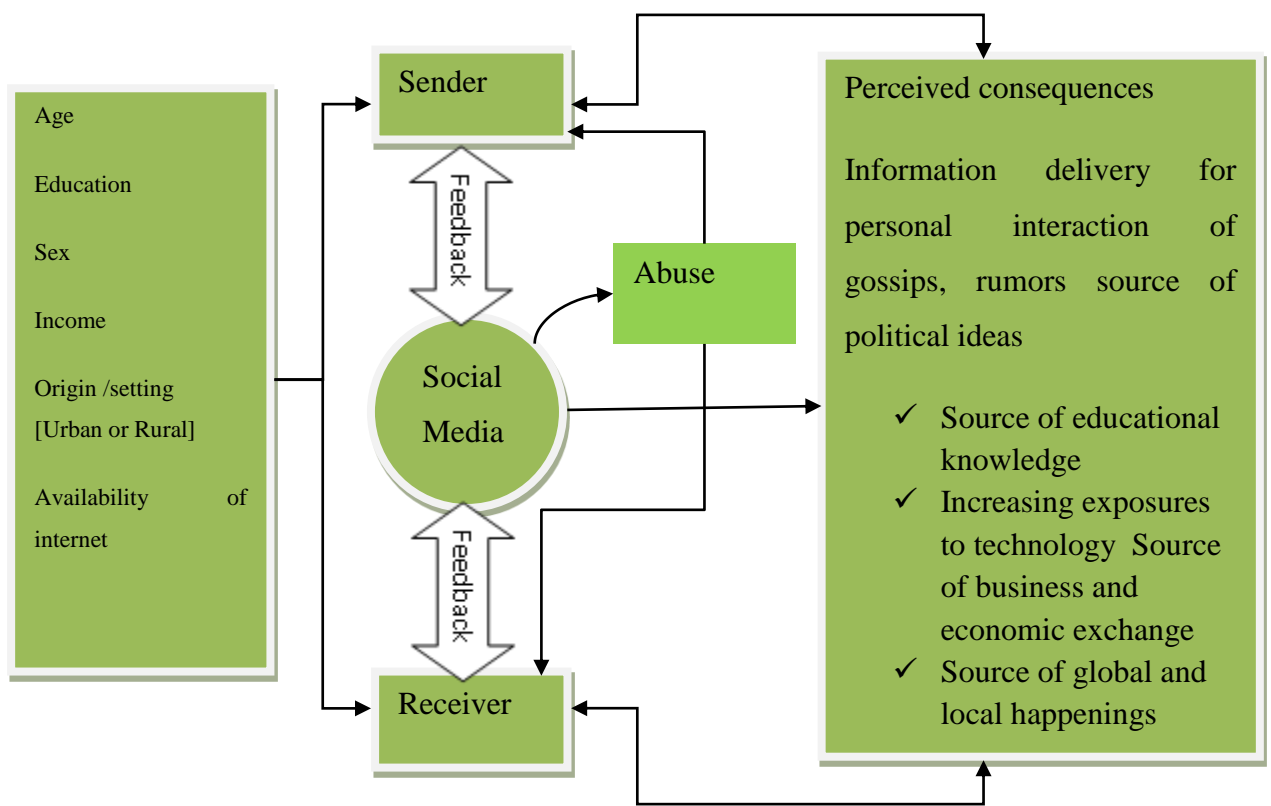
### **2.7.2. Shannon-Weaver model**

In 1948, Shannon and Weaver were joined to write a model called Shannon-Weaver model. It is designed to develop the effective and technical exchange of information between society (sender and receiver) in different circumstance (Shannon and Weaver, 1963).



Technological advancements originating from the information age into a multimedia system (Herczeg, 2007). This led to users adapting their behavior in regard to how they actively and passively participate and how they consume information and media in general (Kunz, 2014). It became plausible when discussed in a contemporary new media context such as sending messages in various forms (video, audio, photo, text, exchange information and others) in relation to politics, economy, social and for other activates as the interest of the peoples or individual through a plethora of digital channels to receiver. Receiver replies to the previous sender or shares it through the same or a different social media sites (Burcher, 2012)

### Conceptual framework of the study



**Figure 1: Conceptual framework of the study (Source: Adapted from Shannon-Weaver Model for Social Media (1948))**

Use of social media sites depends upon the age, education, sex, income, origin /setting (urban or rural), and availability of internet in the area. Usage of social media site is dependent variable whereas age, education, sex, income, origin /setting (urban or rural), and availability of internet are independent variable. These sociological variables affect the usage of SMs.

As illustrated in the above framework, a message is any signal that triggers the response of a receiver. It needs to be considered that various messages can be transmitted during the live and it expresses their positive and negative emotions through SMS. Medium is the method used to

deliver the message. There is possibility to watch, comment, and share the live video through social media sites (Adler and Elmhorst, 2005). On the other hand, sender is a person that transmits the information through SMS (Shannon, 1948). On the other hand, receiver is any person who notices and attaches certain meaning and explanation to the message (Adler and Elmhorst, 2005) that comes from the sender.

Thus, the model depicts the connection between sociological attributes of the individuals or youths that influence the use of social media as message flows between sender and receiver. Its consequences of information delivery for personal interaction also influence sender and receiver.

Shannon Model really lays the suitable grounds for society how to interact with one another either actively or passively as sender or receiver. According to Shannon model, there is mutual interaction between societies that is, one is sender and the other is receiver with expectation of feedback from one of them. Some peoples also abuses SM through misleading, photo attaching, and posting conflicting things in front of the other for their own purposes. Therefore, this model best suits to current study.

## CHAPTER THREE

### 3. Introduction

#### 3.1. Description of the Study Area

Hosanna Town is found in the Southern Nations, Nationalities and People's Regional State (SNNPRS). It is the capital town of Hadiya Zone, which is one of the fourteen zones of SNNPRS. Hosanna Town is the administrative and commercial center of the Hadiya zone. Hosanna town is divided into three town administrations namely, Gofer-medea, Sech-duna and Addis Ketema. It has been declared a model town by the regional state government because of availability of industrial raw materials, ample land for irrigated agriculture, availability of infrastructure facility, availability of labor, increasing coverage of health, increasing demand for education especially Kindergarten & higher level institutions (Hosanna Town Finance and Economic Development Office, 2014).

The town has got its new administrative structure in 2004 consisting of three sub-towns and eight kebeles. Hosanna town is located southwest of Addis Ababa at a distance of 232 km via Alemgena-Butajira route, 280 km from via Wolkite route, and 305 km via Ziway. And it is located Northeast of Jimma town at distance of 320 km via Butajira. Hosanna is located in southeast of Hawassa (the capital of SNNPR) at approximately 168 km via Halaba-Angeca and 203 km via Halaba. The absolute geographic location of Hosanna is from 7°30'00" to 7°35'00" North latitude and from 37° 49'00" to 37°53'00" East longitudes. The administrative area of HT is 10,414.3 hectares, out of this 4,585.48 hectares of the town has been master planned (Hosanna Town Finance and Economic Development Office, 2014).

##### 3.1.1. Population Size, Religion, Density and Diversity

Based on the 2007 Census conducted by the CSA, the total population of Hosanna has reached 69,995 of whom 35,523 are male and 34,472 female. The residents of Hosanna Town follow different religious denominations with protestants accounting highest percentages (65.74%), Orthodox (with 24.6%) and Muslim (6.57%) and Catholic (1.99%) and regarding ethnic groups, there are Hadiya (90.04%), Kambata (1.96%), Gurage and Silte (1.53%), Amhara (1.32%) and other ethnic groups made up 5.15% (CSAE, 2007).

## Location map of the study area

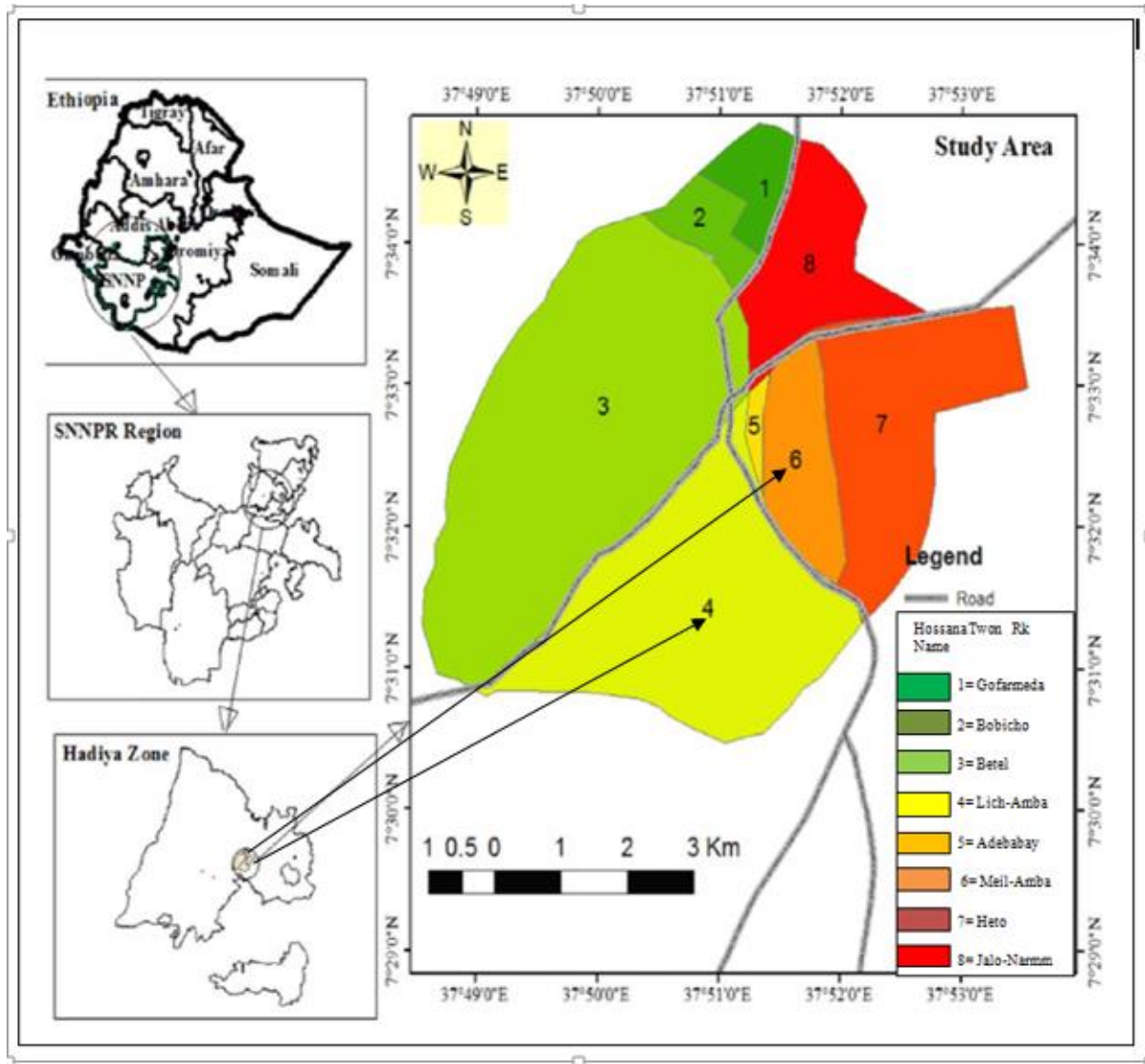


Figure 2: Location map of the study area (source, own survey, April, 2017)

### 3.1.2. Social Services and Facilities

Hossana Town is among the few towns in the region that has good infrastructure facilities such as high-powered electricity, modern telephone, banking facilities, educational, health and other services. The social and Internet services, Garage services, Technical and Vocational Schools, governmental and non-governmental clinics, Hossana Polytechnic College, big government Hospital /Queen Elleni Mohammed/, Wachamo University, many governmental and private clinics, and Laboratories. Industry Brown Factory, Cement Products, Coffee Pulping and Hulling, Leather and Related Products, Mineral Water Packing, Soap and Candle Manufacturing, Milk and Milk Products Processing (Hossana Town Manciapality).

### **3.2. Research Methods**

The information discussed in this section includes research methods, research design, sampling technique and sample size determination techniques, target population, data collection methods, methods of data analysis and interpretation, validity and reliability of research instruments ethical issues and limitation of the study. Moreover, further description and illustration will be given on how each data gathering tool will be applied.

It refers to the approach by which data is extracted to be clearly understood. There are two general methods in the social sciences: quantitative and qualitative research. According to Leedy (1993), the qualitative research is an inquiry process of understanding a social or human problem, based on building a complex, holistic picture formed with words, reporting detailed views of a smaller number of informants, and conducted in a natural setting. Qualitative research the reality is subjective then, is a broad approach to the study of social phenomena, its various genres are naturalistic and interpretative, and it draws on multiple methods of inquiry.

According to Creswell (1994), the quantitative research explains phenomena by collecting numerical data that are analyzed using mathematical based methods. This type of research method uses tools like questionnaires and structured interviews to generate statistical data. Quantitative research views the world as reality that can be objectively determined. It is assumed to be relatively better in survey studies as it helps to be more objective, to have higher sample size and minimize possible cost such as material and time.

In this study both qualitative and quantitative research methods (mixed method) were employed with the aim of assessing information on uses and abuses of social media in Hossana town. Furthermore, as triangulation methods of research are carried out together more facts about social reality is comprehended and investigated as well (Bryman, 1998).

### **3.3. Research Design**

A research design is a plan and structure of investigation used to obtain answers to research questions (Kerlinger, 1986). The appropriate method for this study is descriptive design, which describes the distribution of phenomenon in a population, and thereby establishing the facts (percentages and frequencies) and it produce data that are contextual, and descriptive in depth and rich in detail.

### **3.4. Target Population**

The target population refers to the specific group relevant to a particular study. Mugenda (2003) explain that a population is a group of individuals or objects that have the same form of characteristics. Target population of this study was the youths' users of social media sites. In order to make decisive judgment about how many people should participate (sample size), the researcher obtained a total of 130 youths in the three selected neighborhoods in Hossana town.

### **3.5. Sampling Technique and Sample Size Determination**

#### **3.5.1. Sampling Technique**

A sample is a smaller number or a proportion of a population that is used to make conclusion regarding the whole population. Its purpose is to estimate unknown characteristics of the population. Sampling, therefore, is the systematic process of selecting a number of individuals for a study to represent the larger group from which they were selected (Gay, 2011).

In this study the three stage sampling technique was applied to select the sample in such a way that both primary sampling unit (selection of one sub-cities from the three sub-cities) and secondary sampling units (selection of neighborhoods from the two kebeles of Addis Ketema sub-cities) were purposively selected whereas the tertiary units (the selection of youths from the three purposively selected neighborhoods) is selected using simple random sampling technique.

Among the three sub-cities of Hossana town, Addis Ketema sub-city was purposively selected because of accessibility of internet cafes and hotels with Wi-Fi to use SMS. It is located on the South, Southeast and Northeast fringe of the town. In Addis ketema sub-cities there are two kebeles namely, Lich Amba and Meil Amba. There are 20 neighborhoods in each kebele (total of 40 neighborhoods in the two kebeles). Two neighborhoods (Neighborhood 1 and Neighborhood 2) from Lich Amba kebele and Neighborhood 5 from Meil Amba kebele were purposively selected because of accessibility of internet cafes and hotels with Wi-Fi to use SMS.

#### **3.5.2. Sample Size Determination**

There are several formulas developed for sample size determination that conforms to different research situations. Among them the sample size for this study was determined using the following Taro Yamane's formula that works for finite population cases (Yamane, 1967):

$$n = \frac{N}{1 + N(e^2)}$$

Where

$n$  = required sample size for the study

$N$  = known population size; and

$e$  = alpha level, i.e. for CI = 0.95,  $e = 0.05$

Using the above formula the sample size for the study was calculated to be 99. Thus, the sample of 99 youths was included in the study.

The sample size for each purposively selected Neighborhood was determined in proportion to the number of youths in Neighborhood using the following formula:

$$n_i = \frac{n}{N_i} N \quad (\text{Cochran, 1977})$$

Where

$n$  = required sample size for the study

$n_i$  = sample size of neighborhood  $i$

$N$  = known population size

$N_i$  = known population size of neighborhood  $i$ ,  $i=1, 2, 3$

Accordingly, 40 youths, 33 youths and 26 youths were selected from Neighborhood 1 of Lich Amba, Neighborhood 2 of Lich Amba and Neighborhood 5 of Meil Amba respectively.

Finally, applying a simple random sampling technique for the three selected neighborhoods, the sample of 99 youths was selected. The sample of youths was selected using Table of Random Numbers so as to avoid selection biasness.

Simple random sampling technique is a probability sampling technique in which every member of population has an equal chance of being selected for the sample. The simple random sampling can be done either using the Lottery Method or Table of Random Numbers. (Cochran, 1977)

There were a total of 130 youths in the three selected Neighborhoods (N=130) of whom 53 are in Neighborhood 1(N<sub>1</sub>=53), 43 are in Neighborhood 2(N<sub>2</sub>=43), and 34 are in Neighborhood 5(N<sub>3</sub>=34). As it is seen the number of youths in each selected Neighborhood is two digit numbers. The number of youths being two digit numbers indicates that two digit numbers have to be selected from Table of Random Numbers up to required sample size for each Neighborhood.

### Sample size for the social media survey per respective sites

Study site	Name of the sub city	Kebele	Youths size in the neighborhood	Sample size of neighborhood
Neighborhood 1	Addis ketema	Lich Amba	53	40
Neighborhood 2	Addis ketema	Lich Amba	43	33
Neighborhood 5	Addis ketema	MeilAmba	34	26
<b>Total</b>			<b>130</b>	<b>99</b>

Table 1: Sample size Source (*kebeles* of the study sites, December 2016)

### 3.6. Data Collection Tools

Data collection involves contacting the members of the population that are sampled in order to collect the required information about the study (Saleemi, 1997).

There are numerous ways of collecting data and these depend on the purpose and aims of the research. In this study, data were collected by means of individual in-depth interview, focus group discussion (FGD) and survey (questionnaires). The interviews, FGD and survey (questionnaires) were carried out using the Amharic language.

#### In- depth interview

Before engaging in data collection activities in the selected sites, the investigator determined who have to be appropriate informants as the relevance of materials to be obtained in meeting the objective of the study was concerned. For this study, individual in-depth interview was



conducted with few youths to get detail or rich information concerning their uses of social media experiences. The number of youths for the individual in-depth interview was decided based on data saturation. 5 youths (three males and two females) were taken for individual in-depth interview. Hence, respondents were purposely selected from neighborhoods in kebele by their seniority and willingness to offer the data so as to obtain thorough information about the uses and abuses of social media. In general, the informants for this study were selected on the bases of their usual dissemination of users of social media for different purposes. The name of informants mentioned in the paper were pseudo name

#### **Focus group discussion**

The focus Group Discussion is essential in triangulating ideas of different participants with the aim of obtaining valuable information on uses and abuses of social media. It was arranged with the help of two trained volunteers in the study area. The researcher took 12 individual for FGD from social media users. The compositions of the participants include in school and out school from study area to participate in the FGD. Two group discussions were conducted from each composition of the participants. A group discussion was apprehended in permissive environment in order to uncover opinions and share ideas and perceptions with the participants.

#### **Questionnaire**

Questionnaires were used for the assessments of multiple SM users. The researcher looked-for a numerical percentage in order to indicate the understanding of the respondents.

According to Shao (2009), a questionnaire is a systematic compilation of questions that are submitted to a sampling of population from which information is desired. The researcher got questionnaires filled by 99 informants from the three purposively selected neighborhoods. The researcher randomly selected 99 informants from total number of 130. With the intention to avoid any inconveniences and confusions of participants, the researcher employed volunteers to assist; therefore, questionnaires were filled with the help of two trained volunteers at each site.

### **3.7. Methods of Data Analysis and Interpretation**

The collected data were analyzed and interpreted both qualitatively and quantitatively. A tabulation plan was developed during the course of the study so as to enable the researcher to investigate uses and abuse of social media and speed up the process of analysis. To achieve the

objectives of the study, descriptive statistics, simple quantitative techniques like percentages and frequencies were used. The qualitative data about social media usage obtained through individual in-depth interview and focus group discussion (FGD) were analyzed thematically and descriptively. Finally, collected data from both quantitative and qualitative were integrated on the same topic based on the commonality of information.

### **3.8. Validity and Reliability of Research Instruments**

Validity in research involves determining the degree to which the researcher's claims about knowledge correspond to the reality (Klenke, 2008). In this study, validity will be measured in terms of the content of the questionnaire. Hence, the questionnaire used for this study was thoroughly scrutinized by the supervisor, experts and sinner researchers for clarity, precision, and comprehension. The employed questioner was standardized by reviewing related literature. The content related technique, measured the degree to which the question items reflect the specific objectives covered.

Reliability is the dependability or the extent to which the same results can be obtained by independent investigators (Klenke, 2008). Reliability is the ability of a measuring instrument to measure the concept in a consistent manner. It was addressed through checking the question item by supervisors, experts, and colleague. To make sure reliability, researcher reconstructed questioner item through evaluated way by supervisors, experts, and colleague in line with the literature.

### **3.9. Ethical Issues**

The goal of ethics is to ensure that no one is harmed or suffers from adverse consequence in the research activities. Given the often-responsive relationships between researcher and respondents, reasonable safeguards are built in this study based on ethical considerations and requirements. Therefore, the information that the researcher received during the period of this study was treated in confidence and purely for academic purposes. Names of respondents were not used or mentioned in this study.

## CHAPTER FOUR

### 4. Data Presentation, Analysis and Discussion

This chapter dealt with data analysis, presentation and its interpretation. This study aimed at investigating the uses and abuses of social media among the youth in Hossana town, which concentrates on youths in selected neighborhoods in the town. Of the findings were analyzed and discussed in a way the researcher could grasp ideas leading to conclusions and recommendations for the way forward.

#### 4.1. Socio-economic profile of respondents

##### 4.1.1. Sex distribution of respondents

The following pie chart represents both male and female were social media users.

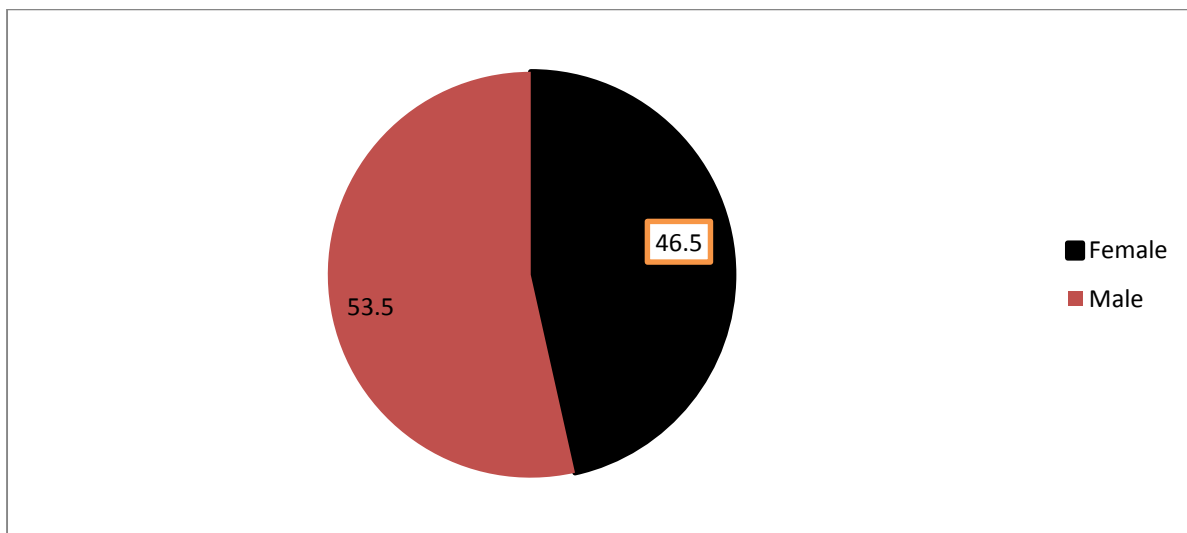


Figure 3: Sex distribution of respondents (Source, own survey, April, 2017)

The respondents were both male and female, which mostly involve in the use of SM. Of total interviewed people more than half (53.5%) of respondents were males while the remaining ones (46.5%) were females (Fig. 3). From the indicated figure above, both sexes involved in the use of SM in the study area. In line with the current study, Pew Research reports that there was no significant difference in the amount of SM use and sharing of user-generated media content between males and females (Pew Research Center, 2005). The probable reason for the equal involvement of both male and female in the use of SM was due to increasing level of education and technology awareness by both groups.

#### 4.1.2. Age distribution of respondents

The following par represents which age category of the respondents highly participant of social media.

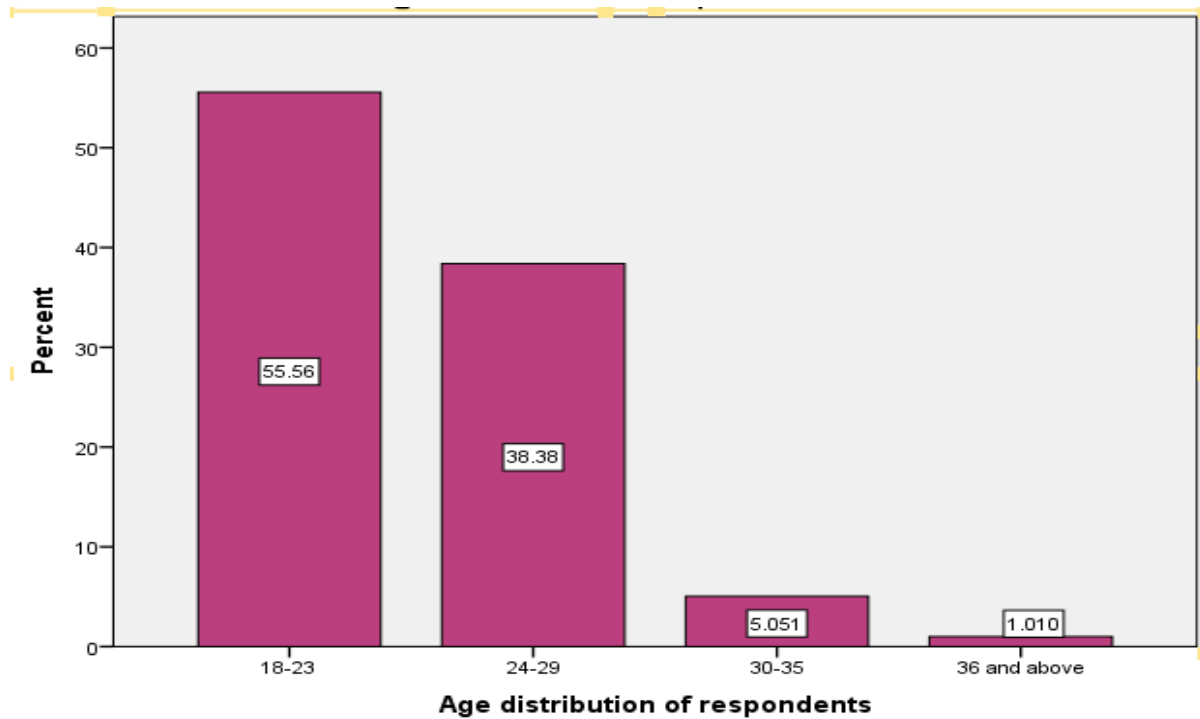


Figure 4: Age distribution of respondents (source, own survey, April, 2017)

More than half, (55.6%) of the respondents fall within the age category of (18-23) year's age, the rest (38.8%), (5%), (1%) of respondents did belong to age category range of (24-29), (30-35), and 36 and above years old, respectively (fig. 4). From this, one can deduce that the young adults were the main users of social media sites in the study area. This age category is economically so active and but probably invests much of their time on SM.

It would not be distinct to find the majority of users are young adults as SM is a media dominated by youngsters as many findings commend. For instance, the Pew research Center's Internet and American Life Project shows that young adults (ages 18—29) are more likely than other adults to use social media (Brenner and Duggan, 2013). In addition, pew research center (2010) reports that almost 75% young adults use SMSs. On the other hand, Staffer (2013) also displayed that the age categorory from 25—34 is the highest participant in social media user in Ethiopia. The results of the study at hand re-affirmed the active dependence of SM among the young age groups.

### 4.1.3. Educational status of respondents

The following bar chart represent which educational status of the respondents were highly participated in social media.

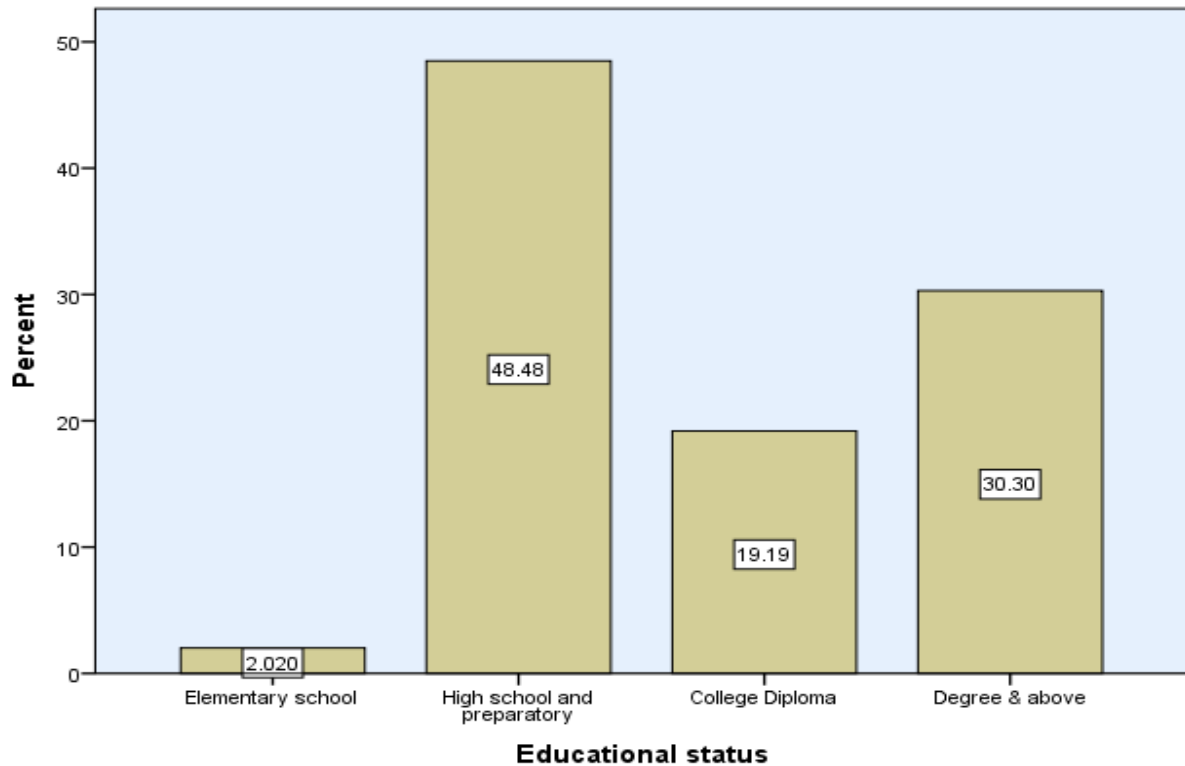


Figure 5: Educational status of respondents (source, own survey, April, 2017)

As the survey result revealed a larger proportion of respondents (48.5%) were high school and preparatory, other 30.3%, 19.2%, and 2% are degree and above, college diploma, and elementary school respectively (fig. 5). This implies that majority of respondents seem to have better access to education in the study area. The above bar chart describes that majority of the SM users are under the education status of high school and preparatory class in the study area.

### 4.1.4. Occupational Category of respondents

The following table represents the occupational category of social media users in the study area.

Occupational category of respondents	Frequency	Percent
Student	48	48.5
Civil servant	30	30.3
NGO employee	12	12.1
Private Business	9	9.1
Total	99	100.0

Table 2: Occupational Category of respondents (source, own survey, April, 2017)

The respondents were asked to express their occupational category. As illustrated in Table 2 higher percentages (48.5%) of respondents were students, 30.3% were civil servants, 12.1% were NGO employee, and only 9% were private business members. Students were the highest participants of social media users followed by civil servants in the town.

#### 4.1.5. Income sources of respondents

The following table depicts that the income source of respondents in the study area

Income sources	Frequency	Percent
Daily labor	1	1.0
Monthly salary	44	44.4
Family dependent	45	45.5
Business profit	9	9.1
Total	99	100.0

**Table 3: Income sources of respondents (Source own survey, April, 2017)**

.As it is shown in the table above the higher percentage (45.5%) of respondents' income sources was from their family followed by (44.4%) of respondents who get their income from their monthly salary, (9.1%) of respondents' income sources were business profit and the rest 1% of respondents' income sources were daily labor. From the above results, once can shows that, those whose incomes depend on monthly salary and family dependents take that highest number in these studies.

## 4.2. Commonly used types of Social Media

### 4.2.1. Respondents use of social media

Currently many people uses social media for different purposes either for interaction or exchange information.

In the inquiry made to identify whether the respondents use social media. Accordingly, almost all respondents (100%) were social media users. Interaction with SM via to the internet is popularity among users.

### 4.2.2. Preferred social media type

The interest of the people to use social media sites is different one to another because each types of social media sites role is different from one another. The following table displays the most preference of SM types by respondents.

Preferred social media type	Frequency	Percent
Social networking sites	41	41.4
YouTube	18	18.2
Interpersonal	40	40.4
Microblogging	0	0
Total	99	100.0

**Table 4: Preferred social media type by respondents (Source: own survey, April, 2017)**

The respondents were asked about their preferred social media type that they have visited. The survey result showed that social networking site is most preferred social media type by the respondents, which constitute (41.4%), followed by interpersonal social media type, which accounts (40.4%), and you tube which accounts (18.2%). On the other hand, none of the respondents was not choice Microblogging type of social media at the study area. These findings shows, respondents in the study area have not used only one type of social media rather they have used more than one type of SM (table 4). Generally, social networking and interpersonal, social media types are the most rank among the most visited websites in the study areas in Hossana.

Almost all the interviewees' have used SM types. They have commonality regarding the use of different types of SM like social networking, interpersonal and YouTube. The other informant also used microblogging. In the study area, the majority of my informants more used social networking, interpersonal, YouTube and microblogging respectively.

#### **4.2.3. Mostly used social media sites**

Based on utility of social media sites peoples, particularly youths, mostly used one of the SMS over the other. The following table shows that mostly used social media sites by respondents.

Mostly used social media sites	Frequency	Percent
Facebook	43	43.4
Video	18	18.2
Viber	3	3.0
WhatsApp	20	20.2
Skype	15	15.2
Total	99	100.0

**Table 5: Mostly used social media sites by respondents (Source: own survey, April, 2017)**

Concerning with social media use habit, different social media sites in the study were being used to varied extent. Accordingly, Facebook was seen as the most utilized social media site, which constitutes (43.4%) followed by whatsapp which accounts (20.2%), the rest most used

SM sites were video, skype, and viber which constitutes (18.2%), (15.2%), and (3%) respectively. Generally, several reasons to why many people used Facebook more than other sites, among the reasons, result of its cheapness compared with other and easy to use it.

Different SM will perform different functions. Based on its function different user mostly uses one of SMS from other sites. Accordingly, two of my informants mostly used Facebook than the other SMS. Among the informants, one of them mostly used video and Viber than other sites. Whatsapp and Skype Social media sites were also mostly utilized by other two of my informants. Hence, in the study area informants mostly used Facebook followed by Whatsapp, Skype, Video and Viber.

#### 4.2.4. Main reason for using SMS

Every people has the reason for using social media sites. The following tables illustrates that the main reason of respondents for using SMS.

Main reason for using SMS	Frequency	Percent
Exposure to easily access information	48	48.5
service charge is not expensive	31	31.3
Existence of accessibility of services	11	11.1
Free to interact with friends	9	9.1
Total	99	100.0

**Table 6: Main reason for using SMS by respondents (Source: own survey, April, 2017)**

Regarding the main reason for the respondents' selection of SM in the study area is illustrated in table 6 above. Accordingly, a large proportion (48.5%) of respondents said that it is selected due to its exposure to easily access information from the social media; about (31.3%) denoted its service charge is not expensive, (11.1%) said the existence of accessibility of services, and (9.1%) said free to interact with friends. The main driver for the preference of SMS by the user is as a result of its easy to access information and other contents.

Informants in the study area exerted their opinion regarding the main reason for selecting SMS in following manner. Among my informants, three of them have the same idea about main reason for selecting SMS. They said that SMS enables their followers to access their posts at very fast speed and it connects many people in the world at once.



One in-depth informant explains his main reason for selecting SMS in this regard as follows:

*I selected social media sites because obtaining its access is easy to interact with one another. It is very fast to disseminating different information for different people that live in different part the world. It permit me to have almost free access to an online platform in order to interact with one another and with my friends and families.*

Moreover, the other informant explained his main reason for choosing social media sites is as a result of its multi-functionality than the other. Receive and deliver information with a single click is enough and this reduces cost is the main reason. He also mentioned that until recent days, people were requested to purchase mobile cards of 50 or 100 Birr for a single call to their family members living abroad, to know about them, but now that is no more the case as they could talk to each other 24 hours freely via SMS.

#### **4.2.5. Devices respondents use to access social media**

People, particularly youth's uses different devices to access social media for different purposes. The following table displays the devices that the respondents used to access SMS

Access of social media sites	Frequency	Percent
Woreda net	9	9.1
Internet café	15	15.2
Pc/Laptop	14	14.1
Smartphone	60	60.6
Tablet	1	1.0
Total	99	100.0

**Table 7: Devices respondents use to access social media (Source: own survey, April, 2017)**

From the table above, more than half (60.6%) of respondents asserted that they used Smart phones to access SMs, followed by (15.2%) one fourth of the first category Internet Café users, the rest (14.1%) of respondents used social media via PC/Laptop, while another 9.1% and 1% of respondents accessed social media via Woreda net and Tablet respectively (table 7).

The probable reason for the higher percentage respondents' dependence on user for accessing SM via Smartphone was due to the device's multi-functional nature.

#### 4.2.6. Social media users' experience

The following table shows respondents experience with social media in the study area.

How long have been using SMS	Frequency	Percent
Less than 1 year	17	17.2
1-3 years	46	46.5
3-5 years	28	28.3
Above 5 years	8	8
Total	99	100.0

**Table 8: Respondents information about work experiences on internet (Source: own survey, April, 2017)**

As shown in table 8, regarding their experience in the use of SM via internet majority (46.5%) claimed that they used SMS for 1-3 years, (28.3%) of respondents had more than 3-5 years experiences in the uses of SM, about (17.2%) of respondents were experienced for less than 1 year in using SMS. (8.1 %) of respondents asserted that they used social media for above five years.

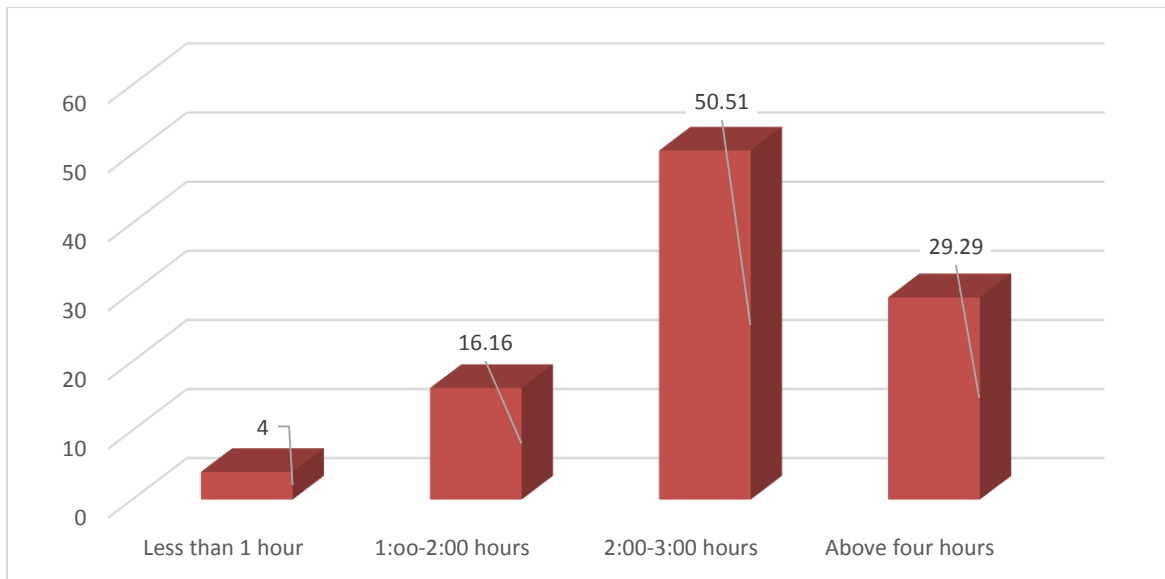
From my informants, two of them have similar year experience via social media. They started to use SMS since in 2014 in Hossana town, 25 and 28 aged, now they have three years' experience of internet (Bekele and Baredu, 1<sup>st</sup> April 2017).

While the other informants, 23 and 29 aged, stated that they were started to use SMS since 2012 and currently they have five years' experience of internet (Mihratu and Meklit 5, 10<sup>th</sup> April, 2017).

Besides, the last informant, 23 aged, stated that she was started to use SMS since 2013 in the same town and now she has four years' experience of internet (Lakech 5, 6<sup>th</sup> April, 2017). In general, the above finding showed that the social media practice is a recent phenomenon in the study area.

#### 4.2.7. Average hours spent on the SM

Social media users spent on social media based on their interests. The figures bellow shows that the average hours spent on the SM by respondents per day.



**Figure 6: Average hours spent on the SM by the respondents (source, own survey, April, 2017)**

The respondents were asked for how long time they spent on the SM on everyday activities. As illustrated in (fig. 6) larger proportion (50.51%) of respondents replied that they have spent 2-3 hours per day, followed by (29.29%) respondents response that they have spent above 4 hours a day on the SMS, about (16.16%) of respondents were being engaged in SM for 1-2 hours per day, and the rest smaller proportion (4%) of respondents replied as they have spent less than 1 hour per day on SMS.

#### 4.2.8. Frequency of accessing SM

People used to access social media in per day either one time, tow time, three-time or above three-time. The following table describes how many times respondents used SM in per day.

How often use social media in per day	Frequency	Percent
One time	44	44.4
Tow time	26	26.3
Three time	11	11.1
Above three time	18	18.2
Total	99	100.0

**Table 9: Respondents information about frequency of accessing SM (Source: own survey, April, 2017)**

The respondents were asked how many time they used social media in per day. Table 9 above showed the summary of the findings. 44.4% said they used SM one time in per day, 26.3% said they used it two time in per day, 11.1% said they used it three times in per day and 17.8% said they used social media above three times. Therefore, in the study area respondents used social media at list one time in per day.

#### 4.2.9. Time of accessing internet by respondents

Peoples access internet at different time may be either at morning, mid-noon, afternoon or during at night time. The following table shows, accessing time of internet by respondents.

Mostly used time of internet on day	Frequency	Percent
Morning	5	5.1
Mid-noon	3	3.0
Afternoon	24	24.2
During Night	67	67.7
Total	99	100.0

**Table 10: Time of accessing internet by respondents (Source: own survey, April, 2017)**

Table 10 above is all about the time preferred for using internet within a day. Accordingly, most (67.7%) of respondents preferred night time for using internet, other (24.2%) respondents out of total preferred afternoon time for using internet, the rest (5%), (3%) of respondents preferred morning and mid-noon respectively. In the study area, night time for most of respondents to use internet is preferable.

The probable reason may be most of the user become free from other daily work and that time is the free time for them, which make them to access internet (time matter).

#### 4.2.10. Place of accessing social media sites

Respondents accessing social media at different places. The following table shows the places that respondents mostly access SM in the study area.

Place the respondents had SM access	Frequency	Percent
Home	62	62.6
School	14	14.1
Work place	8	8.1
Office	10	10.1
Business center	5	5.1
Total	99	100.0

**Table 11: Place of accessing social media sites by respondents (Source: own survey, April, 2017)**

The household survey result shows that out of total sampled respondents, higher proportion (62.6%) of respondents were accessing SM at their home, while other 14% respondents were accessing at school, the rest 10%, 8%, and 5% of respondents were being accessing SM at office, work place, and business center respectively (table 11). In the study area, the place where user were using for accessing SM is most of time at their home, this may show that there is better introduction extent of smart phone which help them to access SM.

### 4.3. Merits of Social Media use

In many ways, social media has led to positive changes in the way people interaction and share information. The findings are presented in detail in each presiding sub-sections.

#### 4.3.1. Purpose for which respondents mostly use SMS

People uses social media for a different purpose in order to accomplish their missions via internet. The following table depicts that the purpose for which respondents mostly use SMS.

Purpose of mostly use SMS	Frequency	Percent
For keeping in touch with friends and families	42	42.4
For downloading reading materials	37	37.4
For political participation	2	2.0
To share videos	6	6.1
For advertising religious worship	2	2.0
For couple formation	2	2.0
To take information about marketing	5	5.1
To seek information about Sport	1	1.0
For entertainment	2	2.0
Total	99	100.0

Table 12: Purpose for which respondents mostly use SMS (Source: own survey, April, 2017)

The assessment showed why respondents ‘use SMS. As illustrated at table 12 majority (42.4%) of respondents replied that they were using SM mostly for keeping in touch with friends and families, While, (37.4%) of respondents said that they were mostly use SMS for downloading reading materials, (6.1%) respondents were engaged their self in using SM for both to share videos, and (5.1%) said that they were mostly uses SM to take information about marketing. Furthermore, the same percent of (2%) respondents said that they were mostly use SMS for political participation, for advertising religious worship, for couple formation and for entertainment. The remaining (1%) said that he was mostly uses SMS for seeking information about Sport. To make conclusion, one can say that the use of SM in study area is more of for making strong intimates with their friends and families via internet. In addition, this is the positive uses of innovating technology in a society. In the study area, peoples are more advantageous because they interact with SMS via to the internet due to above mentioned and other purposes.

Moreover, interviewees have similar ideas regarding their motives/ purpose for social media use. They stated that the motive that drive them to use SMS among that; it is very important to interact with friends and family members, to make comments on posted items, to follow

religious worship, to share photo and reading materials and to disseminate significant information to their friends were most common one.

In addition to above explanation, Baredu and Lakech have a bit different view regarding the purpose of use of SM. They asserted that their motive for joining SMS were to cross check political revival in different parties. Therefore, the common element of truth as to why the all informants motive/purpose for joined SM was to interact information (to give and to acquire information via to technology).

Additionally, participants at the place of discussion asserted that their purpose of use of SM is to keep in touch with family and larger globe in general, to search new and updated information about education, health, agriculture and politics. Among out school discussants, one of them have a bit different view about the purpose of use of SM. He stated that the purpose of use of social media for most of the people was not only positive but they used as weapon to attack other people. Social media for those peoples are fighting place, which is known as battle.

#### 4.3.2. Specific benefits of SM use on the daily lives

As this sub-section had aimed at revealing the specific benefits of social media in their daily lives, respondents were requested to identify whether they know the specific benefits of social media in their daily lives. Accordingly, all respondents in the study area (100%) reported that they know the specific benefits of social media in their daily lives. The detailed issues are presented as following.

Specific benefit of SM use	Frequency	Percent
To share details what I am doing in my daily life	46	46.5
To share photos	19	19.2
To meet new people	23	23.2
To find funny	11	11.1
Total	99	100.0

**Table 13: The specific benefits of SM use on the daily lives of respondents (Source: own survey, April, 2017)**

The above table showed major benefit of using SM on peoples' daily lives. Accordingly, near to half (46.5%) of respondents' were using SM for sharing detail of their daily lives activity, on the other hand (23.2%) of respondents' were using SM in their daily journey for introducing them self with new people, the rest (19.2%), and (11.1%) of them were being use SM for sharing photograph, and to make them self-funny respectively (table 13). This result shows that people in the study area are being used SM for different purpose, among that daily live sharing

takes first followed by getting new people via internet. In the study area SM plays an irreversible role in facilitating social interaction among the respondents.

During the FGD, conducted among discussants, they stated that message texting about daily life and receiving it is a lot faster than writing a letter, received almost immediately as opposed to old traditional methods, enables individuals to know if their messages have reached their recipient or not, it is less expensive as opposed to old traditional methods. They also added that SM allows people to connect with family, friends and people within country and out of country/abroad. In addition, they also asserted that the specific benefit of social media use is it opens the access for downloading reading materials that is difficult to get in hard copy and videos that teaches them as teacher at their homes

Beside, my informants have commonality regarding specific benefits of SM among them, one of the informants recounted the idea this way: In past, distance creates the difference between families and other peoples those who lives far from them because there was no interaction and exchange of information (Lakech). She stated that:

*Lakech Erchafo, aged 23, lives in neighborhood 5 Meil Amba kebel. She has information about specific benefits of SM, when she was a child, her parents were disseminating information about suddenness and happiness to their relative through sending individual up to the place of original home, but for those who lived in abroad is impossible, except direct calling with more than 100 birr airtime. Now a day, they interact with any people either through sending video or what was existed in their mind via social media with short a period of time and with few service charges. As a result, social media makes interaction of people easy and fast than before.*

In the study area, social media is playing a principal role in interaction and it allows people to have almost free access to SM platform in order to interact with one another and with their friends and families for different specific purposes.

#### **4.3.3. Respondents closest friends in social media site**

Peoples interact with one another through social media type for different functions. The following tables depicts respondents' closest friends in most used type of social media.

Closest friends in social media site	Frequency	Percent
Family	10	10.1
Classmates	16	16.2
Business men	5	5.1
People living abroad	45	45.5
People in country	9	9.1
People I do not know	8	8.1
People I know	6	6.1
Total	99	100.0

**Table 14: Respondents closest friends in social media site (Source: own survey, April, 2017)**

According to the data presented in the table above majority, (45.5%) of respondents found that their closest friends were people living abroad, (10.1%) of respondents claimed that their closest friends were family, (16.2%) of respondents said that their closest friends were classmates, (5.1%) of respondents were claims that their closest friends were business men, (9.1%) respondents found that their closest friends were people in country, (8.1%) respondents said that their closest friends were people I do not know and the remaining (6.1%) respondents were claims that their closest friends were people I know. The finding revealed that for the highest number of respondents SM helps to interaction with people living abroad and the least with business men.

#### **4.3.4. Utmost key uses of social media used by respondents**

Social media functions are multidimensional and it contains specific and general function in broader séance. The following tables illustrates utmost key uses of SM used by respondents.

Utmost key uses of the SM use	Frequency	Percent
It allows me to make new friends and business connections	14	14.1
It provide common sense of belonging to a greater social net work	29	29.3
It provides the luxury of joining many more groups and communities	18	18.2
It provide a place where people across the world can stay in connected	9	9.1
It provides health, cultural and educational information	29	29.3
Total	99	100.0

**Table 15: Respondents information about utmost key uses of SM use (Source: own survey, April, 2017)**

Per the respondents opinion, about (29.3%) of respondents state that they utmost key uses of SM use is it provide common sense of belonging to a greater social network and it provides



health, cultural and educational information. Moreover, (18.2%) respondents claim that the utmost key uses of SM use is it provides the luxury of joining many more groups and communities, (14.1%) respondents said that the utmost key uses of SM use is allows me to make new friends and business connections and eventually (9.1%) of respondents answered that they utmost key uses of SM use is it provide a place where people across the world can stay in connected. In the study area, social media is a bridge, intrinsic and integral part of their life because it strongly interfaces them with globe via technology.

During the interview employed, interviewees were able to state key use of SM use. Accordingly, informants have similar ideas about its key uses. Their descriptions were oscillated this idea: SM makes people active, makes people time and money saver and it provide common sense of belonging. Among them, one of the informants' recounted role of SM this way:

*Social media plays a vital role in helping to interact with many people I can search people in the world, culture, fashion, race, type of sex and back ground of people. For me it is difficult to obtain information about what is happening in the world without social media. It gives opportunity to get information about the natural history of world such as (volcanoes and earth quakes), individual profile and background of people at far distance being in home even being in one bed. Thanks to technology, there is no more reason to wait days or weeks to interact and receive new information from a person in far distance. Social media has made it easy to get instant and fresh information within few seconds.*

Moreover, the other informant also asserted that the use of SM makes easy social interaction with many people in the globe. It makes people across the world more connected and it interconnects many people with global market information.

The out school participants on the FGD at the place of origin said that it is a place where people across the world can stay in touch and feel closer and it makes world people in one village regardless of the distance that separates them. They also added that social media takes law charge for its services, it makes life easy than before and it makes interaction as optimizations of benefit as killing of two birds with one stone.

During the FGD, conducted among participants, they stated that the utmost use of SM use is a center that interlinks the people particularly youths in the world for different key function.

#### 4.3.5. Preference of SM interaction than mainstream mass media/MMM

Peoples prefers interaction with SM than mainstream mass media for different factors. The following tables shows that the factors that make respondents to prefer SM interaction than MMM.

Factors for Preference of SM interaction than MMM	Frequency	Percent
Using MMM for advertising is expensive	35	35.4
MMM is influenced by government	18	18.2
SM is uncontrolled by government control	4	4.0
Interaction with SM is bidirectional	41	41.4
Others (Specify)	1	1.0
Total	99	100.0

**Table 16: Preference of SM interaction than mainstream mass media (Source: own survey, April, 2017)**

Out of the total about 41.4% of the respondents said that they mostly chose interaction with social media because interaction with SM is bidirectional, other 35.4% of respondents gave their suggestion in choosing SM because of Using MMM for advertising is expensive, (18.2%) said that they chose interaction with SM because MMM is influenced by government, (4%) said that they chose interaction with social media because SM is uncontrolled by government, only one respondent specified his idea that they chose interaction with social than MMM because interaction with SM is easy and fast and its interaction is not limited by government work time (table 16).

Even though it is possible to understand people’s continual usage of social media, however people prefer one medium over the other for the factors they set including the mediums fulfilling capacity of individual consumers either informational, educational or entertainment need. SM has great significance in the networking and interaction of people around the globe.

One FGD participant at area indicated his past experience as:

*Before two years ago I lost my younger brother whose age was 12 years, I could not knew where he was. Hence, I started to search him through SM by posting his photo, age, color, sex and his wearing style. After three month of my posting his profile, I got some information about he is alive and found around Gurage zone in one Christian family. I continued searching him and finally, I got him after five month of posting his profile on SM in Wolkite town, Gurage zone.*

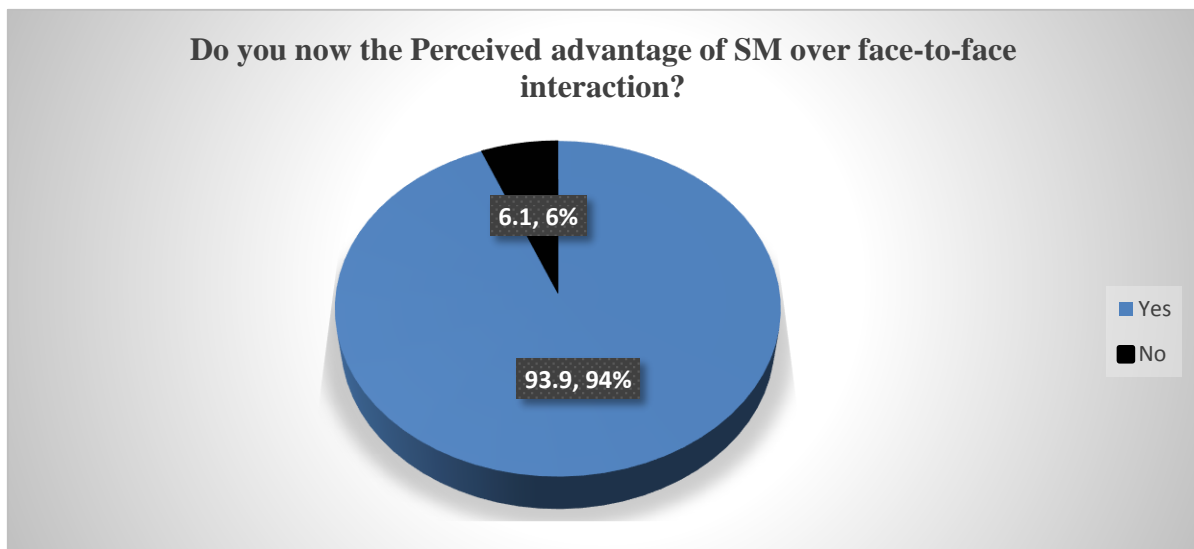
*Hence, SM links families, relatives and friends with low cost, but using MMM too expensive.*

Informants have similar idea about mostly to choose to interact with SM than MMM. Among in-depth informant, one of them explained his idea in this regard as follows:

*In mainstream mass media, there are authorized gatekeepers who filter the information or news contents ahead of broadcasting or printing, but in the case of new media or social media this approach is no more workable as gate keeping is not only limited to information providers, instead information consumers also keep their own gates. MMM is more controlled by governments or concerned body than SM.*

#### **4.3.6. Perceived advantage of SM over face-to-face interaction**

The following figure displays the idea of respondents that interaction with SM is either advantageous or not over face-to-face interaction.



**Figure 7: Perceived advantage of SM over face-to-face interaction** (Source: own survey, April, 2017)

In the figure above, respondents were asked to state whether they were advantageous of social media interaction than face-to-face interaction or not. Accordingly, of total sampled people around (93.9%) of them were said that interaction with social media sites makes people more advantageous than face-to-face interaction. The rest only (6.1%) of them gave their suggestion, as that interaction with social media cannot make people more advantageous than face-to-face interaction.

The possible explanation as stated by the respondents' why SM is more advantageous than face-to face interaction is that; social media interaction allowed many of people to connect more easily with different geographical location, culture with fashion. In addition, exchanging information to other through social media is not waiting for weeks and months as before. Social media makes interaction fast and make users active. Social media interactions will make users to interact globally not only locally.

Beside, two of my informants explained that SM interaction makes people more advantages than interpersonal face-to-face interaction because SM interaction is fast and easy way to facilitate interaction with any other people. Also it connects many more peoples in the world at once.

Among my informants, three of them explained the advantages of social media over interpersonal face-to-face interaction. They said in contemporary days when you meet with new friends, the preliminary thing is that he/she asked you is that do you use SMS? Followed by its address, not even the phone number because it is expensive to direct call and personal meeting through appointment itself is time consuming. Therefore, SM interaction is time saver and it allows people to interact with other freely without any shame.

Most of the discussants have similarity about advantages of SM; they argued that SM allows any people for political propagation, participation and to interact with any politician in country and out of country. Among them, one of the discussants asserted his idea this way:

*Social media is a media of the day where the world has changed in to one small village, serving the people as a key disseminator of information and other issues within seconds of its occurrences, that is why we see many people preferring to use SM more than face to-face interaction. Social media is a media by the people for the people which enable the people to participate, challenge and influence governments through raising political instability or social moves via internet.*

#### 4.3.7. Contribution of SM to social capital of the respondents

Existence new media/SM decreases gap between the people. It plays a vital role in the human life through interlinking one with another in different dimensions. The following table depicts Contributions of SM to social capital of the respondents.

Contributions of SM to social capital of the respondents	Frequency	Percent
It links individuals in politics, economics and social	46	46.5
It creates glue relationship of individuals in religiously	8	8.1
Through creating means of interaction for individual	28	28.3
Through keeping individuals daily interaction	17	17.2
Total	99	100.0

**Table 17: Contribution of SM to social capital of the respondents (Source: own survey, April, 2017)**

The respondents were asked the ways how social media contribute to their social capital treasuries. As presented in table above different people have given their opinion in way in which SM play role in developing individual social capital. Among the total interviewed people majority, (46.5%) of respondents said that social media contribute to social capital of the individual through it links individuals in different aspects like, politics, economics and social, while, (28.3%) of respondents replied that social media contribute to social capital of the individual through creating means of interaction for individual , the rest (17.2%) and (8.1%) of respondents replied that social media contribute to social capital of the individual through keeping individuals daily interaction and through it creates glue relationship of individuals in religiously respectively (table 17 ). In the study area, SM interaction have been playing vital role in developing social capital of individuals.

In depth informants also have commonality regarding the contribution of SM to social capital of individual. Among them one of the informants recounted the case this way:

*Mr. Bekele, 25 year old, lives in neighborhood 2 in Lich Amba kebele and he has three years' experience of internet with 2035 online friends. His online friends is religious people, politician and relatives. He interacted with his online friends more of at night time for educational, religious, social, and political even some times simply chatting for time being. To him social media plays an irreversible role through interlinking known and unknown people. Therefore, social media directly and indirectly contributes to social capital of individual.*

#### 4.3.8. Use of social media and law in Ethiopia

Governments have proclamations in relation to social media crime. The following table depicts the illegal use of SM and its consequences.

The use of social media and law in Ethiopian	Frequency	Percent
Internet services without the requisite license would be punishable	46	46.5
The use of Skype services for security attack would be punishable	11	11.1
Cybercrime by using SM would be prohibited	33	33.3
Guilty of committing terrorist acts can be put in imprison	9	9.1
Total	99	100.0

**Table 18: SM use and law in Ethiopian (Source: own survey, April, 2017)**

Regarding the existing law for controlling the use of SM in Ethiopia as suggested by the study area respondents have been presented in table above. Therefore, as illustrated in table above from the total interviewed (46.5%) of respondents replied that the use of Internet services without the requested license would be punishable, while, (33.3%) of respondents asserted that cybercrime by using SM would be prohibited, other (11.1%), and (9.1%) of respondents suggested that the use of Skype services for security attack would be punishable, and using SM to guilty of committing terrorist acts can be put in imprison respectively (table 18).

During the FGD, conducted among out school participants, they stated that still they have not awareness about to what extent the law prohibits the use of SM and it requests the use of SM. With lack of knowledge most of the peoples practiced Cybercrime via to internet, they used SM to attack other individual by writing missed information on the other profile by hiding their identity. It results dangers on individual life and on the mind of other people like isolation from family and larger society.

Discussants also repeatedly mentioned that some peoples uses SM like Skype to insulting the other and promoting people to commit and participates in terrorist acts to attack security of the country. They said there was no practical law about the use of social media in the study area Hossana town and other parts of Ethiopia. If the above-mentioned issue was crime about the use of social media, then government must outlined and amending its own proclamation, articles and polices in relation to social media crime.

Use of social media without knowledge and without requisite from concerned body can make individual in criminal and it causes punishment. People must use SMS with proper care and for only requested items.

#### 4.3.9. Controlling illegal use of SM

The following table show how the government and concerned body controls illegal use of SM.

Controlling illegal use of SM	Frequency	Percent
Through amending the proclamation in relation to how to use SMS	32	32.3
By making the awareness to the people how to use the SM	27	27.3
Awareness creation about SM crime	33	33.3
Through proclamation making the criminal to be arrest	7	7.1
Total	99	100.0

**Table 19: Respondents information on controlling illegal use of SM (Source: own survey, April, 2017)**

For better proof and explanation of the question in table 18, respondents were asked to state the way how does government controls the above listed issues in table 19. Of total respondents (33.3%) of people replied that through awareness creation about SM crime around, (32.3%) of them stated that the government controls it should be started through amending the proclamation in relation to how to use SM, and the remaining (27.3%) and (7.1%) claimed that the government controls should be through making the awareness to the people how to use the SM, and government control illegal use of SM via internet through proclamation by making the criminal in to jail respectively (table 19). Strong suggestion with higher percentage of respondents have demonstrated as controlling the use of SM should start through teaching the people about SM crime and amending the proclamation in relation to how to use SM. Which shows that the absence of clarified law in relation to use of social media in Ethiopia and also lack of terms or awareness to use SM.

FGD Participants in the study areas have similar ideas about the way how the government controls illegal use of social media. Accordingly, they asserted that the government, NGO, school and concerned body must teach and create awareness about the use of social media to the family, youths and society in general through different mechanisms like as 1 to 5 groups, in kebele level and web sites.

Participants also mentioned reputedly that people used social media to practices bullying activities on the other. Bulling the other people through SM via to technology is criminal activities. Government must create the way, mechanisms or security based on technology to control those who practices bullying or criminal behavior over the other. Controlling such system around in our areas and in Ethiopia is new practices so as to this government must give great credits to mechanisms about how to control criminalists.

In line with this study, FGD participants stated the way how to convert usage of social Medias for productive functions. Accordingly, Out school participants explained that when youth start to use social media through time and program then they soon start to live productive way of life. Most of the peoples in the study areas and other areas uses SMS not for their concerned positive activates, but they use negatively like participating in harmful practices, political instability and bullying others.

SM users must start to identify good and bad practices via internet. Participants also stated the way to convert the usage of social Medias for productive functions among youths in the town is first giving training about the use of SM start from family, youths, society at large on 1/5 members of government strategy, development team, idire, religious organization, school, government office, by SM itself about how, when, where, why, with whom, to what extent they used. According to them, when youths follow the above-mentioned ideas, soon they started to use social media for productive functions.

#### **4.4. Demerits of Social Media use**

The research went to find demerits of using social media in their lives in the study area. The findings are presented in the sub-sections that follow.



#### 4.4.1. Impact of SMS on the stability of the family, children and society

Almost all respondents (100) agree that the use of SMS has impacts on the stability of the family, on children and society through different directions. The detailed issues are presented in the subsequent section.

Impacts of SM use	Frequency	Percent
It reduces family interaction time	24	24.2
It reduces parental care to their children	27	27.3
It deteriorate the individuals time to interact with society	14	14.1
It consumes work time	18	18.2
It creates conflict with in family	16	16.2
Total	99	100.0

Table 20: Impacts of SM on the instability of the family, children and society (Source: own survey, April, 2017)

The respondents were asked the impact of use of social media sites on the stability of the family, on children and society. According to survey result regarding the impact of SM about (27.3%) of respondents suggested as using SM will reduce parental care for children, other (24.2%) said that it reduces family interaction time, about (18.2%) of respondents explained that using SM for long time will reduce work time, other (16.2%) out of total respondents said that it may result conflict with in family, the remaining (14.1%) asserted that it deteriorate the individuals time to interact with society. Social media use has impacts on the instability of family in particular and community in general.

Here I have qualitative data that supported the above explanation. Among my informants, one of them explained that social media use impacts the stability of family and society by consuming their time (Bekele,). He stated repeatedly that:

*I have used social media sites for long period of time to interact with my friends more than 4:00 hours per day. I interact with my friends about everything via social media. It leads me to practiced individualistic way of life, no time to me to interact with my family and society in general. SM interaction for long time decreased intimacy between family even children.*

Moreover, the other informant also explained that the use of social media affect government, NGO, and private work time. These leads decreasing economy in the individual, family, societal and country level in general (Mihratu).

Among the informants, one of them recounted about impacts of using SM this way:

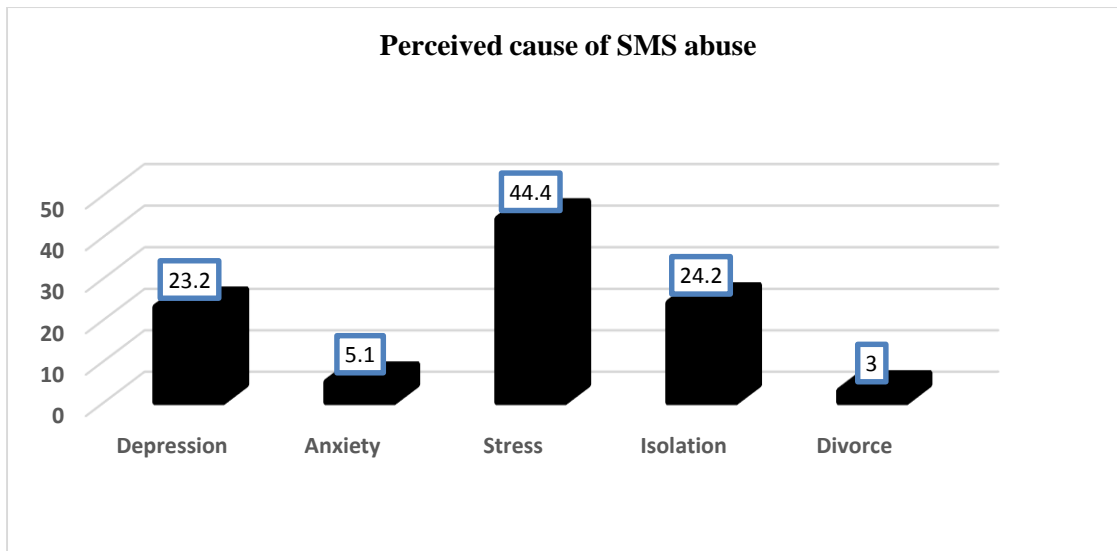
*Using social media engaged people for many unnecessary activates in their life and other community in general. For instance, using social media for a long period of time promotes users for wastage of economy because it takes high charge, it exposes parents for divorce with moral discourage, makes people un-visionary, using social media for a long period of time is seen as time killer.*

During the FGD, conducted among in school participants, they stated that the impacts of use of SM on the instability of the family, on children and society in the following manner: social media is takes a lot of money buying data bundles and user spends money to enhance the gaming experience and others. Many of these virtual spaces are based on a real economic infrastructure where users Real Trade money in order to buy, sell, and exchange virtual items or virtual money.

On the other hand, Out school participants mentioned that the use of social media affects work time of government, nongovernment and private business because users given a lot of time to chatting with friends, downloading some materials such as comedy films and pornographic video. It decreases time to given services for clients in office and business center. This leads downfall of economy in the individual, family, societal and even in country level. Finally, it results conflicts between family, parental separation and segregation of children from parents even from society.

#### **4.4.2. Perceived cause of SMS abuse**

Using social media for long period of time cause many things in the life of the user. Use SMS without a time schedule/abuse of SM become problematic. The following figure shows cause of using SMS for long period of time.



**Figure 8: Perceived cause of SMS abuse (Source: own survey, April, 2017)**

The respondents were asked to give their suggestion about cause of using social media sites for long period of time. As presented in figure above it is clear that larger proportion (44.4%) of respondents explained that using SM for longer period of time will lead to face people stress, while, (24.2%) of them said that the using SMS for a long period of time will cause isolation of individual, on the other hand (23.2%) of respondents also argue that using SM for long time will cause depression, and (5.1%) and (3%) of respondents claimed that the cause of SMS use for long period of time are anxiety and it may cause divorce respectively (fig. 8).

Among my informants, two of them explained that uncontrolled use of social media can cause short or long eyesight's, addiction, anxiety and stresses, and exclusion of the individual from the minds of society. Moreover, the other two of informants asserted that unwise use of social media can cause negative impacts on the life of people such as stress, isolation, and divorce because users did not give the time for family and society but only for chat.

During the FGD, conducted among in school participants, they also raised repeated idea by informants that social media use for long period of time causes depression, anxiety, stress and isolation from their works in general. Due to this reasons, it is obvious that spending long period of time on social media use deteriorates their life chance on tomorrow's.

#### **4.4.3. Negative impacts of social media abuse**

Using social media unwisely for long period of time, it decreases many functional practices on the life of people. The following table shows in detail about negative impacts of social media abuse.

Negative impacts of social media abuse	Frequency	Percent
Decreases students' performance at school	31	31.3
Decreases face-to-face interaction	17	17.2
Decreases work quality in office	25	25.3
Decreases affection in the family	11	11.1
Decreases mental health	15	15.2
Total	99	100.0

**Table 21: Negative impacts of social media abuse (Source: own survey, April, 2017)**

Table 21 shows serious negative impacts of unwise use of social media in the study areas like Hossana. Of the total sampled respondents majority (31.3%) of them explained their opinion as that unwise use of SM will decrease the students' performance at school, about (25.3%) of people claimed that its serious negative impact is it decreases work quality in office (17.2%) of respondents claimed that decreasing face-to-face interaction is also another serious negative impact of use of social media use in manner of unwise, on the other hand about (15.2%) of them asserts that serious negative impacts of use of social media is decreases mental health, the remaining (11.1%) of them replied that its serious negative impact is it decreases affection in the family.

Regarding with its impacts of social media, in school participants mentioned that using SM for long period of time affects academic performance of students'. Because they did not attend class properly, did not do home works, read and do assignments except chat and watch unnecessary videos in class. The participants conclude that, student drop out school and making them out of work domain is the result of unwise use of social media. Moreover one of my informants asserted that using social media for long period of time decreases student performance at school.

Among my informants, one of them asserted his idea this way:

*Before two years ago I am a wonderful student at my class. That is why I was doing my classwork, homework, assignment and group's works properly. Now I am not worried about either classwork, homework, or assignment rather chatting with my friends even with unknown people. My result become decreased due to un-functional chat.*

Among member of informants, three of them asserted that using SM for long time deteriorates inter personal face-to-face interaction and affection in the family. In general, unwise use of SM for long period of time affects all corner of human life.

#### 4.4.4. Use of social media to bull others

Some peoples use electronic media to bully other person, typically by sending different kind of messages of an intimidating or threatening nature. The following figure represents those who bull other via SM and those who do not bull other via SM.

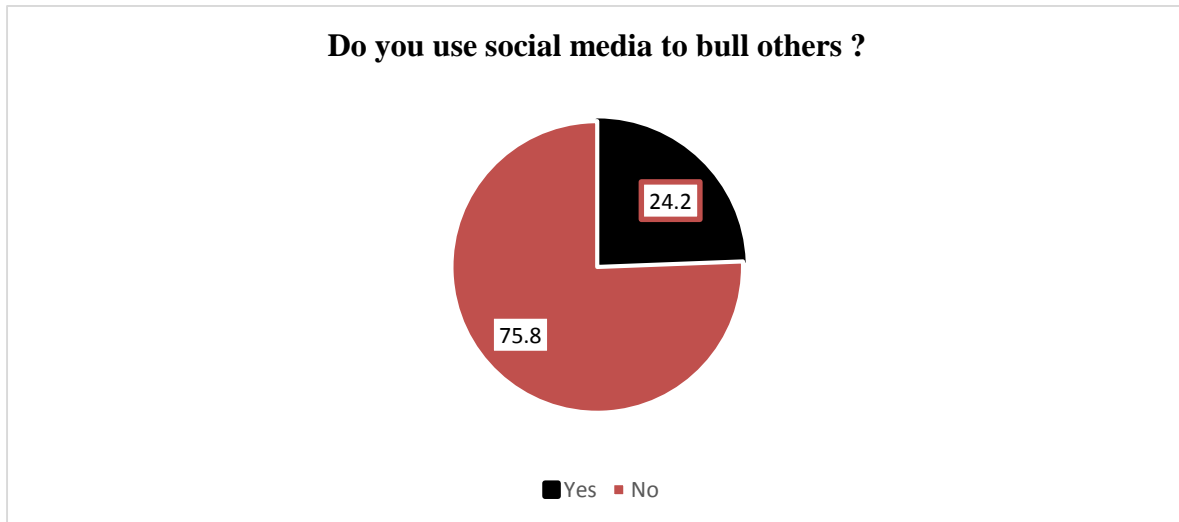


Figure 9: Respondents information about the use of SM to bull others (Source: own survey, April, 2017)

In the figure above, respondents were asked to state whether they bull others or not bull through the use of social media. As seen from the figure 75.8% of respondents asserted that they were not use social media to bull others and the remaining 24.2% respondents reacted that they use social media to bull others. The possible reasons for those youths who bull other may be to revenge the others for different reasons or without any reasons.

The possible explanation as stated by the respondents' to bull others via social media is bullying other through writing false profile about the people, misleading other people by using Photoshop, by posting incorrect and conflict things in front of the other people and initiating peoples to participate in terrorist act.

The Out school participants on the FGD at the place of origin said that, most of the people use social media to attack other people through posting false information on the profile of other. It results psychological problem even sometimes suicide is the final result of such practices.

Among my informants, two of them use social media to bull other by attaching others photo with false information on the other profile. They also added that they bull other through raising

debated/doctrinal issues between religions. Finally, it leads conflicts between religion and its followers (Bekele and Meklit).

On the other hand, Baredu argues that cyber bullying through SM can cause moral discourage and isolate individual from society. He stated that:

*In most of social media pages I wrote some suggestions and comments about those who bull others by posting others photo and missed information via social media pages. Most of the peoples use SM for only the purpose of bullying other. It causes many ambiguity on the mind of others society about the individual. I am not using media pages for bullying other, but I used it for my purpose. Hence, bullying other via SM is not advisable.*

Using SM to bullying other through different dimensions is not advisable, it causes punishments.

#### **4.5. Prospects of using social media**

Prospects of social media also contains positive and negative directions as two sides of coin. The detail information is presented in the presiding each sections.

##### **4.5.1. Change of interaction type**

Social media user are increasing rapidly in order to accrue global information, to interact with family, and with other people. This increasing number of SM users influences the existing type of interaction. Accordingly, all respondents (100%) believed that in the future the existing type of interaction will be changed into SM type.

Reason for Change of interaction type	Frequency	Percent
Increasing accessibility of internet	29	29.3
Increased globalization	26	26.3
Better awareness of people on the use of SM	23	23.2
Increased interest of peoples to use SM	21	21.2
Total	99	100.0

**Table 22: Change of interaction type (Source: own survey, April, 2017)**

Therefore, the highest number of respondents (29.3%) believed that the existing type of interaction will be changed in to SM type in the future because of increasing accessibility of internet followed by increased globalization (26.3%). The rest 23.2% and 21.2% of respondents said that better awareness of people on the use of SM and increased interest of peoples to use SM were the major reasons.

Most of the informants have similar explanation about the reasons for changing the existing type of interaction in to SM in the future. They explained that in the future people shifts their interaction into social media type due to the reason of increasing accessibility of internet and increasing interest of the people with better awareness was the major factor. There is possibility to forecast that in the future SM use decreases the usage number of existing type of interaction.

#### **4.5.2. Future SM interaction can deteriorates cultures of people**

The aim of this study is to revealing the future SM interaction can deteriorates norms, values and cultures of people in the town, respondents were asked for to identify whether the future SM interaction can deteriorates norms, values and cultures of people.

Accordingly, all applicants (100%) were said that the future SM interaction can deteriorates norms, values and cultures of people in the town.

Reason for SM interaction can deteriorates cultures of people	Frequency	Percent
It makes people busy	40	40.4
It diverts people in to globalization	24	24.2
It makes people full of anxiety	7	7.1
People more exposed to adopted action	28	28.3
Total	99	100.0

**Table 23: SM interaction can deteriorates norms, values and cultures of people (Source: own survey, April, 2017)**

According to the finding from the table above, about (40.4%) of the respondents said that the future SM interaction can deteriorate norms, values, and cultures of people in the town because it makes people busy followed by people more exposed to adopted action (28.3%). The rest (24.2%), and (7.1%) of respondents said it diverts people into globalization and it makes people full of anxiety respectively (table 23)

On the other hand, among my informants, one of them argued that increasing interaction of social media in the future by youths deteriorates the norms, values, and culture of the society in the town. Peoples are more interacted via to internet with those who live in abroad and in countries. Peoples become too busy by practicing adopted type of actions than own in near future. Above mentioned factors in the study area will decrease values, norms, and culture of the society in the future.

Moreover, participants in FGD argued in the same manner that explained by informants above. They said that the increasing interaction of youths on social media deteriorates norms, values and culture of people in the town because people more practiced adopted action.

#### 4.5.3. Most significant use of social media in the coming years

As information is power, informed societies are also powerful, participate and decide up on its fates. This power can only be achieved either from glob or other people via SM. A wise use of information is intrinsic for human life. Information via SM is everything for users in the coming years. The following table depicts most significant use of social media in the coming years.

Significant use of social media in the coming years	Frequency	Percent
It will increases economy in the country	32	32.3
It will increases self-reliance	13	13.1
It will be a means of money transfer	18	18.2
It will turned the world in to one village	31	31.3
It can replace a conventional media	1	1.0
It can be used as a means election media	3	3.0
It will be a means of marriage	1	1.0
Total	99	100.0

**Table 24: Most significant use of social media the coming years (Source: own survey, April, 2017)**

The respondents were asked the most significant use of social media in their life in the coming years. From table 24 above, the majority of respondents 32.3% said that the most significant SM use in the coming year is it will increase economy in the country, 13.1% respondents said that the most significant use of SM in the coming year is it will increases self-reliance, 18.2% of respondents asserts that the most significant use of SM in the coming year is it will be a means of money transfer, 31.3% said that the most significant use of SM in the coming year is it will turn the world into global understandings, the equal percent of respondent (1%) said it can replace a conventional media and will be a menace of marriage. Finally, 3% of respondents claimed it can be used as a means of election media.

In line with above data, participants stated the significant use of SM in the coming year as follow: our parents practiced marriages ceremony through different way such as culturally, religiously and legally. In 21st centuries and in the coming year's people start to practice marriage celebration and its ceremony through social media via to internet with expecting its types of celebration. They explained marriage in SM is cost minimization, time saver; therefore, it is the base for economy development. In addition, among the member of



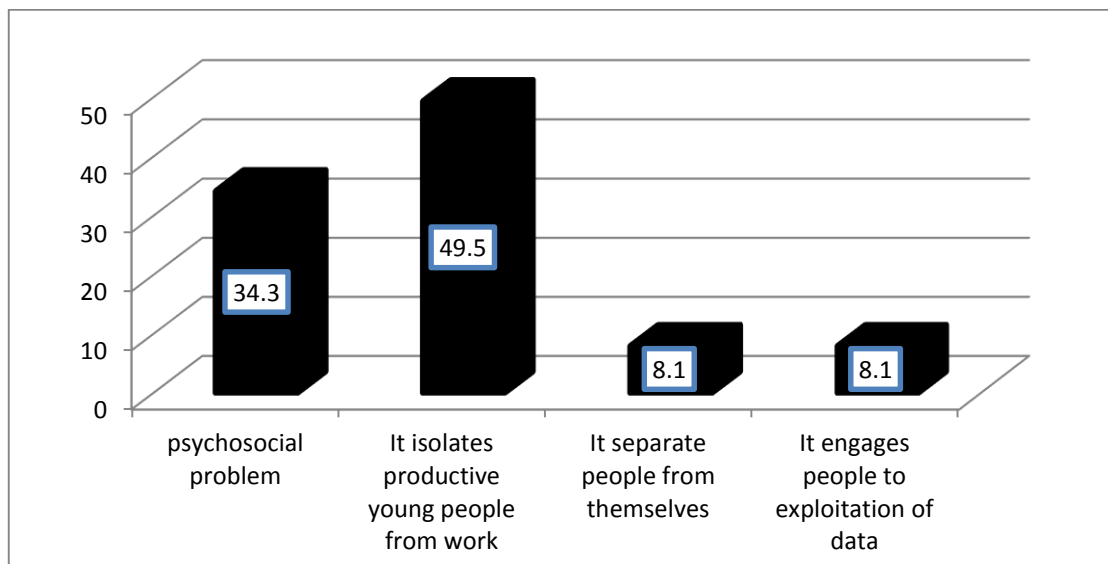
participants, one of them asserted that in near future people will start to elect the government through the use of new media via technology.

Almost all informants have commonality regarding social media: it lays suitable condition for academic performance of students particularly youths for those who uses it properly. Youths get the access of reading material and some videos from social media via to the internet. In the near future students will not wait to student-teacher interaction because they download the same course in videos and it follows in place of the teacher.

The other informant indicated that in the coming years, it is obvious to predict a SMS is a way for money transfer. In the future people uses SMS to texting secret code and sending a small voice message. Within a few service charge, people start to interact as face-to-face interaction through the use of Skype either to transfer money or for other purposes.

**4.5.4. Negative consequences of spending long time on SMS in the future**

Technology like two sides of a coin, it bring both the negative and positive sides. The negative consequences of spending long time on SMS highly influences life destination of individual in the future. The following figure display Negative consequences of spending long time on SMS in the future.



**Figure 10: Negative consequences of spending long time on SMS in the future (Source: own survey, April, 2017)**

The respondents were asked what will be the negative consequences of spending long time on SMS. Figure 10 above shows their responses. The majority of the respondents (49.5%) said that the negative consequences of spending on SMS will lead to isolates productive young

people from work, while, 34.3 % of them said that the negative consequences of spending on SMS will consequences psychosocial problem. Moreover, the equal percent of 8.1% of respondents asserts that negative consequences of spending on SMS will separate people from themselves and it engages people to exploitation of data.

Accordingly, most of the interviewees have commonality regarding negative consequences of spending long time on SMS in the future among them, one of the informants asserted that using social media without knowledge increases negative impacts on life of people such as it separates people from product, their own work and themselves as capitalist way of life. Finally, such kind of practices leads people/youths for psychosocial problems.

Participants in FGD also claimed that the negative consequences of spending long time on SMS in the future leads many SM users to exploit the data through hacking the accounts of other users in order accomplish the mission that existed in their mind.

## **4.6. Analysis and discussion**

### **4.6.1. Commonly practiced types of Social Media**

#### **4.6.1.1. Social Media use**

According to technological theory, media technology plays a role in shaping how we as individuals in a society interact, think, do things, feel, act, and how the society operates as we move from one technological age to another (Mcluhan, 1962 ). Hence, new media/SM brought us different interaction devices that help to narrow the gaps between people by interacting in an online platform. Social media provides one of these services that has assisted and eased interaction of mankind in different parts of the world.

Due to the reason of social media interaction via to technology many things are changed and to be changed. Now a day, news, messages, and any other information that were usually taking days or months can now occur within minutes of its occurrences because of social media (Pizano, 2016). Analogous patterns prevail in case of Hossana town, they wait to exchange message, information days or months, even it is impossible to exchange voice via to internet, but now thanks to technology everything is free to interact and long distance is artificial to social media. They interact with people in abroad and in countryside's within minutes of its either message or any other information occurrences.

In the case of this research in inquiry were made to the respondents to identify whether they use social media and absolute almost all respondents (100%) were social media users. Interaction with SM via to internet is a recent phenomenon in study area like Hossana, now a day it has get popularity among users. This reveals that SM will remain as a vibrant interaction media in the minds of youngsters. The qualitative data also supported that they had used SM for different reasons.

#### **4.6.1.2. Preferred type of social media**

Social media refers to activities, practices, and behaviors among communities of people, who gather online to share knowledge, opinions and other information using new media (Safko and Brake 2009). For these and other purpose, people prefer SM types based on their interests.

In the case of these research, the majority of (41.4%) respondents preferred Social networking type followed by (40.4%) and (18.2%) of respondents preferred Interpersonal and YouTube respectively. As already mentioned above by Safko, Brake and Baruah also explained that social networking touches every field of life such as politics, economic, education, social issues and others (Baruah et al , 2012). Therefore, people prefer social networking sites for different purposes that existed in their mind. In current studies, social networking also taken the prime place followed by Interpersonal and YouTube respectively. To conclude these findings, respondents in the study area were not used only one type of social media rather they used more than one type of SM (refer table 4). In addition, the interviewees also answered that they were used more of social networking from SM type followed by interpersonal and YouTube respectively.

In the case of these study, the larger proportion (48.5%) of respondents selected SM types due to its exposure to easily access information; about (31.3%) said as it is service charge is not expensive, (11.1%) said existence of accessibility of services, and (9.1%) said free to interact with friends (refer table 6).

In this regard, Nick (2010) noted that youths use identified SM to easily share information, create new relationship and free to interact with friends. Also it is supported by Ethio Telecom (2016) that reported SM types is cheaper alternative to connecting with friends and families as compared to a direct call.

The interviewees also believed that as their main motives for selecting identified SM and they all stated that the common element of truth as to why their motive for joined SM is to interact information (to give and to acquire information via to technology).

#### **4.6.1.3. Mostly used social media sites**

According to Internet World Status (2013) in Ethiopia, reported that among SMS, Facebook has been the prime social networking sites. On the other hand, Ethio Telecom (2016) has reported that Facebook, video, skype and WhatsApp are popular amongst people as they are a cheaper alternative to connecting with friends and families as compared to a direct call (EthioTelecom, 2016).

In the case of these research, the majority (42.6%), (20.8%) (17.8%) and (15.8%) of respondents mostly used Facebook, Whatsapp, YouTube, Skyperespectively (refer table 5).

On the other hand, the Reuters Institute Digital News Reported (2014) that Germans and Italians (32%) of respondents have taken strongly to use WhatsApp, but in US3% of respondents use WhatsApp. However, in the study area respondents prefer Whatsapp on the second place next to Facebook.

Moreover, the researcher also asked the interview questions about the best preferable SMS used and accordingly, the informants' of this study preferred more of Facebook followed by whatsapp, Skype, and viber respectively.

Regarding the ways of accessing social media, more than half (60.6%) of respondents asserted that they used smart phones to access SMs followed by (15.2%) one fourth of the first category Internet Café users (refer table 7). In this regard, Balancing (2014) has mentioned that people choose Smartphone to access SM because it carries out many of the functions of a computer and large screen with its application. The higher percentage respondents' dependence for accessing SM via Smartphone is due to the devices multi-functional nature.

In case of this study, the majority (44.4%) of respondent's in the study area visited SMS at one time in per day and the probable reason may be users visited SMS more of at night time in their home (refer to Table 9 and 10). They also spent 2-3 (50.51%) hours per day followed by (29.29%) spent above 4 hours (refer to figure 6). Available evidence suggests that most internet users probably visit SMS daily or at least every other day (Lenhart, 2010).

#### **4.6.2. Merits of Social Media use**

Proper use of social media has a lot advantages either for interaction, exchanging ideas or searching updated information from the globe. Merits of social media is presented in different dimensions in the presiding section.

##### **4.6.2.1. Purpose of use of SMS**

Respondent uses social media sites for different purposes that existed in their mind. In the study area the purpose for which respondents mostly used SMS for keeping in touch with friends and families, for downloading reading materials, for political participation, to share videos/ pictures, for advertising religious worship, for couple formation, to take information about marketing and in addition to other issues like to seek information about Sport, for entertainment etc.

Accordingly, 42.4% of respondents replied that they were using SM mostly for keeping in touch with friends and families. This finding was consistent with previous studies by Al-Deen and Hendricks (2012) which indicates that youth mostly uses SMS for the purposes of connectedness or keeping in touch with friends and family.

Whereas, (37.4%) of respondents said that they mostly used SMS for downloading reading materials. It is supported by previous studies that SM allows people to easily downloading, upload, tag, and share personal video clips (Jarboe, 2011), (6.1%) respondents are engaged their self in using SM for both to share videos/ pictures. This finding was also supported by Boyd and Ellison (2007) in Cambridge that explained these days' youths mostly use SMS for the purpose of share pictures and videos to other users in any condition. The rest of (5.1%), (2%), (2%) and (1%) of respondents said that they mostly use SM to take information about marketing, political participation and seeking information about Sport respectively (refer to Table 12). To make strength above findings Njoroge (2013) explained that web/SM is becoming part of the general business for interaction, sales, services and source of market information around the world in general. According to technological theory in Toronto, social media allows people to interact the message like politics, social, marriage, entertainment with the other in their everyday life (Mcluhan, 1962 ). In addition, Tesfaye (2013) concludes that social media as an alternative political forum in Ethiopia and are encouraging citizens to exercise freedom of expression and speech.

In addition, discussants argued that the purpose of the use of social media that they had no availability before either for interaction or searching information about education, health, agriculture, politics, about relatives, but now thanks to technology, they had accessibility of web to acquire information via social media. In the study area SM is more of for making strong intimates with their friends and families via internet. On the other hand, one of my discussants explained a bit different from the other that most of the peoples used SMS for rising conflict. Therefore, SMS is a fighting place known as battle. The interviewees' data also supported that they had used SM for different reasons. In the study areas peoples are more advantageous because they interact with SMS via internet.

#### **4.6.2.2. Specific uses of SM**

Based on literature, it has been attempted to grasp the specific benefits of SM on the daily lives and all respondent (100%) knew about the specific benefits of SM on their daily lives. In this case, youngsters interact with one another for their daily lives via to SM.

Accordingly, for near to half (46.5%) of respondents 'were using SM for sharing detail of their daily life activity followed by introducing them self with new people. The other benefits of SM were being use SM for sharing photograph, and to make them self-funny respectively (Table 13). This result shows that people in the study area are being used SM for different purpose, among that daily idea sharing takes first followed by getting new people via internet. To this matter, Al-Deen and Hendricks (2012) in United States of America mentioned that social media was meant to create a conducive social environment for daily individual interaction with friends and family for different benefits on their daily life such as find/share funny, self-presentation of identity and talk /meet with family, new friends, colleagues.

All informants have the same idea about the specific benefits of social media. Among the informants, one of them asserted that SM plays a remarkable role to disseminate and to acquire information about everything. Besides, Participants argued that the specific benefit of SM is it allows people to interact with one another and it opens the access to downloading materials for learning with low charges.

In line with these findings, Jarboe (2001) from India noted that SM is a new service that allows people to easily downloading, upload, tag, and share personal video clips via internet.

Under this specific condition, respondents also mentioned that the utmost key uses of the social media use. Consequently, the equal percent (29.3%) of respondents stated that they utmost key

uses of SM use were it provide common sense of belonging to a greater social network and it provides health, cultural and educational information. The interface between the social media and the society (sociology of technology) in relation to interaction is strongly dynamics (refer to Table 15).

This finding was consistent with previous studies by Anuragin (2015) in America, which indicates that SM allows people to make new friends and business connections. It provides the luxury of joining many more groups and communities. Sawyer (2011) also explained that SM allows people across the world can stay in connected and it provides a common sense of belonging to a greater social network. Moreover, in the Western world, social media via internet is intrinsic to media and it provides information about business, banking, education, health and culture to the users (Ali, 2011).

According to the informants, SM makes people active, time and money saver and it provide common sense of belonging. Among the informants, one of them asserted that SM was a center/source of all information. Moreover, discussants also argued that SM makes a world people in one village with law charge, it implies that SM makes interaction as optimizations of benefit as killing of two birds with one stone. SM plays a vital role by creating social solidarity in world society.

#### **4.6.2.3. Preference of SM interaction than mainstream mass media**

Now a day peoples are interested to interact with other people via to social media than mainstream mass media. The majority of respondents (41.4%) prefer SM interaction then MMM as result of interaction with SM is bidirectional followed by using MMM for advertising is expensive (refer to Table 16).

This finding was consistent with previous studies of Banerjeeof (2008) in Malaysian, which indicates that MMM are typically highly centralized, require significant investment heavily influenced by governments and its interaction is unidirectional. On the other hand, SM interactions are also extremely de-centralized, require very low investment, provide greater interactivity and public participation, are much more difficult to control and its interaction is bidirectional.

According to the participant in the FGD, most of them argued that SM links families, relatives and friends without time limitation with low cost, but MMM is limited by time/not works for about 24 hours through day. They also explained that getting its service was too processed and

its service charge is too high. Informants also raised their ideas in the study area in the same manner as explained above.

#### **4.6.2.4. Perceived advantage of SM over face-to-face interaction**

In the case of this research respondents stated Interaction through social media makes people more advantageous than interpersonal face-to-face interaction (said yes, 93.9%). While the remaining 6.1% respondents said 'no', that SM interaction were not make people more advantageous than interpersonal face-to-face interaction (refer to Fig. 7). The possible explanation as stated by the respondents' why SM was more advantageous than face-to face interaction was that; social media interaction allowed many of people to connect more easily with different geographical location, culture with fashion. In addition, exchanging information to other through social media is not waiting for weeks and months as before. Social media makes interaction fast and make users active. Social media interactions will make users to interact globally not only locally.

The interviewee also supported that interaction via social media makes people more advantageous than interpersonal face-to-face interaction through it opens the access of global information, by connecting many more people, time saver and through connection it makes communality for people. On the other hand, discussants asserted that SM interaction was more advantages than inter personal face-to-face interaction. Social media not only for interaction with family and others, but for political propagation, participation, social moves and to interact and to link with politician in country and out of country.

To this matter, Turnbull (2010) argues that today the world is consumed with the idea of the Internet and rise of technology that ultimately could change quality of face-to-face interaction because in the past people used to share information of both their surround and distant area interpersonally after a long challenges and long journey even it is impossible to interact with people those how lives abroad. But, now a day thanks to technology people can interact in country and out country with few minutes.

#### **4.6.2.5. Contribution of SM to social capital of the respondents**

Under this specific item, respondents were asked to state the way how SM that contributes to social capital of the individual. Among the total survey people the majority (46.5%) of



respondents said that social media contribute to social capital of the individual through it links individuals in different aspects like, politics, economics and social (refer to table 17). SM interaction have been playing vital role in developing social capital of individual in the study area in Hossana.

Informants in the study area have similar idea about the contribution of SM to social capital of individual. Among my interviewees, one of them asserted that the contribution of SM to social capital is it allows individual to link with business worker, religion, students, politicians and others. In the study area social media plays irreversible role in contribution of social capital of individual.

In line with the above finding, Sawyer (2011) explained that social media contribute to social capital of the individuals by provide a place where people across the world can interact and stay in touch in different dimensions like in politics, economy, religion and in social affairs via to technology.

#### **4.6.2.6. Social media and law in Ethiopian**

Respondents of this study were asked to state which SM use is requested and which one is not requested in relation to law in Ethiopia. As a result, the majority 46.5% respondents said that the use of Internet services without the requisite license would be punishable, 11.1% of respondents reacted that the use of Skype services for security attack would be punishable, 33.3% of respondents asserted that cybercrime by using SM would be prohibited, and finally, 9.1% respondents claimed that the using SM to guilty of committing terrorist acts can be put in imprison (refer to Table 18).

On the other hand, participants asserted that still they were not awareness about to what extent the law prohibits and it requests the use of social media. They were lack of awareness in relation to SM and law. For this reason, most of the peoples practiced illegal use of social media by hiding their identity and some of the in country and abroad peoples uses SM like Skype to initiate and promote people to commit and participates in terrorist acts to attack economy and security of the security of the country.

In support of the above finding the Telecom Fraud Offence Proclamation No. 761/2012 in Ethiopia underlined that using internet services without the requisite license, the use of Skype and other VoIP services for security attack can be sentenced to 10-20 years in jail and committing terrorist act can be sentenced to prison 15 years (Arts 2(1), 2(5) and 4).

In general, the use of social media without knowledge and without requisite from concerned body can make individual in criminal and finally, it causes punishment. Hence, people must uses SMS with proper care and for only requested items.

Under this specific condition, respondents were stated the way in which government controls illegal use of SM via the internet. As a result, the majority 33.3%of respondents stated that through awareness creation about SM crime (refer to Table 19).

Most of the participants have commonality about lack of practical law and the use of social media in the study are and in our country Ethiopia. They also added the way how to convert the use of social media for productive functions as follows: the government and concerned body must take the care to give the training for SM users/youths, family and society through 1/5 government strategy in school, kebele, woreda, and government and NGO offices.

#### **4.6.3. Demerits of social Media use**

People use social media sites without effective control, and this in turn reflecting the existence of challenges have negative effects on the life of user and society in general. The findings are presented in the sections that follow.

##### **4.6.3.1. Impact of SMS on the stability of the family, children and society**

Using SMS without time management impacts the stability of the family, on children and society. Accordingly, total respondents agreed that the use of SMS has impacts on the stability of the family, on children and society. Through different dimension the use of SMS impacts the stability of the family, children and society. For this reason, the majority (27.3%) of respondents suggested as using SM will reduce parental care for children followed by it reduce family interaction time (24.2%). While the rest 18.2%, 16.2% and 14.1% of respondent asserted that it consumes work time, it leads conflict with in family and it deteriorate the individuals time to interact with society respectively (refer to Table 20).

Both informants and discussants explained the same idea that the use of SM raise individualistic way of life and it consumes family interaction time. They also added that it affects work time and it leads to decreases economy in the family and society.

In line with above findings, Decca and Sad (1998) reported the studies in New York that the users spend each day on SMS leads to a reduction in the rates of interaction with the family and community. When people consumes their time by un-functional chat, it leads them to

conflict with family, decreases work time and decrease economy. Because they did not give the time for personal interaction with family and for their works, but they gave more time for non-functional chat with others. For this and other reason, SM use has impacts on the stability family, children and society in general.

#### **4.6.3.2. Perceived cause of SMS abuse**

Using SM for long period of time become problematic. It cause many things on the life of the user. Accordingly, the larger proportion (44.4%) of respondents explained that using SM for longer time will lead to face people stress. The rest 24.2%, 23.2%, 5.1% and 3% said it causes isolation, depression, anxiety and divorce respectively (refer to Fig. 8).

Moreover, most of the participants and interviewees raised the same idea that the use of SMS for long period of time causes depression, anxiety, stress, divorce, separation from society even isolation from their works. And also it deteriorates users' life chance on tomorrows.

This finding was consistent with previous study by Ritchelin (2010) in New York which indicates that spending on SM for long period of time leading people wastage of time, building of shallow and negating relationships, and causing rather than alleviating user's depression, loneliness, stress, social isolation, and withdrawal.

In line with above explanation, Respondents were stated the serious negative impacts of unwise use of social media. The majority 30.3% of respondents said that it decreases students' performance at school followed by decreases face-to-face interaction 17.2%. The rest 25.3%, 15.2% and 11.1% said it decreases work quality in office, mental health and affection in the family respectively (refer to Table 21).

The above findings are supported by Przybylski (2012) in U.S. who revealed that engaging for long period of time to SM decreases face-to-face interaction, decreases affection in the family, increases loneliness and increases mental illness on the individual. However, in the study areas the larger proportion 30.3% of respondent's claimed that the serious negative impacts of unwise use of social media decreases student's performance at school.

According to my informants, unwise use of SM affects decreases student results and decreases face-to-face interaction. They also added that unwise use of SM is seen as a time killer, wastage of life and it affects eye of individual because of a brightness of the dives/Smartphone.

During the FGD, conducted among in school participants, they stated that SM for long period of time affects the academic performance of students because they engaged more time in SMS than attending the lessons, did not do home works and assignments. Finally, it causes student drop out from the school. According to informants, using SM for long period of time decreases face-to-face interaction and affection in the family

#### **4.6.3.3. Way respondents bull others**

Some of the peoples use social media in wrong way in order to attack other people. In the study areas 24.2% of respondents were asserted that they use SM to bull other. While the remaining 75.8% of respondents were not use SM to bull other SM users (refer to Fig. 9).

Respondents those who uses SM to bull other explained the way how they bull others in such way: by writing false profile on the other SM user, misleading the other through using photo shop, by posting incorrect and conflicting thing in front of other, through initiating people to participate in act of terrorism.

The participants on the FGD at the place of origin said that, people particularly youths uses SM to bull other media users through posting false information on the profile of other. They said most of the time such kind of practices was between opposite sex, refusing love questions might be the possible reason. Among my informants, two of them uses SM to bull others through writing false information about the profile of the others. The remaining my informants said that they were not use SM to bull others except leaving the comments for those who bull others via SM.

The above findings are supported by some scholars who revealed that youths bullying other through SM by post things in front of their peers through different direction and humiliate them (Bannink, Broeren, & van de Looij – Jansen, 2014). Hence, bulling the other people via SM is not advisable and it is an illegal social media behaviors.

#### **4.6.4. Future prospects of SM use**

##### **4.6.4.1. Change of interaction type**

Therefore, the highest number of respondents (29.3%) believed that the existing type of interaction will be changed in to SM type in the future because of increasing accessibility of internet followed by increased globalization (26.3%). The rest 23.2% and 21.2% of respondents said that better awareness of people on the use of SM and increased interest of peoples to use SM were the major reasons.

The number of social media user is increasing from day to day in alarm change due to its function. These increasing number of SM user influences the existing type of interaction in the future. Accordingly, all respondents (100%) believed that the existing type of interaction will be changed into SM type.

Corresponding to above explanation, respondents were stated the reason why the existing type of interaction will be changed into SM in the future. As a result, the majority (29.3%) of respondents claimed that the existing type of interaction will be changed in to SM type in the future due to increasing accessibility of internet followed by increased globalization (26.3%) (refer to Table 22).

Among my informants, most of them asserted that in the future the existing type of interaction will be changed in to social media type because in the future, accessibility of internet and internet penetration will be increased and increasing knowledge about the use of internet is base for changing type of interaction.

Besides, participants on the FGD at the place of origin argued that, in the future globalization makes people busy and it separates one from the others. Due to this and other reasons existing type of interaction will be changed in to SM type because they are stressed with different type of activity either by downloading, uploading, chatting, and money and file transferring.

The above findings was supported by McLuhan (1962) in Toronto who revealed that in every new system of media technology, society will change the way of interaction with one another and will habit with adapted technology. When people move from one technological age to another, then they will change the existing type of interaction in to a newly habited and adopted type of media interaction. According to McLuhan technology always influences the existing type of interaction.

When people engaged a long time on social media, then they habits adopted type of practices. All respondents (100%) accepted the future SM interaction deteriorates norms, values, and cultures of people. This is why, (40.4%) of respondents said interaction in SM makes people busy followed by people more exposed to adopted action (28.3%) (refer to Table 23)

Besides, informants asserted that the increasing interaction of social media in the future deteriorates the norms, values, and culture of the society in the town because increased globalization and youths are more exposed for adopted actions than own. They also added that

the use of SM for interaction in the future makes people more busy because users are too busy with full of activity via the internet like a capitalist way of life.

Moreover, FGD participants asserted that the future SM interaction can decrease norms, values, and cultures of people in the town because peoples are more engaged for the fashion of the other. Interaction with SM diverts the attention of users from traditional activity to updated one and it decreases interests of people to attend within different societal activates. This finding is also supported by above explained by McLuhan idea. When people start to interact with the adopted type of media interaction then it deteriorates norms, values, and cultures of people in the town because users are more engaged for adopted activates (Mcluhan, 1962).

#### **4.6.4.2. Most significant use of SM in the coming years**

The question of this study was concerned with the most significant use of social media in individual life in the coming years. As a result, the majority (32.3%) of respondents asserted that it will increases economy in the country followed by it will turned the world in to one village (31.3%). On the other hand, 18.2%, 13.1%, 3 and the equal percent (1%) of respondents reacted that it will be a means of many transfer, it will increases self-reliance, it can be used as a means of election media, it can replace a conventional media and it will be a menace of marriage (refer to table 24).

Most of the participants and interviewees explained in similar way that the most significant use of social media in individual life in the coming years is it changes the way of interaction, increasing individual thinking in to global, it increase individualism in line with capitalism, it transfer money, it will be a means of social change, political moves, people will start to interact about marriage via internet and it will increases economy in the country.

The school informants' on the FGD at the place of origin said that, social media plays a great role in the following years for students by allowing them to discuss subject matter with online friends.

In support of the above research finding the following reports also found positive effects of social media sites on the economy of the individual or country in general in the future: Loechner in his Chief Marketer Social Marketing Survey in American Life Projectsaid, almost 80% of companies targeting consumers surveyed use social media to reach their audiences, and another 13% plan to incorporate social media in their marketing in the next year (Loechner 2011). From this context the most significant use of social media on the life of individual in the future, it is

a bridge that interconnects one with another in order to increase product. Hence, in the future social media interaction increases economy in Hossana and in other country.

#### **4.6.4.3. Negative consequences of spending long time on SMS in the future**

Spending long time on social media site affect user life. In sequence with above-discussed issues, respondents were also stated the negative consequences of spending a long time on SMS in the future. As a result, 49.5% of respondents said that it will isolate productive young people from work domain followed by psychosocial problem with 34.3%. Unwise use of SM become problematic. On the other hand, the equal percent 8.1% of respondents asserted that it will separate people from themselves and it engages people to an exploitation of data (refer to table figure 11). In support of the above viewpoints, Umar Ruhi (2014) in Canada has explained the future of social media is closely tied to the exploitation of big data to accomplish only their mission in wrong way in the future. People in the future using SM not only in the right way but also they use it wrongly through an exploitation of other data. SM brings both negative and positive impacts on the life of users and society in general.

Besides, my interviewees stated that using social media for long period of time increases negative impacts on the life of people such as it separates people from product, their own work and themselves as a capitalist way of life.

On the other hand, in school participants also explained that spending daily on SMS will increase workless people in the country because users give more time for a non-functional chat and it engages them to practice dangers in their life. They added that when people uses SMS for long period of time it leads people to exploitation of the data.

#### **Summary of the uses and abuses of social media in Hossana Town**

People particularly youths in the study area in Hossana are being used more than one social media type for different purposes, at different time through different devices. Among social media sites, facebook is prime or highly visited social media sites followed by whatsapp. Most of the people in the Hossan town use social media for interactional purposes or for exchanging information with one another. In addition, social media use in the study area decreases the gap between the people. Therefore, the interface between society in Hosanna town and technology is highly strong.

On the other hand, people/youths use social media for negative purposes through posting another photo with sex video and writing false information with other profile by hiding their

identity via technology. Unwise use of SM causes many negative impacts on the life family, children, and community in general. Moreover, social media use influences old traditional way of interaction and it diverts the intention of people into technological type of interaction/new media via the internet.

When people uses social media properly it will increase many positive things in his life and when people uses SM improper way it will increase many negative practice on his life. Hence, SM contains both positive and negative sides.



## CHAPTER FIVE

### 5. Conclusions and recommendation

#### 5.1. Conclusions

In this study, an attempt was made to assess the uses and abuses of social media among youths of Hossana town, southern Ethiopia. Within this title, attentions were paid for types of SM practiced by youth, merits and demerits of SM use. Besides, future prospects of SM use was also attempted to take care of.

Data were collected from purposefully selected respondents from Lich Amba kebele (neighborhood 1 and 2) and Meil Amba kebele (neighborhood 5) of Addis ketema, Hossana town. Youths were selected from the three purposively selected neighborhoods by simple random sampling technique. Questionnaires were filled with the help of voluntary respondents who got trained to lead the deciding sites. Data were analyzed using frequency and percentage. Moreover, in-depth interview with five SM users and FGD participants of 12 individual two group were held.

Regarding the commonly practiced type of Social Media, almost all respondents/informants or participants that they use more than two types of social media for interaction this day, like social networking sites, YouTube and interpersonal for different purposes in their mind via internet. The main reason for selecting SMS is exposure to easily access information, service charges is not expensive, the existence of accessibility of services and free to interact with friends. The purpose they use SM to interact with one another is still strong.

Concerning the merits of social media use, almost all respondents/informants or participants use social media sites for different purposes like for keeping in touch with friends and families, for to share videos/ pictures, to take information about marketing, for political participation, for advertising religious worship, for couple formation and for entertainment, for seeking information about Sport. SM lays suitable condition for daily interaction with specific and real benefits and it contributes to the social capital of the individual. Hence, SM plays an irreversible role in facilitating social interaction among the people.

Regarding the demerits of social media use, using SMS for long period affects the stability of the family, on children and society in general. It also causes people to face on stress, isolation of individual, depression, anxiety and it may cause divorce. Serious negative impacts of unwise use of social media lead to decreases the students' performance at school, decreases work

quality in office, decreasing face-to-face interaction, decreases mental health and it decreases affection in the family. It also initiates people to practice cyber bullying. Therefore, unwise use of social media makes user illegal. Hence, unwise use of technology can be a problematic, but wise use of technology exposes humankind to a better way of doing things

Concerning the future prospects of social media use, use of SM like two sides of a coin, it will bring with both the negative and positive sides. In the future existing type of interaction will be changed into SM type because of increased globalization, better awareness of people on the use of SM, increasing accessibility of internet, increased interest of peoples to use SM and increased accessibility of technology. It also deteriorates norms, values, cultures of people in the town because it makes people busy, it diverts the intention of into globalization, and it makes people full of anxiety. On the other hand, in the coming years use of SM is most significant for increases economy, increases individualism, means of many transfers, turned the world into global understandings, a replace conventional media, menace of marriage, means of election media.

## **5.2. Recommendations**

### **I. Recommendations for the government, NGO, and schools**

- ✚ The government should be responsible for developing and activating community awareness program concerning safe Internet use and harm minimization and related supporting services to minimize the harmful effects of SM use in relation to law especially on youths;
- ✚ The government must give the great credit to outline and amend its own SM proclamation, policy and its article separating from conventional media/MMM.
- ✚ Urgent steps must be taken by government to converting usage of social medias for productive functions particular to youngsters;
- ✚ Schools, NGO, and concerned bodies should develop the awareness programs concerning safe social media usage to minimize the harmful effects of its usage for students and office worker in relation to SM proclamation.
- ✚ The government, NGO and school should give training to SM users about how, when, where, why, with whom, to what extent they use SM through 1/5 members of government strategy, development team, idire, religious organization and school, government office.

## **II. Recommendations for Youths and Families**

- ✚ Youths who spend longer time on SM should be advised to minimize their online time
- ✚ Social media was created for an open interaction and learning, hence it should not be used as a space for valueless items like cybercrime and bullying;
- ✚ Social media sites significantly affect traditional way of interaction like face-to-face interaction and mainstream mass media. Therefore, it should be used in a way existing traditions will not be eroded, instead, it should be used to advance the existing type of interactions;
- ✚ Families should be responsible for their youths time and ways of social media usage;

### **5.3. Suggestions for further research**

While the study recognized that social media use on other age groups outside the youth circle, and as such, this study limited itself only to the youths in Hossana. Therefore, a similar study can be done on other age groups outside the youth circle.

The study focused itself only on three selected neighborhoods in Hossana town. Similar studies can be done outside of three selected neighborhoods in Hossana town.

In general, public policy should focus on promoting the healthy and safe use of the SM. youths must proceed using the most up to date and appropriate technologies. However, the ill sides and repercussions of misusing technologies must be recognized and examined and proper interventions implemented to maximize their utility and to minimize the potential harm to youths, families as well as to society.

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## Appendixes

### Appendix I:

#### A-Survey Questionnaire designed for whom youths of Hossana town, southern Ethiopia

#### JIMMA UNIVERSITY

#### Graduate School of Sociology and Family Studies

Dear Respondents,

The purpose of this questionnaire is to collect information for the fulfillment of Master of Arts thesis and the information is based on assessing uses and abuses of social media in Hossana people. Your genuine and accurate responses will have great contribution to the findings of the research and future applications of technology in society. Therefore, you are kindly requested to give your genuine answers to the questions below. The results of the survey will be used merely for the purposes of this thesis alone. It will not be shared with any other individual or institution. Moreover, your participation is voluntary. Thank You!

You can reach me via [gtyegetanew@gmail.com](mailto:gtyegetanew@gmail.com)

#### Part One: Demographic information

Instruction: Answer the following questions by putting a tick (✓) mark in the box:

##### 1. Age:

1=18—23

2=24—29

3=30—35

4=36 and above

##### 2. Sex:

1= Male

2= Female

##### 3. Educational status:

1=Elementary school

2=High school

3 =Preparatory

4=College Diploma

5=Degree & above

4. Occupational category:

1=Student

2=Civil servants

3=NGO employee

4=Private Business

5= Specify if any other.....

5. Income sources

1=Daily labor

2=Monthly salary

3=Family dependent

4=Business profit

5= Specify if any other.....

**Objective1. To assess the existing type of Social Media commonly practiced by the residents**

1. Do you use social media?

1=Yes

2=No

2. If your answer to question Number 1 above is yes, which social media type you use utmost?

1= Social networking sites

2= Video (YouTube)

3=Interpersonal

4=Micro blogging

5= Specify if any other.....

3. Which of the following social media site do you mostly use?

1=Facebook

2=YouTube

3=Skype

4=WhatsApp

5=Viber

6= Twitter

7= Specify if any other.....

4. What was your main reason for selecting the identified type of social media?

1=Exposure to easily access information

2=Service charge is not expensive

3=Existence of accessibility of services

4=Free to interact with friends

5= Specify if any other.....

5. In what ways do you access your social media sites mostly?

1=Woreda net

2=Internet cafe

3=Pc/Laptop

4=Smartphone

5=Tablet

6= Specify if any other.....

6. SM experiences via internet

1=Less than 1 year

2=1-3 years

3=3-5 years

4=Above 5 years

7. Usually how much time do you mostly spend daily on SMS?

1=Less than 1 hour

2=1:00-2:00 hours

3=200 -3:00 hours

4=3:00-4:00 hours

5=Above 4:00 hours

8. At what time of the day do you mostly use internet?

1=Morning

2=Mid-noon

3=Afternoon

4=During Night

9. How often do you use social media per day?

1= One time

2=Two time

3= Three time

4=Above three time

10. Where do you mostly use social media?

1=Home

2=School

3=Work place

4=Office

5=Business

6= Specify if any other.....

**Objective 2. To describe the advantages of Social Media use among the youths of the town**

1. For what purpose do you mostly use social media sites?



- 1=For keeping in touch with friends and families
- 2=For downloading reading materials
- 3=For political participation
- 4=To share videos
- 5=For advertising products
- 6=For religious participation
- 7=For couple formation
- 8=To take information about marketing
- 9=To discuss on Social issues
- 10=To seek information about Sport
- 11=For Entertainment
- 12=To build a business online
- 13=Specify if any other.....

2. Do you know the specific uses of social media in the daily lives of the individuals?

1=Yes

2=No

3. If your answer for the question above is yes, which one of the following is its specific benefit to you

- 1=To share details what I am doing in my daily life
- 2=To share photos
- 3=To meet new people
- 4=To find funny
- 5=Specify if any other.....

4. If your answer for question number 3 is 'No', please give your justification

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5. From the responses below, who are your closest friends in most used type of your social media site?

- 1=Family
- 2=Classmates
- 3=Business men
- 4=People living abroad
- 5=People in country
- 6=People I do not know
- 7=People I know
- 8= Specify if any other.....

6. Which one of the followings are utmost key uses of the social media use?

- 1=It allows me to make new friends and business connections
- 2=It provide common sense of belonging to a greater social net work
- 3=It provides the luxury of joining many more groups and communities
- 4=It provide a place where people across the world can stay in connected
- 5=It provides health, cultural and educational information
- 6= Specify if any other.....

7. What are the most factors that make peoples to choose interaction with social media than interaction with mainstream mass media (MMM)?

1=Using MMM for advertising is expensive

2=Using SM is cheap

3=MMM is influenced by government

4=SM is uncontrolled by government control

5=Interaction with MMM is unidirectional

6=Interaction with SM is bidirectional

7=Others (Specify).....

8. Interaction through social media makes people more advantageous than interpersonal face-to-face interaction?

1=Yes

2=No

8. If your answer for the above question is yes, please mention it how SM interaction is advantageous than interpersonal face-to-face interaction

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10. If no, please give the reason that interaction with SM is not advantageous than interpersonal face-to-face interaction

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11. In what ways does social media contributes to social capital of the individuals mostly?

1=It links individuals in politics, economics and social

2=It create glues the relationship individuals in religiously

g

3=Through creating means of interaction for individual

4=Through keeping individuals daily interaction

5= Specify if any other.....

12. One of the followings use of SM are strictly prohibited by law in Ethiopian?

1= Internet services without the requisite license would be punishable

2= Use of Skype services for security attack would be punishable

3=Cybercrime by using SM would be prohibited

4=Guilty of committing terrorist acts can be put in imprison

5= Others (Specify).....

13. How does the government control the above-listed issues?

1. Through amending the proclamation in relation to how to use SMS

2. By making the awareness to the people how to use the SM

3. Teaching the people about SM crime

4. Through proclamation making the criminal to be arrest

**Objective 3. To identify the demerits of social Media use in study area**

1. Do you think that the use of SMS has impact on the stability of the family, on children and society?

1=Yes

2=No

2. If your answer to question above is yes, which one is the most reason?

1=It reduces family interaction time

2=It reduces parental care to their children

3=It deteriorate the individuals time to interact with society

4=It consumes work time

5=It creates conflict with in family

6= Specify if any other.....

3. If your answer to question above is no, please give the reason?

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4. Which one is the main cause of spending long hour on the use of social media sites?

1=Depression

2=Anxiety

3=Stress

4=Isolation

5=Divorce

6= Specify if any other.....

5. Which one are the serious negative impacts of unwise use of social media in your experience?

1=Students performance at school

2=Face-to-face interaction

3=Work quality in office

4=Affection in the family

5=Mental health

6=Specify if any other.....

6. Do you use social media to bull others?

1=Yes

2=No

7. If your answer to the above question is yes, please mention it how you bull others via SM?

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**Objective 4. To see the prospects of using social media among youths in Hossan town**

1. Do you think that the existing type of interaction will be changed into SM type?

1=Yes

2=No

2. If your answer to question above is yes, what will be the main reason?

1=Increasing accessibility of internet

2=Increased globalization

3=Better awareness of people on the use of SM

4=Increased interest of peoples to use SM

5=It will make individuals interaction easy and fast

6= Specify if any other.....

3. Do you think that in the future SM interaction can deteriorate norms, values and cultures of people in the town?

1=Yes

2=No

4. If your answer for above question is yes, which one of the following will be the main reason?

- 1=It makes people busy
- 2=It diverts people in to globalization
- 3=It makes people full of anxiety
- 4=People more exposed to adopted action
- 5= Specify if any other.....

5. If your answer for question number 3 is no, please give your justification?

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6. What do you think is the most significant use of social media in your life in the coming years?

- 1=It will increases economy in the country
- 2=It will increases self-reliance
- 3=It will be a means of many transfer
- 4=It will turned the world in to one village
- 5=It can replace a conventional media
- 6=It can be used as a means election media
- 7=It will be a means of marriage
- 8= Specify if any other.....

7. Do you think that spending long time on SMS will increases negative impacts on the life of people?

- 1=Yes
- 2=No

9. If your answer for above question is yes, what will be its serious consequences?

- 1=Succeed
- k

2=psychosocial problem

3=It isolates productive young people from work

4=It separate people from themselves

5=It engages people to sex for commercial purpose

6=Specify if any other.....

10= If your answer for above question is No, please give you clarification about it?

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## Appendix II-Qualitative data

### Individual in-depth Interview questions

#### General Information

Pseudonym of informants \_\_\_\_\_

Sex (male=1, female=2) \_\_\_\_\_

Age \_\_\_\_\_

Educational level \_\_\_\_\_

Occupation \_\_\_\_\_

Income \_\_\_\_\_

Experience in using internet \_\_\_\_\_

Place of residence \_\_\_\_\_

Place of interview \_\_\_\_\_

Date of interview \_\_\_\_\_



**Interview Guides:**

1. When did you start social media sites?
2. Do you know the type of social media? What are they?
3. What is your motive for joining social media sites?
4. Which social media sites do you prefer best? Why?
5. For what purpose do you use social media sites?
6. What is the role of social media in social interaction?
7. How do you see the merits of social media use?
8. What are the demerits of social media use?
9. How do you use social media to bull others?
10. How do you explain the effects of social media on traditional method of social interaction?
11. In your understanding, how you see the prospects of using social media?

**Appendix III-Qualitative data**

**Focus Group Discussion with social media users**

**General information**

<b>№</b>	<b>Pseudonym</b>	<b>Age</b>	<b>Sex</b>	<b>Education</b>	<b>Sub city</b>	<b>Kebele</b>	<b>Neighborhood</b>	<b>Income</b>	<b>Occupation</b>	<b>Experience</b>
1										
2										
3										
4										

5										
6										
7										
8										
9										
10										
11										
12										

**Guiding questions for FGD**

1. For what purpose do you use social media sites?
2. How do you see the merits of social media use?
3. What are the demerits of use of social media sites?
4. What you think about future prospects of social media use?
5. How people use social media to bull others?
6. How you understand that the use of social media and law in Ethiopian?
7. How do we convert the usage of social Medias for productive functions among youths in the town?

**Appendix IV: Table of Random Numbers (Numbers corresponding to youths who were selected for the sample are circled with red color))**

Table D	Random Numbers														
10480	15011	01536	02011	81647	91646	67179	14194	62590	36207	20969	99570	91291	90700		
22368	46573	25595	85393	30995	89198	27982	53402	93965	34095	52666	19174	39615	99505		
24130	48360	22527	97265	76393	64809	13179	24830	49340	32081	30680	19655	63348	58629		
42167	93093	06243	61680	07856	16376	39440	53537	71341	57004	00849	74917	97758	16379		
37570	39975	81837	16656	06121	91782	60468	81305	49684	60672	14110	06927	01263	54613		
77921	06907	11008	42751	27756	53498	18602	70659	90655	15053	21916	81825	44394	42880		
99562	72905	56420	69994	98872	31016	71194	18738	44013	48840	63213	21069	10634	12952		
96301	91977	05463	07972	18876	20922	94595	56869	69014	60045	18425	84903	42508	32307		
89579	14342	63661	10281	17453	18103	57740	84378	25331	12666	58678	44947	05584	56941		
85475	36857	43342	53988	53060	59533	38867	62300	08158	17983	16439	11458	18593	64952		
28918	69578	88231	33276	70997	79936	56865	05859	90106	31595	01547	85590	91610	78188		
63553	40961	48235	03427	49626	69445	18663	72695	52180	20847	12234	90511	33703	90322		
09429	93969	52636	92737	88974	33488	36320	17617	30015	08272	84115	27156	30613	74952		
10365	61129	87529	85689	48237	52267	67689	93394	01511	26358	85104	20285	29975	89868		
07119	97336	71048	08178	77233	13916	47564	81056	97735	85977	29372	74461	28551	90707		
51085	12765	51821	51259	77452	16308	60756	92144	49442	53900	70960	63990	75601	40719		
02368	21382	52404	60268	89368	19885	55322	44819	01188	65255	64835	44919	05944	55157		
01011	54092	33362	94904	31273	04146	18594	29852	71585	85030	51132	01915	92747	64951		
52162	53916	46369	58586	23216	14513	83149	98736	23495	64350	94738	17752	35156	35749		
07056	97628	33787	09998	42698	06691	76988	13602	51851	46104	88916	19509	25625	58104		
48663	91245	85828	14346	09172	30168	90229	04734	59193	22178	30421	61666	99904	32812		
54164	58492	22421	74103	47070	23306	76468	26384	58151	06646	21524	15227	96909	44592		
32639	32363	05597	24200	13363	38005	94342	28728	35806	06912	17012	64161	18296	22851		
29334	27001	87637	87308	58731	00256	45834	15398	46557	41135	10367	07684	36188	18510		
02488	33062	28834	07351	19731	92420	60952	61280	50001	67658	32586	86679	50720	94953		
81525	72295	04839	96423	24878	82651	66566	14778	76797	14780	13300	87074	79666	95725		
29676	20591	68086	26432	46901	20849	89768	81536	86645	12659	92259	57102	80428	25280		
00742	57392	39064	66432	84673	40027	33832	61362	98947	96067	64760	64584	96096	98253		
05366	04213	25669	26422	44407	44048	37937	63904	45766	66134	75470	66520	34693	90449		
91921	26418	64117	94305	26766	25940	39972	22209	71500	64568	91402	42416	07844	69618		
00582	04711	87917	77341	42206	35126	74087	99547	81817	42607	43808	76655	62028	76630		
00725	69884	62797	56170	86324	88072	76222	36086	84637	93161	76038	65855	77919	88006		
69011	65797	95876	55293	18988	27354	26575	08625	40801	59920	29841	80150	12777	48501		
25976	57948	29888	88604	67917	48708	18912	82271	65424	69774	33611	54262	85963	03547		
09763	83473	73577	12908	30883	18317	28290	35797	05998	41688	34952	37888	18917	88050		
91567	42595	27958	30134	04024	86385	29880	99730	55536	84855	29080	09250	79656	73211		
17955	56349	90999	49127	20044	59931	06115	20542	18059	02008	73708	83517	36103	42791		
46503	18584	18845	49618	02304	51038	20655	58727	28168	15475	56942	53389	20562	87338		
92157	89634	94824	78171	84610	82834	09922	25417	44137	48413	25555	21246	35509	20468		
14577	62765	35605	81263	39667	47358	56873	56307	61607	49518	89656	20103	77490	18062		
98427	07523	33362	64270	01638	92477	66969	98420	04880	45585	46565	04102	46880	45709		
34914	63976	88720	82765	34476	17032	87589	40836	32427	70002	70663	88863	77775	69348		
70060	28277	39475	46473	23219	53416	94970	25832	69975	94884	19661	72828	00102	66794		
53976	54914	06990	67245	88350	82948	11398	42878	80287	88267	47363	46634	06541	97809		
76072	29515	40980	07391	58745	25774	22987	80059	39911	96189	41151	14222	60697	59583		
90725	52210	83974	29992	65831	38857	50490	83765	55657	14361	31720	57375	56228	41546		
64364	67412	33339	31926	14883	24413	59744	92351	97473	89286	35931	04110	23726	51900		
08962	00358	31662	25388	61642	34072	81249	35648	56891	69352	48373	45578	78547	81788		
95012	68379	93526	70765	10593	04542	76463	54328	02349	17347	28865	14777	62730	92277		
15664	10493	20492	38391	91132	21999	59516	81652	27195	48223	46751	22923	32261	85653		

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