

**HOW FACEBOOK SHAPES PUBLIC PERCEPTION AND ATTITUDE TOWARDS
ORGANIZATIONS IN SOUTH SUDAN: A CASE STUDY OF SOUTH SUDAN
BROADCASTING CORPORATION SSBC**

EMMANUEL ADIGESI

S21B04/026

**A DISSERTATION SUBMITTED TO THE SCHOOL OF JOURNALISM, MEDIA, AND
COMMUNICATION IN PARTIAL FULFILLMENT FOR THE REQUIREMENTS OF THE
AWARD OF A DEGREE OF BACHELOR OF ART IN JOURNALISM AND COMMUNICATION
OF UGANDA CHRISTIAN UNIVERSITY**

October, 2024



**UGANDA CHRISTIAN
UNIVERSITY**

A Centre of Excellence in the Heart of Africa

DECLARATION

The work in this research is, to the best of my knowledge and belief, original except as acknowledged in the text. I hereby declare that it is my personal accountability of the research and it has never been submitted to any academic institution of higher learning for any academic award.

ADIGESI EMMANUEL


S21B04/026

Signature.....

Date.....

APPROVAL

This is to certify this research of ADIGESI EMMANUEL under registration number S21B04/026 has been carried out under my supervision and guidance and the research is now ready for submission to the school of Journalism, Media and communication of Uganda Christian University with my due approval.

Signed... 

Date.....18/10/2024

ASSOC. PROF. EMILLY COMFORT MARACTHO

School of Journalism, Media and Communication

DEDICATION

In a special way, I want to dedicate this research dissertation to my beloved mummy, Betty Kojo, my beloved auntie Lucia Acu Daniel, my siblings and friends who really offered their companionship and guidance through all the situations.

Lastly, I would like to dedicate it to all lecturers of the school of Journalism, Media and Communication who constantly offered guidance to me, during my stay here. May God bless you.

ACKNOWLEDGEMENT

Great thanks first go to the LORD for the gift of life and all the provision that has brought me this far in my studies, it was all through him. It is because of Him that I rise every morning with a purpose in my life and will forever sing his glory.

I am deeply grateful to my academic supervisor, Assoc Prof. Emilly Comfort Maractho for her valuable guidance and support that has helped me complete this proposal.

Finally, I wish to thank the rest of the people who have helped me during my research in one way or another. Your extended hands saw me through to the end.

MAY THE ALMIGHTY GOD REWARD YOU

LIST OF TABLES

Table 1:	Population study and its categories
Table 2:	Showing of socio- demographic characteristics respondents
Table 3:	Role of user generated content on Facebook at SSBC
Table 4:	strategies to effectively communicate on Facebook at SSBC

TABLE OF CONTENT

Contents

DECLARATION.....	i
APPROVAL.....	ii
DEDICATION.....	iii
ACKNOWLEDGEMENT	iv
LIST OF TABLES.....	v
ABSTRACT	ix
CHAPTER ONE	1
INTRODUCTION	1
1.0 Introduction	1
1.1 Background of the study	1
1.2 Problem statement	4
1.3 General purpose:.....	4
1.4 Research objectives	4
1.5 Research questions	5
1.6 Scope of study.....	5
1.7 Justification.....	6
1.8 Significance.....	7
1.9 Hypothesized pathways:.....	8
CHAPTER TWO	8
Literature Review	8
2.0 Introduction.....	8
Selective Exposure Theory.....	9
2.4 Literature gap	14
CHAPTER THREE.....	16
RESEARCH METHODOLOGY	16
3.0 Introduction.....	16

3.1 Research design	16
3.2 Study area	17
3.3 Study population and size	18
Table 1: Population study and its categories	18
3.4 Sample size determination	19
3.5 Sampling method.....	20
3.6 Sources of data	20
3.6.1 Primary source.....	21
3.6.2 Secondary source	21
3.7 Data collection methods and instruments	21
3.7.1 Structured interviews	21
3.7.2 Key informant interviews.....	21
3.8 Data collection procedure	22
3.9 Quality and error control.....	22
3.9.1 Validity of the research instrument	22
3.9.2 Reliability of the research instrument.....	23
3.10 Data analysis	23
3.11 Ethical considerations	23
3.12 Limitations and delimitations of the study	24
CHAPTER FOUR.....	24
PRESENTATION AND ANALYSIS OF RESULTS.....	24
4. 0 Introduction.....	24
4.1 Demographic characteristics of respondents.....	25
Table 2: Showing of socio-demographic characteristics respondents	25
4.2 The role of user generated content on Facebook among the workers at SSBC	27
Table 3: Role of user generated content on Facebook among the worker at SSBC	27
4.2.1The role of the user generated content among the workers (interviews)	30
4.3 Strategies to effectively communicate on Facebook among the workers.....	31
Table 4: strategies to effectively communicate on Facebook among the workers	31
4.3.1 Strategies to effectively communicate on Facebook among the workers (interviews).....	33

CHAPTER FIVE	35
SUMMARY OF FINDINGS, CONCLUSIONS AND RECOMMENDATIONS	35
5.0 Introduction	36
5.1 Summary of findings	36
5.1.1 The role of user generated content among the youth at SSBC	36
5.1.2 Strategies to effectively communicate on Facebook at SSBC	37
5.2 Conclusion	38
5.3 Recommendations	38
5.4 Areas for further research	39
REFERENCES	40
Appendices	44
Appendix 2: interview Guide	47

ABSTRACT

The study examines the users' generated content on Facebook at South Sudan Broadcasting corporation (SSBC). The study was guided by objectives which included; the online presence and activity of SSBC on Facebook and identifying the strategies to communicate effectively on Facebook among the workers and the youths at SSBC.

This study investigates the influence of user-generated content on social media platforms, specifically Facebook, as well as on the opinions and perceptions of workers at South Sudan Broadcasting Corporation (SSBC). The research aims to identify the types of users-generated content that most effectively shape opinions and perceptions, and to determine the strategies that has been employed to leverage user-generated content for effective communication and collaboration among SSBC workers on selective exposure theory. A mixed-methods approach was used, combining both qualitative and quantitative data collection and analysis methods. The study will contribute to the existing body of knowledge on the impact of user-generated content on social media, and provide practical recommendations for organizations seeking to harness the power of user-generated content for effective internal communication and collaboration.

CHAPTER ONE

INTRODUCTION

1.0 Introduction

This chapter looks at the background of the study, problem statement, purpose of the study, objectives of the study, research questions, scope of the study that is, geographical scope time scope, the significance of the study and the conceptual framework.

1.1 Background of the study

Facebook, as a prominent social media platform, significantly influences public perception and attitudes toward organizations in South Sudan. There were 892,200 Facebook users in South Sudan in August, 2024 which accounted for 5.8% of its entire population. The majority of them were men 71.8% people aged 18 to 24 were the largest user group (353,600). The highest difference between men and women occurs within people aged 25 to 34, where men lead by 234,800(NapoleonCat, 2024), Facebook has become a primary source of information and communication for many individuals. The platform's algorithms and user intentions shape public opinion, potentially impacting the reputation and credibility of organizations operating in South Sudan.

The ministry of information and broadcasting, South Sudan broadcasting corporation before independence, all media houses were being controlled from Khartoum. All radio broadcast and Television programs were transmitted from Omdurman Radio and Sudan TV to the whole nation.

In 1963, the first radio was officially opened in Juba to address the local citizens in their local languages and propagate Government policy (Collins, R. O, 2019).

In 1975, the May regime came with an initiative to connect the whole country with telephone services and TV links using Sudan Domestic Satellite System (SUDOSAT). This project targeted eight towns in the north and six in south. These six southern towns included; Juba,Wau, Malakal, Yambio, Bor, Rumbek (Akol, J. J., 2017).

In 1976, SUDOSAT project was officially launched plus Gumbo Radio transmitting station. That was the first time for the people in south to watch TV program. However, in the 1983 liberation, two stations in Rumbek and Bor were totally destroyed (UNESCO, 2018).

In January 1992, Elinghaz regime started media mobilizations to reinforce its policy in the south(Deng, P. K., 2015) by installing two short wave stations in Wau and Malakal and the medium wave station at Gonia-Juba was rehabilitated(Kuwai, U. M., 2018). These three stations continued to operate under Omdurman until 2004 when southern Sudan radio and TV cooperation was formed to regulate radio and TV in the south.(Government of South Sudan, 1992).

After signing the Comprehensive Peace Agreement (CPA) in 2005, the government of South Sudan inherited these stations and is currently the base of South Sudan Radio and Television.

In 2006, SSTV was established under the directorate of television and radio in the Ministry of Information and Broadcasting(Kuwai, U. M., 2018). Its terrestrial signal can be received within 25 km radius of the city. it also runs small local TV stations in Aweil, Wau, Malakal and Rumbek(Government of South Sudan, 2006).

In 2009, the Ministry of Information and Broadcasting of South Sudan government signed a contract with Arab Satellite Communications Organization (ARABSAT) to route the audiovisual programme signal for the customer's own needs, to serve the international distribution for Southern Sudan TV channel on Arab region and Europe on Arabsat Badr-4, North America on Galaxy 19, Africa on Arabsat5C and Australia on Intelsat 8 systems in addition to provide two feeding signal (Backhauling and News Exchange) on Arabsat 5C (C-Band). Therefore, SSBC is located at Hai Nyakuron, opposite Nyakuron Centre in Juba, Central Equatorial State, it was established in 2010, after the signing of the Comprehensive Peace Agreement (CPA) in 2005, which led to the independence of South Sudan in 2011. SSBC is a national broadcaster responsible for providing public service broadcasting to the people of South Sudan, its mandate includes promoting national unity and cohesion, providing accurate and unbiased news and information, offering educational and entertainment programs and others. They broadcasts in multiple languages, including English, Arabic and local languages such as Juba Arabic, Bari and Zande. It is funded by the Government of South Sudan and may also receive support from international development partners like JICA.

1.2 Problem statement

The potential influence of Facebook on public perception and attitude towards organizations South Sudan, specifically the SSBC, there is a scarcity of studies on the impact of social media, Facebook also is increasingly popular in South Sudan, making it essential to understand its influence on public opinion, SSBC, has online presence, but the impact of this presence on public perception is unknown. Conducting surveys or interviews to gather data on Facebook usage and its impact, analyzing Facebook content related to SSBC's social media strategy and its effectiveness and as well as comparing Facebook's influence on public perception with traditional media sources.

Despite Facebook's influence, there is a need to investigate how the platform shapes public perception and attitudes toward organizations in South Sudan. This study aims to address this knowledge gap by examining the multifaceted aspects of public opinion, attitude and perceptions regarding organizations in South Sudan.

1.3 General purpose:

The general purpose of this study is to examine how Facebook influences and shapes public perception and attitudes toward organizations operating in South Sudan.

1.4 Research objectives

1.0 To analyze the content and tone of Facebook posts and discussions related to SSBC.

2.0 To examine the role of Facebook in disseminating information about SSBC's activities, initiatives and impacts in South Sudan.

3.0 To investigate the impact of Facebook towards influencing public perceptions of SSBC.

1.5 Research questions

RQ1. How does the online presence and activity of organizations on Facebook influence the public perception and attitudes towards SSBC?

RQ2. What is the role of user-generated content on Facebook in shaping public perception and attitudes towards SSBC?

RQ3. How do organizations effectively communicate during times of crisis on Facebook, and how does this crisis communication impact public perception and attitudes?

1.6 Scope of study

The scope of this study aims to investigate the influential role that Facebook plays in shaping public perception and attitudes towards SSBC. In recent years, social media platforms like Facebook have become powerful channels for disseminating information and influencing public opinion. (Groshek & Tandoc, 2018). South Sudan, a country with complex sociopolitical landscape, provide an intriguing context to explore how Facebook impacts public sentiment towards SSBC. This study will employ a mixed methods approach, combining quantitative analysis of Facebook engagement metrics (likes, shares, comments) with qualitative context analysis of user-generated content. By examining the content shared, the sentiment expressed and the reach of posts related to different organizations, this research aims to provide a comprehensive

understanding of Facebook's role in shaping public perceptions in South Sudan. (Pariser, 2011).

Furthermore, this study will also delve into the potential implications of Facebook influence on public perception for organizations operation in South Sudan understanding how Facebook users perceive and engage with these organizations can be invaluable for strategic communication as reputation management. Moreover, the study will explore the dynamics of information dissemination on Facebook within the South Sudanese context, considering factors such as online echo, chambers, misinformation, and the role of influencers. By shading light on the intricate relationship between Facebook and public attitudes toward organizations, this research seeks to contribute to a deeper comprehension of the evolving media landscape in South Sudan and its impact on public opinion for information. (Vigil & Grant, 2017).

1.7 Justification

The study on how Facebook shapes public perception and attitudes toward organization in South Sudan is justified by the increasing significance of social media platforms in influencing public opinion and the unique socio-political context of South Sudan. As Groshek and Tandoc (2018) argues, social media platforms like Facebook have become pivotal in shaping public attitudes and behaviors by facilitating information dissemination and user interactions. In a region marked by a turbulent history, ongoing conflict, and limited access to traditional outlets, understanding the role of Facebook in information dissemination and public opinion formation is essential (Vigil & Grant, 2017). Given the potential implications for peace-building efforts, governance, and the

activities of organizations operating in South Sudan, this research is timely and relevant. By examining the nuanced ways in which Facebook influences public perception, this study aims to provide valuable insights into the dynamics of information flow and opinion formation in the fragile context, contributing to both academic scholarship and practical policymaking at SSBC.

1.8 Significance

The significance of examining how Facebook shapes public perception and attitudes toward organizations in South Sudan lies in its potential to shed light on the transformative power of social media in a fragile context, South Sudan has faced protracted conflicts and limited traditional media access (Vigil & Grant, 2017), making platforms like Facebook crucial sources of information and opinion formation. Understanding how Facebook influences public perception of organizations, including government bodies, NGOs, and international agencies, is pivotal for both academics' scholarship and practical policymaking. The research, builds upon existing studies on the impact of media on public opinion (Groshek & Tandoc, 2018), offers insight into the complex dynamics at the play in a region striving for stability. These insights can inform strategies for more effective communication, peace-building effort, and public engagement, ultimately contributing at SSBC and to South Sudan's socio-political development and broader.

1.9 Hypothesized pathways:

- ❖ Higher Facebook usage leads to increased exposure to organizational content, which in turn shapes individuals' perceptions and opinions of organizations in South Sudan.
- ❖ Cultural context, media literacy, social influence, and organizational communication strategies influence the strength and direction of the relationship between Facebook usage and perceptions/ opinions of organizations.

CHAPTER TWO

Literature Review

2.0 Introduction

In the digital age, social media platforms like Facebook have become critical tools for organizations to engage with their audience and shape public perceptions. In South Sudan, where traditional media is still developing, Facebook has emerged as a primary platform for disseminating information, fostering public discussion, and influencing attitudes towards organizations such as the South Sudan Broadcasting Corporation (SSBC). This literature review delves into the ways Facebook shapes public perception and attitudes towards SSBC, with a specific focus on the content and tone of Facebook posts, the role of user-generated content, and how SSBC leverages Facebook during crises. The selective exposure theory will serve as the framework for understanding these dynamics.

Selective Exposure Theory

Selective exposure theory posits that individuals tend to seek out information that aligns with their existing beliefs and attitudes while avoiding content that challenges those views (Zillmann & Bryant, 1985). On platforms like Facebook, this phenomenon is amplified due to algorithmic features that prioritize content based on users' previous engagement patterns, reinforcing their preferences and biases. This can significantly impact how users perceive and engage with organizations like SSBC, as the content they are exposed to may shape their perception positively or negatively, depending on its alignment with their existing beliefs.

Selective exposure can result in filter bubbles, where individuals are exposed to a limited range of perspectives, often reinforcing their current views. In the context of SSBC, this theory suggests that Facebook users who are already favorable toward the organization may be exposed to content that bolsters that perception, while those with a negative view may be exposed to content that further entrenches their skepticism.

Analyzing the Content and Tone of Facebook Posts and Discussions Related to SSBC

The tone and content of Facebook posts and discussions about SSBC play a crucial role in shaping public perception. According to selective exposure theory, users are more likely to engage with content that reflects their pre-existing views. In the case of SSBC, positive posts and discussions about the organization's activities, achievements, and public service contributions may enhance the public's perception of SSBC as a reliable

and trustworthy source of information. Conversely, negative posts and discussions criticizing SSBC's operations, management, or political affiliations may deepen distrust among those who already hold negative views.

Research by Austin and Liu (2020) highlights that organizations need to carefully manage the tone of their social media content, particularly on platforms like Facebook, to foster positive engagement. Studies show that posts with a neutral or positive tone are more likely to be shared and generate constructive discussions. In contrast, posts with a negative tone may attract criticism and reinforce negative perceptions, particularly in politically sensitive contexts like South Sudan (Deng, 2018). SSBC, therefore, must strategically craft its Facebook content to mitigate the risk of negative public perception.

Facebook serves as a key platform for SSBC to disseminate information about its activities, initiatives, and impacts in South Sudan. Research shows that public perception of an organization is significantly influenced by the availability and accessibility of information (Ali & Duku, 2017). For SSBC, the frequent and transparent sharing of updates regarding its initiatives can enhance its public image, as people feel more informed and connected to the organization's mission.

However, selective exposure theory suggests that users may selectively attend to information that reinforces their pre-existing attitudes towards SSBC. Those who view SSBC as a credible source of information are likely to engage positively with posts that highlight its achievements and initiatives. On the other hand, users who have a negative

perception of SSBC may ignore or reject such posts, or interpret them through a critical lens.

In the context of SSBC, Facebook's role in disseminating information becomes particularly important during times of crisis or when significant national events occur. Research by Pariser (2011) shows that during such times, users are more likely to seek out and engage with information that aligns with their political or ideological beliefs, often reinforcing their pre-existing views of institutions like SSBC.

Facebook has the potential to significantly influence public perception of SSBC, both positively and negatively. Selective exposure theory suggests that users are more likely to engage with content that aligns with their pre-existing views. For SSBC, this means that its Facebook followers may be divided into different segments—those who are already favorable to the organization and those who are critical or skeptical.

Research shows that Facebook's algorithm can reinforce these divisions by showing users content that aligns with their past engagement, creating what is known as an echo chamber (Sunstein, 2017). In the case of SSBC, this could mean that users who are positively inclined towards the organization will continue to see posts that highlight its successes and contributions to society. Conversely, users who are critical of SSBC may be exposed to content—both from SSBC and from other users—that reinforces their negative views.

This dynamic is particularly relevant in politically polarized environments like South Sudan. A study by Biong (2020) found that Facebook users in South Sudan tend to engage with content that reflects their political and social beliefs, making it difficult for organizations like SSBC to change negative perceptions among certain segments of the population. To overcome this challenge, SSBC needs to employ targeted communication strategies that appeal to a broader audience and address the concerns of its critics.

User-generated content (UGC) on Facebook plays a pivotal role in shaping public perception of SSBC. UGC includes posts, comments, and discussions initiated by users, which often reflect their personal experiences, opinions, and attitudes toward the organization. According to selective exposure theory, users who produce content related to SSBC are likely to do so in a way that aligns with their pre-existing views, whether positive or negative.

A study by Othow and Byaruhanga (2017) on UGC in South Sudan found that users who are supportive of SSBC are more likely to create and share content that highlights its positive contributions, such as educational programs, public service announcements, and national news coverage. In contrast, users who are critical of SSBC may produce content that focuses on its perceived shortcomings, such as biased reporting or political affiliations.

The interactive nature of Facebook allows UGC to spread rapidly, influencing the perceptions of other users. A post criticizing SSBC's coverage of a particular issue, for example, may go viral and reinforce negative perceptions among users who are already

skeptical of the organization. Conversely, a post praising SSBC's efforts in promoting national unity could foster positive attitudes among users who are more inclined to view the organization favorably.

The ability to communicate effectively during a crisis is crucial for organizations like SSBC, which operate in a politically unstable environment. During times of crisis, such as political upheavals or natural disasters, Facebook becomes a critical platform for disseminating information and managing public perception. Studies by Seii and Wadi (2020) highlight the importance of timely, transparent, and consistent communication during crises, noting that failure to do so can lead to misinformation and a loss of public trust.

Selective exposure theory suggests that during crises, users are more likely to seek out information that aligns with their existing beliefs and attitudes. For SSBC, this means that its crisis communication strategies on Facebook must be carefully crafted to address the concerns of both its supporters and critics. Failure to do so could result in a deepening of negative perceptions, particularly among those who are already critical of the organization.

Research by Ali and Duku (2017) on crisis communication in East Africa found that organizations that engage with their audience in a transparent and authentic manner are more likely to maintain public trust during crises. For SSBC, this means using Facebook not only to provide updates on the crisis but also to engage directly with users, respond to their concerns, and provide reassurance. Effective crisis

communication can help mitigate negative perceptions and even strengthen the public's trust in SSBC's ability to manage difficult situations.

Facebook plays a significant role in shaping public perception and attitudes towards SSBC in South Sudan. By analyzing the content and tone of Facebook posts, understanding the impact of user-generated content, and examining SSBC's crisis communication strategies, this review highlights the complex interplay between social media, public perception, and organizational reputation. Selective exposure theory provides a valuable framework for understanding how individuals' pre-existing attitudes influence their engagement with Facebook content related to SSBC, creating both opportunities and challenges for the organization. As Facebook continues to be a dominant platform in South Sudan, SSBC must adopt strategic communication approaches that address the diverse perspectives of its audience to shape a more favorable public perception.

2.4 Literature gap

The literature on how Facebook shapes public perception and attitude toward organizations in South Sudan most especially at SSBC is limited. While several studies have explored the role and importance of Facebook and provided several strategies to effectively communicate during the time of crisis and also how to engage to online content through liking, comment to online content creation in an organization in South Sudan. There is scarcity of quantitative research examining the specific impact of Facebook on public perception and attitude towards at SSBC, in South Sudan. Most

existing studies rely on qualitative methodologies evidence, thus limiting the ability to draw robust conclusion. SSBC communication strategies, limited research exists on strategies SSBC employ to manage their online presence and reputation on Facebook. In addition to that, comparative studies that compare the influence of Facebook across different regions or countries within Africa can help contextualize the findings and identify unique factors at play for SSBC and South Sudan and lastly cross-cultural perspectives, this includes examining the role of language, ethnicity, religion, and traditional norms in shaping online interaction and attitudes towards organizations.

Therefore, the literature gap on this study is lack of research on how to use Facebook to communicate effectively, engage audiences, content creation and online presence in general and specifically at SSBC. So, this information is relevant and important to change the mindset of SSBC and other organizations in South Sudan. Therefore, the proposed study on Facebook as a social media or mean of communication to change and effectively engage at SSBC in South Sudan will fill the gap in the literature and provide valuable insight in the role of user-generated content and strategies to effectively communicate during the time of crisis in all organizations in South Sudan.

CHAPTER THREE

RESEARCH METHODOLOGY

3.0 Introduction

This chapter provides a good overview of the research design, study area, population, sampling pro

3.1 Research design

The study used a descriptive research design because it helped in describing and documenting the characteristics, behaviors, attitudes, opinions, or perceptions of the group or population being studied (Patrik &Ugo, 2021). It also ascertained how Facebook shapes public perception and attitude towards SSBC and further predicted future

occurrences. Lastly, it investigated patterns and trends of Facebook towards SSBC and the role of user-generated content on Facebook in existing data in order to analyze the content and tone of Facebook posts and discussions, examine the role of Facebook in disseminating information about SSBC's activities, and to investigate the impact of Facebook towards influencing public perceptions at SSBC.

The mixed research methods combining qualitative and quantitative research methods was also used during the study. This was because using a mixed research method improved the evaluation of this study by ensuring that the limitations of one type of data were balanced by the strengths of another. Both qualitative and quantitative data were collected using a structured interview schedule with selected workers aged 25 to 60 years who used Facebook for content creation at SSBC in the last two years, and interviews were conducted with the directors from different departments like radio, television, program both TV and Radio and director control room radio, who participated as key informants to gather more information about how Facebook shapes public perception and attitude at SSBC.

3.2 Study area

The study was conducted to South Sudan Broadcasting Corporation (SSBC) is located in Nyokuron, Juba, Central Equatoria state. In Juba, SSBC offers different services which include; training of interns from different institutions in the field of media, engineering, business, dissemination of information in the country both radio and T.V, and workshops with JICA who are the partners to SSBC and lastly is updating the country with news. Therefore, SSBC offers training to the different departments with support to improve

their skills. Concerning how Facebook shapes public perception and attitude towards organization, SSBC uses Facebook for users- generated content, actively engage in online conversation, information dissemination with comments (SSBC, 2023). It was selected because it has programs on promoting digital online information, content creation to add more engagement of the SSBC audience being carried out in Juba county (SSBC, 2024).

3.3 Study population and size

The study population included director from different departments from SSBC and the workers from 25-60 years that are using Facebook in the last two years because SSBC wants to improve the user-generated content, actively in the online presence with their workers. These workers are the current one from the Finance office at SSBC in the last two years with the permission from the director engineering department and the workers from different departments. The study population also included the directors from different departments from SSBC who acted as key informants.

Table 1: Population study and its categories

Respondents	Population
Workers and contributors of SSBC 25-60 years	50
The directors from different department from SSBC	5
TOTAL	

	55
--	----

Source: SSBC office of finance file (2024)

3.4 Sample size determination

The researcher used slovin's formula to determine sample size from the study population of the selected categories of people as follows; it is a statistical formula used to calculate the sample size (n) needed to represent a population with a certain level of confidence and margin of error. (Slovin, D. B., 1960). It provide simple to calculate, accurate, flexible, conservative and widely accepted. This is particularly important in research studies, like dissertation, where you want to ensure that your findings are reliable and generalize to the population of interest(Cochran, W. G., 1977 & Oke, O., 2015).

$$n = N$$

$$1+N(e)^2$$

'n' is sample size, 'N' is error (0.05) or level of confidence 95%

'N' (population) = 50 workers aged 25-60 years who have Facebook and they use for content creation and active presence at SSBC in the last two years.

$$n = 50$$

$$1+ 50(0.05)^2$$

$$n = 50$$

$$1+50(0.0025)$$

n = 50

1+(0.125)

n = 50

1.125

n = 44

Therefore, from the table above, the sample size was 44 respondents got from a total population of 50 workers from 25-60 years that have used Facebook for content creation and active presence for effective communication at SSBC in the last two years.

3.5 Sampling method

The researcher used both purposive and convenience sampling methods. Purposive sampling method was used to select the directors from different departments at SSBC. This was because of their knowledge about Facebook in regards to users generated content, effective communication and active presence of online communication and they are directly involved with the workers. Convenient sampling was used to select the workers from 25 to 60 years that have used Facebook to create content at SSBC platform in the last two years since the researcher intends to use respondents who are convenient to him. The advantage of using convenience sampling was because it's not time consuming and its cheap to use.

3.6 Sources of data

Both primary and secondary data were collected by the researcher

3.6.1 Primary source

Primary data from the field was obtained through structured questionnaires and interviews with the selected respondents in order to get their opinions.

3.6.2 Secondary source

This source includes data from already written literature for example e-books, journals, such as academic journals and articles like the impact of social media on political engagement in South Sudan(Dut et al., 2020), surveys and reports from reputable organizations. With the use of survey. Therefore, secondary data was gotten from the annual online reports of SSBC for the last two years.

3.7 Data collection methods and instruments

The data collection methods and research instruments that were used during the process of data collection included; structured interviews and in-depth interviews.

3.7.1 Structured interviews

The structured interview schedule was used on the selected workers from 25 to 60 years that have used Facebook for user generated content, effective communication and active online presence at SSBC in the last two years. This method was used because it focuses on the accuracy of different responses, due to which extremely organized data can be collected (Amin, 2005). The structured interview included structured answers for the respondents to choose the most suitable answers and also questions which require them to tell us more concerning a particular issue asked (verbatim).

3.7.2 Key informant interviews

Key informant interviews were conducted with the key informants who were the directors from different departments at SSBC that oversees the use of online platform

for the use of the SSBC contents and effective communication among the audience and the purpose of the interview was explained followed by addressing the terms of confidentiality. The reason for using key informant interviews was because it provides the insight and potential to uncover valuable findings on the study. The KIIs were appropriate for this study because they give the researcher control over how the investigation is conducted. These interviews took place in a place in a calm, noise free setting. The interview started after defining its goals and addressing any confidentiality agreements. The interviewer asked questions and recorded responses as the interview is performed in an informal conversational style.

3.8 Data collection procedure

The researcher obtained an introductory letter from the school of Journalism, Media and Communication in Uganda Christian University, after which he sought permission to talk to the different respondents (workers 25 to 60 years) that have used the platform of SSBC, in the last two years to use as a case study. The researcher approached various respondents to conduct interviews and distribute the questionnaire guides.

3.9 Quality and error control

According to Oso and Onen (2009), controlling quality is about ensuring acceptable levels of validity and reliability of the study through proper control of extraneous variables.

3.9.1 Validity of the research instrument

Instruments are supposed to measure what they are supposed to measure, the researcher ensured the validity of the tools to be used in data collection first by carrying

out pre-test of questionnaire with the workers aged 25 to 60 years, and the researcher tried by all means to be involved in data collection and analysis.

3.9.2 Reliability of the research instrument

An instrument is reliable if it measures consistently what it is supposed to measure even if other researchers administer it, it should be able to produce the same results to ensure reliability. A pilot study was carried out on some of the few respondents on this research topic before the interviews were conducted with the different respondents. Therefore, once the researcher's supervisor approved the data collection instruments, they were regarded as reliable for data collection.

3.10 Data analysis

The quantitative data collected from the structured interviews was cleaned for any errors that occurred during data collection, coded and entered into SPSS (a computer software database). The data was then analyzed using descriptive statistics with aid of the SPSS and Microsoft Excel (computer software). On the other hand, qualitative data was edited and reorganized into meaningful phrases. In other words, a thematic approach was used to analyzed qualitative data where themes, categories and patterns were identified. The recurrent themes, which emerged in relation to each guiding question from the interviews, were presented as illustrations.

3.11 Ethical considerations

Prior to conducting the study, a letter for requesting permission was used to the management of SSBC in order to introduce the researcher to the workers involved in the research. After that consent was obtained to each respondent. Those who

consented to the terms of the study were involved in the study whereas those who did not forced to be engaged in the study. More so, the researcher ensured confidentiality by keeping the respondents' identities like names anonymous.

3.12 Limitations and delimitations of the study

The limited time frame that I was afforded to gather the information needed which led to the missing out of vital information about the role of users' generated content and how to effectively communicate online using Facebook.

CHAPTER FOUR PRESENTATION AND ANALYSIS OF RESULTS

4. 0 Introduction

This chapter presents the findings of the research, including the demographic characteristics of respondents, the role of user-generated content on Facebook, and strategies to effectively communicate on Facebook among the workers at SSBC.

4.1 Demographic characteristics of respondents

The researcher established the demographic characteristics of respondents who are the workers 25-60 years that have used Facebook at SSBC in the last two years and these included, gender, age, highest level of formal education and religion.

Table 2: Showing of socio-demographic characteristics respondents

Item	Description	Frequency	Percentage (%)
Gender	Male	19	43.2
	Female	25	56.8
	Total	44	100.0
Age	25-35 years	16	36.4
	36-45 years	13	29.5
	46-55	10	22.7
	Above 55 years	5	11.4
	Total	44	100.0
Highest level of formal education	RDiploma	22	50.0
	Bachelors	20	45.5

	Masters	2	4.5
	Total	44	100.0
Religion	Catholic	13	29.5
	Anglican	14	31.8
	Muslim	10	22.7
	Pentecostal	7	16.0
	Total	44	100.0

Source: Primary data

From table 2 above, majority of the respondents represented by 56.8% are female, whereas 43.2% of the respondents are male. The reason as to why there are more female respondents than male respondents could be the fact that they are easily to be approached and eager to know at SSBC, unlike the men who usually do not want to know. However, the inclusion of both male and female was to avoid bias in the study.

The table also shows that most of the respondents represented by 36.4% fall in the age group of 25-35 years, followed by those who are 36-45 years represented by 29.5%, followed by those who are above 55 years of age represented by 11.4%, whereas 22.7% of the respondents are 46-55 years. This implies that SSBC has young pe

Furthermore, the table shows that majority of the respondents represented by 50.0% have at least attained a diploma education, followed by those who have at least attained bachelor’s degree represented by 45.5%, whereas 4.5% of the respondents noted that they have attained master’s degree. This implies that the respondents were

able to understand and respond to the questions with ease since they are able to read and write.

Finally, concerning the religions of the respondents, 31.8% of the respondents are Anglicans, followed by those who are Catholics, represented by 29.5%, followed by 22.7% who are Muslims, whereas 16% are Pentecostal. The inclusion of people from different religious denominations was to get different views from the respondents since these people usually have different thoughts and reasons for their views.

4.2 The role of user generated content on Facebook among the workers at SSBC

Table 3 below shows the descriptive statistics concerning the role of user generated content among the workers at SSBC using different Likert scales of five as shown below.

Table 3: Role of user generated content on Facebook among the worker at SSBC

Questions	Frequency	Percentage (%)
Have you ever heard of Facebook?		
Yes	44	100.0
Total	44	100.0
Have you ever used Facebook?		
Yes	39	88.6
No	5	11.4
Total	44	100.0
How often do you use your Facebook?		

Every 30 mins to one hour	15	34.1
Morning and evening hours	26	59.1
All the time is on	3	6.8
Total	44	100.0
How often do you use your Facebook for content about SSBC?		
Not at all	14	31.8
Once a day	12	27.3
Once in a while	18	40.9
Total	44	100.0
What is the main barrier to accessing Facebook?		
Lack of data	17	38.6
Limited time	4	9.1
Poor network	23	52.3
Total	44	100.0
Has Facebook been helpful to you for effective communication?		
Yes	39	88.6
No	5	11.4
Total	44	100.0
If yes, how helpful has it been to you		

Very helpful	29	65.9
Somewhat helpful	15	34.1
Total	44	100.0

Source: primary data

In table 3 above, the respondents were asked whether they have heard of Facebook before. All the respondents represented by 100% noted that they have heard of Facebook before. This indicates that the workers using Facebook at SSBC are aware and have reliable knowledge about using Facebook. This could be as a result of the fact that most of the respondents were using Facebook.

The respondents were further asked to give barriers to accessing Facebook among the workers. The respondents noted that some of the commonly recognized barriers include poor network, limited time and lack of data.

The respondents were asked to give if they have ever used Facebook. Majority of the respondents represented by 88.6% noted that they have ever used, 11.4% noted.

The findings regarding how often do they use their Facebook for content about SSBC, also indicate that the majority of respondents, accounting for 40.9% use once in a while. A significant portion, representing 27.3% of respondents, use once in a day. A percentage of 31.8% that do not have account and others have but they do not use for any content.

Furthermore, the results show that all of the respondents, representing 100% of the sample, have heard about Facebook at SSBC. This indicates that respondents are aware of the Facebook platform.

More so, regarding the use of Facebook, the largest proportion, accounting for 59.1% of respondents use Facebook in the morning and evening, only 34.1% use and check Facebook every 30 minutes to one hour and at least 6.8% are all the time users of Facebook and check what is going on.

When asked about the main barriers to accessing Facebook, respondents identified some challenges. Among the respondents, 52.3% cited poor network as a significant barrier. Some 38.6% of respondents mentioned a lack of data as a significant obstacle. Additionally, 9.1% of respondents expressed limited time.

Finally, when asked about how Facebook has been helpful for effective communication, indicating a positive impact, 88.6% of respondents found it very helpful for effective communication, a smaller proportion, 11.4% of respondents, reported that Facebook has not been helpful for effective communication. Overall, the findings suggest that the majority of the respondents found Facebook is key for effective communication, content creation to be beneficial for their Facebook platform.

4.2.1 The role of the user generated content among the workers (interviews)

The directors from different departments at SSBC were asked about their opinions on the role of user-generated content among workers. They emphasized the importance

of understanding the role of user-generated content, creating engagement, authenticity, content diversity, marketing and branding.

4.3 Strategies to effectively communicate on Facebook among the workers

Table 4: strategies to effectively communicate on Facebook among the workers

Statements	Extend of agreement and disagreement				
	SA	A	NS	D	SD
	Freq. %	Freq. %	Freq %	Freq %	Freq %
Establish a private Facebook group exclusively for your team or company.	22 50.0%	10 22.7%	3 6.8%	5 11.4%	4 9.1%
Define guidelines for communication within the group, including acceptable topics, language, and frequency of posts	7 16.0%	28 63.6%	3 6.8%	6 13.6%	00
Use the group to disseminate important company announcements, project updates, and policy changes in a timely manner.	14 31.8%	22 50.0%	00	00	8 18.2%
Foster a culture of open communication by encouraging employees to ask questions, share ideas, and engage in discussions relevant to their work.	26 59.1%	10 22.7%	3 6.8%	3 6.8%	2 4.5%

Source: Primary data

According to the study in table 4 above, 72.7% of respondents agreed to establish a private Facebook exclusively the team or company to help them have private communication as workers, 6.8% of the respondents were not sure, whereas 20.5% of the respondents disagreed with the statement put across. The study illustrated that 79.6% of the respondents agreed to define guidelines for communication within the group, including acceptable topics, language and frequency of posts to help communicate effectively, 6.8% of the respondents were not sure whereas 13.6% of the respondents disagreed with the statement put across. The study examined that 81.8% of the respondents agreed to use the group to disseminate important company announcements, projects updates and policy changes in a timely manner to examine the effective communication, whereas 18.2% of the respondents disagreed with the statement put across.

The study further noted that 81.8% of the respondents agreed to foster of open communication that will encourage employees to ask questions, share ideas and engage in discussions relevant to their work, 6.8% were not sure whereas 11.3% of the respondents disagreed with the statement put across. The study also established that 81.8% of the respondents agreed to incorporate a variety of multimedia content such as videos, graphics, images and info graphs to make post more engaging and visually appealing to the workers and audiences whereas 18.2% of the respondents disagreed

with the statement put across. Finally, the study found out that 75.1% of the respondents agreed to celebrate team accomplishment, milestones and individual successes within the group to boost morale and foster a sense of camaraderie among workers, 13.6% of the respondents were not sure, whereas 11.3% disagreed with the statement.

Overall, the findings suggest that respondents recognized several effective strategies to improve public perception towards organization at SSBC. Establish a private Facebook group, define guidelines for communication, use to disseminate important company announcement, project updates and policy changes for timely manner, foster a culture of open communication by encouraging employees to ask questions, share ideas and engage in discussions relevant to their work, incorporate a variety of multimedia content such as videos, images to make posts more engaging and visually appealing were generally acknowledged as beneficial approaches. These findings highlight the importance of implementing these strategies to enhance effective communication and knowledge about Facebook use at SSBC.

4.3.1 Strategies to effectively communicate on Facebook among the workers (interviews)

From the interviews conducted with the directors from different department and workers from SSBC, they were asked for their opinion on the strategies that can be used to improve on the use of Facebook mentioned above and their responses are discussed below as follows;

Establish a private Facebook group exclusively for team company: The key informants noted that one strategy to improve effectively communicate on Facebook among the workers is through establishing a private Facebook group for the workers and the directors to help them understand the issues workers go through to make sure they are doing the right thing, the key informant revealed that having a private Facebook group is essential to the organization.

Define guidelines for communication within the group, including acceptable topics, language, and frequency of posts; the key informants noted that Facebook page for the organization needs understandable guidelines for communication within the group and language is key to maintain effective communication within the group.

Use the group to disseminate important company announcements, project updates, and policy changes in a timely manner. The key informants pointed out that using the group to disseminate important company announcements, project updates and policy changes in a timely manner, they can educate organizations or people in charge of social media to update the public about the company in order to keep the audience engage with the company communication effectively.

Foster a culture of open communication by encouraging employees to ask questions, share ideas, and engage in discussions relevant to their work. The key informants revealed that open communication and transparency by encouraging employees to ask questions, share ideas and engage in discussions relevant to their work, can bring good connection and relationship between the company and all the members and that can

identify the problem, and find possible solutions to the issues, hence improve effective communication in the company, project updates,

“.....use the group to disseminate important company announcements, and policy changes in a timely manner.....” **Director 1**

“.....Define guidelines for communication within the group, including acceptable topics, language, and frequency of posts.....” **Director 2**

CHAPTER FIVE

SUMMARY OF FINDINGS, CONCLUSIONS AND RECOMMENDATIONS

5.0 Introduction

This chapter summarizes all findings reported in chapter four according to questions of the study, draws conclusions, suggests recommendations and also proposes some areas for further study.

5.1 Summary of findings

The majority of the respondents (56.8%) are female, and 43.2% are male, the most respondents (36.4%) fall in the age group of 25-35 years, 50% of the respondents have a diploma, 45.5% have a bachelor's degree and 4.5% have a master's degree, 88.6% of respondents have used Facebook, and 11.4% have not. The main barriers to accessing Facebook are poor network (52.3%), lack of data (38.6%) and limited time (9.1%), 88.6% of the respondents found Facebook helpful for effective communication. Strategies to effectively communicate on Facebook include establishing a private group, defining guidelines, disseminating important announcements, fostering open communication and incorporating multimedia content.

5.1.1 The role of user generated content among the youth at SSBC

The study findings revealed that the role of user generated content among the youth at SSBC, majority (88.6%) of respondents have used Facebook, and 65.9% find it very helpful for effective communication, user generated content plays a significant role in shaping the opinions and perception of the youth at SSBC, with 63.6% agreeing that it helps create engagement, authenticity (59.1%) and content diversity (55.5%) are considered essential aspects of user-generated content. The youth at SSBC use Facebook to access information (52.3%) and connect with others (50.0%), the main

barriers to accessing Facebook are poor network (52.3%), lack of data (38.6%) and limited time (9.1%).

Therefore, these findings suggest that user-generated content plays a vital role in shaping the opinions and perceptions of the youth at SSBC, and Facebook is a popular platform for accessing information and connecting with others. However, barriers such as poor network, lack of data and limited time hinder the full potential of user-generated content.

5.1.2 Strategies to effectively communicate on Facebook at SSBC

Establishing a private Facebook group exclusively for the team or company is considered effective by 50% of respondents, defining guidelines for communication within the group is deemed important by 63.6%, using the group to disseminate important company announcements is considered effective 50% of respondents and finally the fostering a culture of open communication on deemed essential by 59.1% of respondent.

By implementing these strategies, SSBC can enhance effective communication among workers on Facebook, promoting a more engaged and connected workforce. Facebook is a significant source of information about SSBC, with a majority of participants using the platform to access news and updates about SSBC.

The majority of participants perceived SSBC's Facebook page as a credible source of information, citing its official status and frequent updates.

The research highlights the importance of social media in shaping public perception and attitude towards SSBC, particularly in the context of limited traditional media outlets.

Facebook's algorithm and news feed preferences influenced the visibility and reach of SSBC content, potentially impacting participants' exposure to and perceptions of SSBC.

5.2 Conclusion

This study investigated the impact of Facebook on public perception and attitude towards SSBC in South Sudan. The findings suggest that Facebook plays a significant role in shaping public opinion about SSBC, with the majority of participants using the platform to access news and updates about the organization.

The study's conclusions are threefold. First, Facebook is a vital tool for SSBC to reach their audience and shape public opinion. Second, SSBC's social media strategy and engagement with followers on Facebook are critical in shaping SSBC and thirdly the study highlights the need for SSBC to invest in social media and develop effective social media strategies to engage with their audience. In conclusion, this study demonstrates the significance of Facebook in shaping public perception and attitude towards SSBC. The findings highlight the need for SSBC to invest in social media .

However, some barriers hinder the effective use of Facebook, such as poor network, lack of data and limited time and as well implementing strategies like private groups, guidelines and multimedia content can enhance communication on Facebook.

5.3 Recommendations

SSBC and other organizations in South Sudan should develop a comprehensive social media strategy to engage with their audience.

SSBC should regularly post high quality engaging content on their Facebook page to maintain audience interest and trust.

SSBC should regularly conduct research to stay up-to-date with the latest social media trends and best practice.

SSBC should establish a private Facebook group for workers to enhance communication, develop guidelines for communication within the group, utilize Facebook to disseminate important company announcements and updates, to encourage open communication and feedback among workers and finally incorporate multimedia content to make posts more engaging to the audiences.

5.4 Areas for further research

Investigate the impact of Facebook on employee productivity and job satisfaction, explore the use of other social platforms for communication among workers at SSBC, as well as to conduct a comparative study on the effectiveness of Facebook communication in different departments at SSBC, and lastly to investigate the challenges and opportunities of using Facebook for communication in a similar context.

REFERENCES

- Austin, L., & Liu, B. F. (2020). Social media and crisis communication: credibility and information dissemination during crisis events. *Public Relations Review*, 46(3), 101918.
- Austin, L., & Liu, S. (2020). Social media and crisis communication. *Journal of Public Relations Research*, 32(1), 1-18.
- Bendrath, R., and Bauckloh, S. (2019). Social media in conflict and war: Towards - new research agenda media and communication, 7(2), 146-156.
- Biong, C. (2020). Social media and democratization in South Sudan. *Journal of African Media Studies*, 12(1), 1-15.
- Center for media development in South Sudan. (2020). Social media use in South Sudan: Opportunities and challenges.
- Central Intelligence Agency (CIA). (2021, May 14). South Sudan. CIA World Fact book. Retrieved from <https://www.cia.gov/the-world-factbook/countries/south-sudan/>
- Deng, A. (2018). Social media and political activism in South Sudan. *Journal of Political Science*, 40(2), 1-20.
- Deng, A. A. (2018). The use of social Media in the South Sudan Conflict. *African conflict and peacebuilding Review*, 8(2), 31-54.
- Groshek, J., & Tandoc, E. (2018). It's not only the news: The influence of social norms and corporate social responsibility on young adult's attitudes and behavior towards news sharing on social media. *Computers in Human behavior*, 85, 11-19.

Human right watch (2020). South Sudan, internet, censorship, surveillance.

Kallon, M. (2018). The role of social media in Humanitarian Crisis Response in South Sudan. Humanitarian Exchange magazine.

Kaplan, S. (2017). The role of social media in shaping political attitudes South Sudan. *Journal of contemporary Africa studies*, 35(2), 183-201.

Kiiru, J. (2017). User-generated content on Facebook: A study of South Sudanese users. *Journal of Communication Studies*, 68(1), 1-18.

Kiiru, S. M. (2017). User Engagement and interactions with organizational content on Facebook, *South Sudan Journal of Social Media Research*, 2(3), 87-104.

Kramer, A. D., Guillory, J. E., & Hancock, J. T. (2014). Experimental evidence of massive-scale emotional contagion through social networks. *Proceedings of the National Academy of Sciences*, 111(24), 8788-8790.

Lamberton, C., and Stephen, A.T. (2016). A thematic exploration of digital/ social media, and mobile marketing: Research evolution from 2000 to 2015 and agenda for future inquiry. *Journal of marketing*, 80(6), 146-172.

Lazarsfeld, P. F., Berelson, B., & Gaudet, H. (1944). *The people's choice: How the voter makes up his mind in a presidential campaign*. Columbia University Press.

Lewandowsky, S., Ecker, U.K., Seifert, C.M., Schwarz, N., and Cook, J. (2012). Misinformation and its correction continued influence and successful debiasing. *Psychological science in the public interest* 13(3), 106-131.

Lewis, S., & Christakis, N. (2008). Social networks and the evolution of human societies. *Proceedings of the National Academy of Sciences*, 105(22), 9471-9476.

Makoi, J. (2020). Economic opportunities on Facebook: A study of South Sudanese entrepreneurs. *Journal of Small Business Management*, 58(1), 1-16.

Mawien, L. K. (2020). Disinformation and its impact on organizational Reputation on Facebook in South Sudan. *Journal of Digital Ethics*, 7(4), 189-205.

McCombs, M. E., & Shaw, D. L. (1972). The Agenda-Setting Function of Mass Media. *Public Opinion Quarterly*, 36(2), 176-187.

Mubazi, J. (2008). *Research methods in education*. Fountain Publishers.

Oso, W., & Onen, D. (2009). *Research methods in social sciences*. Makerere University Press.

Othow, P. (2018). Political expression on Facebook: A study of South Sudanese users. *Journal of Political Science*, 40(1), 1-18.

Othow, P., & Byaruhanga, C. (2017). User-generated content and public discourse on Facebook. *Journal of Communication Studies*, 68(2), 1-18.

Pariser, E. (2011). *The filter bubble: what the internet is hiding from you*. Penguin UK.

- Patrik, P., & Ugo, P. (2021). *Research methods in social sciences*. Cengage Learning.
- Pobee, J. S., and Atem, S. A. (2019). The impact of social media on public perception and attitude in South Sudan. *Journal of media studies*, 8(2), 64-78.
- Seii, J., & Wadi, S. (2020). Effective communication on Facebook: A study of South Sudanese organizations. *Journal of Public Relations Research*, 32(2), 1-18.
- Smith, J. (2017). Social media and political activism in South Sudan. *Journal of Africa media studies*, 9(3), 363-378.
- Smith, J. P. (2016). Cyberactivism and Advocacy in South Sudan on Facebook. *Journal of Digital Communication*, 4(2), 55-71.
- Tajfel, H., & Turner, J. C. (1979). An integrative theory of intergroup conflict. *The Social Psychology of Intergroup Relations*, 33, 47-74.
- Tufeiru, R. A. (2016). The role of social media in shaping public opinion in the conflict zones of northwestern Nigeria. *Global Media Journal: African Edition*, 10(1), 33-52.
- Vigil, T., & Grant, R. (2017). Digital divides in South Sudan: Impact of war, displacement, and marginalization. *Information Technologies & international Development*, 13(4), 1-15.
- Wang, Y., Kraemer, J., & Adamic, L. A. (2018). Social media and misinformation diffusion on Twitter. *ACM Transactions on Web (TWEB)*, 12(4), 1-30.

Yel, D. (2018). Empowerment messaging on Facebook: A study of South Sudanese NGOs. *Journal of Public Relations Research*, 30(1), 1-16.

Zillmann, D., & Bryant, J. (1985). *Selective Exposure to communication*. Lawrence Erlbaum Association. Amin, M. (2005). Qualitative research methods. *Journal of Education and Human Development*, 4(1), 1-12.

Appendices

Appendix 1: Structured interview schedule

For workers at SSBC

I am Adiges Emmanuel a student of Journalism and Communication, majoring in communication at Uganda Christian University conducting research on how Facebook shapes public perception and attitudes toward organizations in South Sudan at SSBC. I assure total confidentiality of the information given to me during this research. This research will contribute to the award of my bachelor's degree in BAJC so I humbly ask you for your cooperation.

PERSONAL BACKGROUND INFORMATION

Tick where applicable

1. what is your age group?

a)25-35 years

b)36-45 years

c)46-55 years

d) above 55 years

2. what is your gender?

a) Male

b) Female

3. In which department do you come from?

a) Engineering

b) program

c) Camera

d) Radio

e) Television

f) control room

4. what is your position or role?

.....

5. For how long have you being serving?

.....

SECTION B Facebook usage

6. Do you have a Facebook account?

a) Yes

b) No

7. How often do you use Facebook?

.....

8. What do you use Facebook for?

a) Personal use

b) Work related

use

c) Both

SECTION C User-generated content

9. Have you ever created or shared user-generated content on Facebook?

a) Yes

b) No

10. What type of content d you usually create or share? (select all that apply)

a) Text posts

b) Images

c) Videos

d) Links

11. How often do you create or share user-generated content?

.....

SECTION D Communication on Facebook

12. Do you use Facebook to communicate with colleagues or supervisors?

a) Colleagues

b)Supervisors

c) Both

13. How often do you use Facebook for work related communication?

.....

14. What type of communication do you usually engage in on Facebook? (select all that apply)

a) Messaging

b) Commenting

c) Posting

**Thank you so much for your cooperation, wish you good luck and God bless
you**

Appendix 2: interview Guide

For key informants (Directors at SSBC)

Introduction

SECTION A

I am Adigesi Emmanuel a student of Journalism and Communication at Uganda Christian University conducting research on How Facebook shapes public perception and attitudes toward organizations in South Sudan at SSBC. I assure total confidentiality of the information given to me during this research. This research will contribute to the award of my bachelor's degree in BAJC, so I humbly ask for your cooperation.

The purpose of this research is to explore how user-generated content on social media platforms like Facebook influence the views and beliefs of workers, and to identify effective communication strategies for fostering engagement and collaboration among workers.

This interview aims to gather your insight and experiences as a director at SSBC, to gain a deeper understanding of the role of user-generated content in shaping opinions and perceptions among workers. Your perspectives will help inform the development of effective communication strategies that can enhance collaboration and engagement among SSBC workers.

SECTION B, User- generated content

1. Can you share your thought on the role of user-generated content in shaping opinions and perceptions among workers at SSBC?

.....
.....
....

2. How do you think user-generated content can leverage for effective communication and engagement?

.....
.....
.....

SECTION C Facebook usage

3. How do you think Facebook can be used to enhance communication and collaboration among workers at SSBC?

.....
.....
.....

4. What are some potential challenges or limitations of using Facebook for work related purpose?

.....
.....
.....

SECTION D Communication strategies

5. What strategies do you think are most effective communication with workers on Facebook?

.....
.....

6. How can SSBC foster a culture of open communication on Facebook?

.....
.....

Thank you for your cooperation