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**DETERMINANTS OF THE INTENTION TO ADOPT SOCIAL MEDIA
TO MANAGE CRIME: THE CASE OF POLICE OFFICERS AT
ZWELITSHA PROVINCIAL OFFICE**



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**DISSERTATION SUBMITTED IN FULFILMENT OF THE REQUIREMENTS
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ABSTRACT

Orientation: The use and adoption of social media by public organisations facing characterised by numerous challenges, particularly in engaging and communicating with the public. The emergence and integration of new technological innovation and services has compelled the South African Police Service to identify the appropriate technology and facilities that can be applied to improve their professional practice but also their services and relationship with the Community Policing Forums. Social media has not only become a disruptor in government organisations but a valuable technological tool that the South African Police Service can use to manage crime.

Research purpose: The study aims to investigate the determinants that influence the adoption of social media to manage crime among police officers at the Zwelitsha Provincial Office.

Research approach/design and method: A quantitative research approach was used to gather information through a self-administered questionnaire. A sample of 206 SAPS employees in the Zwelitsha Provincial Office participated in this study. The Statistical Product and Service Solution (SPSS) was used to analyse the data. The Structural Equation Modelling (SEM) technique was used.

Main findings: The findings of this study showed that performance expectancy, effort expectancy, social influence, and facilitating conditions had a positive effect on the intention of social media adoption by police to manage crime. Facilitating conditions were significant when considering the actual use behaviour of South African Police Service employees when using social media to manage crime.

Practical implications: The study results practically contribute to social media adoption by South African Police Service employees to manage crime. Secondly, the study may assist the management of the South African Police Service in developing a policy around social media use and improving the employees' adoption of social media to manage crime.

Keywords: Adoption, Social Media, Unified Theory of Acceptance and Use of Technology, Crime, Police.

DECLARATIONS

I, the undersigned, Nyameka Kwetani (201606387) hereby declare that this dissertation is my own original work and it has been submitted, and will not be presented at any other institution for a similar or any other degree award.

Signature:



Date: 30 September 2023

PLAGIARISM DECLARATION

I, the undersigned, Nyameka Kwetani (201606387) hereby declare that I am fully aware of the Fort Hare University's policy concerning plagiarism and I have taken every precaution to comply with its standard regulations.

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ETHICAL CLEARANCE DECLARATION

I, the undersigned, Nyameka Kwetani (201606387) with ethical clearance number CHI041SKWE01, hereby declare that I am fully aware of Fort Hare University's policy on research ethics and I have taken every precaution to comply with the regulation.

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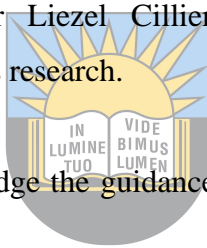


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DEDICATION PAGE

Glory to God in the Highest. This study is dedicated to all the police members who put their lives at risk daily to ensure a safer environment. May God bless and keep you safe. Above all, survive the fight against crime in South Africa.



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ABBREVIATIONS USED IN THIS STUDY

SAPS	-	South African Police Services
UTAUT	-	Unified Theory of Acceptance and Use of Technology
IT	-	Information Technology
ICT	-	Information and Communication Technology
NYPD	-	New York Police Department
CPF	-	Community Police Forum
CAS	-	Crime Administration System
CCTV	-	Closed-Circuit Television
CSC	-	Community Service Centre
SPSS	-	Statistics Package for Social Science
UREC	-	University of Fort Hare Committee
IS	-	Information Systems
ICDMS	-	Integrated Crime Docket Management System
US	-	United States
HR	-	Human Resource
CFA	-	Confirmatory Factor Analysis



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TABLE OF CONTENTS

ABSTRACT	I
DECLARATIONS	II
ACKNOWLEDGEMENTS	III
DEDICATION PAGE	IV
ABBREVIATIONS USED IN THIS STUDY	V
LIST OF FIGURES	XII
LIST OF TABLES	XIII
CHAPTER 1	
1.1 BACKGROUND AND INTRODUCTION	1
1.2 PROBLEM STATEMENT	3
1.2.1 RESEARCH QUESTION	5
1.3 HYPOTHESES	7
1.4 SIGNIFICANT OF THE STUDY	9
1.5 LITERATURE REVIEW	10
1.5.1 THEORETICAL LITERATURE	10
1.5.1.1 THE UNIFIED THEORY OF ACCEPTANCE AND USE OF TECHNOLOGY	11
1.5.2 EMPIRICAL LITERATURE REVIEW	12
1.5.3 SOCIAL INFLUENCE	13
1.5.4 FACILITATING CONDITIONS	13
1.5.5 TOP MANAGEMENT AND INNOVATION	13
1.5.6 INTENTION TO ADOPT SOCIAL MEDIA TO MANAGE CRIME	14
1.5.7 PERCEIVED USEFULNESS OF SOCIAL MEDIA TO MANAGE CRIME	14
1.5.8 PERCEIVED EASE OF USE OF SOCIAL MEDIA TO MANAGE CRIME	14
1.6 RESEARCH METHODOLOGY	15
1.6.1 RESEARCH PARADIGM	15
1.6.2 RESEARCH APPROACHES	15
1.6.3 STUDY POPULATION AND SAMPLING	16



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1.6.3.1 SAMPLING TECHNIQUE	16
1.6.4 DATA COLLECTION PROCEDURE	16
1.6.5 DATA ANALYSIS	18
1.7 ETHICAL CONSIDERATION	18
1.8 DELIMITATIONS	18
1.9 CHAPTER OVERVIEW OF PROPOSED RESEARCH	19
CHAPTER 2: SOCIAL MEDIA USE TO MANAGE CRIME BY SOUTH AFRICAN POLICE SERVICE	
2.1 INTRODUCTION	20
2.1.1 HISTORY OF THE SOUTH AFRICAN POLICE SERVICE	20
2.1.2 STRUCTURE OF SOUTH AFRICAN POLICE SERVICE ORGANISATION	21
2.1.3 CRIME STATISTICS	22
2.2 INFORMATION TECHNOLOGY SYSTEMS USED BY POLICE	22
2.3 PROCEDURE TO REPORT CRIME	25
2.4 COMMUNITY POLICING FORUM	25
2.5 SOCIAL MEDIA IN POLICING	26
2.6 THE ROLE OF SOCIAL MEDIA IN THE POLICE TO MANAGE CRIME	27
2.7 SOCIAL MEDIA CHANNELS	30
2.7.1 FACEBOOK	30
2.7.2 WHATSAPP	31
2.7.3 TWITTER	32
2.8 ADOPTION OF SOCIAL MEDIA NETWORK IN MANAGING CRIME	32
2.8.1 COMMUNICATION PLATFORM	33
2.8.2 TRANSFORM POLICE SERVICES	33
2.8.3 INCREASE CRIME PREVENTION AWARENESS	34

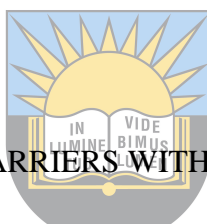


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2.8.4 INCREASE POLICE AND COMMUNITY ENGAGEMENT	35
2.8.5 ENGAGE CITIZENS	35
2.8.6 OPTIMISE POLICE OPERATIONS	35
2.8.7 SERVICE DELIVERY IMPROVEMENT	36
2.8.8 COLLECTION OF EVIDENCE FOR COURT	36
2.9 DISADVANTAGES OF USING SOCIAL MEDIA IN POLICING	36
2.10 SOCIAL MEDIA ADOPTION AROUND THE WORLD	38
2.11 CHAPTER SUMMARY	39

CHAPTER 3: BARRIERS TO THE ADOPTION OF SOCIAL MEDIA TO MANAGE CRIME

3.1 INTRODUCTION	40
3.2 SOCIAL MEDIA ADOPTION BARRIERS WITHIN UTAUT	41
3.3 BARRIERS TO THE ADOPTION OF SOCIAL MEDIA BY POLICE	42
3.3.1 COMPUTER AND TECHNOLOGY LITERACY SKILLS	44
3.3.2 LACK OF MANAGEMENT SUPPORT	45
3.3.3 INFORMATION SECURITY AND PRIVACY	46
3.3.4 ICT RESOURCES AND DATA COST PERCEPTION	47
3.3.5 TECHNOLOGY INFRASTRUCTURE	47
3.3.6 FACILITATING CONDITIONS	48
3.3.7 PERCEIVED EASE OF USE	48
3.3.8 PERCEIVED USEFULNESS	49
3.3.9 SOCIAL CONDITIONS	49
3.4 CHAPTER SUMMARY	50



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Together in Excellence

CHAPTER 4: RESEARCH DESIGN & METHODOLOGY

4.1 INTRODUCTION	51
4.2 RESEARCH PHILOSOPHY	52
4.3 RESEARCH APPROACH	53
4.3.1 QUANTITATIVE AND QUALITATIVE RESEARCH APPROACH	53
4.4 RESEARCH DESIGN	56
4.4.1 QUESTIONNAIRE	57
4.5 POPULATION AND SAMPLING	58
4.5.1 SAMPLING	59
4.6 DATA COLLECTION METHODS	59
4.7 DATA ANALYSIS	60
4.8 TRUSTWORTHINESS	61
4.9 ETHICS	62
4.10 CHAPTER SUMMARY	62



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CHAPTER 5: PRESENTATION OF THE RESULTS

5.1 INTRODUCTION	64
5.2 DEMOGRAPHICS	65
5.3 MISSING VALUES	66
5.4 ITEM ANALYSIS	66
5.4.1 ITEM ANALYSIS FOR COMPUTER SELF-EFFICACY SCALE	67
5.4.2 BEHAVIOURAL INTENTION TO ADOPT SOCIAL MEDIA RELIABILITY OUTPUT	68
5.4.3 FACILITATING CONDITIONS RELIABILITY OUTPUT	68
5.4.4 PERCEIVED EASE OF USE RELIABILITY OUTPUT	69
5.4.5 PERCEIVED USEFULNESS RELIABILITY OUTPUT	70

5.4.6 SOCIAL INFLUENCE RELIABILITY OUTPUT	71
5.5 DIMENSIONALITY ANALYSIS	72
5.5.1 COMPUTER SELF-EFFICACY SCALE DIMENSIONAL ANALYSIS	72
5.5.1.1 BEHAVIOURAL INTENTION TO ADOPT SOCIAL MEDIA DIMENSIONALITY ANALYSIS OUTPUT	73
5.5.1.2 FACILITATING CONDITIONS DIMENSIONALITY ANALYSIS OUTPUT	74
5.5.1.3 PERCEIVED EASE OF USE DIMENSIONALITY ANALYSIS OUTPUT	75
5.5.1.4 PERCEIVED USEFULNESS SCALE DIMENSIONALITY ANALYSIS OUTPUT	75
5.5.1.5 SOCIAL INFLUENCE DIMENSIONALITY ANALYSIS OUTPUT	76
5.6 EVALUATING THE OVERALL MEASUREMENT MODEL	77
5.7 THE STRUCTURAL MODEL FIT	81
5.8 CHAPTER SUMMARY	86
CHAPTER 6: DISCUSSION OF FINDINGS	
6.1 INTRODUCTION	87
6.2 HYPOTHESIS TESTING	87
6.2.1 INTENTION TO USE	94
6.2.2 PERCEIVED EASE OF USE	95
6.2.3 PERCEIVED USEFULNESS	96
6.2.4 SOCIAL INFLUENCE	96
6.2.5 FACILITATING CONDITIONS	97
6.3 RESEARCH FRAMEWORK	99
6.4 RECOMMENDATIONS	100
6.5 CONCLUSION	102



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CHAPTER 7: CONCLUSION

7.1 INTRODUCTION	103
7.2 SUMMARY OF THE LITERATURE REVIEW	103
7.3 RE-CAP OF THE RESEARCH QUESTION & OBJECTIVE	104
7.4 METHODOLOGY	106
7.5 THEORETICAL FRAMEWORK	106
7.6 DISCUSSION OF FINDINGS WITH THE EXTENT LITERATURE	106
7.7 CONTRIBUTION OF THE STUDY	108
7.7.1 THEORETICAL CONTRIBUTION	108
7.7.2 PRACTITIONER CONTRIBUTION	108
7.7.3 POLICY CONTRIBUTION	109
7.8 LIMITATIONS OF THE STUDY	109
7.9 CONCLUSION	109
8. REFERENCES	111
9. APPENDICES	141



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LIST OF FIGURES

Figure 1: PROPOSED MODEL OF THE STUDY	9
Figure 2: UNIFIED THEORY OF ACCEPTANCE AND USE OF TECHNOLOGY	12
Figure 3: RESEARCH MODEL OVERVIEW	60
Figure 4: THE OVERALL DIMENSION MODEL PATH DIAGRAM	80
Figure 5: THE STRUCTURAL MODEL PATH DIAGRAM	83

APPENDICES

Appendix 1: Ethical Clearance Certificate	141
Appendix 2: Informed consent and research questionnaire (in English)	143
Appendix 3: Turnitin Report	145
Appendix 4: Proofreader certificate	146



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LIST OF TABLES

Table 1: Measuring instrument	17
Table 2: Demographics of Respondence	65
Table 3: Computer self-efficacy scale reliability analysis output	67
Table 4: Behavioural intention to adopt social media scale reliability analysis output	68
Table 5: Facilitating conditions scale reliability analysis output	69
Table 6: Reliability analysis output for Perceived ease of use scale	70
Table 7: Perceived usefulness scale reliability analysis output	71
Table 8: Social Influence scale reliability analysis output	72
Table 9: Computer self-efficacy scale factor matrix	73
Table 10: Behavioural intention to adopt social media subscale factor matrix	74
Table 11: Facilitating conditions subscale factor matrix	74
Table 12: Perceived ease of use subscale factor matrix	75
Table 13: Perceived Usefulness subscale factor matrix	77
Table 14: Social influence subscale factor matrix	77
Table 15: Goodness-of-fit statistics for the measurement model	78
Table 16: Estimates for measurement model on completely standardised factor loading	79
Table 17: Inter-correlations amongst latent dimensions	80
Table 18: Structural model goodness-of-fit statistics	82
Table 19: Hypothesis Results	85
Table 20: Findings on Computer Self-efficacy	88
Table 21: Findings on Perceived usefulness	90
Table 22: Findings on Perceived ease of use	91
Table 23: Findings on Social influence	92
Table 24: Findings on Facilitating conditions	93
Table 25: Findings on behavioural intention to adopt social media	94

CHAPTER 1

1.1 BACKGROUND AND INTRODUCTION

South African democracy faces a significant challenge stemming from the nation's alarming rate of severe crimes, including violent incidents that frequently result in fatalities and injuries (South African Police Services, 2019). An analysis of the crime statistics published in 2022 by SAPS indicates that South Africa faces a severe crime problem. Additionally, the total reported crimes during the 2021/2022 financial year increased significantly (BusinessTech, 2022). Murder statistics show an increase of 1320 incidents from 19016 murders reported in 2016/2017 to 20 336 in 2017/2018 (South African Police Services, 2019). Contact crimes, including assault and sexual offences, increased by 15%. On the other hand, violent crimes such as murder, assault and sexual offences also recorded double-digit growth (BusinessTech, 2022).

The policing objectives of the South African Police Services (SAPS) are listed in Section 205 of the Constitution of the Republic of South Africa. As outlined in the constitution, these objectives encompass the duty to “prevent, combat and investigate crime, maintain public order, protect and secure the inhabitants of South Africa and their property, and uphold and enforce the law” (South African Police Services, 2019, p.1). Moreover, in line with National Instruction 3 of 2011, SAPS is tasked with the responsibility of crime management by encouraging the reporting of criminal activities and any suspicious behaviour within communities to local police stations (Consolidation Notice 10/2011, 2011). To facilitate this process, SAPS has established the Community Policing Forum (CPF), which actively engages with law enforcement efforts to address crime within the community (SAPS, 2018). The role of the CPF is to enhance community involvement and intelligence sharing communities can also establish structured initiatives for community safety partnerships, thereby integrating them into formal police-community projects. Rural communities have formed community policing to protect their neighbourhoods. Community members such as the Community Policing Forum (CPF) are effective at detecting and reporting local crimes in their communities as they have more substantial incentives to monitor and report crime (Gonzalez & Komisarow, 2020).

Police are essential to cover every segment of group social interactions and maintain law and order in a democratic society (Arisukwu et al., 2020). Law enforcement does not always make use of technology effectively to manage crime (Shah, Bhagat, & Shah, 2021). The SAPS relies on traditional ways to manage crime. These include using hardcopy files the officer opens when

a public member reports a crime. The disadvantage of this system is that dockets may go missing due to theft or evidence tampering. The Crime Administration System (CAS) does not upload the dockets for backup purposes. Furthermore, documenting crime at a crime scene is often complicated and labour-intensive. However, thorough and properly documenting crime is one of the most critical steps in solving a crime.

On the other hand, technology allows police to collect additional information from community reports or witnesses who may post the information on social media networks (Tredinnick et al., 2019). Social media use by the community and police can help disseminate information about their organisation and activities. Furthermore, social media can facilitate data collection using mobile devices and Facebook pages (Arisukwu, et al., 2020). Lastly, social media platforms such as Facebook can be used by police to engage with citizens, encouraging them to report crime activities and involve them with police investigations (Gamor et al., 2023).

Social media refers to internet-based services in which service users create and mobilise online content (Budiawan et al., 2021). Social media is one of the Information and Communication Technologies (ICTs) quickly adopted and used by the younger generation for socialising (Mphahlele et al., 2021). The Botswana government has used ICTs to communicate with the citizens to become more productive and efficient (Mosweu & Ngoepe, 2019). Engaging with citizens using social media empowers the community and police officers. Social media allows for two-way communication about crime-related activities (Jungblut & Jungblut, 2022). Nevertheless, the South African Police Services (SAPS) do not consistently utilize social media as a primary source of information gathering. Hence, there is a need to enhance the adoption of social media within the SAPS, as this could significantly enhance their capacity to manage and respond to crime effectively.

Social media is commonly defined as internet platforms that promote and facilitate communication, interaction, and the exchange of content within virtual communities (Walsh & O'Connor, 2019). Furthermore, it has the potential to transform police communication with citizens, enhancing the visibility of law enforcement personnel and their activities. Social media platforms continually evolve, offering various features and functions to remain relevant in society (Rhee et al., 2021).

Notably, popular social media tools like WhatsApp and Facebook have already influenced police employees, who use these technologies for personal purposes (Wushe & Shenje, 2019). Police officers utilize Facebook networking sites to connect with friends and family, while

WhatsApp groups are created and employed for real-time information sharing and communication. According to SAPS website, it has been stated that Facebook and Twitter pages are not for emergencies and crime cannot be reported. Currently, the primary aim of using social media is engaging with communities and sharing of information (South African Police Service (SAPS), 2023).

The SAPS can use social media to manage crime by receiving crime-related information with the possibility to scale the detection and reporting of crime to many people (Drury et al., 2022). However, police organizations are still in the process of fine-tuning their social media content to maximize its efficiency (Williams et al., 2018). There are barriers to social media use in the SAPS. These include organisational challenges such as management support and external challenges. As a result, it limits the ability of police members and the community to influence the opportunities presented by social media (Bogea & Brito, 2018). Several barriers hinder the use of social media within SAPS, encompassing organizational challenges like the need for management support and external challenges. Consequently, limiting the ability of both police members and the community to use the opportunities offered by social media (Bogea & Brito, 2018).

Nonetheless, social media can play a vital role in lowering barriers to civil participation and collective actions within Community Policing Forum (CPF) activities. By doing so, it has the potential to combat civic disengagement. Social media significantly influences communication, allowing SAPS to build new communicative networks with citizens and engage with the public in a more rapid and interactively in a more rapid and interactive manner (Jungblut & Jungblut, 2022).

1.2 PROBLEM STATEMENT

The SAPS has implemented several technology systems to enhance police performance in the fight against crime and to improve public attention to and scrutiny of law enforcement activities (Strom, 2017). However, the technology available to police members in the field often falls short of mobile phone devices and internet access for social media sites (SAPS, 2018). Social media use by police may raise the question of whether the police's Facebook communications replicate traditional police culture that is based on secrecy and control. The adoption might create expectations for police to be more transparent. However, their communications with public relations work are deserving of investigation (Isaak & Walby, 2022).

Technology is being used to fight crime in other countries. National police in France, for example, are equipping their operational forces with secure and connected tablets and smartphones to share documents in a secure private cloud (Howells, 2018). The SAPS has implemented a multiplicity of technology systems to enhance effective policing and improve performance in the workplace (SAPS, 2018). These tools include computer systems, Closed-Circuit Television (CCTV) cameras and physical strategies. However, the technology available to police on the ground often falls short of mobile phone technology devices and access to the Internet to social media sites (SAPS, 2018).

While, South Africa has a serious problem of crime, the community can only report crime by visiting their nearest police station Community Service Centre (CSC) or by making a call to the police call centre number. Each police station has one CSC to register cases. CSC is the police front line window. At times it is understaffed due to police members attending emergency crime activities in the community. The SAPS does not have a technology tool that the community can utilise to report crime without visiting the station. The police officers can only use desktop computer systems to register cases reported by the public after they are captured on hard copy docket. As a result, the police must spend time at the station capturing crime data on paper-based occurrence books (OB) and CAS. Additionally, the police can only interact with the community members by conducting interview meetings to collect evidence of the crime that occurred. Using social media will allow community members to participate on social platforms. Thus, by posting basic surveillance and crime related information as part of the Community Police Forum (CPF) and community (Gonzalez & Komisarow, 2020).

Challenges associated with privacy, security, data management, governance, accessibility, policy issues, and social inclusion pose significant obstacles to the widespread adoption of social media in policing (Mosweu & Ngoepe, 2019). The SAPS might be concerned with the breach of confidentiality, especially in cases where police officers might have to post internal and confidential documents such as crime scene pictures on social media. Dekker et al., (2020) assert that an unstructured way of sharing information provided by the community on social media is a barrier that terminates or delays innovation to the adoption of social media by police. Moreover, the misuse of the internet in the workplace will be a challenge that may prevent the adoption of social media in policing.

Additionally, security threats such as hacking confidential information have become a significant issue given that information technology spreads rapidly (Duan et al., 2021). Misuse

of personal and sensitive information by police on social media may negatively influence the adoption and damage the police's reputation. As a result, this research study investigates what determinants will improve the adoption of SAPS members to use social media to manage crime.

1.2.1 RESEARCH QUESTION

The research question formulated for this study reads as follows:

What are the determinants that influence the adoption of social media to manage crime among police officers at the Zwelitsha Provincial Office?

The following sub-questions were asked to arrive at an answer to the main research question:

- **How can social media be used to manage crime by the South African Police Service?**

This research question investigated the elements affecting the intentions to adopt social media in managing crime. Chapter two describes the important role played by social media in developing countries. Secondly, the various social media channels and their benefits. Furthermore, several conclusions can be drawn from the results presented in chapter five. The following factors were identified as important predictors of the adoption, and they influence the intention to adopt social media:

- Social Influence,
- Facilitating Conditions,
- Top management and innovation,
- Intention to adopt social media to manage crime,
- Perceived usefulness of social media adoption to manage crime; and,
- Perceived ease of use of social media adoption to manage crime.

- **What are the barriers to using social media to manage crime among police officers at Zwelitsha provincial office?**

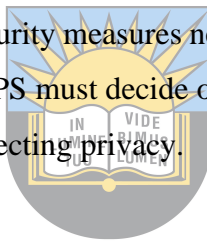
From the results presented in chapter five, numerous findings emerged. The study identified and responded to the following barriers to adopting social media.

Lack of computer and technology literacy skills: In order for the police to be able to utilise and adopt to social media, they have to know how to use computers and smartphones. However, a high number of police officers do not have computer skills

and will need to be trained. Otherwise, it will be difficult for police to capture and process social media content (Matikiti, et al., 2018). The user's ability to the constraints must be managed during the implementation for effective use of social media.

Lack of managerial support: social media effectively manages crime but may not be adopted due to a lack of management support. SAPS management does not support social media use. Mainly, due to misuse of technology devices and systems including the internet. Secondly, a limited number of police officers have access to technology devices. However, top management support is key determinant for the adoption. As a result, this study seeks to convince SAPS management to adapt to new technologies.

Information security and privacy: Information security and privacy is vital for SAPS for customer service. Evidence cannot be exposed or accessed by anyone. Consequently, information and privacy concerns need to be addressed in adopting social media. Furthermore, security measures need to be in place to avoid unauthorised access to information. The SAPS must decide on what information should be provided online while ensuring and protecting privacy.



ICT resources and data cost perception: the proposed model addresses the lack of ICT resources and the high cost of data. For effective social media adoption, police officers need to be issued with laptops and smartphones that have access to internet. Most police officers do not have the resources. High usage of data by police may hinder SAPS budget, subsequently hindering, adoption.

Technology Infrastructure: SAPS has police stations in deep rural areas that are without information technology infrastructure. Once the organisation implements social media, those police officers will be disadvantaged and be unable to utilise it.

Based on the research findings above, the main research question was answered as follows:

The intention to adopt social media, perceived usefulness, perceived ease of use, social influence, facilitating conditions, and top management reported significant negative and positive relationships with social media adoption by police. Positive influence will enhance the interaction between police to manage crime. The approach adopted will ensure that social

media is developed to be helpful and specifically address the real needs of social media users in the police.

1.3 HYPOTHESES

The study model examines the determinants that influence the adoption of social media to management crime amongst police officers at the Zwelitsha Provincial Office. The primary research question for this study will be guided by the hypotheses. Although social media platforms have been used by the police officials for their personal reasons, a further investigation into behavioural usage of social media in the workplace to manage crime will need to be conducted (Cilliers et al., 2017). If the behavioural attitude of the police officials is positive, the willingness to adopt social media increases (Gumpo, et al., 2020).

According to Mphahlele et al., (2021), behavioural intention is influenced by knowledge and skills on how to use social media. It therefore means the police will be more intent to adopt social media once they are accustomed to social media usage.

The following hypotheses are proposed:

H1^a: The intention to adopt social media to fight crime is positively related to usage behaviour.

H1^b: The intention to adopt social media to fight crime is not positively related to usage behaviour.

H2^a: The perceived usefulness of social media is positively related to intention to adopt social media to manage crime amongst police officers.

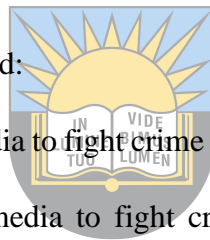
H2^b: The perceived usefulness of social media is not positively related to intention to adopt social media to manage crime amongst police officers.

H3^a: The perceived ease of using social media is positively related to intention to adopt social media to manage crime amongst police officers.

H3^b: The perceived ease of using social media is not positively related to intention to adopt social media to manage crime amongst police officers.

H4^a: The computer self-efficacy to use social media is positively related to intention to adopt social media to manage crime amongst police officers.

H4^b: The computer self-efficacy to use social media is not positively related to intention to adopt social media to manage crime amongst police officers.



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H5^a: Social influence to use social media is positively related to the intention to adopt social media to manage crime amongst police officers.

H5^b: Social influence to use social media is not positively related to the intention to adopt social media to manage crime amongst police officers.

H6^a: Facilitating conditions to use social media is positively related to the intention to adopt social media to manage crime amongst police officers.

H6^b: Facilitating conditions to use social media is not positively related to the intention to adopt social media to manage crime amongst police officers.

H7^a: Top management support and innovation to use social media is positively related to the intention to adopt social media to manage crime amongst police officers.

H7^b: Top management support and innovation to use social media is not positively related to the intention to adopt social media to manage crime amongst police officers.

The following Figure 1 shows the proposed model of this study.

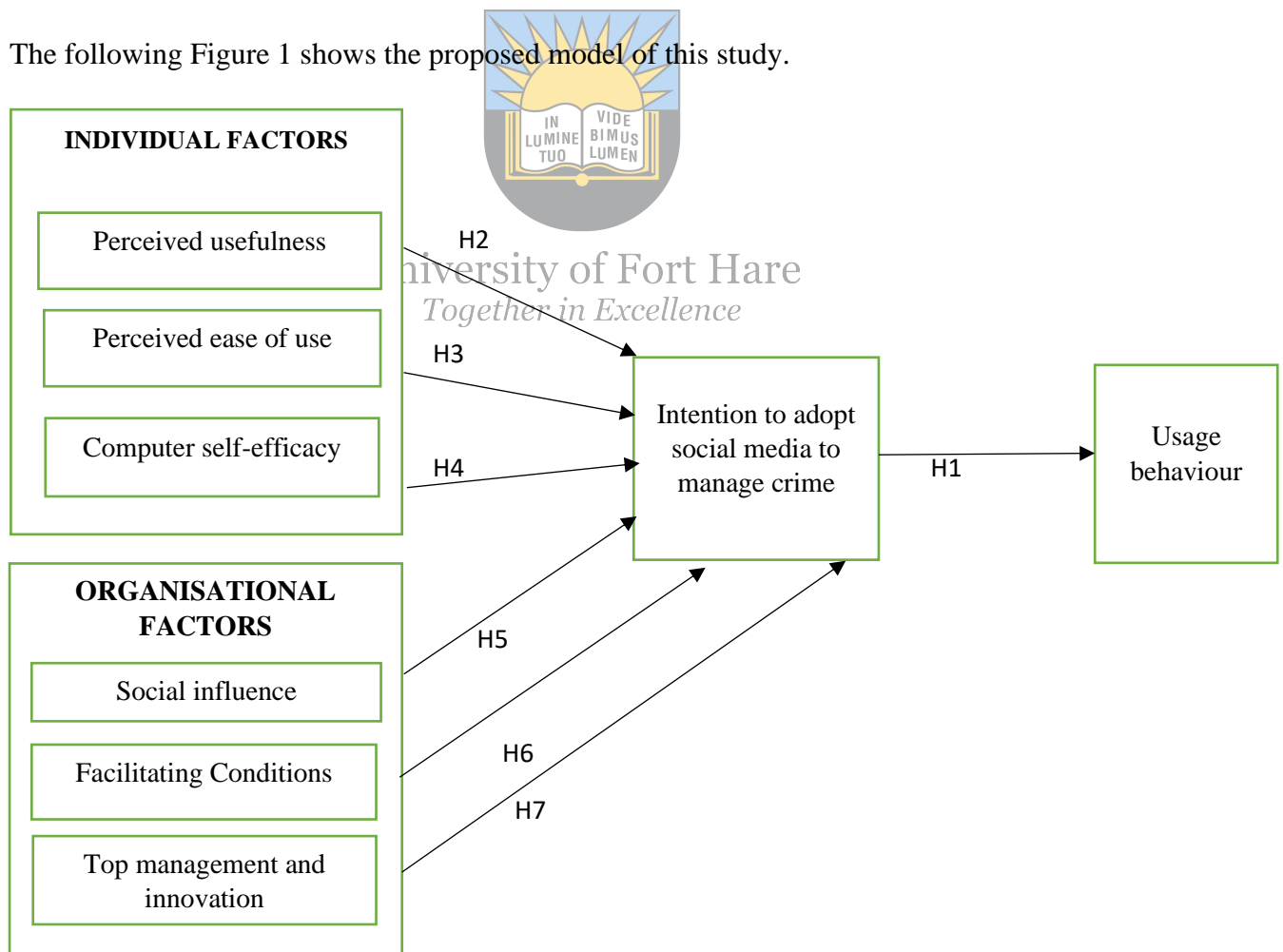


Figure 1: Proposed model of the study

1.4 SIGNIFICANCE OF THE STUDY

Police maintain order and law in any democratic society. In other words, they are key in executing that role (Arisukwu, et al., 2020). While social media has become a tool to detect and predict crime in a specific area (Drury et al., 2022), which can reduce the crime rate. Thus, social media will be used to tackle crime through information received (Gupta, et al., 2022). Moreover, for an organisation to remain effective, it needs to be aware, and adapt to dynamic changes of the business environment (Niemand & Chauke, 2017). Social media will allow the community and the police officers to communicate about crime activities at any time (Walsh & O'Connor, 2019). Furthermore, social media interaction between the police and the public can create a valuable relationship.

Additionally, it can provide evidence to mitigate or solve criminal activities (Walsh & O'Connor, 2019). The above suggestion highlights the important role social media can play in the digitalisation transformation of the police's means to manage crime (Albannaet al., 2022). Social media can improve access to information and help the police to attain more details about the crime, the community, and their safety needs. Police can use the information on social media to detect criminal activities and criminals (Drury et al., 2022). SAPS can therefore efficiently deliver their organisational material to the community promptly by using social media to manage crime (Dodokh & Al-ma'aitah, 2019).

Social media technology initiation has taken new measurements by becoming one of the most significant global approaches to communication (Wushe & Shenje, 2019). It provides internet access through social networks, mobile phones, and computers (Lubua et al., 2017). Like citizen engagement, police visibility activities can be marketed through social media use (O'Connor & Zaidi, 2020). The interaction of the police with citizens for the purpose of personnel visibility can also be enhanced by social media use (O'Connor & Zaidi, 2020). Local police organisations can enhance the relationship between the police and stakeholders to develop shared interest and understanding patterns by interacting on social media (Williams et al., 2018). The determinants that will improve the adoption of social media to manage crime will be examined in this study (Sanchez et al., 2019).

However, several factors influence social media adoption in the organisation's business strategies. These factors entail easy access to social media networks, and awareness that may be gained through media tools (Cilliers et al., 2017). The quality of service in the police will ultimately be improved by the tools and technologies offered in the ICTs (Iyamu, 2020).

Messaging services and social networks are used as tools for entertainment information exchange. However, they represent virtual environments that provide relevant information about emergencies or criminal events (Tundis et al., 2021).

1.5 LITERATURE REVIEW

1.5.1 THEORETICAL LITERATURE

The study makes use of the technology adoption model known as the Unified theory of acceptance and use of technology (UTAUT) (Venkatesh et al., 2016), to achieve the study objectives (Giltenane, 2016). The barriers that hinder the intent to adopt the technology tool to manage crime is examined using the framework.

1.5.1.1 THE UNIFIED THEORY OF ACCEPTANCE AND USE OF TECHNOLOGY

The research examines the adoption of social media by selecting a suitable framework to manage crime in the police service. The framework chosen in this research is UTAUT. The framework was established from eight diverse models to enhance the success rate of calculating if the technology will be accepted (Murire & Cilliers, 2017). A framework provided by UTAUT not only explains the adoption of information technology and information system, but also clarifies the use and acceptance of technologies (Choa, 2019).

UTAUT consists of four core determinants determining intention and use and four moderators influencing the key determinants. Usage intention and behaviour are direct determinants that are determined by these four key constructs (Venkatesh et al., 2003). Technology use and adoption are determined by behavioural intention and facilitating conditions, while performance expectancy, effort expectancy, and social influence impact behavioural intention to use a technology according to UTAUT (Venkatesh, et al.2016).

Evidence from past researchers states that technology's perceived usefulness can influence customers' intention to adopt social media (Javed, 2017). Therefore, users' expectations of technology performance may influence their intention to adopt it (Javed, 2017). Effort expectancy is the ease of use of any system (Venkatesh et al., 2003). The definition explains that effort expectancy refers to the determination to adopt social media to manage crime (Nyesiga et al., 2017).

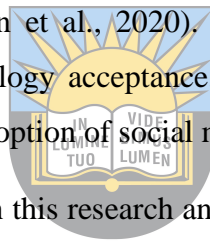
Social influence refers to “the extent to which an individual perceives that significant others believe he or she should take advantage of the new system” (Murire & Cilliers, 2017, p. 101).

Behavioural intention has been defined as “the degree to which a person has formulated conscious plans regarding whether to perform a specified future behaviour” (Choa, 2019, p. 10).

The positive influence of senior management within police organisations will create a solid social media adoption on police to manage crime (Alraja, 2016). Facilitating conditions is the “degree to which an individual believes that an organisational and technical infrastructure exists to support the use of social media” (Tan, 2013, p. 25). Facilitating conditions are largely determined by “indicators such as perceived behavioural control and compatibility” (Tan, 2013, p. 25). Therefore, effective use of smart devices by police officers depends on the availability of organisational resources and technical infrastructure (Onalapo & Oyewole, 2018).

The theory of this study will assess determinants affecting the adoption of social media use to manage crime. UTAUT explains nearly 70% of the variance in adoption behaviour and intention to use technology (Peterson et al., 2020). This shows that UTAUT is the most effective model for analysing technology acceptance. This research will extend the use of UTAUT to explain police officers’ adoption of social media (Mandal & McQueen, 2012).

Related studies have been reviewed in this research and an empirical study will be conducted for several elements of behavioural intention in the adoption of social media to manage crime.



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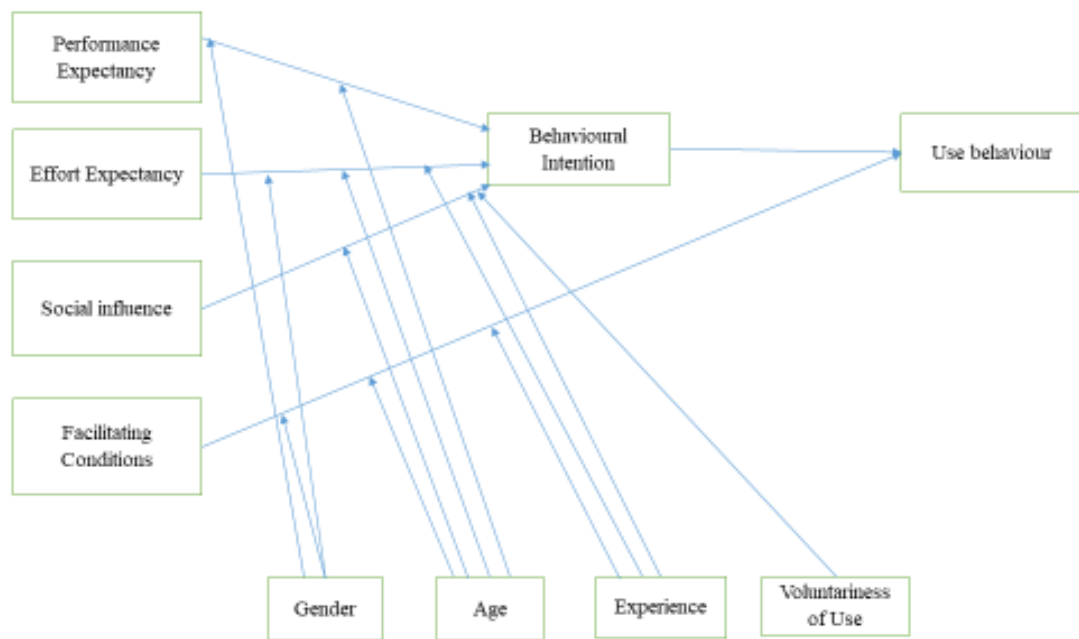
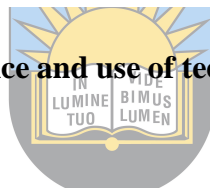


Figure 2: Unified theory of acceptance and use of technology (UTAUT) model (Venkatesh et al., 2003)



1.5.2 EMPIRICAL LITERATURE REVIEW

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The SAPS has implemented a Web-based system to register crime activities electronically to back up information and promote information sharing (South African Police Services, 2019). The problematic issue of stolen hardcopy dockets resulted in the implementation of a web-based case administration system to avoid theft. Officers at SAPS also privately used social media sites such as Facebook before the organisation implemented and adopted it as a social media strategy. Therefore, police officers are familiar with the technology and are more likely to use it for business purposes.

Khayer, Talukder, Bao, and Hossain (2020) argue that top management significantly influence social media adoption because they are the decision makers on both strategic, tactical, and operational resolutions. This research identified support from top management as a significant predictor of social media adoption (Khayer et al., 2020). The context of the study will be provided in this section through investigation and discussion of secondary literature sources to the research problem and the underlying theory.

1.5.3 SOCIAL INFLUENCE

This study also found that social influence positively relates to users' intention to use social media to manage crime. Social influence is how others influence people's attitudes and behaviours, leading them to conform to group norms and decisions to avoid social isolation (Moloi et al., 2022). Police officers could develop positive attitudes toward using social media to fight crime if the influence of important people, such as top management, is positive (Alraja, 2016).

1.5.4 FACILITATING CONDITIONS

The study identified additional facilitating resources that police officers can use to access social media sites such as workstations, high internet bandwidth, Wi-Fi availability and accessibility. Access to social media sites can enable effective relationships between police officers and the public by increasing interactions (Chawinga & Zinn, 2016).

1.5.5 TOP MANAGEMENT AND INNOVATION

An organisation can use social media effectively for several responsibilities, such as consumer relations and evidence searching, which will positively influence the organisation's easy accessibility of information (Uduma et al., 2020). The SAPS employees may utilise social media sites for their issues using the organisational resources, which might affect productivity. However, top management support can be an essential encouragement for the acceptance of social media to manage crime (Uduma et al., 2020).

1.5.6 INTENTION TO ADOPT SOCIAL MEDIA TO MANAGE CRIME

Social media can be adopted by the police and the public for sharing textual, image, and audio content to manage crime (Giunchiglia et al., 2018). Law enforcement officials can use the SAPS guidelines for investigations (South African Police Services, 2019). Resources such as internet access should be made available to the police members. Furthermore, training manuals should be established and offered to the police members to advance social media usage behaviour.

1.5.7 PERCEIVED USEFULNESS OF SOCIAL MEDIA TO MANAGE CRIME

Perceived usefulness additionally explains that social media is used by all segments in varying degrees but always combined with other channels (Al-Rahmi et al., 2014). Remarkably, social media's perceived effectiveness and users' intention to use the technology can be improved by

users' perceived simplicity in using and adopting the technology to manage crime (Al-Rahmi et al., 2014). Rhee et al. (2021) found that Twitter was perceived as an entertainment channel rather than a space for social media interaction in their sample. Perceptions of the usefulness of social media will positively impact organisations when using social media for crime management (Siamagka et al., 2015). It is imperative to involve the community in crime prevention to ensure that safety issues become everyone's business. Social media will improve community members' participation in crime prevention and control (Arisukwu, et al., 2020).

1.5.8 PERCEIVED EASE OF USE OF SOCIAL MEDIA TO MANAGE CRIME

Mutambara and Bayaga (2020) define perceived ease of use as the extent to which an individual believes that adopting a particular social media tool requires no effort. Information technology systems may be better accepted if the tool is more accessible and practical (Kurahashi et al., 2018). The less effort required to use technology, the greater the benefit to police officers as people are more confident and competent in adopting technology when they perceive it to be easy to use (He et al., 2018). Perceived ease of use could influence behavioural intention and affect the intention to use social media toward users (Basuki et al., 2021).

1.6 RESEARCH METHODOLOGY

The study aimed to test a model that can be used to improve the adoption of social media to manage crime among police officers at the Zwelitsha Provincial Office. The methodology used in the proposal will be discussed in the next section.

1.6.1 RESEARCH PARADIGM

Two paradigms are often used in Information Systems research: positivism and interpretivism. This study used a positivist paradigm and a quantitative data collection method. Positivism leads to assessing and evaluating various beliefs and theories and is associated with quantitative data collection methods and analysis (Magoma et al., 2021). The positivist approach offered the opportunity to use statistical methods that will be suitable to answer the hypotheses that were presented (Mavhungu & Bussin, 2017).

1.6.2 RESEARCH APPROACHES

The research approach used was reasoned to be suitable for the nature of the hypotheses that the research needs to answer. The quantitative research approach measures data in units of measurement in a numerical form, which can be put into categories. In contrast, qualitative

research aims to understand the social experiences of individuals, groups, and cultures (McLeod, 2019). The quantitative research approach was chosen for this study as it allowed the researcher to establish the relationship between variables in a structured manner on a sample representative of the population.

RESEARCH DESIGN

The study furthermore utilised a survey research design (Tsvangirai & Chinyamurindi, 2019). The constructs from UTAUT used and the self-efficacy scale were derived on previous studies. The questionnaire was distributed to SAPS employees in the Zwelitsha provincial office. A questionnaire is a research tool that consists of a list of questions to collect information from the study population (McLeod, 2019). Questionnaires can effectively measure many subjects' behaviour, intentions, and attitudes. A survey questionnaire was used to collect quantitative data from SAPS employees in the Zwelitsha provincial office (Bussin et al., 2019). Hence, data collection methods such as questionnaires were used to develop the vision from the viewpoint of both the researcher and the respondents.

1.6.3 STUDY POPULATION AND SAMPLING

The study was conducted in the Zwelitsha Provincial Office in the Eastern Cape. The respondents were permanently employed and working in the SAPS provincial office in Zwelitsha. The target population for this study comprised employees from the highest level of Major General to the lowest level of an admin clerk to participate in the survey. A convenient sampling method was used in this study (de Villiers & Taylor, 2019). The study sample was calculated using the Raosoft calculator (95% confidence level and 5% margin error). The population of the Zwelitsha Provincial Office was 400 police officers, so the final sample size was calculated to be 197 respondents (Kanonuhwa et al., 2018).

1.6.3.1 SAMPLING TECHNIQUE

The sample is one of the most critical factors determining the accuracy of survey or research results. Sampling techniques consist of probability and non-probability sampling techniques (Singh, 2018). The researcher used a convenient sampling method to identify the study respondents (Sachane et al., 2018). Respondents' identities remained confidential throughout the research process. The researcher ensured anonymity by providing each participant with a participant number.

1.6.4 DATA COLLECTION PROCEDURE

A questionnaire is defined as “a list of questions to which respondents must give an answer” (Kanonuhwa et al., 2018, p. 15). The survey consisted of 27 items comprising six determinants: intention to adopt social media, perceived usefulness, perceived ease of use, top management support and innovation, social influence, facilitating conditions, and usage behaviour. There was also a question to determine the level of social media use by the SAPS employees daily and weekly.

In this study, Cronbach’s alpha was used to test the reliability of the scales. The instrument used in this study consisted of two sections and 27 items. Section A contained five questions that obtained demographic information from respondents (gender, ethnic group, age, level of education, employment status and level of computer knowledge). Section B contained 22 questions that measured social media use by members of SAPS using a 5-point Likert scale. The 5-point Likert scale ranging from one for “strongly disagree” to five for “strongly agree” is used in this research. The survey was refined through a pilot study conducted with employees of SAPS who did not participate in the main study (Al-Rahmi et al., 2014).

Surveys were administered to the respondents in the SAPS provincial office through hard copies. Participation was voluntary, and the purpose of the study was explained when distributing the survey questions to the respondents. Furthermore, respondents were assured that all information gathered would be treated with strict confidentiality (David, 2015). Table 1 demonstrates the reliability analyses that was reported in the literature for each scale.

Table 1: Measuring instrument

Scales	Number of Scale items	Cronbach alpha	Source	Example items
Perceived usefulness	6	.90	(Chen et al., 2013)	Using social media will enhance my effectiveness in the workplace.
Perceived ease of use	3	.79	(Rauniar et al., 2014)	I find social media sites easy to use.

Computer self-efficacy	6	.602	(Chen et al., 2013)	I can be confident if I could deal effectively with social media sites.
Facilitating Conditions	6	.90	(Onaolapo & Oyewole, 2018)	I have skills and abilities to use and adopt social media to manage crime.
Social influence	4	.77	(Javed, 2017)	Social media is used and adopted by most people surrounding me.
Behavioural intention to adopt social media	3	.94	(Chen et al., 2013)	I intend to adopt social media in the future to manage crime.

1.6.5 DATA ANALYSIS

Descriptive and inferential statistics were used to analyse the data. The demographic statistics were presented by making use of tables and graphs. Inferential statistics such as Pearson correlation and regression tests were used to analyse the hypotheses that was presented earlier in the proposal. The test statistics involved structural equation modelling (SME) of LISREL 8.80. It combines and extended factor analysis. The software package Statistical Analysis Software Data (SPSS) was used for descriptive analysis.

1.7 ETHICAL CONSIDERATION

Ethical considerations include the confidentiality of communications and the questionnaire completed by respondents. Ethical research principles guide the relationship between researchers and respondents. The principles of ethical considerations such as confidentiality, anonymity, voluntariness, and withdrawal were observed in this study.

Respondents were informed of the purpose of the study. Furthermore, a consent form was presented to them and they were asked to sign prior to data collection. Respondents were told that they can withdraw from the study at any time without prejudice. Moreover, that all information collected would be kept confidential and anonymous. The researcher assigned a number to each questionnaire, which was only known to the researcher and the hard copies were locked away. During the period of study, the essential ethical considerations were

followed. The researcher obtained ethical approval from the University of Fort Hare Ethics Committee (CHI041SKWE01) and permission from the Zwelitsha Provincial Office prior to the data collection phase of the study.

1.8 DELIMITATIONS

The study was conducted in the provincial office of Zwelitsha SAPS. Only permanent employees of this office were included in the study population. The use of social media to deal with crime was considered in this study.

1.9 CHAPTER OVERVIEW OF THE RESEARCH

This study was divided into seven chapters: Introduction and Background, Literature Review, Barriers to Adopting social media, Research Methodology, Analysis and Data, Discussion Chapter, and Conclusions. The first chapter of the study, namely the introduction, consisted of a detailed summary of the research conducted and the background. The discussion on the role of social media and literature review, which is the second chapter, has been sub-sections related to the research sub-questions, and the research hypotheses was presented.

Chapter three discusses the barriers that affect police use of social media. Chapter four discusses the research methodology, which included the research approach, design and analysis, population, sampling method, and research instruments. Chapter five presents the data collected by the researcher and the analysis thereof, including the results and findings. Chapter six provided the findings found by the researcher based on the data collected. Chapter seven contains a summary of the study and conclusions based on the data collected and the results.

CHAPTER 2

Social media use to manage crime by South African Police Service

2.1 INTRODUCTION

The concept of social media in managing crime was introduced in the previous chapter. The previous chapter also highlighted social media's benefits in managing crime. These benefits include increased access to information about crime in the community and gathering information to assist in investigations (Finklea, 2022). Police can monitor social media by checking and collecting evidence on messages posted by the community and Community Policing Forum (CPF). The adoption of social media should be easy to facilitate in a large organisation like the South African Police Service (SAPS). Primarily, because police officers can access and have access to the Internet. Social media leads to immediate dissemination of information and has a longer-lasting impact than traditional media (Nawaz & Mubarak, 2020). Determinants that affect social media adoption and the acceptance behaviour by police officers were also discussed in the previous chapter. These determinants include perceived ease of use, usefulness, behavioural intention, social influence, facilitating conditions, and top management support.

The strategic integration of social media into law enforcement activities and police operations can serve as an essential means of improving the public image of the police. Social media can combat certain forms of virtual and offline crime, and the technology can also promote professional, ethical behaviour among police personnel in Zwelitsha (Peters & Ojedokun, 2019). The use of social media, for example, can help reduce police misconduct such as dishonesty, violations of company internet policies, and sexual assault. The research aims to examine the factors that influence police officers' intentions to use and adopt social media.

2.1.1 HISTORY OF THE SOUTH AFRICAN POLICE SERVICE

The SAPS was established on the 1st of April 1913. During apartheid, South Africa was commonly referred to as a police state. The SAPS was regularly called upon to assist the military in combating resistance against the government. However, the SAPS was disbanded in the early nineties after the fall of the apartheid government. The new police system established after 1994 was envisioned as a democratic police organisation (Pruitt, 2010).

A democratic government permeates citizen participation. Citizen participation, however, is one of the cornerstones of democracy. It involves attending community or public meetings to build a better democracy. Furthermore, it involves the community being the eyes and ears of the police and advising them about the main problems in the community. The Community Policing Forum (CPF), community meetings and participation, for example, involve partaking in activities such as foot patrols. Community members conduct foot patrols to oversee the area and prevent crime.

SAPS investigates and prevents misconducts that threatens the protection and safekeeping of any community as per the organisation's mission and vision (SAPS, 2021). However, historically, SAPS is one of the organisations that warranted apartheid and then the government. As a result, one of its main targets in the new dispensation has been transformation. The transformation of SAPS as an organisation entails restructuring the management and administration functions and total reorganising service delivery procedures.



2.1.2 THE STRUCTURE OF THE SOUTH AFRICAN POLICE SERVICE ORGANISATION

The SAPS's duties and responsibilities are regulated by the Constitution of South Africa (Act No. 108 of 1996) and the 1995 SAPS Act (Act No. 68 of 1995). Various SAPS divisions are headed in Pretoria. They include The Community Relations Division, Human Resource Management Division, Visible Policing Division, Division for Crime Combating and Investigation, Division of Internal Stability, and Support Services Division. However, the division that holds the overall accountability for managing crime and investigative procedures is the Crime Combating and Investigation division.

Furthermore, the SAPS consists of many units and stations operating within divisions. It is further divided into National, Provincial and areas of components. All nine provinces in South Africa have their own Provincial Commissioner responsible for policing in the province. Each Provincial Commissioner has deputy provincial commissioners responsible for Human resources, Support services, Physical resources, and Policing departments. Technology management services are administered under the deputy provincial commissioner for physical resources management.

2.1.3 CRIME STATISTICS

The SAPS organisation is mandated to serve and protect the community and reduce the country's crime rate and activities in South Africa (SAPS, 2018). Crime stats for the 2019/2020 financial year have been published ahead of the usual dates and cover police activities and the public-reported crimes. The most common crimes in South Africa that households have experienced are housebreaking and burglary (Stats SA, 2020). The number of households that have experienced the above crimes has increased from 2.1 million in 2015/2016 to 2.3 million in 2019/2020 (Stats SA, 2020). In the 2019/2020 financial year, compared to the previous year, the overall crime levels were down (DispatchLIVE, 2019). The number of motor vehicle thefts experienced by households and reported to the police is about 79%, a 7.6% decrease compared to the previous year (Stats SA, 2020).

Crimes such as property, contact, and other serious crimes were reported from April 2019 through March 2020. Contact crime refers to “crimes in which the victims themselves are the target of violence or property is targeted, and victims in the vicinity are subjected to the threats or use of violence during the commission of the crime” (SAPS, 2020, p.4). Police detected 94, 273 cases of drug use and driving under the influence of alcohol nationwide in 2019/2020 (Mlambo, 2020). Attempted murder and assault crimes increased by 1.8% in 2019/2020 compared to 2018/2019. Property crimes decreased by 5.2% compared to 2018/2019.

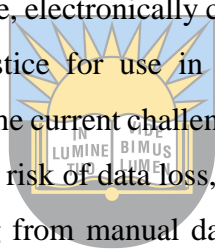
In the Eastern Cape province during the 2019/2020 financial year, a total of 76 criminal dockets were recorded, involving 174 victims. Furthermore, two police officers were killed on duty, while seven were killed off duty. According to crime statistics released by the Eastern Cape Provincial Commissioner at the Zwelitsha provincial office in the year 2020, there was a notable decrease in most crime categories. However, with an exception being the unusual decline in police-generated crimes in 2020/2021 during the lockdown period. Specifically, there was a significant 37.2% reduction in contact crimes compared to the 2019/2020 period (SAPS, 2020).

2.2 INFORMATION TECHNOLOGY SYSTEMS USED BY POLICE

The strategic framework for technology management services in policing envisions enabling the SAPS to make the optimal use of information. Its overarching goal is to foster a safe and secure environment for all individuals in South Africa (SAPS, 2021). To support the SAPS in attaining this objective, the information technology domain plays a pivotal role in managing and creatively leveraging information.

ICT also facilitates the integration of information management within the SAPS' information systems (IS) and information technology (IT) infrastructure, which, in turn, bolsters the efficiency of SAPS' business processes. When a crime is reported at the police station, the police officer interviews the community member who is making the complaint. Following this interview, the officer opens a case docket and proceeds to enter the details of the docket into the Case Administration System (CAS) to generate a unique case number for the incident. To efficiently manage, register, and maintain records of reported case dockets submitted by community members to the police service, SAPS utilizes the Case Administration System (CAS) as a technology tool (SAPS, 2011).

The Electronic Docket system called Integrated Crime Docket Management System (ICDMS), was introduced, and implemented by SAPS with the primary aim of enhancing docket management and administration. ICDMS achieves this goal by electronically storing completed dockets through scanning processes. ICDMS further facilitates seamless information policy in the broader justice system. For instance, electronically captured dockets by police members are accessible to the Department of Justice for use in court proceedings (SA news, 2017). Managing data assets presents one of the current challenges for law enforcement agencies. This challenge has led to issues such as the risk of data loss, file incompatibility, driver corruption, and data loss or corruption stemming from manual data sorting processes conducted by the police (Howell, 2020).



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The application of digital technologies in the world has significantly influenced both opportunities and challenges in policing (Masenya & Ngulube, 2019). Innovative technologies have been developed to enhance police performance and prevent crime. However, police officers have not been immune to the allure of social media, which has been reported to have both positive and negative impacts on communication. Police departments across the country, for example, have embraced facial recognition technology, using it to scan the faces of individuals in public areas to identify potential matches with known suspects (Holmes, 2020). Social media was found to be a valuable tool in addressing historical issues such as lack of engagement between citizens and the police in the United Kingdom (Bullock, 2018). Social media has enabled police forces to improve responsiveness by monitoring accountability in cases of mismanagement, corruption, and violent crimes (Alberus, 2019).

In addition to facial recognition technology, police departments employ various other cutting-edge technologies, including biometric systems integrated into security systems for access

control at police stations. A biometric system is characterised as “a pattern recognition system that works by capturing biometric data from an individual, extracting a feature set from the captured data, and comparing that feature set to the pattern set in the database” (Chigada, 2020, p. 1). Police officers utilise biometric technology, such as fingerprints to capture and compare information against both international and local database. This helps in uncovering the identity of suspects who may present false identity documents (Warne, 2020). To address concerns related to police discretion, many police organisations have implemented technology solutions that document, inform, and assess police decision-making processes. One example is the use of wearable cameras by police officers, which capture interactions between the public and SAPS members (Sandhu & Fussey, 2021). Furthermore, the application of facial recognition technology for surveillance purposes is on the rise within law enforcement agencies and it has proven to enhance service delivery in criminal investigations.

Fraser Sampson, the newly appointed commissioner for biometrics and surveillance cameras in the United Kingdom, emphasized the importance of using facial recognition and other advanced technologies in the fight against crime during an interview with the Financial Times (Burt, 2021).

Closed-circuit television (CCTV) is another notable technology utilised by police forces to deter crime and enhance safety in public places like banks, parks, and business districts. Interestingly, CCTV systems have expanded beyond public spaces and are now employed in homes to bolster security (Garg, 2021). In the United States (US), police departments received a substantial volume of footage captured by home security cameras last year, enabling them to monitor neighbourhoods’ activities and gather valuable evidence related to criminal incidents (Harwell, 2021). These technological advancements have proven instrumental in helping police departments effectively manage and combat crime.

While there are clear advantages to the adoption and utilisation of social media in crime management, it's important to acknowledge that some police employees from the older generation may harbour reservations about embracing this technology (Ramawela & Chukwuere, 2020). The potential for technology, including social media, to become a distraction rather than an empowering tool in policing has been a common concern raised by law enforcement professionals (reports in this series). The improvement in use and adoption of ICT in policing has encountered challenges such as inadequate infrastructure and integration, hindering the full exploitation of the benefits offered by social media. Enhancing service

delivery in law enforcement necessitates increasing connectivity, sharing knowledge, and providing access to digital development tools to continuously advance and enhance the quality of policing (Nyasula & Chawinga, 2018).

2.3 PROCEDURE TO REPORT CRIME

Community members visit the police stations to report and register crimes at a Community Service Centre (CSC) (SAPS, 2011). Each police station has its own front line charge office where community members can provide statements regarding the crimes they are reporting. However, a persistent challenge is the understaffing of these charge offices, mainly because police officers are often diverted to attend to emergencies. This results in long queues of individuals waiting to be attended to. The SAPS currently do not offer the facility for remote and electronic case registration via the internet. As a result, community members are primarily limited to visiting police stations in person or calling the emergency number 10111 to report cases.

Police officers initiate crime investigations as soon as they request information from the public and witnesses. Crime activities or incidents not reported by witnesses, or the public, may interrupt the movement of information and criminal justice system that may assist as evidence and may delay police investigations. Approximately, 60% of theft of personal property and common assault crimes were not reported by South Africans in 2019/2020 financial year due to lack of trust in police or no affordability (SABCNews, 2019).

2.4 COMMUNITY POLICING FORUM

A significant number of crimes are successfully resolved by police using information provided by both the community and sometimes criminals themselves. When the community actively participates in providing information about criminal activities, it can significantly ease the workload of the police officers and potentially lead to an improved adoption of ICT in policing. Furthermore, community policing has been recognized as a critical platform in countries worldwide, including South Africa, for fostering partnerships between law enforcement agencies and the community in the fight against crime (Dlamini, 2020).

The South African Police Service guidelines define the Community Police Forum (CPF) as a method used by police to establish strong partnerships with the community, thereby improving working relations between law enforcement and the public. CPFs collaborate with the police to enhance the quality of life and ensure the effective safety of communities (SA news, 2017). Also, for the community to develop confidence in the police, the police provide visibility and accessible policing presence to prevent criminals (CPF, 2020). In order to build trust and confidence within the community, the police also prioritize providing visible and accessible policing presence to deter criminals and ensure public safety (CPF, 2020).

Community members play a crucial role in the political landscape and should take an active interest in the events occurring around them. It is essential for them to report any suspicious criminal activities to law enforcement agencies (Arisukwu et al., 2020). Furthermore, research by Malik, et al. (2022) highlights that community members who are already social media users often encourage each other by sharing social media content, fostering a sense of community interpersonal empowerment (Abraham & Ceccato, 2022). Community policing initiatives, such as neighbourhood watch programs involving safety audits and night patrols, are conducted to enhance the security and well-being of communities (Abraham & Ceccato, 2022).

The adoption of social media by law enforcement can prove to be a valuable tool for both the police and the community. Social media can facilitate greater social cohesion and help build stronger community engagement in addressing the effects of local crime (Churchill & Smyth, 2022). Social media platforms can be effectively utilized by community members to report criminal events by sharing videos or information about criminal activities occurring within their communities. When community members report such information, for example, it provides law enforcement agencies with valuable leads for investigations and potential arrests related to these (Gonzalez & Komisarow, 2020).

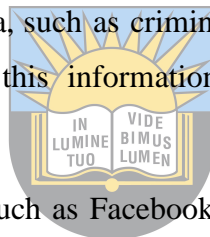
2.5 SOCIAL MEDIA IN POLICING

While social media has become more popular in recent years, the challenges associated with its integration into the police environment have not been fully realized. Governments have effectively harnessed online platforms to aid in investigations and gather feedback from the public regarding information disseminated by the police (Ince et al., 2020). This collaborative approach allows police management to engage with their communities and make informed decisions. However, Akinsola and Munepapa (2021) have highlighted organisational challenges in Namibia that impede the adoption of internet collaboration tools within the public

sector. Innovations such as Skype and SharePoint have been introduced as innovations but remain underutilised at present.

The literature supports the notion that social media adoption serves as a valuable tool for showcasing new opportunities and organisational accomplishments (Thaker et al., 2020). Akinsola and Munepapa (2021) highlighted that in a 2009 report by Namibia's Ministry of Information and Communication Technology, the adoption and utilisation of ICT within Namibia's public sector have been rapidly growing. This growth is attributed to the new opportunities and innovative approaches it offers, contributing to the country's developmental progress. In an environment where people live in fear or experience high crime rates, the utilisation of social media can prove invaluable in enhancing personal safety and implementing effective measures (Oksiutycz & Lubinga, 2021).

Furthermore, police work has become both increasingly interconnected with community-level groups and more reliant on technology (Hu & Lovrich, 2019). Police, for example, can gather crucial information from social media, such as criminals posting images of themselves with weapons and drugs. Subsequently, this information can be used as evidence in court proceedings (Fortin et al., 2021).



Moreover, data-centric applications such as Facebook, Twitter, and Instagram have enabled researchers to collect massive amounts of data (Gilliers & Viljoen, 2021). Technology has ushered in opportunities that have, in turn, led to enhanced service delivery in organisations worldwide. Furthermore, as communities actively engage in public discourse and share information with the police via social media platforms, law enforcement agencies gain valuable insights into community concerns, particularly regarding crime. This increased awareness contributes to improved service delivery (Nelwamondo & Njenga, 2021).

2.6 THE ROLE OF SOCIAL MEDIA IN THE POLICE TO MANAGING CRIME

ICT has ushered in a new era of citizen engagement by providing innovative avenues for government decision-making. African governments have found in ICT a powerful tool to deliver services more efficiently while also empowering citizens with novel ways to participate in governance (Gumede, 2019). ICTs encompass a wide range of technologies that enable the handling and dissemination of information (Jere & Ngidi, 2020). These technologies include various social media platforms such as presentation sharing, blogs, video sharing, instant messaging, and social networking. They serve as essential tools for integrating and connecting these platforms with society at large (Budree et al., 2019).

The primary source of information for police agencies is the data contained within their recorded crimes database. Government agencies can use this data to conduct in-depth analyses of crime patterns in distinct geographic areas, ultimately informing the development of targeted crime prevention policies (Buil-Gil et al., 2021). To ensure the provision of high-quality services, it is imperative for police agencies to not only attract but also cultivate and retain proficient police officers. Achieving this objective entails enhancing working conditions within the force (Ngwenya, 2021). In addition to this, the effective use of social media may significantly enhance the job performance of police personnel.

Social media platforms serve as valuable sources of pertinent information, enabling the identification and detection of criminal events (Tundis et al., 2021). The South African government's vision is centred around the delivery of government services that are legally protected (Shibambu & Ngoepe, 2020). This vision aligns with the broader international objective of creating a sustainable world by 2030, as set by the United Nations (Cheteni & Umejesi, 2022). Incorporating this vision into the National Development Plan (NDP), South Africa has articulated its Vision 2030, which aims to establish safe communities. Within this vision, law enforcement, as exemplified by the South African Police Service (SAPS) strategic plan for 2014 to 2019, plays a pivotal role.

The NDP Vision 2030 envisions a police force that is well-resourced, comprising highly trained officers dedicated to serving the community, safeguarding the peaceful, and upholding the principles of equality and justice for all (Mofokeng & Aphane, 2022). To align with this vision, SAPS has identified pillars of digital transformation under Vision 2030. These pillars include engaging with citizens, transforming services, empowering police officers, and optimizing SAPS operations to better serve the community and meet the demands of a changing world.

Social media platforms have become essential tools that enable citizens to communicate, share alerts, offer tips, and seek feedback. All of which contribute to the enhancement of services. For instance, the New York City Police (NYCP) department launched Operation Crew Cut, a strategy aimed at combating crimes associated with street gangs. This initiative involved monitoring the social media activities of minority youth, including the examination of photos, likes, and messages. Unfortunately, this approach resulted in the wrongful conviction of numerous individuals, including innocent ones (Walsh & O'Connor, 2019).

Access to the Internet is predominantly facilitated using computers and smart phones (Lubua, et al., 2017). Furthermore, ICT serves as a valuable resource for police management, aiding

their observation and investigative efforts. ICT tools can be harnessed as evidence in law enforcement activities (Tapfuma & Hoskins, 2019), further highlighting the integral role of technology in modern policing.

Police can use social media for both internal and external purposes. It can be used for investigations and recruitment, community engagement and public notifications (Tiry, et al., 2019). In the United State, for example, police worn cameras have been introduced as a measure to safeguard civilians from potential violence by law enforcement officers (Houwing & Ritsema van Eck, 2020). In South Africa, police departments have consistently sought to build trust within their communities and enhance their capacity to ensure public safety through positive community relationships. This goal has led to initiatives such as engaging with citizens through social media platforms, participating in community events, and increasing foot patrols, all aimed at fostering trust between the police and the community (Williams & Fedorowicz, 2019).

Technology innovation influences both individual and organisational behaviour, reshaping the world through automatization and digitization (Morrar, et al., 2017). Curiel et al. (2020) emphasize that social media offers a more precise account of community crime compared to traditional media. Witnesses can share crime details, contributing to a more accurate portrayal of events (Curiel, et al., 2020). In the postmodern era, social media platforms have revolutionised communication. Particularly, Facebook has gained immense popularity among young users in the country, experiencing phenomenal growth (Gumpo et al., 2020).

Social media's role in policing extends to facilitating real-time interactions between law enforcement and citizens (Iyamu, 2020). It provides round-the-clock accessibility to users and enables access to cutting-edge technology. However, the adoption of ICT in developing countries, especially for commercial purposes, lags, as noted by Jere and Ngidi (2020). This highlights the need for further efforts to bridge this technological gap and harness the full potential of ICT in these regions.

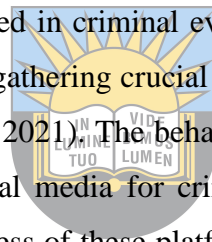
2.7 SOCIAL MEDIA CHANNELS

Social media platform such as LinkedIn, Facebook, Twitter, and Instagram are well-established and accessible. However, LinkedIn, Facebook and Twitter are predominantly utilised in the data sourcing process (Koch et al., 2018). Social media will reshape the visibility of police officers and their interactions with the public. Additionally, the police will use social media to produce and directly broadcast their own news content (Walsh & O'Connor, 2019). vents like

the Facebook revolutions demonstrate how social media can empower both citizens and the police, influencing policy changes. The London riots in 2011 also highlight the potential downsides of these evolving relationships, especially when social media is employed for coordinating looting (de Graaf & Meijer, 2019).

One primary barrier to the adoption of social media in the police force could be the potential reduction in employee productivity due to time wastage. However, Wushe and Shenje (2019), confirmed that many businesses have commended the improvement in employee productivity resulting from the adoption of social media networking sites in the workplace. The Iranian government made attempts to encourage citizens to switch towards domestic social media platforms in order to safeguard the country's data from foreign government access. However, these efforts faltered due to the unsatisfactory performance of domestic social media platforms, ultimately leading to no significant change in social media usage levels (Janavi et al., 2021).

In the United States, since 2005, investigators from college and universities have been utilising photos and videos of suspects involved in criminal events on social media since 2005. This approach has proven instrumental in gathering crucial information that aids in the production of criminal intelligence (Fortin et al., 2021). The behavior of police officers in the Zwelitsha provincial office when utilising social media for crime management will depend on their perceived ease of use and the usefulness of these platforms (Adetayo & Williams-Ilemobola, 2021).



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2.7.1 FACEBOOK

Facebook is described as a platform designed to bring people together and facilitate connections among groups of friends, enabling them to share information and ideas related to their passions (Gartenberg, 2019). This connectivity aspect is particularly valuable for police officers, which require information for effective crime investigation and resolution. The criminal investigation section, for example, can legally leverage information shared on public groups or personal pages on social media platforms without the need for a subpoena to access this type of data (Thebestvpn , 2017). Additionally, Community Policing Forums (CPFs) can utilise Facebook to fulfill their mandates, such as creating Facebook groups with a designated Chairperson serving as the group's administrator.

The Hawthorne California Police Department initiated its use of Facebook in 2011 as a crime management tool. Sergeant Cognac from the department has affirmed the benefits of utilising Facebook for their law enforcement activities. According to Cognac (2018), Facebook proves

advantageous as it enables the easy sharing of photos and allows for swift public responses to posted information and updates related to law enforcement matters.

2.7.2 WHATSAPP

SAPS management bears the responsibility of monitoring employees' use of WhatsApp within the workplace, as the application carries both potential benefits and disadvantages for work productivity. WhatsApp can prove valuable for discussing police engagement issues and efficiently managing Community Policing Forum (CPF) teams due to its communication convenience (Loch, 2019). One approach involves equipping police officers with smartphones and enrolling them as members of CPF or community groups. When individuals, for instance, find themselves in distress after contacting the police, they can utilize community crime WhatsApp groups on their smart devices to share their location and request assistance, allowing law enforcement to respond promptly (Staff, 2020). Moreover, SAPS can adopt and leverage WhatsApp as a tool for crime management. This includes Crime Intelligence police officers monitoring WhatsApp groups used by activists for demonstration purposes (Staff, 2020).

According to the Staff report, police are increasingly using social media as a source of information about protest leaders, to identify “offensive” comments related to police, and to discern what they perceive as potential criminal intent among users (Staff, 2020). WhatsApp's feature of creating groups that facilitate seamless communication and collaboration among police officials, regardless of their location, has rendered the application highly valuable within law enforcement circles (Maphosa et al., 2020).

2.7.3 TWITTER

Twitter, a social networking site now known as X, allows its users to communicate through short posts called tweets. Users can share these tweets with the hope of attracting their audience and providing valuable information to their followers (Gil, 2020). Twitter offers a convenient platform for discovering like-minded communities and analyzing competitors (Wald, 2020). Twitter serves as a valuable tool for collecting information that can aid in police investigations. For instance, during the early phases of the pandemic, there was a significant increase in tweets related to cybercrimes, fraud, and domestic abuse, providing law enforcement with essential insights (Nikolovska et al., 2020). To effectively monitor Twitter for policing purposes, police departments must carefully select whom and what to follow, allowing their followers to receive

automatic updates containing community news and information (Tromp et al., 2020). Notably, the Lagos police force employs Twitter as one of its social media tools for various policing operations, including intelligence gathering, crime detection, and crime investigation (Peters & Ojedokun, 2019).

2.8 ADOPTION OF SOCIAL MEDIA NETWORKING IN MANAGING CRIME

Police can effectively utilise social media as a communication tool for crime management (Peters & Ojedokun, 2019). Although social media platforms were initially developed for communication among friends, businesses have also embraced them as a means to promote their brands (Muwanga-Zake & Herselman, 2017). However, it's worth noting that not all stakeholders within the South African Police Service (SAPS) may choose to adopt social media for crime management. This reluctance may be attributed to concerns related to social impacts, a lack of technical understanding, and potential moral issues associated with the traditional use of social media (Lubua et al., 2017). Despite these reservations, it is important to acknowledge the significant power of social media in facilitating information sharing within the crime management process, as highlighted by Lubua et al. (2017). Social media's potential benefits in enhancing communication, community engagement, and information dissemination should not be underestimated in modern policing efforts.

SAPS personnel may be more inclined to embrace social media if the organization believes that the introduced technology possesses advantageous qualities capable of enhancing their performance (Matikiti et al., 2018). Furthermore, perceived usefulness is a crucial factor influencing an organization's inclination to adopt new Internet technologies (Matikiti et al., 2018). Social media adoption by police to manage crime will enable crime fighting initiatives such as crime control between police and CPF members. The adoption of social media within the police force for crime management purposes can facilitate various crime-fighting initiatives, including enhanced collaboration between the police and Community Policing Forum (CPF) members. This research will examine the numerous benefits associated with such adoption, including the establishment of a communication platform, heightened crime prevention awareness, increased engagement between the police and the community, citizen involvement, optimization of police operations, improvements in service delivery, and the collection of evidence for use in court.

2.8.1 COMMUNICATION PLATFORM

Technology applications have revolutionized the way SAPS industry operates empowering the organisation to deliver co-business effectively (Khumalo & Mearns, 2019). Furthermore, numerous organisations have adopted web technology applications as their primary communication platform for collaboration and efficient knowledge sharing. Research has shown that highly structured formal training programmes may not be the most effective means of supporting learning and problem-solving (Ogbamichael & Warden, 2018). Consequently, this study underscores the need for SAPS to explore alternative methods for information sharing and community evidence gathering. Embracing social media can enable law enforcement agencies to respond swiftly to criminal incidents by identifying similar cases and devising effective solutions (Drury, et al., 2022).

2.8.2 TRANSFORM POLICE SERVICES

In the development and implementation of digital policing strategy for SAPS, ICT has become an indispensable requirement to improve service delivery (Alberus, 2019). Traditionally, SAPS officials followed conventional practices of registering dockets and physically addressing complaints. However, the prevalence of technology in public agencies has compelled them to embrace innovation. Technology has become a crucial component of policing, closely intertwined with the evolution of police practise (Laufs & Borrion, 2022). Namibia's adoption of electronic policing has brought about significant changes in the organisation of policing, particularly in the storage and sharing of police information, with the aim of enhancing police service (Nelago, et al., 2022).

The literature on the adoption of social media in the public sector underscores that integrating social media platforms into the operations of public organisations brings about significant changes in both internal processes and external interactions with the public (Dekker, et al., 2020). Moreover, it highlights that social media has the potential to enhance police accountability while also posing challenges to police legitimacy (Wood, 2019). In a rapidly evolving digital landscape where criminals are increasingly tech-savvy, the task of fighting crime and safeguarding the community becomes exceedingly complex. Failure to embrace digital technologies can limit law enforcement's ability to function effectively. The adoption of social media can fundamentally alter how police approach problem-solving, especially when they recognize social media as a valuable tool in crime management (Fielding, 2021).

Cheng (2021) contends that social media equips police with the technological means to monitor the daily online interactions of the public and assess their perspective on law enforcement, particularly in the aftermath of controversial police incidents. The integration of social media is poised to have a profound impact on policing, transforming the way in which law enforcement professionals carry out their duties (Chigada & Madzinga, 2021).

2.8.3 INCREASE CRIME PREVENTION AWARENESS

The implementation of awareness programs on social media within the police force has shown promising results in some employees (Chiyangwa & Mnkandla, 2017). Crime prevention awareness systems have the potential to assist law enforcement agencies in monitoring the state of law and order by extracting actionable intelligence from data collected by cameras and sensors placed in sensitive locations and shared on social media platforms. To effectively address reported criminal activities on social media, it is imperative to run awareness campaigns and educational programs for both the police force and the community. Currently, many crime prevention members at SAPS do not have access to or are not registered on social media platforms due to the associated costs of purchasing or receiving data. SAPS still needs to educate its members on the effective use of social media in crime management, ensuring that both the entire community and the entire country comprehend the approach to utilising social media as a valuable tool in addressing and managing crime (Mabasa et al., 2022).

2.8.4 INCREASING POLICE AND COMMUNITY ENGAGEMENT

Community involvement and connection are crucial elements for encouraging community participation in addressing local issues, including safety and crime (Nelwamondo & Njenga, 2021). To foster public engagement and support in the fight against misconduct, the police must establish a relationship with community members, aiming to build the public trust and reduce crime rates through community policing and effective use of social media (Carter, 2017). Citizens can utilise social media platforms to report criminal activities to the police, thereby contributing to their own safety. The police forces can then prioritize collecting and acting upon information provided by the community via social media platforms, enabling quicker responses to threats, dangers, and harmful acts committed by individuals (Bosha, et al., 2017).

2.8.5 ENGAGE CITIZENS

The early adoption of technology yields favourable organisational outcomes and facilitates innovative service delivery techniques that foster effective community engagement and service improvement (Niemand & Chauke, 2017). Furthermore, SAPS must adapt new methods of interacting with community – provided information and enhancing its brand. With changing communication patterns driven by the widespread use of social media websites and the Internet (Matikiti et al., 2018), the police force needs to engage with citizens effectively through these platforms. SAPS can benefit from their engagement with citizens via social media by broadcasting alerts, issuing notices, and actively seeking feedback to enhance their services. Real time social listening and sentiment analysis can be employed by SAPS to monitor information provided by the public. The role of social media in crime management presents a significant opportunity for police to improve the quality of service they provide (Wamba et al., 2019).

2.8.6 OPTIMISE POLICE OPERATIONS

The use of social media for managing crime within the police force not only identifies opportunities for streamlining police services but also offers the potential to reduce costs while enhancing overall service quality. To optimize service delivery and reduce time-consuming processes for police officers, SAPS should harness technology by enabling online reporting through social media channels (Cascio & Montealegre, 2016).

SAPS is increasingly committed to embracing advancements in investigative technology and enhancing operational procedures. Therefore, the integration of mobile devices and the adoption of social media for quick and efficient interaction and information access while on the move will further amplify the benefits of utilising social media for crime management (Jere & Ngidi, 2020).

2.8.7 SERVICE DELIVERY IMPROVEMENT

Organisations may suffer from a negative impact on the effectiveness of their service delivery if top management fails to consider the adoption of social media in their strategic decision-making processes. To address issues like the underreporting of criminal activities by the public, which can adversely affect service delivery, SAPS should consider adopting social media tools for crime management (Mosala-Bryant & Hoskins, 2017). Utilising social media as a tool for

development and economic growth is crucial for proper resource management and efficient service delivery, thereby enhancing public service effectiveness (Gcora & Chigona, 2019).

2.8.8 COLLECTION OF EVIDENCE FOR COURT

In the field of digital forensics, social media evidence represents a frontier that holds great potential for crime management. When it comes to criminal investigations, digital data obtained from social media can provide significant support in the process (Arshad, et al., 2019). Such evidence can reveal information that was once difficult to access in the past, although its assembly in a legally admissible format remains a challenge (Hill, 2018). Furthermore, the analysis of GPS data extracted from social media can be a valuable tool for pinpointing specific locations associated with a crime if this data is available (Stieglitz et al., 2018). Additionally, social media platforms serve as a beneficial source for detecting and measuring the fear of crime, thereby providing valuable information for crime management (Curiel et al., 2020).

2.9 DISADVANTAGES OF USING SOCIAL MEDIA IN POLICING

Dekker et al. (2020) argues that the adoption of social media within public organisations has the potential to transform the way these organisations interact with the public. Digitisation can lead to changes in internal processes, which can raise concerns within the public sector. Furthermore, introducing, integrating, and maintaining the use of ICTs within the official structure and organizational culture of public organizations often pose significant challenges (Dekker, et al., 2020).

The current state of research on technology in policing lacks clarity regarding the connections between technology adoption and outcomes such as increased work efficiencies, improved effectiveness in crime control, or enhanced police community relationships (Lum, et al., 2017). The adoption of social media services in crime management faces various barriers that may impede its implementation (Mosweu et al., 2019). While police forces in other countries, such as Nigeria, have already established official accounts on platforms like Facebook and Twitter, members of SAPS primarily maintain personal Facebook accounts. Therefore, it becomes crucial for the organization to formally educate its personnel about the use of social media and its benefits for policing purposes (Peters & Ojedokun, 2019).

The undeniable influence of social media in the workplace poses challenges for organisations, including the SAPS. The SAPS website serves as a repository of the organisation's beliefs,

specific information about the agency, and is easily accessible to all SAPS employees and external stakeholders (Hysa & Spalek, 2019). The adoption of social media within SAPS is hindered by various barriers, including policy issues, concerns about privacy, data management, accessibility, security, and ensuring social inclusion (Mosweu & Ngoepe, 2019). Additionally, cybercrimes such as fraud, harassment, and the distribution of viruses are identified as forms of information abuse perpetrated by criminals using social media channels (Butt et al., 2019). The extensive volume of information generated by users on the platform may lead to challenges in the adoption of social media by SAPS members (Qian et al., 2018).

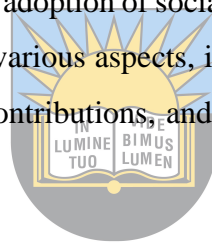
The enhancement of social media use and adoption in policing necessitates the exchange of digitized information among the police, the community, and among police departments concerning criminal activities. Several factors may hinder police's decision to fully leverage the advantages of sharing information directly and indirectly on social media platforms for crime management. These barriers challenge the police's ability to transition from traditional methods of evidence collection. One of the key benefits of using social media in policing is the provision of 24/7 operations, which is not only cost-effective but also overcomes time limitations (Matikiti et al., 2018). This allows police processes to continue without the need for physical visits to communities, with officers using modern ICT tools to address complaints. However, the adoption of social media can face disruptions due to challenges such as the accuracy of the information provided, discrepancies, and data incompleteness (Iyamu, 2020).

2.10 SOCIAL MEDIA ADOPTION AROUND THE WORLD

The global impact of social media is undeniable, affecting both developed and developing nations, in varying ways. Jere and Ngidi (2020), have noted that in developing countries, ICT is hindered by factors such as legal constraints, limited technological capabilities, and inadequate services. The authors further highlight that many developing countries face financial constraints, which adversely affect infrastructure development, and a shortage of skilled personnel to support progress (Jere & Ngidi, 2020). Studies examining the adoption of social media by police members indicate that law enforcement agencies in Europe, the USA, and Canada have incorporated social media into their practices. However, these studies have not extensively addressed the underlying reasons for these transformative changes (Donne & Fortin, 2018).

The adoption of social media presents both advantages and risks. On one hand, it offers additional communication channels for organisations. On the other hand, it carries the potential to negatively impact their reputation, whether due to community backlash or disgruntled employees (Hamid, 2020). A notable example of social media's role is the primary protest movement in Hong Kong, which was initiated through messaging apps like Facebook, WhatsApp, and Google Maps. However, it's important to note that social media also played a role in spreading fraudulent news related to the situation in Hong Kong beyond the primary protest movement (Hidayat & Mahardiko, 2020).

A study conducted in Kenya revealed that residents who perceive the police as an extension of the oppressive state may be reluctant to engage with law enforcement on social media. In such cases, the presence of law enforcement on social media platforms might be perceived as a form of investigation (Dekker et al., 2020). In Malaysia, Basit (2020) reported an increasing trend in social media usage among individuals, driven by the ease of creating content and accessing diverse opinions and information. The adoption of social media in policing can bridge gaps and mitigate social discrimination across various aspects, including offering social support within communities, facilitating campaign contributions, and enhancing police investigations (Klar, et al., 2020).



2.11 CHAPTER SUMMARY

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This study explores the benefits of adopting social media in the context of law enforcement to enhance crime management. To comprehensively address the factors influencing adoption, a recommended solution is proposed through a structured framework. To maximize the effectiveness of social media for managing crime, it is essential that social media users are equipped with the necessary skills to navigate social networking sites and share valuable information with law enforcement agencies, with a focus on ensuring their safety. The police have an opportunity to create a user-friendly platform that not only facilitates adoption but also prioritizes platform security. This approach will foster the sharing of pertinent information among police officers and the community, thereby improving the efficacy of social media in crime management. It is imperative for police organisations to carefully consider the factors discussed in this chapter to ensure a successful adoption and implementation of social media tools.

CHAPTER 3

Barriers to the adoption of social media to manage crime

3.1 INTRODUCTION

Public organisations often rely on social media to communicate and engage with the public. However, they frequently encounter various challenges in the process of adopting these platforms. Social media adoption also has a significant impact on the organisation's internal processes, including both internal and external interactions with the public (Dekker et al., 2020). Despite the numerous advantages associated with social media platforms, a prominent concern revolves around the reluctance of some employees, particularly those from the older generation, to embrace this technology (Ramawela & Chukwuere, 2020). The emergence of social media can be seen to innovate and manage social networking sites effectively, facilitating easier access to digital technologies (Fu et al., 2019).

Additionally, ICT plays a crucial role in establishing effective communication within police organisations, ensuring management reliability and consistency in conveying messages related to the rationale for service delivery (Mabunda & Du Plessis, 2022). For police organisations, skills are considered critical components, especially in the context of crime prevention. However, it is important to note that skills related to technologies such as social media tools hold particular significance because they continue to evolve rapidly (Mabe & Bwalya, 2022).

This study is grounded in the Unified theory of acceptance and use of technology (UTAUT), which provides a comprehensive framework for understanding the factors that either facilitate or hinder the adoption and utilisation of technology (Jayaseelan et al., 2020). UTAUT amalgamates eight individual acceptance theories into a single, expansive model, aiming to shed light on the determinants of technology adoption and usage. UTAUT has gained widespread recognition as a valuable tool for assessing a user's acceptance and intention to use social media platforms (Akande et al., 2020). The UTAUT comprises several key constructs, including performance expectancy, effort expectancy, social influence, facilitating conditions, behavioural intention, and usage behaviour (Maphosa et al., 2020). Renowned for its simplicity, conciseness, and robust analytical framework, UTAUT has been widely celebrated for its ability to provide insights into adoption behaviour across various economic sectors and contexts (Awa & Ukoha, 2020).

The integration of technology into policing significantly expedites the entire process of development and growth in police investigations. This acceleration is particularly noticeable when social media users become more self-sufficient in managing complex responsibilities in real-time with minimal effort (Dosaya et al., 2020). The interactive capabilities of social media play a pivotal role in influencing both the police force and the community to embrace social media within the workplace.

Many police officers and community members, for example, utilise platforms like Facebook for personal reasons, creating an opportunity for police organisations to leverage it as a primary source of information and direct feedback from the community. However, the effective adoption of social media within the SAPS encounters several challenges. One of the notable challenges is that users, including both police personnel and the community, may become so engrossed in social media that it can lead to decreased productivity and slower output (Ibrahim et al., 2020).

3.2 SOCIAL MEDIA ADOPTION BARRIERS WITHIN UTAUT

The adoption of social media in developing countries faces several significant barriers, including inadequate infrastructure, a shortage of technological skills, and often, insufficient legislation. These challenges are particularly pronounced in developing countries, where limited budgets and resources hinder the development of essential infrastructure (Jere & Ngidi, 2020). However, it's crucial to recognize that despite these obstacles, social media holds the potential to greatly enhance communication within law enforcement agencies and their ability to connect with the public. The speed of communication that social media enables can be a powerful tool for law enforcement, facilitating real-time interactions and information sharing. Additionally, it can bolster community policing efforts, fostering better engagement and collaboration between law enforcement agencies and the communities they serve (Finklea, 2022).

The ongoing advancements in technology have spurred governments to promote the utilisation of internet applications and internet-based services within the field of ICTs. However, government departments around the world are confronted with the formidable challenge of ensuring that their websites provide accessible and user-friendly services (Almaiah & Nasereddin, 2020). Erwin et al. (2020) asserts that, the process of integrating ICT within an organisation is a complex and time-intensive endeavour that requires careful planning and

execution to achieve success. ICT adoption within organisations is influenced by a multitude of factors, which can either facilitate or impede the process. These adopters can take the form of individuals, entire organisations, or interconnected entities (Erwin et al., 2020).

To elucidate the factors contributing to the successful adoption and utilisation of social media by police organisations, this study has chosen to employ the Unified theory of acceptance and use of technology (UTAUT). This theory serves as a robust theoretical framework for understanding the dynamics of technology adoption and usage, making it a valuable tool for this research. UTAUT is widely employed in the field of information technology due to its effectiveness in explaining approximately 70% of technology acceptance and the intention to use and has earned a reputation as a powerful and reliable model for understanding user behaviour in the context of technology adoption (Humaid & Ibrahim, 2019). However, UTAUT, like any theoretical framework, has its limitations. One notable limitation relates to the construct of "facilitating conditions." This aspect of the theory seeks to explain the reservations and external factors that influence the intention to use technology.

The limitations of UTAUT, particularly its inability to predict unrestrained behaviours, highlight the importance of individual behavioural intentions and beliefs in technology adoption (Humaid & Ibrahim, 2019). Individuals' intentions and beliefs play a crucial role in determining their actual behaviour when it comes to adopting technology. Among the variables within the UTAUT, facilitating conditions, perceived ease of use, perceived usefulness, and social conditions emerge as the most significant determinants directly influencing the intention to adopt social media use in a police context (Alrawi et al., 2020). These factors collectively shape individuals' intentions and behaviours regarding technology adoption, including the integration of social media within police organisations. UTAUT has garnered substantial attention from researchers and has been widely applied in various research settings to investigate behavioural intentions and the adoption of social media (Tella et al., 2020).

3.3 BARRIERS TO THE ADOPTION OF SOCIAL MEDIA BY POLICE

In recent years, the community has increasingly turned to social media to hold the police accountable for their actions, as noted by Fallik et al. (2020). Furthermore, in order to foster a strong and positive relationship with employees, it is essential for management to understand what motivates their workforce, as this understanding can lead to the maximisation of organisational performance (Mofokeng & Aphane, 2022). The adoption of social media has the potential to enhance both employee performance and various operational processes within

the realm of policing. Police, by embracing social media, can improve information sharing not only among themselves but also with the citizens in their communities. However, it's worth mentioning that, as highlighted by Floris and Dettori (2020), there is a scarcity of empirical studies investigating the actual impact of social media on police performance. This underscores the need for further research to gain a deeper understanding of the role social media plays in law enforcement and its effects on performance outcomes.

The adoption of social media in policing can face significant barriers, including the lack of legal services, insufficient management support, and various organisational challenges, as pointed out by Peters and Ojedokun (2019). These barriers may impede the timely implementation of social media initiatives within police departments. The absence of adequate legal services for managing social media adoption presents a substantial risk to the stability and quality of services offered through social media platforms, as highlighted by Tsvuura and Ngulube (2021). It is noteworthy that many organisations continue to grapple with the formulation of new policies and laws to address social media use, and this situation persists, hindering the police from fully leveraging social media platforms to enhance service delivery (Tsvuura & Ngulube, 2021). Social media provides many opportunities for organisations to grow and prosper, but there are concerns about sensitive information on open platforms (Jaradat, et al., 2020).

While social media offers numerous opportunities for organisational growth and prosperity, concerns persist regarding the exposure of sensitive information on open platforms, as noted by Jaradat et al. (2020). These concerns highlight the need for careful consideration of privacy and security measures when utilizing social media in a law enforcement context. In this research, factors influencing behavioural intention to use and attitudes toward social media adoption have been identified, including access, privacy and security, and compatibility. These factors play a crucial role in determining the ease of use and usefulness of technology in achieving the organisation's objectives, and they can either facilitate or hinder the adoption of social media within a police department. Access, or the availability and ease of access to social media platforms, can significantly impact adoption.

Privacy and security concerns, on the other hand, can create reservations among potential users, especially in law enforcement where sensitive information is involved. Compatibility, or the alignment of social media tools with the organisation's goals and processes, is also a critical factor. Social media offers several advantages to the police. However, it can also present

challenges and be a double-edged sword for police officers. As illustrated by the New York Police Department (NYPD) case mentioned by Lev-on and Yavetz (2020), social media can invite public scrutiny and criticism. The NYPD's invitation to upload images of civilians with police officers resulted in an influx of pictures depicting police officers using excessive force, highlighting the potential negative consequences and public relations challenges associated with social media use by law.

3.3.1 COMPUTER AND TECHNOLOGY LITERACY SKILLS

Crime Prevention, a criminology approach, has demonstrated its effectiveness in reducing opportunities for criminal activities. Recent research suggests that crime prevention principles can be applied to the realm of cybercrime using technological tools (Ho et al., 2022). This approach aims to enhance cybersecurity by reducing vulnerabilities and mitigating online threats. To improve productivity, within police organisations, there is a need to reduce paperwork and enhance information access and accuracy. However, it's important to acknowledge that the use of social media can sometimes be counterproductive and lead to distractions in work performance, as highlighted by Zahabi et al. (2021).

The ability of a police organisation to successfully adopt social media depends on the capabilities of its employees in using existing ICT knowledge (Jere & Ngidi, 2020). However, it's worth noting that some of the police officers situated in deep rural regions and may lack computer literacy and ICT proficiency (Mohammed & Garaba, 2019). Identifying and providing training to these personnel on the effective use of technology devices and software can empower the police force and bridge the digital divide within the organisation (Chawinga & Zinn, 2016). This training can enhance their capabilities and enable them to harness technology to perform their duties more efficiently and effectively.

Training police personnel in information literacy can indeed enhance the adoption of social media and equip them with the skills needed to effectively engage across various social media networking sites. This training can also help sharpen their critical thinking skills, as suggested by Tshuma and Chigada (2018). The COVID-19 pandemic presented a unique challenge to law enforcement agencies worldwide, including the SAPS. The need to adapt to new technology tools and methods during the lockdown in March 2020, which included a halt to face-to-face activities, was a pivotal moment. It offered an opportunity for the SAPS to leverage social media and messaging platforms like WhatsApp to monitor community activities and identify crime hotspots. There was an increase in the use of social media during hard lockdown as more

people were at home, and thus the community reach was increased exponentially. During the lockdown, when more people were at home and online, the use of social media saw a significant increase. This increased online presence provided law enforcement with an expanded reach to engage with and serve the community.

The Norwegian Police adopted a strategy of digitization in their police work, concurrently establishing specialized knowledge management units within the organisation. This initiative was aimed at implementing a more top-down approach to police practices, as discussed by Gundhus et al. (2022). In contrast, the SAPS faces a significant challenge related to skills discrepancies among its personnel. This challenge arises from a gap between the level of digital skills that officers have achieved and the level of digital skills required for effective performance, as noted by Khan (2020). This gap can result in suboptimal performance and hinder the SAPS from fully leveraging digital tools and technologies in their law enforcement efforts. An illustrative example of this challenge is the lack of training and resources available for capturing offensive social media posts. This limitation can be a significant barrier to the successful investigation of social media-related crimes (Williams et al., 2021).

Skills and knowledge allow individual to propel an organisation in the right direction. This means that for SAPS to function, the employees need to be trained on social media use (Bazana & Reddy, 2021). Skills and knowledge are fundamental for individuals to steer an organisation in the right direction. In the context of the SAPS, it's crucial for employees to be well-trained in social media use (Bazana & Reddy, 2021). Furthermore, providing training on social media is not just about adoption but also about maintaining self-control and professionalism. As highlighted by Wolfer et al. (2020), training police officers in the responsible and judicious use of social media is vital for fostering effective officer-citizen social interactions. This training helps prevent potential misuse or misconduct on social media platforms, ensuring that law enforcement agencies maintain their credibility and build positive relationships with the public.

3.3.2 LACK OF MANAGEMENT SUPPORT

Effective utilisation of social media within a police organisation hinge on the existence of a certain level of trust between management and employees. Top management support plays a pivotal role in influencing various aspects of social media adoption, shaping attitudes toward adoption, and providing essential resources for successful social media implementation, as emphasized by Effendi et al. (2020). However, despite the effectiveness of social media in crime management, its adoption may face resistance if users struggle to link it with their job

performance (Hamid, 2020). If top management within the SAPS perceives high risks associated with the implementation of social media use, such as the potential leak of confidential information, it can deter the adoption of social media as a crime management tool among SAPS members. Therefore, the support and endorsement of top management are critical determinants in the successful adoption of new ICT innovations within the organisation.

Management support is one of the pivotal determinants of success or failure when it comes to the utilisation of social media within an organisation. In the context of police organisations, several challenges arise regarding social media communication, with some rooted in technical legacies but the predominant issues being of a human nature. Specifically, senior officers within the SAPS often lack experience and tend to be late adopters of technology in the SAPS environment (Fielding, 2021). The absence of top management support and commitment emerges as critical barriers to the adoption of IT innovations within the police force (Alalawneh & Alkhatib, 2020). For social media to effectively aid in crime management, senior management must play an active role in motivating and encouraging employees to embrace and utilize these platforms.

3.3.3 INFORMATION SECURITY AND PRIVACY

The utilisation of social media presents significant challenges related to data security and privacy. A pressing concern is whether existing policies and regulatory frameworks are sufficiently equipped to address these challenges (Mohlameane & Ruxwana, 2020). In the context of police organisations, the study has investigated both the drivers and obstacles to the adoption of social media. Information security and privacy represent some of the most consistently studied factors in the context of social media adoption. However, it's important to note that data privacy and security are not the only concerns. The SAPS organisation is also vulnerable to a wide range of other cyberattacks and security threats due to the increasing volume of data being collected and stored (Salleh & Janczewski, 2019).

The use of cloud services can present challenges related to legal compliance across different countries. Particularly concerning the location of data storage, data protection measures, and data privacy regulation (Shibambu & Ngoepe, 2020). Organisation may find itself obligated to store sensitive information, including personal data from social media, transactions, sensors, and location data, which SAPS may require for crime investigations (Balkaya, 2019).

The primary challenge for ensuring the organisation's information security is to prevent unauthorized access to information sources through malicious attacks (Hameed &

Arachchilage, 2019). Conversely, Talwar et al. (2020) argue that privacy and security concerns revolve around the risks associated with sharing contact details, such as physical addresses and photos, online when reporting criminal activities, along with other privacy and security provisions related to the sharing of evidence. Among these dimensions, it has been confirmed that security and privacy exert the strongest influence on social media adoption in the context of managing crime. The organisation's website currently provides information and grants access to reports, crime statistics, and connections to police officials. However, determining what information should be made available online, how much should be shared, when to share it, and with whom, all while respecting police privacy and legal positions, are factors that need to be carefully considered in achieving the privacy goal.

3.3.4 ICT RESOURCES AND DATA COST PERCEPTION

High technology expenditures are one of the critical factors inhibiting the adoption of social media. Within the organisation, there exists an opportunity to address this issue through cost-effective measures that can bolster police officer development, especially in the context of enhancing community-organisation relationships (Floris & Dettori, 2020). Financial constraints within the police department represent a significant barrier to the adoption of social media (Effendi et al., 2020). One of the notable advantages of social media is its cost-effectiveness (Hassan et al., 2020). However, limited access to ICT infrastructure in many police environments hampers the ability of some police officials to engage in social media activities online. For instance, not all police officers can access to computers, smartphones, or the internet. Some resort to using their private cell phones, but the high cost of data remains a persistent challenge (Cilliers & Murire, 2019).

3.3.5 TECHNOLOGY INFRASTRUCTURE

Jere and Ngidi (2020) argues that for police effectively utilise social media in managing crime, the organisation must bolster its information technology infrastructure and provide technical skills to its officers. Heruwidagdo et al. (2021) asserts that IT infrastructure management within the police force presents challenges, primarily due to the absence of established procedures and models for enhancing IT infrastructure service performance in the context of crime management. The role of social media in marketing remains limited in Sudan, as the percentage of Sudanese individuals, businesses, and organisations using the internet is still relatively low (Hamid, 2020). The study has identified the following objectives to examine the relationships between the adoption of social media and its determinants.

3.3.6 FACILITATING CONDITIONS

Facilitating conditions refer to extent to which a user believes there is sufficient technical and organisational infrastructure to support the use of a system (Jere, 2020). The support provided by management, technical assistance, and technology training for users significantly impact the perception of social media adoption within the police force. Facilitating conditions have been recognised as crucial in promoting the use of social media in law enforcement (Nolan et al., 2020). Police officers need guidance on posting messages and they may be concerned that what they post on social media platforms may conflict with the organisational norms. Police officers often require guidance when posting messages, as they may be concerned that their social media activity could potentially conflict with the organisation's norms, such as inadvertently leaking information to unauthorized individuals (Li et al., 2019). Facilitating conditions can have a positive influence on employees' behaviour and represent one of the most significant factors influencing the acceptance and adoption of new technologies (Sombultawee, 2020). Facilitating conditions are among the determinants identified as influencing the intention to adopt social media.

3.3.7 PERCEIVED EASE OF USE

Perceived ease of use refers to the extent to which users believe that engaging with social media requires minimal effort which plays a pivotal role in shaping the attitude of police personnel toward the adoption of technology. When considering perceived ease of use, the more confident police members are in using social media, the greater their interest in utilizing the system. This perception significantly influences one's willingness to engage with information technology systems (Wicaksono & Maharani, 2020). Social media can be said to be quality if designed to meet police satisfaction through the ease using it. Social media can be considered of high quality if it is designed to satisfy police personnel by ensuring its ease of use. This means that not only should social media be user-friendly and easy to adopt, but it should also simplify the tasks and job responsibilities of police officers, making their work more efficient when using social media (Tahar et al., 2020).

Frequent interaction between users and the social media platform enhances the perception of ease of use and promotes adoption (Sakinah et al., 2020). For instance, increased usage of social media by police personnel indicates that the platform is well-known, easy to operate, and user-friendly (Sakinah et al., 2020). Perceived ease of use is closely linked to the intention

to use and is identified as one of the key factors determining the relationship between police adoption of social media and their perception of its ease of use.

3.3.8 PERCEIVED USEFULNESS

Perceived usefulness plays a pivotal role in enhancing the value that the government provides to its citizens and facilitates the adoption of social media platforms. When government organisations offer online services that bring tangible benefits to citizens and provide valuable information, citizens develop trust and are more likely to use these services regularly. This attachment is driven by the tangible benefits citizens receive from government organisations (Ince et al., 2020). It is widely regarded as the most influential factor driving an individual's intention to use social media, and this intention can be significantly influenced by how useful they perceive it to be (Rahman et al., 2020).

If police officers do not believe that social media can contribute to their work effectively, then there will be no intention or motivation within the police force to adopt it (Wicaksono & Maharani, 2020). Perceived usefulness has the potential to shape a positive attitude towards the police and significantly increase the intention to use social media, making it a crucial determinant in the adoption of social media for managing crime.

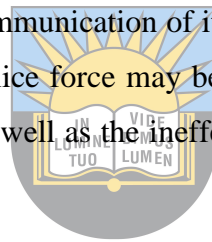
3.3.9 SOCIAL CONDITIONS

Social influence represents another critical factor within the UTAUT, contingent upon evaluating behaviours related to social media use (Sombultawee, 2020). The presence of social connections among employees can serve as a predictor for their adoption and utilisation of social media (Li et al., 2019). Thavorn, Terasirisin, and Klongthong (2020) elucidate that when a police officer observes another person's effective behaviour in adopting social media, this observation tends to produce a similar behaviour in the observer. Social influence in the context of implementing technology within the police force revolves around individual perceptions that influential figures who are socially connected and cohesive endorse innovation (Mensah & Onyancha, 2021). In this study, social influence underscores the evolving nature of police communication, which is increasingly shaped by technological applications and their use across various domains of human activity (Ubale, 2020). It is worth noting that social influence exerts a positive and significant impact on the adoption of social media by the police for the management of crime.

3.4 CHAPTER SUMMARY

The study has asserted that the adoption of social media in the police force results in enhanced performance rates, fosters improved police-citizen interactions, and ultimately empowers police officials to enforce laws more effectively. Additionally, the study has identified and delved into the challenges hindering the implementation of social media to enhance police services. The integration of social media into police operations has the potential to alleviate many of the challenges that impact adoption and service delivery in policing. However, there exists a growing concern among police personnel regarding certain negative aspects related to the use and adoption of social media in police service delivery. This study also considers the relevant factors influencing adoption behaviours. Barriers such as security concerns, technology infrastructure limitations, data bundle costs, and the absence of management support pose obstacles to the adoption of social media in the management of crime.

The slow adoption of social media could be due to the lack of awareness and knowledge among the community and the inefficient communication of its benefits to the community. The slow uptake of social media within the police force may be attributed to a lack of awareness and knowledge within the community, as well as the ineffective communication of its benefits to the community.



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CHAPTER 4

RESEARCH DESIGN & METHODOLOGY

4.1 INTRODUCTION

As the South African population grows, crime rates also increase each year. For police officers, social media not only provides new opportunities for operational tasks like criminal investigations, intelligence gathering, and crowd control but also for communicative tasks that involve engaging and interacting with the public (Dekker et al., 2020). Policing has become increasingly dependent on technology and is closely interconnected with various community-level groups, economic interests, religious organisations, social service agencies, and civic associations (Hu & Lovrich, 2019). Ince et al. (2020) confirm that communication has become a crucial channel for promoting democratic values and building public trust in government. However, the rise of social media has also opened new avenues for traditional and new forms of criminal activity (Williams et al., 2021). Criminals have found social media convenient for carrying out various criminal activities. The research methodology chapter aims to outline the approach adopted to address the research question.

In this research, the data collection technique is the quantitative method. Abdullah et al. (2020) have noted that various variables, such as the business environment, gender, culture, age, and region, play a role in influencing social media use within the entrepreneurial ecosystem. This study represents one of the initial attempts to investigate the factors driving social media adoption within the Zwelitsha provincial office of the South African police (Thaker et al., 2020). The study's target population comprises the employees of the Zwelitsha South African police. To gather data, a structured questionnaire was developed following a comprehensive review of the relevant literature and was utilized as the primary data collection instrument in this study (Adetayo & Williams-Ilemobola, 2021). Given the challenges associated with promoting the adoption of social media, careful consideration was given to determining the sample size. Additionally, the study acknowledges the limitations of using structured survey questions to test factors influencing adoption.

This study employed a survey design, which aims to provide a quantitative description of the attitudes or opinions of a population by studying a sample from that population (Mutambara & Bayaga, 2020).

The questionnaire was structured using the UTAUT, a well-established framework in technology adoption research. Subsequently, a descriptive statistical analysis was performed on the cross-sectional data using SPSS and LISREL 8.80 for further analysis (Hamid, 2020).

4.2 RESEARCH PHILOSOPHY

Tharsika and Pratheepkanth (2020) assert that the research paradigm plays a crucial role in shaping the research methodology employed in a research project. In Information Systems research, two paradigms are commonly utilised: positivism and interpretivism. In the positivist paradigm, data collection and analysis predominantly rely on quantitative research methods. This approach aims to explain and predict events in the social world by identifying patterns and causal relationships among various elements (Bonache & Festing, 2020). Quantitative research techniques, including statistical tests, are employed for hypothesis testing to advance the research process and address research questions (Sultana, 2020).

On the other hand, interpretivism emerged as a response to the limitations of positivism, offering a more subjective viewpoint. Interpretivism emphasises contextual factors and delves into the nuances of variables. It assumes that human beings cannot be studied like physical phenomena due to their inherent differences (Alharahsheh & Pius, 2020). Qualitative research, closely aligned with interpretivism, seeks to uncover relationships, connections, and underlying meanings. To achieve its goals, it employs various data collection tools such as interviews, audio-visual recordings, documents, transcriptions, images, and content analysis (Barmeyer et al., 2019).

The choice of the positivist philosophical paradigm was based on the alignment with the research question, as the study aimed to empirically examine relationships, as outlined in Chapter One. Positivist research philosophy is inherently linked with the deductive approach. Researchers bear the responsibility of selecting research methods that are best suited to their objectives and executing these methods in a manner consistent with their chosen paradigmatic framework (McChesney & Aldridge, 2019).

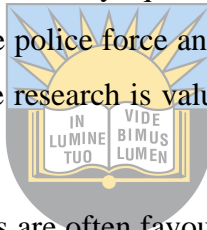
Consequently, this research project embraced the positivist paradigm and adopted a quantitative data approach. Hence, this research made use of a positivist paradigm and quantitative data approach.

4.3 RESEARCH APPROACH

Research methods encompass the processes employed for data collection, intending to uncover information relevant to the research topic. These methods are crucial in advancing knowledge and contributing to the body of work in a particular study. Research methods are closely linked to data collection and analysis techniques. Two primary research approaches exist: quantitative and qualitative (Alharahsheh & Pius, 2020).

4.3.1 QUANTITATIVE AND QUALITATIVE RESEARCH APPROACH

Qualitative research is typically employed to address research questions, often to gain a deeper understanding and describe phenomena from the respondents' perspective, thus comprehending a specific situation (Chigada, 2020). On the other hand, quantitative research, as defined by Bhandari (2021), involves collecting and analysing numerical data. Quantitative research can identify patterns, calculate averages, make predictions, test causal relationships, and generalise findings to a broader population. In this study, quantitative research was used to gauge the views, attitudes, and behaviours of the police force and define factors that could enhance the adoption of social media. Quantitative research is valuable for quantifying 'how many,' 'how much,' or 'to what degree' information.



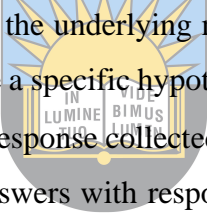
Quantitative data-gathering procedures are often favoured over other data collection methods due to their ability to facilitate large-scale data collection across diverse geographic areas with reduced costs and time constraints (Almaiah & Nasereddin, 2020). Typically, quantitative research employs online and paper surveys as data collection tools, while qualitative research relies on face-to-face interviews and focus groups to gather information (DeFranzo, 2020). Qualitative data collection involves open-ended questions, with data being generated and recorded using tools such as tape recorders, allowing for a narrative reporting style.

Quantitative research methods not always be appropriate to answer research questions that require an in-depth understanding of the research problem, as highlighted by Busetto, Wick, and Gumbiger (2020). However, the quantitative approach offers several advantages, allowing researchers to conduct large-scale geographical distribution studies in a cost-effective and time-efficient manner. Quantitative research enables respondents to complete questionnaires without bias and in a more comfortable manner (Almaiah & Nasereddin, 2020). The utilisation of quantitative methods in this research will help elucidate the benefits of police and community participation in crime management and control (Arisukwu et al., 2020).

A quantitative research approach was considered essential to align with the study's objectives and derive precise results from the available information (Magoma et al., 2021). The advantages of applying quantitative methods:

- In quantitative research, examination findings are subject to validation and verification through a rigorous experimental approach. This approach ensures the data collected is more consistent and less susceptible to dispute.
- Quantitative research offers straightforward data analysis. The nature of the collected data determines the appropriate statistical assessments to use, simplifying the analysis process.
- Quantitative research, involving data analysis and complex statistics, often carries prestige as it is perceived as valuable, particularly by individuals who may not fully understand the intricacies of mathematics involved.

Miller (2020) explains the disadvantages of quantitative research:

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- The analysis does not consider the underlying meaning of social phenomena. Instead, it seeks to validate or invalidate a specific hypothesis by addressing targeted questions.
 - In quantitative research, each response collected through this research method must be self-sufficient, as reviewing answers with respondents after face-to-face interviews is not typically an option (Miller, 2020).
 - Quantitative research can occasionally generate artificial or abnormal environments, but it excels when studying verifiable and controlled environments.

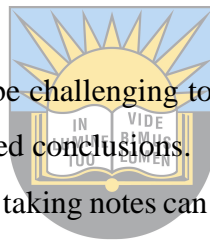
Qualitative research methods offer unique benefits, including in-depth exploration of respondents' feelings, interpretations of their actions, and opinions during interviews. The advantages of applying a qualitative approach are as follows:

- The qualitative research approach provides a holistic understanding of settings within human experience. For instance, it encompasses a broader spectrum of epistemological perspectives, interpretive methods for comprehending human experiences, and diverse research methods (Shidur, 2017).
- In qualitative data collection methods, information is gathered concurrently with the event or situation, and individuals' responses to questions are unobtrusive, not contingent on predetermined responses.

- In qualitative data collection methods, information is gathered concurrently with the event or situation, and individuals' responses to questions are unobtrusive, not contingent on predetermined responses.
- The qualitative approach is highly effective in obtaining comprehensive data about both individuals and groups.

The qualitative data collection approach has disadvantages associated with it and are as follows:

- The qualitative approach depends on the impartiality of observers and can be quite time-consuming.
- Collecting data within a specific timeframe can be challenging in qualitative research, often requiring substantial effort and extensive research.
- A deep understanding of the problem domain is essential for researchers. They have a responsibility to thoroughly investigate the topic in order to gather accurate information.
- In qualitative research, it can be challenging to collect information from many people or a group and make generalized conclusions.
- During one-on-one interviews, taking notes can pose challenges in terms of information disclosure.



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Studies utilising a qualitative research approach employ inductive methods, which play a crucial role in the iterative process between model predictions and testing research questions (Nie & Wu, 2020). In the inductive theory, researchers work toward developing a theory based on empirical data collected from the outset. In contrast, deductive theory starts with a concept and then deduces what the information is expected to reveal based on the inferences drawn from that theory (Okoli, 2021).

This approach involves conducting in-depth interviews with respondents, evaluating their social media accounts, and using semi-structured interviews characterized by an inductive approach. This research employs a deductive approach using surveys to examine the social media factors influencing adoption in the police force. The deductive approach involves formulating hypotheses based on existing theories and then devising a research strategy to test these hypotheses (BachelorPrint, 2022). This approach requires translating phenomena into numerical values for statistical analysis. Convenience sampling was employed in this study to select the respondents (Mphahlele et al., 2021)

This research study utilises quantitative methods and a deductive approach, which are exceptionally suitable for evaluating the use of social media in managing crime within policing (Wicaksono & Maharani, 2020). Statistical tools have been employed in this research to measure and quantify the study's variables. Maintaining objectivity and deriving concise results from the available information is a crucial aspect of quantitative research design (Magoma et al., 2021). In particular, the study seeks to identify influential factors that can predict social media use and adoption. Specifically, this study aims to identify influential factors that can predict social media use and adoption.

4.4 RESEARCH DESIGN

The work strategy of a researcher is also known as a research design. McCombes (2021) define a research design as an outline that uses empirical data to answer the research question. The researcher's work strategy is commonly referred to as a research design. Developing a research design involves making decisions and defining the overall approach to data collection methods (McCombes, 2021). Following procedures to accumulate data and generating a research design means decision making and overall approach on your data collection methods (McCombes, 2021).



According to McCombes (2021), a research design is essentially a blueprint that utilises empirical data to address the research question. Developing a research design involves making decisions and defining the overall approach to data collection methods (McCombes, 2021). Research design, as explained by de Villiers and Taylor (2019), is utilised to gain insights into the realities of everyday lives through the voices of respondents. This study aligns with a positivistic paradigm and emphasizes a deductive approach.

The study's objective served as the guiding principle in shaping the research design, aiming to establish the significance of social media adoption. Specifically, it sought to identify the determinants of the intention to adopt social media for crime management within the police force. Additionally, the study intends to put these determinants to the test (Magoma et al., 2021). The effectiveness of this approach relies on the outcomes obtained from the questionnaires employed for data collection, which investigate the factors influencing the acceptance of social media.

4.4.1 QUESTIONNAIRE

While social media has the potential to make a significant contribution to crime management within the South African police force, its widespread implementation remains limited. In certain instances, individuals are spearheading the implementation efforts in isolated pockets. Social media is predominantly perceived as a personal and private tool for individual use. The key question that arises is whether the intention to utilise social media is substantial enough to warrant changes within the police force for its effective acceptance as crime management tool.

In this study, a questionnaire was employed as an effective tool for collecting data on the behaviours, intentions, and attitudes of many subjects (Wicaksono & Maharani, 2020). The research instrument, called a survey questionnaire, was designed to find out the relationship between the determinants affecting the intention to adopt social media to manage crime (Amir, et al., 2019). This research instrument was specifically designed to explore the relationships among determinants influencing the intention to adopt social media for crime management (Amir et al., 2019). The questionnaire's validity was thoroughly examined, and the internal consistency coefficient, Cronbach Alpha, was utilised to assess its stability (Mansour & Abu-Arqoub, 2020). As demonstrated in Table 1 of Chapter One, the reliability of the measures or scale was established to be consistent as all the items loaded above 0.7. Cronbach's Alpha values equal to or exceeding 0.7 indicate a high level of internal consistency among the items, suggesting that the measures are highly reliable in assessing their intended constructs.

Devasis (2020) highlights the advantages of using questionnaires as a means to gather information. Questionnaires are generally considered reliable for collecting quantitative data when seeking statements of fact. The questionnaire places less pressure on the respondents for immediate responses, allowing them to provide thoughtful answers. Questionnaires effectively direct the respondents' attention to all critical items and minimize the potential for variation in responses (Chakma, 2020). Questionnaires may be used as a preliminary tool for conducting in-depth study later by any other method. Moreover, they can serve as a preliminary tool for conducting more in-depth studies using other methods at a later stage. The answers given by the subjects are available in their own language and version. Additionally, the responses provided by subjects are presented in their own language and context.

Questionnaires also have their drawbacks when it comes to data collection, and the reliability of questionnaire statistics may be influenced by the following disadvantages (DeFranzo, 2020):

- One of the disadvantages is that respondents may not provide honest answers because they might not feel motivated to give truthful responses.
- Respondents might hesitate to provide answers that portray themselves in a negative light.
- Non-responses to questions can lead to data errors. Respondents who choose not to answer the questionnaire may differ from those who choose to respond.
- Respondents may not have a clear recollection of the subject of the study or may find the questionnaire tedious, which could lead to a lack of awareness regarding their reasons for their answers.

The research employed quantitative methods as its research approach. A total of 197 police officers from the Zwelitsha provincial office participated in the survey, which utilized a closed-ended questionnaire. The questionnaire consisted of four sections, each utilizing a five-point Likert scale for responses, ranging from 1 (strongly disagree) to 5 (strongly agree) (Jere & Ngidi, 2020). Further details regarding the questionnaire are discussed in the following section (Appendix 2).

4.5 POPULATION AND SAMPLING

A population is commonly described as a group of individuals who share common characteristics and can pertain to a nation or any group at large. In a quantitative context, population represents the entire pool of individuals from which a statistical sample is drawn for a study (Momoh, 2021). For this research, the target population was defined to include the permanently employed police officers working at the Zwelitsha provincial office, totalling 400 individuals. To obtain a suitable sample for this study, convenience sampling was employed, as described by Rambe & Bester (2020).

4.5.1 SAMPLING

Data is collected from a specific group of individuals, which is referred to as a sample. This is a fundamental principle that the total population size is typically larger than the size of the sample (Bhandari, 2021). In such cases, the research study aims to generalize its findings from the sample to the broader population of interest (Majid, 2018). There are two primary sampling techniques employed in research: probability sampling and non-probability sampling. Probability sampling involves random selection, while non-probability sampling relies on specific criteria for sample selection.

The police officers were selected using convenience sampling, primarily based on their availability, willingness to participate, and ease of access (Thindwa et al., 2019). The sample size for the study was determined using the Raosoft calculator with a 95% confidence level and a 5% margin of error. Given that the population of the Zwelitsha provincial office consisted of 400 police officers, a final sample size of 197 respondents was calculated to ensure the findings could be generalized (Kanonuhwa et al., 2018).

4.6 DATA COLLECTION METHODS

Data collection encompasses both primary and secondary methods. Primary data collection involves the direct gathering of data. Primary data is defined as firsthand information collected by the researcher, marking the initial step in information gathering before any subsequent research activities are conducted (Simplilearn, 2021). Various methods can be employed in primary data collection, such as self-administered surveys, interviews, field observations, and experiments. Challenges in obtaining primary data may arise due to a lack of cooperation and limited population availability. Among these methods, face-to-face interviews using structured questionnaires are the most used for collecting primary data.

In positivist studies, data collection techniques typically involve quantitative elements, such as questionnaires often employing Likert-type scales, secondary data analysis, quantitatively coded documents, and qualitative approaches focused on testing grounded theory (Bonache & Festing, 2020). To ensure the reliability and validity of the questionnaire as the data collection instrument, it was pilot tested on a sample population, assessing both construct validity and the clarity of response options for each question (Butler & Butler, 2018). The researcher then distributed copies of the questionnaire to police officers employed at the Zwelitsha provincial office willing to participate in the study.

Two hundred and fifty questionnaires were distributed to respondents, and 206 completed questionnaires were returned. The survey employed a five-point Likert scale, ranging from one to five (strongly disagree to strongly agree) (Li et al., 2020). The returned and completed questionnaires underwent a thorough error check, and the collected information was captured and analysed using the SPSS reliability procedure. Data capturing, cleaning, and coding were conducted using SPSS software. The study instrument's internal consistency was assessed using Cronbach's alpha, following the methodology of Govender et al. (2018).

Table 1 in Chapter One presents six factors along with the corresponding Cronbach's alpha values for each factor. Cronbach's alpha is a widely used measure for assessing the consistency

of responses across all questions or subgroups of questions (Mhlungu et al., 2019). The survey instrument consists of two sections with 27 items (Appendix 2). Section A comprises five questions aimed at gathering demographic information from respondents, including gender, ethnic group, age, level of education, employment status, and level of computer knowledge. Section B consists of 22 questions designed to assess the adoption of social media by SAPS members using a 5-point Likert scale, ranging from one for 'strongly disagree' to five for 'strongly agree,' as applied in this research. The survey underwent refinement through a pilot study conducted with SAPS employees who did not participate in the main study (Al-rahmi et al., 2014).

4.7 DATA ANALYSIS

The data analysis techniques employed in this study included Structural Equation Modelling (SEM) software and descriptive analysis. SEM and descriptive analysis were used to conduct statistical tests on the data. Data analysis, as defined by Calzon (2021), is a method of collecting, presenting, and analysing information to extract insights that support decision-making. Specifically, SPSS LISREL 8.80 software was utilised to establish statistical relationships between variables, perform calculations, and create visual representations. The data analysis process involved matching and comparing the benefit variables with the challenge variables, as outlined by Morake et al. (2021).

Quantitative data were interpreted through the use of statistical tables and visual representations, with the aim of addressing the research questions and objectives as outlined by Mabunda & Du Plessis (2022).

The study focused on police employees at the Zwelitsha provincial office. The researcher distributed and collected questionnaires, allowing respondents to complete them during their spare time (Pieters et al., 2022). In this research, Cronbach's alpha was employed to assess the reliability of decision variables (Chawinga & Zinn, 2016). The chosen scale for the questionnaire underwent reliability testing, aiming for a reliability index of 0.7 or higher (Jere, 2020). Additionally, a correlation analysis was conducted to examine the relationships between the variables that were identified as having an impact on information seeking (Masinde et al., 2020).

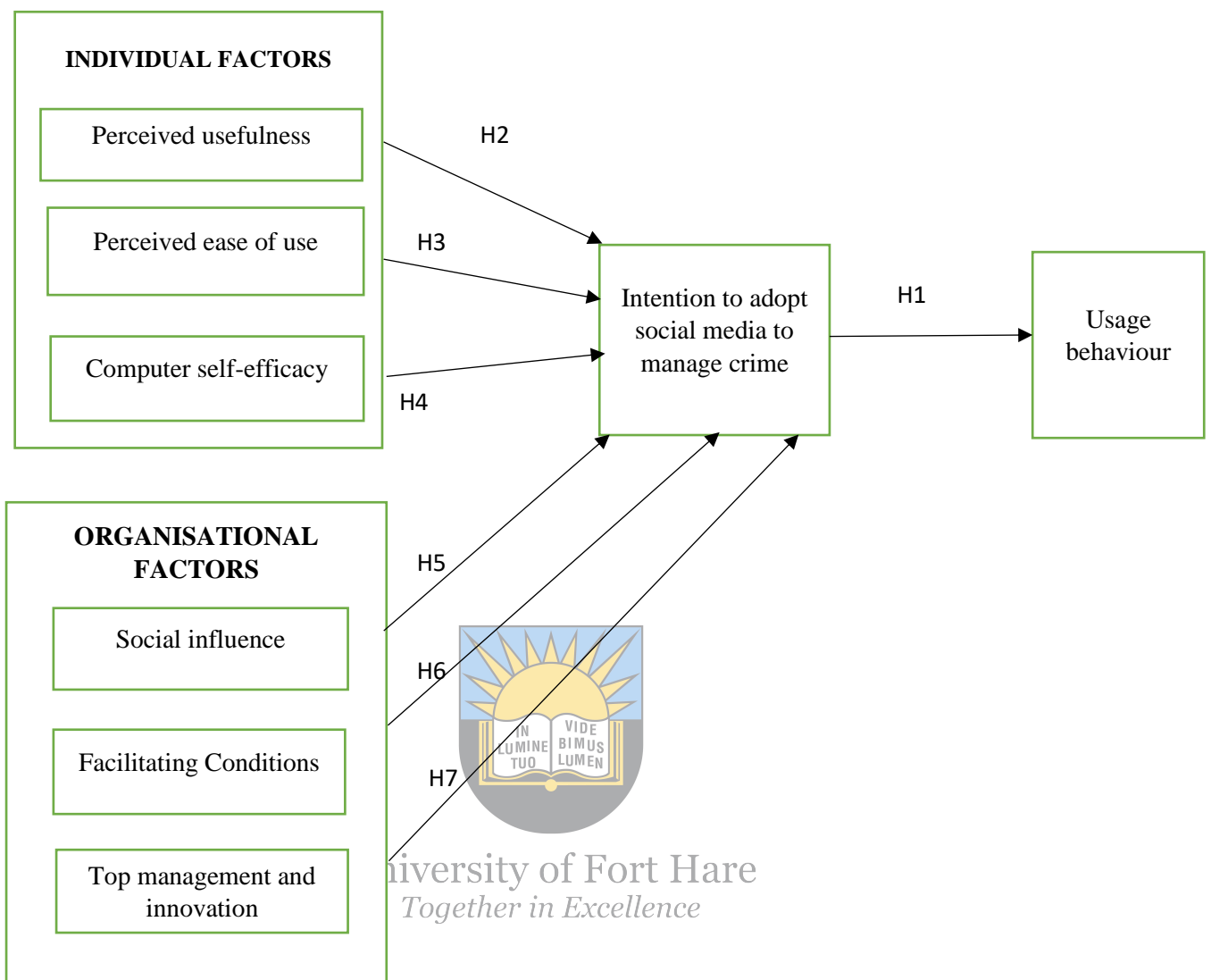
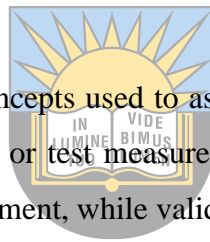


Figure 3: Research model overview

4.8 TRUSTWORTHINESS

Nowell et al. (2017) describe trustworthiness as a critical aspect where researchers can influence both themselves and the research findings, making them deserve of the reader's attention. Conversely, according to Rambe and Bester (2020), assessing the trustworthiness of data collection and analysis requires thorough documentation of procedures. Researchers must place trust in collaborators and other scholars at various stages of the research process, including data collection and analysis (Phillips et al., 2019).

Reliability pertains to the trustworthiness of a concept's measurement and involves assessing whether the measure remained consistent, enhancing the study's confidence in the instrument's dependability and consistency (Masinde et al., 2020). Reliability also ensures that social media implementation consistently serves the police objectives correctly. To test reliability, Cronbach's alpha coefficient was employed, with the commonly accepted threshold of 0.70 alpha levels used as a rule of thumb to signify an acceptable level of reliability (Rambe & Bester, 2020).



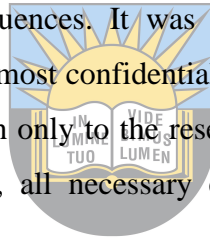
Reliability and validity are crucial concepts used to assess the quality of research, indicating how effectively a method, technique, or test measures a particular phenomenon. Reliability concerns the consistency of a measurement, while validity pertains to its accuracy (Middleton, 2020). Ensuring the validity and reliability of the scales used in this research is essential for producing meaningful results. Therefore, understanding how to measure the reliability and validity of these scales correctly is paramount for researchers. Among the various types of validity, construct validity is considered the most critical in this research. By exploring construct validity, the primary objective is to ascertain whether the inferences drawn from the assessment results hold significance and align with the assessment's purpose. Although the data used in this study were drawn from existing literature, the framework was validated to ensure the relevance and applicability of the influencing factors in the context (Iyamu, 2020).

In addition to construct validity, there are other forms, such as predictive validity, which involves calculating the correlation between the estimated score obtained from a scale and a known criterion that measures the desired properties. Concurrent validity, on the other hand, is a validity measure used to assess the agreement between the results of an alternative instrument used to measure the same construct, or it can be used to gauge similarity (Surucu & Maslakci, 2020). Researchers must decide which type of validity to employ based on the specific needs and objectives of their study.

4.9 ETHICS

This research received approval from the University Research Ethics Committee (UREC) at the University of Fort Hare, East London, South Africa. Ethical clearance was granted by UREC and assigned the reference number (Appendix 1: Ethical clearance certificate - CHI041SKWE01). The clearance letter detailed the scope of the investigation, data collection methodology, ethical considerations, and the respondents slated for interviews (Shingenge & Saurombe, 2022). The researcher-initiated contact by emailing a request for permission to collect data at the Zwelitsha Provincial Office. As part of the paper questionnaire, all respondents provided informed consent at the outset of the process. Respondents were briefed on the study's background, objectives, and the expected time commitment for the questionnaire. To maintain anonymity, the names of respondents and organizations were not included (Jivan, 2020).

Respondents were informed that they had the option to withdraw from the study at any time without facing any negative consequences. It was also emphasized that all information collected would be treated with the utmost confidentiality and anonymity. Each questionnaire was assigned a unique number known only to the researcher, and hard copies were securely locked away. Throughout the study, all necessary ethical considerations were diligently observed .



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4.10 CHAPTER SUMMARY *Together in Excellence*

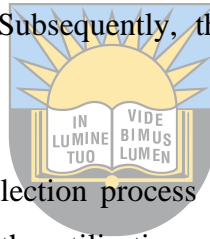
The primary focus of this study was to examine the adoption of social media in policing and its impact on crime management at the Zwelitsha provincial office. A key objective of the study was to gain insights into the factors influencing the adoption of social media in policing, as a thorough understanding of these determinants is crucial for effective implementation. The research design and methodology gave the description and location of the study including target population, sampling, and sampling procedure. This chapter discussed the research paradigm, research strategy, and research instrument. The research paradigm selected for this study follows a positivistic approach following a quantitative research method. Survey method that is closely linked to questionnaire was used in this study. SPSS and descriptive statistics was used to complete data analysis and interpret the data collected.

CHAPTER 5

PRESENTATION OF THE RESULTS

5.1 INTRODUCTION

The study aimed to assess the inclination of the police force towards embracing social media as a tool for crime management. To investigate this, the researcher utilised a questionnaire as the primary data collection method, focusing on quantitative data collection from the target group at the Zwelitsha provincial office. This research investigated the determinants affecting the intention to adopt social media by police. The researcher designed a questionnaire encompassing all the factors outlined in the UTAUT that impact technology. The questionnaire was distributed physically to 206 police officers. Specifically, this study assessed the personal utilisation of social media by police officers and their willingness to adopt it as a means of addressing and resolving criminal. Subsequently, the collected data was processed and analysed.



The researcher analysed the data collection process within the framework outlined in this chapter. The data analysis involved the utilisation of item parcels to enhance the study's statistical power. Item parcels were calculated using reliable and uni-dimensional scales. To analyse the collected data, the employed Structural Equation Modeling (SEM) was employed. This section commences with the presentation of the reliability output, followed by an examination of the unidimensionality of subscales related to the variables under investigation in this study.

5.2 DEMOGRAPHICS

Table 2: Demographics of Respondents

Demographics	Variable	Frequency	Percentage
Gender	Male	114	55.0%
	Female	91	44.0%
Ethnic Group	Black African	128	62.0%
	Coloured	25	12.0%
	White	40	19.0%
	Indian	11	5.0%
	Other	1	0.5%
Age Group	Below 20 years	3	1.5%
	20 – 25	22	11.0%
	26 – 30	28	13.0%
	31 – 40	52	25.0%
	Above 41	102	49.0%
	Computer Knowledge	Great	32
Good		68	33.0%
Average		57	28.0%
Not so good		48	23.0%
Education	Matric	24	11.0%
	Certificate	60	29.0%
	Diploma	53	26.0%
	Degree	43	21.0%
	Postgraduate Degree	18	9.0%
	Other	5	2.4%
Work experience	Less than 1 year	9	4.0%
	1 – 5	36	17.0%
	6 – 10	24	11.6%
	11 – 15	28	13.0%
	16 – 20	26	13.0%
	Over 20	81	39.0%

This section presents the demographic variables gathered from the distributed questionnaire. The study analysed and represented the demographic profiles of the police officers at the Zwelitsha provincial office in line with the research questions posed. Ubale (2020) describes demographics as the personal individual characteristics that influence the adoption and utilisation of social media networking sites by professionals, such as archivists. These characteristics encompass gender, age, educational qualifications, skills, and professional work experience. In the context of this study, these demographic factors play a pivotal role in shaping the prospects of applying and utilising social media platforms for archival purposes. A total of 206 respondents completed the questionnaires.

The demographic composition of the study's respondents showed that 44% were female, while 55% were male. Regarding age groups, the respondents were distributed as follows: 11.0% were between 20-25 years old, 13.0% fell within the age range of 26-30 years, 25.0% were aged between 31-40 years, and a majority of 49.0% were aged over 41 years. The findings reflect the opinion of police officers from different genders, age groups and levels of education. It is important to note that the impact of demographic variables, such as age and prior experience with social media usage among police officers, was found to have a modest influence on the adoption of social media within the police force.

5.3 MISSING VALUES

Before commencing with data analysis, it was imperative to verify the completeness of the data. Missing values are a common challenge in quantitative studies utilising questionnaires, as respondents may choose not to respond to specific items for various reasons.. Du Toit and Du Toit (2001) mentioned that missing values are detected at random by numerous charge procedures obtainable in LISREL 8.80. Du Toit and Du Toit (2001) have noted that missing values are addressed through various imputation procedures available in LISREL 8.80, which can detect missing values at random. However, it is worth mentioning that multiple imputation is recommended when the assumptions of previous methods are not met (Mels, 2010). The final dataset utilised in this study comprised 206 cases.

5.4 ITEM ANALYSIS

The analysis of items for measuring the latent variables within the study's scales was carried out using the SPSS reliability process (SPSS, 2021). This analysis aimed to assess the quality of the items and their ability to contribute to an internally reliable representation of the latent constructs measured by these scales, as emphasized by Sonica (2017). In simpler terms, any

subpar items that do not significantly contribute to the reliability of the scales needed to be identified and, if necessary, removed to ensure that the scale's reliability met the required thresholds (Pallant, 2016).

5.4.1 ITEM ANALYSIS FOR COMPUTER SELF-EFFICACY SCALE

The Cronbach's alpha value of .602 was obtained for the computer self-efficacy subscale. The statistics table includes amended item-total correlation values, which indicate the extent to which each item correlates with the overall total score. It is noteworthy that removing items Q1d and Q1e from the subscale resulted in a slight increase in the reliability coefficient, raising it to $\alpha = .709$. Consequently, these two items were excluded from all subsequent analyses.

Table 3

Computer Self-efficacy scale reliability analysis output

Statistics in Reliability						
	Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items			
	.602	.555	6			
Statistics in Item-Total						
Items	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted	
Q1aR	18.47	8.952	.619	.537	.413	
Q1bR	18.40	12.387	.220	.234	.603	
Q1cR	18.21	10.566	.554	.475	.472	
Q1d	18.29	14.781	-.004	.164	.653	
Q1e	18.02	14.126	.119	.145	.623	
Q1f	19.08	8.154	.500	.315	.476	

5.4.2 BEHAVIOURAL INTENTION TO ADOPT SOCIAL MEDIA RELIABILITY OUTPUT

Consistency coefficient of $\alpha = .799$ was established on a scale of *Behavioural Intention to adopt social media*. All objects above .30 with total score are indicated correctly on item-total correlation (Pallant, 2016).

Table 4

Behavioural Intention to adopt social media scale reliability analysis output

Statistics in Reliability					
Cronbach's Alpha		Cronbach's Alpha Based on Standardized Items		N of Items	
.799		.807		3	

Statistics in Item-Total					
Items	Scale Mean if Deleted	Scale Variance if Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Q4a	8.92	1.604	.484	.236	.903
Q4b	8.69	1.462	.752	.692	.618
Q4c	8.67	1.440	.726	.683	.640

5.4.3 FACILITATING CONDITIONS RELIABILITY OUTPUT

An internal consistency coefficient of $\alpha = .743$ was found on a scale of *Facilitating conditions*. All objects above .30 with total score are indicated correctly on item-total correlation (Pallant, 2016). The items were subsequently deleted and excluded in all the other analyses.

Table 5

Facilitating conditions scale reliability analysis output

Statistics in Reliability		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.743	.752	6

Statistics in Item-Total					
Items	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Q6a	17.07	10.741	.565	.327	.684
Q6b	17.25	10.677	.618	.482	.662
Q6c	15.84	13.927	.446	.248	.716
Q6d	17.65	12.628	.485	.389	.705
Q6e	15.56	15.242	.388	.330	.732
Q6f	15.67	14.866	.462	.323	.719

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5.4.4 PERCEIVED EASE OF USE RELIABILITY OUTPUT

Consistency coefficient of $\alpha = .892$ was found as subscale on the *Perceived Ease of Use*.

All objects above .30 with total score are indicated correctly on item-total correlation (Pallant, 2016).

Table 6

Reliability analysis output for Perceived Ease of Use scale

Statistics in Reliability		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.892	.893	3

Statistics in Item-Total					
Items	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Q3a	7.88	3.610	.753	.568	.876
Q3b	7.88	3.401	.812	.664	.827
Q3c	7.75	3.134	.806	.658	.833



5.4.5 PERCEIVED USEFULNESS RELIABILITY OUTPUT

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The *Perceived Usefulness* subscale has $\alpha = 0.949$ as an acceptable internal consistency coefficient (Nunnally, 1967). All items above .30 with total score are indicated correctly on item-total correlation (Pallant, 2016).

Table 7

Perceived Usefulness scale reliability analysis output

Statistics in Reliability		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.949	.947	6

Statistics in Item-Total					
Items	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Q2a	16.62	31.729	.887	.841	.934
Q2b	16.62	30.773	.914	.873	.930
Q2c	16.68	31.058	.895	.824	.932
Q2d	16.42	31.600	.862	.749	.937
Q2e	15.96	36.613	.648	.440	.959
Q2f	16.61	31.684	.849	.738	.938

5.4.6 SOCIAL INFLUENCE RELIABILITY OUTPUT

The *Social Influence subscale* had an acceptable coefficient of $\alpha = .735$ (Nunnally, 1967). All objects above .30 with total score are indicated correctly on item-total relationship (Pallant, 2016).

Table 8

Social Influence scale reliability analysis output

Statistics in Reliability		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.735	.729	4

Statistics in Item-Total					
Items	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Q5a	10.74	4.946	.523	.302	.685
Q5b	10.40	5.754	.313	.177	.774
Q5c	11.49	3.275	.679	.567	.578
Q5d	11.67	3.616	.652	.565	.595



5.5 DIMENSIONALITY ANALYSIS

In this section, the presentation of the factor analysis results for the instruments used is provided.

5.5.1 COMPUTER SELF-EFFICACY SCALE DIMENSIONAL ANALYSIS

The Computer Self-efficacy scale yielded an adequacy value of .635 on the Kaiser-Meyer-Olkin (KMO) sampling quantity. Additionally, Bartlett's Test of Sphericity produced a value of 210.604 ($df = 6$; $p = 0.00$), which led to the rejection of the null hypothesis of an identity matrix. Kaiser's guideline suggests that values greater than .50 are acceptable, with values between .50 and .70 considered average, .70 to .80 as good, .80 to .90 as greater, and values above .90 as superb. In the dimensionality analysis of the Computer Self-efficacy scale, all items were included except for Q1d and Q1e, identified as poor items during the item analysis phase.

An eigenvalue greater than one was extracted, indicating the presence of a single factor. This factor accounted for 54.866% of the variance. The factor matrix showed greater than .50 factor loadings. Table 4.7 shows resultant factor structure.

Table 9

Computer Self-efficacy scale factor matrix

	Factor 1
Q1Ar	.936
Q1bR	.355
Q1cR	.654
Q1f	.576
Q1aR	.936
Q1bR	.355

5.5.1.1 BEHAVIOURAL INTENTION TO ADOPT SOCIAL MEDIA DIMENSIONALITY ANALYSIS OUTPUT



The Kaiser-Meyer-Olkin (KMO) sampling adequacy value obtained for the Computer Self-efficacy scale was .627. Additionally, the Bartlett's Test of Sphericity yielded a value of 285.056 (df = 3; p = 0.00), leading to the rejection of the null hypothesis of an identity matrix. This rejection provides strong evidence that a factor analysis of the correlation matrix was conducted.

Greater than 1 eigenvalue was obtained and extracted as one factor. The difference of 72.814 percent by this factor was accounted for. The factor matrix showed greater than .50 factor loadings. Table 4.8 shows resultant factor structure.

Table 10

Behavioural Intention To Adopt Social Media subscale factor matrix

	Factor 1
Q4a	.509
Q4b	.929
Q4c	.886

5.5.1.2 FACILITATING CONDITIONS DIMENSIONALITY ANALYSIS OUTPUT

The Kaiser-Meyer-Olkin (KMO) sampling adequacy value obtained for the Facilitating Conditions scale was .727. Furthermore, the Bartlett’s Test of Sphericity resulted in a value of 228.638 (df = 15; p = 0.00), which led to the rejection of the null hypothesis of an identity matrix. This rejection provides strong evidence that a factor analysis of the correlation matrix was conducted. Additionally, item Q6e was excluded from the analysis due to its complexity.

Greater than 1 eigenvalue was obtained and extracted as one factor. The difference of 48.885 percent by this factor was accounted for. The factor matrix showed greater than .50 factor loadings.



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Table 11

Facilitating conditions subscale factor matrix

	Factor 1
Q6a	.647
Q6b	.808
Q6c	.457
Q6d	.619
Q6f	.459

5.5.1.3 PERCEIVED EASE OF USE DIMENSIONALITY ANALYSIS OUTPUT

The Perceived Ease of Use scale obtained a Kaiser-Meyer-Olkin (KMO) sampling adequacy value of .727, indicating that the data were suitable for factor analysis. Additionally, the Bartlett's Test of Sphericity yielded a value of 363.158 (df = 3; p = 0.00), leading to the rejection of the null hypothesis of an identity matrix. This rejection provides strong evidence that a factor analysis of the correlation matrix was indeed conducted

Greater than 1 eigenvalue was obtained and extracted as one factor. The difference of 82.364 percent by this factor was accounted for. The factor matrix showed greater than .50 factor loadings. Table 4.10 shows resultant factor structure.

Table 12

Perceived ease of use subscale factor matrix



	Factor 1
Q3a	.805
Q3b	.888
Q3c	.881

5.5.1.4 PERCEIVED USEFULNESS SCALE DIMENSIONALITY ANALYSIS OUTPUT

The Perceived Usefulness scale obtained a very high Kaiser-Meyer-Olkin (KMO) sampling adequacy value of .913. Additionally, the Bartlett's Test of Sphericity resulted in a value of 1295.957 (df = 15; p = 0.00), which unequivocally led to the rejection of the null hypothesis of an identity matrix. This strong rejection provides compelling evidence that a factor analysis of the correlation matrix was indeed carried out.

Greater than 1 eigenvalue was obtained and extracted as one factor. The difference of 79.579 percent by this factor was accounted for. The factor matrix showed greater than .50 factor

loadings. Table 4.11 shows resultant factor structure. The assumption on uni-dimensionality was corroborated.

Table 13

Perceived Usefulness subscale factor matrix

	Factor 1
Q2a	.915
Q2b	.945
Q2c	.923
Q2d	.884
Q2e	.661
Q2f	.872

5.5.1.5 SOCIAL INFLUENCE DIMENSIONALITY ANALYSIS OUTPUT



The Social Influence scale obtained a Kaiser-Meyer-Olkin (KMO) sampling adequacy value of .633, indicating that the data were suitable for factor analysis. Moreover, the Bartlett's Test of Sphericity resulted in a value of 246.194 (df = 6; p = 0.00), which clearly led to the rejection of the null hypothesis of an identity matrix. This strong rejection provides evidence that a factor analysis of the correlation matrix was indeed conducted.

Greater than 1 eigenvalue was obtained and extracted as one factor. The difference of 56.168 percent by this factor was accounted for. The factor matrix showed greater than .50 factor loadings. Table 4.12 shows resultant factor structure. The assumption on unit-dimensionality was corroborated.

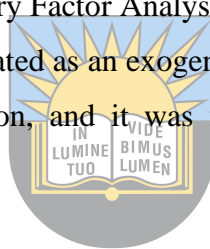
Table 14

Social influence subscale factor matrix

	Factor 1
Q5a	.566
Q5b	.346
Q5c	.847
Q5d	.801

5.6 EVALUATING THE OVERALL MEASUREMENT MODEL

In the overall measurement model, which included items from the item parcels created for the scales used in the study, a Confirmatory Factor Analysis (CFA) was performed. In the context of CFA, the dimension model was treated as an exogenous model. The estimation was carried out using robust likelihood estimation, and it was found to be adequate for freeing the parameters within the model.



The measurement model after 10 iterations, part of the results are goodness of fit indices. Reasonable achievement of the model has been shown on the goodness of fit indices examination. It missed good model fit (less than or equal to 0.05) threshold by a slight margin. A model fit has been shown by sample RMSEA with a value of .0538 (Diamantopoulos, et al., 2000). Values of .0285 and .0367 indicate a good fit on standardised RMR and RMR.

Table 15

Goodness-of-fit statistics for the measurement model

Fit index	Value
Degrees of Freedom	39
Minimum Fit Function Chi-Square	81.941 (P = 0.0)
Normal Theory Weighted Least Squares Chi-Square	74.026 (P = 0.0)
Satorra-Bentler Scaled Chi-Square	62.168 (P = 0.0)
Estimated Non-centrality Parameter (NCP)	23.168
90 Percent Confidence Interval for Minimum fit function value	(5.541; 48.708) 0.400
Population Discrepancy Function Value (F0)	0.113
90 Percent Confidence Interval for F0	(0.0270; 0.238)
Root Mean Square Error of Approximation (RMSEA)	0.0538
90 Percent Confidence Interval for RMSEA	(0.598; 0.808)
P-Value for Test of Close Fit (RMSEA < 0.05)	0.376
Expected Cross-Validation Index (ECVI)	0.684
90 Percent Confidence Interval for ECVI	(0.598; 0.808)
ECVI for Saturated Model	0.761
ECVI for Independence Model	14.524
Chi-Square for Independence Model with 465 Degrees of Freedom	2953.504
Independence AIC	2977.504
Model AIC	140.168
Saturated AIC	156.000
Independence CAIC	3029.439
Model CAIC	308.955
Saturated CAIC	493.574
Normed Fit Index (NFI)	0.979
Non-Normed Fit Index (NNFI)	0.986
Parsimony Normed Fit Index (PNFI)	0.578
Comparative Fit Index (CFI)	0.992
Incremental Fit Index (IFI)	0.992
Relative Fit Index (RFI)	0.964
Critical N (CN)	206.860
Root Mean Square Residual (RMR)	0.0285
Standardised RMR	0.0367
Goodness of Fit Index (GFI)	0.943
Adjusted Goodness of Fit Index (AGFI)	0.886
Parsimony Goodness of Fit Index (PGFI)	0.472

The indication of the results on gradual fit in Table 4.14 shows the achieved overall measurement of NFI (.979), IFI (.992), NNFI (.986), CFI (.992), RFI(.964) comparing to a baseline model. Therefore, a positive image on model fit has been interpreted by relative indices. A good fit is also shown by the GFI value of .943.

Factor loadings that are standardised entirely are shown in the table below. Regression of standardised item parcel slopes have been presented by values used on latent variables shown in the standardised loading matrix. Greater than ($> .50$) items factor loadings are generally satisfactory.

Correlation reflection between subscales is shown in Table 4.15, where systematic measurement error and the attenuating effect of random are corrected. Multi-collinearity might indicate as high values (above .90) in the correlation fall within reasonable limits (Tabachnick & Fidell, 2007).

Table 16

Estimates for measurement model on completely standardised factor loading

Item ^b	BEH	COSELF	FACILIT	PEU	PU	SOCIAL
BEH_1	1.046	-	-	-	-	
BEH_2	0.715	-	-	-	-	
SEFF_1	-	0.690	-	-	-	
SEFF_2	-	0.703	-	-	-	
FAC_1	-	-	0.907	-	-	
FAC_2	-	-	0.593	-	-	
PEU_1	-	-	-	0.944	-	
PEU_2	-	-	-	0.854	-	
PU_1	-	-	-	-	0.929	
PU_2	-	-	-	-	0.984	
SOC_1	-	-	-	-	-	0.903
SOC_2	-	-	-	-	-	0.832

Note: BEH: the Behavioural Intention To Adopt Social Media subscale; COSELF: Computer Self-efficacy; PEU: Perceived Ease of Use; FACILIT: Facilitating conditions; PU: Perceived Usefulness; SOCIAL: Social Influence.

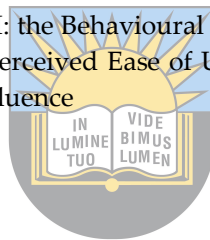
Table 17

Inter-correlations amongst latent dimensions

Dimension	BEH	COSELF	FACILIT	PEU	PU	SOCIAL
BEH	1.000					
CO-SELF	0.18	1.000				
FACILIT	0.30	0.77	1.000			
PEU	0.42	0.77	0.73	1.000		
PU	0.31	0.83	0.74	0.72	1.000	
SOCIAL	0.29	0.59	0.69	0.67	0.63	1.000

Note: $N = 206$.

Correlations are below the diagonal. BEH: the Behavioural Intention To Adopt Social Media subscale; COSELF: Computer Self-efficacy; PEU: Perceived Ease of Use; FACILIT: Facilitating conditions; PU: Perceived Usefulness; SOCIAL: Social Influence



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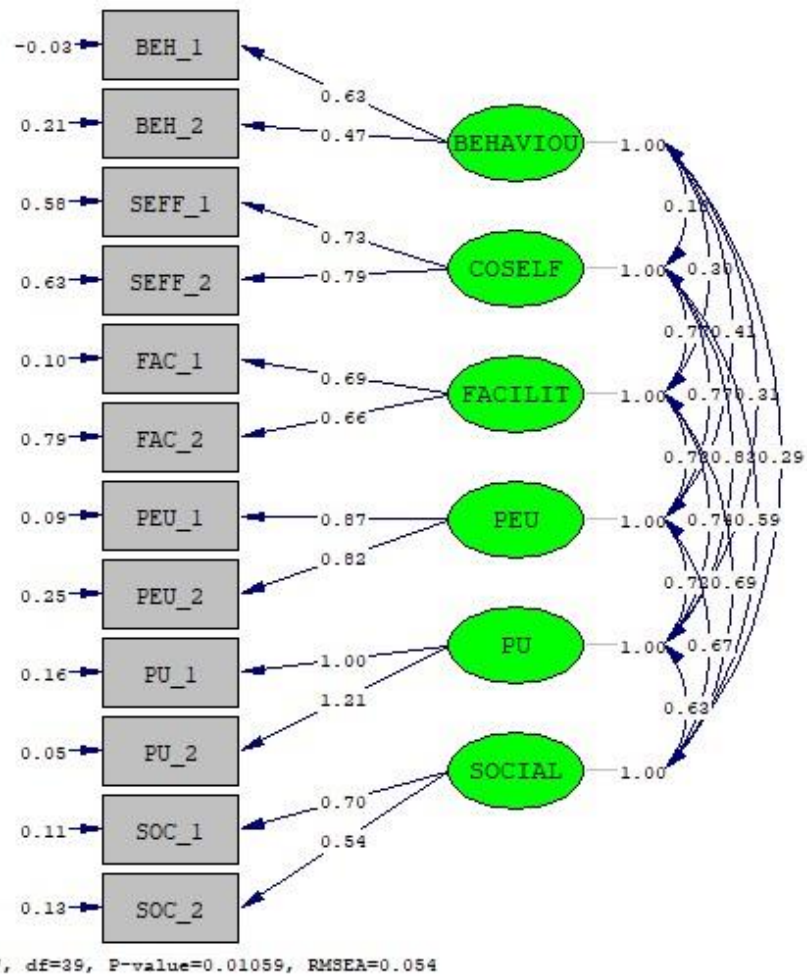


Figure 4: The Overall dimension model path diagram

5.7 THE STRUCTURAL MODEL FIT

Reasonable model fit is specified by a sample of RMSEA value of 0.538 (Diamantopoulos, Siguaw , & Cadogan, 2000). Principles of .0285 and .0367 indicate a good model fit on standardised RMR and RMR and specified the level (< 0.05). The structural model diverged after 10 repetitions.

Table 18

Structural model Goodness-of-fit statistics

Fit index	Value
Degrees of Freedom	39
Minimum Fit Function Chi-Square	81.941 (P = 0.0)
Normal Theory Weighted Least Squares Chi-Square	74.026 (P = 0.0)
Satorra-Bentler Scaled Chi-Square	62.168 (P = 0.0)
Estimated Non-centrality Parameter (NCP)	23.168
90 Percent Confidence Interval for Minimum fit function value	(5.541; 48.708) 0.400
Population Discrepancy Function Value (F0)	0.113
90 Percent Confidence Interval for F0	(0.0270; 0.238)
Root Mean Square Error of Approximation (RMSEA)	0.0538
90 Percent Confidence Interval for RMSEA	(0.598; 0.808)
P-Value for Test of Close Fit (RMSEA < 0.05)	0.376
Expected Cross-Validation Index (ECVI)	0.684
90 Percent Confidence Interval for ECVI	(0.598; 0.808)
ECVI for Saturated Model	0.761
ECVI for Independence Model	14.524
Chi-Square for Independence Model with 465 Degrees of Freedom	2953.504
Independence AIC	2977.504
Model AIC	140.168
Saturated AIC	156.000
Independence CAIC	3029.439
Model CAIC	308.955
Saturated CAIC	493.574
Normed Fit Index (NFI)	0.979
Non-Normed Fit Index (NNFI)	0.986
Parsimony Normed Fit Index (PNFI)	0.578
Comparative Fit Index (CFI)	0.992
Incremental Fit Index (IFI)	0.992
Relative Fit Index (RFI)	0.964
Critical N (CN)	206.860
Root Mean Square Residual (RMR)	0.0285
Standardised RMR	0.0367
Goodness of Fit Index (GFI)	0.943
Adjusted Goodness of Fit Index (AGFI)	0.886
Parsimony Goodness of Fit Index (PGFI)	0.472

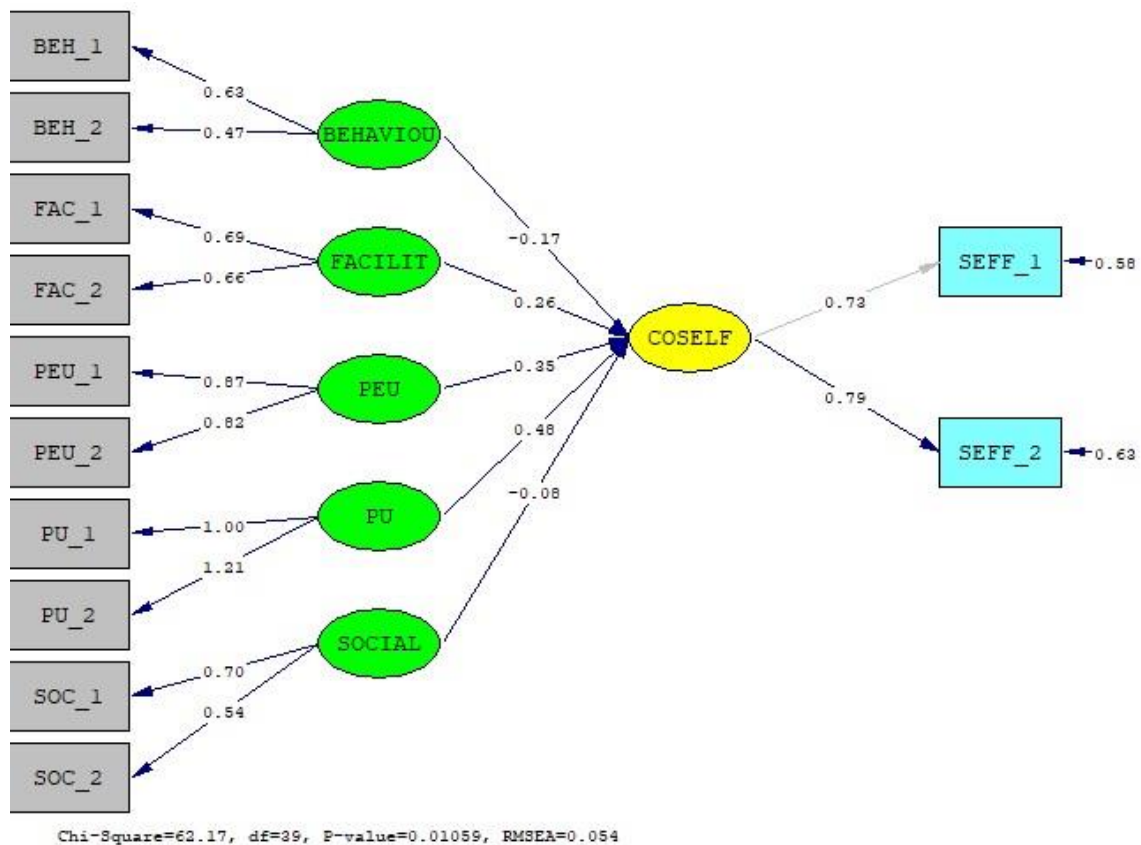


Figure 5: The structural model path diagram

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Relationships among the variables

	BEH	FACILIT	PEU	PU	SOCIAL
COSELF	0.173 (0.063)	0.258 (0.157)	0.355 (0.131)	0.481 (0.135)	-0.075 (0.131)
	2.769	1.644	2.717	3.550	-0.572

Note: Correlations are below the diagonal. BEH: the Behavioural Intention To Adopt Social Media subscale; COSELF: Computer Self-efficacy; PEU: Perceived Ease of Use; FACILIT: Facilitating conditions; PU: Perceived Usefulness; SOCIAL: Social Influence.

The Behavioural Intention to Adopt Social Media significantly affects Computer self-efficacy.

The important statistically relationship between *Behavioural Intention to Adopt Social Media* and *Computer Self-efficacy* ($t = 2.769$, $p < 0.05$) was shown in the results.

The Facilitating conditions significantly affects Computer self-efficacy.

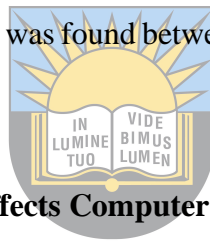
The results show a statistically relationship between *Facilitating conditions* and *computer self-efficacy* ($t = 1.644$, $p < 0.05$) (Japan, 2010).

The Perceived Ease of Use significantly affects Computer self-efficacy.

The results show a statistically relationship was found between *Perceived Ease of Use* ($t = 2.717$, $p < 0.05$) and *Computer Self-efficacy*.

The Perceived Usefulness significantly affects Computer self-efficacy.

The important statistically relationship was found between *Perceived Usefulness* and *Computer Self-efficacy* ($t = 3.550$, $p < 0.05$).



The Social Influence significantly affects Computer self-efficacy.

The important statistically relationship was found between *Social Influence* and *Computer Self-efficacy* ($t = -0.572$, $p < 0.05$) (Japan, 2010).

The following section discusses each hypothesis and findings. The results indicate that all the hypotheses suggested have been positive and significant. Table 19 below highlights the results and states whether the null hypotheses and alternate hypotheses were accepted or rejected.

Table 19: Hypothesis Results

Hypothesis	Frequency (n)	p-value	R-value	Reject / Accept
H1^a: The Intention to adopt significantly influences the adoption of social media among police officers in Zwelitsha provincial office.	190	p<0.05	.799	Accept
H2^a: Perceived Usefulness significantly influences the adoption of social media among police officers in Zwelitsha provincial office.	206	p<0.05	.913	Accept
H3^a: Perceived ease of use significantly influences the adoption of social media among police officers in Zwelitsha provincial office.	206	p<0.05	.727	Accept
H4^a: Social influence significantly influences the adoption of social media among police officers in Zwelitsha provincial office.	206	p<0.05	.735	Accept
H5^a: Facilitating Conditions significantly influences the adoption of social media among police officers in Zwelitsha provincial office.	206	p<0.05	.727	Accept

5.8 CHAPTER SUMMARY

The primary aim of this study was to investigate how social media could be integrated into police operations for the purpose of investigating and solving crimes. Additionally, the research sought to determine the extent to which police were already utilising social media in their crime management efforts. The analysis of data collected by means of a questionnaire was presented in this chapter. The research instrument was made up of sections that include demographics, background information regarding the police social media usage and adoption of social media and the determinants influencing the adoption. The findings of the study were presented in a form of text, graphs and tables. Chronbach's alpha to test reliability was also used in the study. The Chronbach's alpha coefficients for the constructs indicated good internal consistency based on the required Chronbach's alpha coefficient of .70. The results shown that all the constructs were above the required level of .70. Pearson correlation was used by the study to test relationships between constructs.

The findings of the study revealed that the police officers who participated in the survey were already using social media on their mobile phones for personal communication purposes. Furthermore, the analysis of factors related to the adoption of social media for policing and crime management at the Zwelitsha provincial office indicated that police officers were motivated to enhance their work performance and productivity. It was evident that there was a willingness among police officers serving at the Zwelitsha provincial office to leverage the potential of social media tools to improve various aspects of their operations, including reporting crime incidents and cases. This suggests a recognition of the value that social media can bring to law enforcement activities.

CHAPTER 6

DISCUSSION OF FINDINGS

6.1 INTRODUCTION

The research objective was to investigate the determinants influencing the adoption of social media for crime management among police officers at the Zwelitsha Provincial Office. In the previous chapter, the study's findings were presented based on the responses provided by the research respondents. The determinants that affect the intention to adopt social media within policing were discussed in the literature chapters. It was observed that most of the respondents were already familiar with popular social media platforms like WhatsApp and Facebook, primarily for personal use. Furthermore, it was noted that a significant number of respondents from the Crime Intelligence section reported using the Internet daily as part of their investigative activities.

This chapter discusses the main findings of the research and the contribution of the research, implications, limitations, and future research. The research findings are compared with the existing body of literature on social media innovation adoption. The objective is to draw connections between the results and the relevant literature. Furthermore, this chapter explores the potential of the developed model to predict the adoption of social media within the context of law enforcement.



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6.2 HYPOTHESIS TESTING

It is important to assess the impact of each determinant about research results, as it can guide the identification of the most influential factors affecting the adoption of social media for crime management. The research findings can serve as a valuable tool for predicting the intention to adopt and utilise social media among police officers. The study tested and accepted seven hypotheses, each shedding light on the determinants that significantly influence the adoption of social media for crime management. In the subsequent sections, each of these hypotheses will be discussed in detail, utilising descriptive statistics to further support the findings in Chapter Five. Additionally, the following section will present the respondents' responses and insights regarding the adoption of social media, offering a comprehensive understanding of their attitudes and behaviours toward this technology.

Questionnaire Finding: Computer self-efficacy.

The questionnaire requested the respondents to indicate whether they were using social media and their confidence in using these networks. Based on the findings presented in Table 20, 31.1% of the police officers have not used social media before. In comparison, 59.0% of police officers are confident they can use social media effectively. Some police officers have not used social media due to the lack of access to the internet. A quarter (25.0%) of the police officers had a social media manual for appropriate and personal use of social media, while 16.9% of the police officers taught themselves how to use social media. The findings also show that 19.0% of the officers expressed uncertainty about the availability of help facilities for assistance in using social media. The majority (86.0%) of the respondents are confident that they can effectively adopt and use social media sites. Lastly, 48.0% of the officers can manage problems they encounter when using social media.

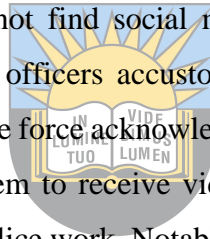
Table 20: Findings on Computer Self-efficacy

Computer Self-efficacy	Strongly Disagree n (%)	Disagree n (%)	Neutral	Agree n (%)	Strongly agree n (%)
I had never used social media before.	64 (31.0%)	74 (36.0%)	2 (0.97%)	58 (28.1%)	6 (3.0%)
I had only the social media account manual for reference.	50 (24.2%)	96 (46.0%)	8 (3.8%)	51 (24.7%)	1 (0.48%)
I have never seen someone else use social media before but trying it myself	55 (27.0%)	111 (54.0%)	16 (7.7%)	31 (15.0%)	4 (1.9%)
I can use built-in-help facilities for assistance in social media.	2 (0.97%)	10 (4.8%)	40 (19.4%)	125 (60.6%)	26 (12.6%)
I can be confident if I could deal effectively with social media sites.	0	9 (4.3%)	18 (8.7%)	123 (59.7%)	54 (26.2%)
I can always manage to solve difficult problems if I try hard enough social media to utilise.	61 (29.6%)	28 (13.5%)	17 (8.2%)	46 (22.0%)	53 (25.7%)

Questionnaire Findings: Perceived Usefulness

The study determined respondents' opinions on the usefulness of social media adoption in the police. The results in Table 21 revealed that respondents positively perceive using social media to manage crime. It's noteworthy that some police officers at the Zwelitsha provincial office recognise social media as a potentially valuable tool that can enhance their work-related activities and productivity. Based on Table 21, 46.0% of the respondents agree that using social media to manage crime will improve their job performance. 48.0% of the officers believe that using social media for crime management will enhance work performance is significant. This perception is rooted in the belief that social media can facilitate better communication among police officers.

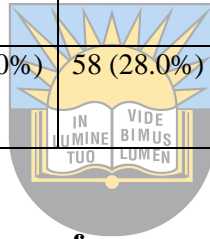
However, 50.6% of the officers are uncertain that social media will enhance whether their work performance. On the other hand, 44.4% of the respondents agree that social media can improve their work productivity by enabling them to collect evidence from social media posts. In contrast, 34.0% of respondents did not find social media helpful in their work activities, primarily because they are seasoned officers accustomed to traditional crime management methods. However, 68.0% of the police force acknowledges that social media is a valuable tool for crime management. It enables them to receive videos and photos of criminal activities, ultimately improving the quality of police work. Notably, 46.0% of the respondents agree with this statement. This means that police will no longer be required to investigate crime activities physically but can obtain evidential support for reported crimes through social media.



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Table 21: Findings on Perceived Usefulness

Perceived usefulness	Strongly Disagree <i>n</i> (%)	Disagree <i>n</i> (%)	Neutral	Agree <i>n</i> (%)	Strongly agree <i>n</i> (%)
Using social media sites to perform my job improves my job performance	20 (9.7%)	57 (27.6%)	32 (15.5%)	64 (31.0%)	31 (15.0%)
Using social media improves my work effectiveness as police officer	23 (11.0%)	58 (28.0%)	24 (11.6%)	62 (30.0%)	37 (18.0%)
Using social media enhances my work productivity	19 (9.2%)	72 (35.0%)	24 (11.6%)	51 (25.0%)	40 (19.4%)
I find using social media to be useful in my work activities	20 (9.7%)	49 (24.0%)	15 (7.2%)	80 (39.0%)	42 (20.3%)
Social media is a useful tool to manage crime	10 (4.8%)	9 (4.3%)	45 (21.8%)	83 (40.2%)	57 (27.6%)
Using social media improves the quality of work I do	21 (10.1%)	58 (28.0%)	31 (15.0%)	54 (26.2%)	40 (19.4%)



Questionnaire Findings: Perceived ease of use

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The findings indicate a strong inclination toward embracing and utilising social media for crime management within the police force. The respondents perceive social media as an easy tool to use. Most respondents expressed their intention to adopt social media, citing its ease of use as a compelling factor in their decision. The respondents exhibit a positive attitude towards adopting social media, recognizing its potential for cost savings and efficiency gains. Law enforcement officers regard social media as a practical and easily learnable platform for crime management. The data in Table 22 further underscores that a substantial portion of police officers are open to and comfortable with incorporating social media into their work practices.

Table 22: Findings on Perceived ease of use

Perceived ease of use	Strongly Disagree <i>n</i> (%)	Disagree <i>n</i> (%)	Neutral	Agree <i>n</i> (%)	Strongly agree <i>n</i> (%)
My intention with the adoption and use of social media is clear and understandable	2 (0.97%)	16 (7.7%)	43 (21.0%)	86 (42.0%)	57 (27.6%)
Interacting with social media activities does not require a lot of my mental effort.	2 (0.97%)	15 (7.3%)	50 (24.2%)	76 (37.0%)	62 (30.0%)
I find the social media site to be easy to use	2 (0.97%)	23 (11.1%)	31 (15.0%)	66 (32.0%)	84 (40.7%)

Questionnaire Findings: Social influence

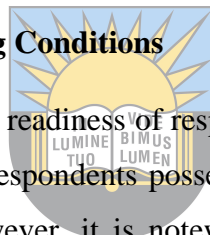
Respondents were queried about the potential for police to use and integrate social media into their operations. Table 23 shows that 76.6% of respondents support the adoption of social media by police officers. Furthermore, when asked about the presence of people using social media in their surroundings, 76.6% of the respondents affirmed the existence of social media users in their vicinity. However, it is worth noting that only a single respondent (0.48%) expressed disagreement with this statement.

A notable 46.0% of respondents concur that they are inclined to adopt social media, primarily due to its potential requirement by police management. Police management may decide to incorporate social media as a tool for crime management officially. Additionally, considering that many police officers already utilise social media for personal purposes, 39.3% of respondents believe that police leadership will likely encourage them to embrace social media to manage crime.

Table 23: Findings on Social influence

Social influence	Strongly Disagree n (%)	Disagree n (%)	Neutral	Agree n (%)	Strongly agree n (%)
Social media is used and adopted by most people surrounding me	1 (0.48%)	0	46 (22.3%)	103 (50.0%)	55 (26.6%)
I will encourage my colleagues to adopt social media to manage crime	1 (0.48%)	4 (2.0%)	3 (1.45%)	110 (53.3%)	89 (43.2%)
I will adopt social media because my management require it	7 (3.3%)	50 (24.2%)	51 (25.0%)	66 (32.0%)	29 (14.0%)
My leaders would think that I should adopt social media to manage crime	10 (4.8%)	55 (26.6%)	60 (29.0%)	68 (33.0%)	13 (6.3%)

Questionnaire Findings: Facilitating Conditions



The following Table 24 illustrates the readiness of respondents to embrace social media. The study findings reveal that 41.2% of respondents possess the necessary skills and abilities to utilise social media effectively. However, it is noteworthy that 46.3% of the respondents expressed doubt about their competence in using social media for crime management. This scepticism can be attributed to some police officials who are accustomed to traditional methods, such as using paper-based systems to record crime activities. There is a need for training and encouragement to facilitate the adoption of social media technologies among these individuals. Additionally, 36.3% of the respondents lack access to essential resources for effective social media use. These resources encompass fundamental necessities like internet access and mobile phones, supplied to certain police officers to support their service delivery.

However, 59.6% of respondents lack essential resources such as mobile devices and internet access, which can hinder the adoption of social media. 69.0% of respondents expressed confidence that professional assistance is available should they encounter difficulties using social media. The organisation has IT experts who can support and guide police officers in navigating social media tools. It is worth noting that, only 18.4% of the respondents, have access to financial support for social media adoption, whereas 75.0%, do not receive financial support for accessing social media tools. Moreover, 92.0% of the respondents concur that utilising and adopting social media in their work would be beneficial, even if it remains non-

compulsory. For example, having access to the internet and the community will build police officers who are proactive in their work.

Table 24: Findings on Facilitating Conditions

Facilitating Conditions	Strongly Disagree <i>n</i> (%)	Disagree <i>n</i> (%)	Neutral	Agree <i>n</i> (%)	Strongly agree <i>n</i> (%)
I have skills and abilities to use and adopt social media to manage crime	44 (21.3%)	51 (25.0%)	15 (7.2%)	67 (32.5%)	18 (8.7%)
I have the necessary resources to use social media technologies.	54 (26.2%)	69 (33.4%)	7 (3.3%)	62 (30.0%)	13 (6.3%)
If I have doubts about how to use social media, there will be professionals to help me	3 (1.45%)	3 (1.45%)	56 (27.1%)	74 (36.0%)	68 (33.0%)
I have access to the financial support, I need to use and adopt social media	64 (31.0%)	90 (44.0%)	10 (5.0%)	33 (16.0%)	5 (2.4%)
It would be good to use and adopt social media in work, even if it is not compulsory	3 (1.45%)	0	12 (5.8%)	119 (57.7%)	72 (35.0%)
I would expect the adoption and use of social media in policing to be compatible with other digital devices I use	0	1 (0.48%)	34 (16.5%)	106 (51.4%)	65 (31.5%)

Questionnaire Findings: Behavioural intention to adopt social media.

Table 25 illustrates the positive behavioural intention of the respondents regarding adopting social media to manage crime. 96.0% of the respondents strongly agree that the future police officers shall be equipped to utilise social media effectively. It is advisable that police trainees should receive training in social media usage and be allowed to use social media officially to manage and prevent crime. The first question in the survey aimed to gauge whether the police intend to embrace social media to manage crime, with the assumption that it provides easier

access to crucial information and communication channels. Based on Table 25, 91.0% of the respondents intend to adopt social media to manage crime.

Furthermore, 94.0% of the respondents agreed that every police trainee should receive instruction on how to use social media effectively. The findings from the study strongly agree that social media can play a vital role in managing crime.

Table 25: Findings on Behavioural intention to adopt social media.

Behavioural intention to adopt social media	Strongly Disagree <i>n</i> (%)	Disagree <i>n</i> (%)	Neutral	Agree <i>n</i> (%)	Strongly agree <i>n</i> (%)
I intend to adopt and use social media to fight crime assuming it is accessible to me	1 (0.48%)	7 (3.39%)	9 (4.3%)	114 (55.3%)	74 (36.0%)
In the future every police officer shall be enabled to adopt and use social media at work	2 (0.97%)	1 (0.48%)	3 (1.0%)	96 (46.0%)	104 (50.0%)
Nowadays every police trainee shall be taught in the use and adoption of social media	2 (0.97%)	3 (1.45%)	5 (2.4%)	84 (40.7%)	111 (54.0%)

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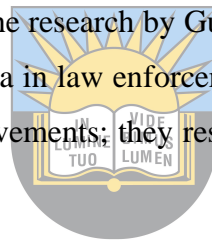
6.2.1 INTENTION TO USE

Intention, in the context of this study, refers to the decision-making process that motivates individuals, particularly police officers, to participate in an event or to consider adopting a specific product or technology under specific conditions (Gumpo et al., 2020). Attitude towards using social media plays a significant role in shaping this intention, as it can positively affect one's willingness to use it for crime management purposes. Research by Setiawan and Setyawati (2020) suggests that a police officer's previous positive experiences with social media in their personal life can significantly increase their inclination to adopt social media as a tool for managing crime. The positive intention to use and adopt social media by police was found in this study. A substantial majority (96.0%) of the respondents in the research expressed a strong belief that future police officers should be equipped and encouraged to adopt and utilize social media to manage and prevent crime.

This resounding agreement demonstrates a positive intention towards adopting social media within law enforcement. Furthermore, respondents indicated that they believe social media adoption has the potential to enhance their work performance.

SAPS members intend to use social media to manage crime due to its inherent capability to facilitate community engagement and interaction. This strategic use of social media can yield several significant benefits for them. Firstly, adopting social media can lead to improved reaction times from SAPS personnel, enabling them to respond more swiftly to incidents and emergencies. Furthermore, collect evidence and information from community members. This collaborative approach to gathering data can be instrumental in building trust between SAPS and the community.

Lastly, the use of social media carries the potential to reduce crime rates quantifiably. By leveraging community engagement and timely information exchange, SAPS can more effectively identify and address criminal activities, leading to a tangible decrease in crime incidents. These findings align with the research by Gundhus et al. (2022), which emphasizes the transformative role of social media in law enforcement. The implications of social media use extend beyond operational improvements; they reshape the dynamics of police front-line work and interactions with the public.



Engagement between police and the community has empowered people to take ownership of crime prevention strategies that are put in place. As a result, the community actively participates in the control and prevention of crime. One of the significant ways in which the community engages in crime control and prevention is by actively conducting police patrols during both day and night. Additionally, the formation of vigilante groups that partner with the police through community policing initiatives has proven to be an effective means of preventing crime. These collaborations enable communities to work hand-in-hand with law enforcement agencies to maintain security and address local safety concerns (Arisukwu et al., 2020). The community can use social media to create opportunities for engagement.

6.2.2 PERCEIVED EASE OF USE

The adoption of social media by police officers in the Zwelitsha provincial office has been positively influenced by the concept of perceived ease of use. Perceived ease of use is defined as an individual's belief that adopting social media would require minimal effort (Mutambara & Bayaga, 2020). It is one of the critical factors that significantly shape attitudes toward the adoption of social media in law enforcement.

The higher the perceived ease of use of social media, the more likely police officers are to have a positive attitude toward its utilisation (Setiawan & Setyawati, 2020). Asmal (2022) reports that South Africa boasts a substantial social media user base, with over 30 million active users, and this number is expected to continue growing in the years ahead.

By integrating social media into their practices, SAPS members stand to enhance the quality of their interactions with the public. This improved communication can positively influence community perceptions and foster greater willingness among community members to engage with the police in crime prevention and control efforts within their neighborhoods (Arisukwu et al., 2020).

6.2.3 PERCEIVED USEFULNESS

Wicaksono and Maharani (2020) define perceived usefulness as a person's or organisation's belief in a system that can facilitate their work. When someone doubts the system's ability to assist in their tasks, they are less likely to intend to use it. This belief in the system's usefulness is crucial to technology adoption. As Ince et al. (2020) assert, it relates to the extent to which individuals conceive that e-government, or in this case, social media, enhances their own value, especially for citizens. One of the primary reasons for police to adopt social media is their perception that it can enhance policing through community involvement. This aligns with the core principles of community policing, which emphasize problem-solving and community engagement through partnerships in preventing crime and enhancing public safety.

Police officers recognize that integrating social media can play a crucial role in addressing the challenges of crime and restoring order in their areas (Arisukwu et al., 2020). Research findings corroborate the significance of perceived usefulness in shaping the attitudes and behavioural intentions of police officers towards adopting social media. Moreover, these findings align with the notion that police officers believe social media can enhance their job performance (Gumpo et al., 2020).

6.2.4 SOCIAL INFLUENCE

Social influence plays a pivotal role in shaping the adoption of social media within the law enforcement community. A study conducted by Moloji and colleagues, demonstrates the substantial impact of social influence on police officers' embrace of social media (Moloji et al., 2022). In this context, the attitudes of police officers towards social media usage are profoundly influenced by the perceived expectations of their senior management and peers. When police

personnel believe that their superiors and colleagues anticipate them to integrate social media into their crime management strategies, a positive disposition towards utilizing social media emerges (Mutambara & Bayaga, 2020).

Examining the aspect of support from police management, it becomes evident that respondents have a varied spectrum of experiences. Some officers received tangible support from the management. This support includes providing mobile devices and internet access, which is pivotal for effective engagement with social media platforms. Furthermore, some officers have described receiving psychological support as encouragement and recognition for their efforts in harnessing technology for information collection and crime management. Notably, funding and training opportunities have also been made available to select police officers. Some officers have been supported by the management to attend IT training programs, to enhance their performance.

However, some police officers described the lack of support and training they received from their management regarding issuing mobile devices and internet access. There have been instances where police officers in lower ranks have not been considered eligible for internet access and the issuance of mobile devices by their management. The findings presented in Chapter Five highlight a strong consensus among police officers regarding the significant role of social influence in shaping their intentions to adopt social media to manage and address crime effectively. Within this context, it becomes evident that senior management and peers play pivotal roles in influencing social media integration within policing practices.

Furthermore, it is noteworthy that the broader community's expectations have evolved to include the seamless integration of social media in law enforcement activities. These expectations mirror the integration of digital technologies into various facets of daily life, such as banking, healthcare, and commerce. In examining the officers' willingness to advocate for the adoption of social media within their ranks, 96.0% indicated that they would encourage their colleagues to utilise and adopt social media for crime management. In contrast, 4.0% of respondents disagreed.

6.2.5 FACILITATING CONDITIONS

The literature underscores the crucial role of facilitating conditions as a determinant affecting the adoption of social media for crime management within the police force. Facilitating conditions were found to have significant impact on the behavioural intentions of police officers to embrace social media for these purposes. The respondents were asked if they had

the skills and ability to use and adopt social media for crime management. Almost half of respondents (47.0%) agreed that they possess the necessary skills and abilities for this task. In contrast, 53.0% of respondents, expressed that they do not have the requisite skills to effectively utilise social media in crime management.

Facilitating conditions play a crucial role in influencing social media adoption. This is primarily attributed to factors such as the absence of training opportunities or individuals' reluctance to embrace and utilise social media due to compatibility issues or resource limitations (Rahman et al., 2020). Among the survey respondents, 43.0% affirmed that they possessed the necessary resources for using and adopting social media, while 57.0% expressed their lack of access. However, to create an enabling environment for the effective utilisation of social media within the police force, it is imperative to invest in training archive personnel, equipping them with the essential skills, knowledge, and an understanding of the potential offered by new social media platforms (Ubale, 2020).

The behaviour of the employees is positively influenced by facilitating conditions and has a great significance for understanding social media adoption (Sombultawee, 2020). The research findings indicate a positive relationship between behavioural intention and facilitating condition with 69.0% of the respondent's expressing confidence in the SAPS providing professional assistance in case of any doubts regarding social media usage. However, 1.0% of the respondents strongly disagree, and another 1.0% disagree.

The respondents were queried about the desirability of utilising and embracing social media for crime management. Ninety two percent (92.0%) of respondents, endorsed using social media for crime management, even in a non-compulsory context. The influence of facilitating conditions on social media use and adoption is poised to serve as a moderator to enhance service delivery among police officers.

It is reasonable to expect that the adoption and utilisation of social media in policing should align seamlessly with other digital devices. According to Table 24, 82.0% of respondents concurred with this statement, while 18.0% disagreed. Facilitating conditions highlight the importance of having the necessary infrastructure, relevant skills, and supportive resources to enable the successful adoption of social media by police (Awa & Ukoha, 2020). The significance and benefits of this study emphasize the importance of training all members of the SAPS in using social media as a tool for managing crime. SAPS members stand to gain the

requisite skills, expertise, and academic qualifications from self-development to apply these social media skills in both proactive and reactive policing (Mabasa, et al., 2022).

6.3 RESEARCH FRAMEWORK

The review of social media literature related to the South African Police has highlighted the determinants that influence the adoption of social media for crime management. Six hypotheses, encompassing factors such as perceived usefulness, perceived ease of use, social influence, facilitating conditions, and management support, were examined within the framework of UTAUT. All six hypotheses received support, demonstrating the relevance of each determinant in identifying the factors that influence social media adoption. These hypotheses have direct effects on the intention to adopt social media and enhance individuals' intentions to adopt this technology. The study effectively elucidated the relationships between these hypotheses, with the results indicating that each determinant significantly impacts the adoption of social media.

The study utilised the UTAUT to investigate the factors influencing the intention to adopt social media. This choice of model was motivated by its relevance to understanding how the police force accepts and integrates social media into their operations. The determinants examined in the research encompassed intention to use, perceived ease of use, perceived usefulness, social influence, facilitating conditions, and top management support. This model was found to elucidate the variance in adopting social media effectively. The findings indicate that police are more likely to embrace social media for crime management when the technology aligns with their work processes. It is worth noting that the impact of usage and behavioural intention on the adoption of social media by police, as discussed in the reviewed literature, is well-supported by theoretical foundations outlined in chapters two and three.

The empirical findings from research employing the UTAUT affirm its value in comprehending the adoption of ICT-based innovations, mainly social media, within law enforcement (Qalati, et al., 2020). Nawi et al., (2019) revealed that empirical evidence has shown that facilitating conditions have a positive effect on the actual use of social media. Additionally, Nawi et al., (2019) presented empirical evidence indicating that facilitating conditions exert a positive influence on the actual utilisation of social media. Furthermore, their study also suggested that facilitating conditions impact the perceived relevance of social media as a tool among police. The theory posits that behavioural intention moderates the four

determinants studied: performance expectancy, effort expectancy, social influence, facilitating conditions, perceived usefulness, and perceived ease of use.

The determinants investigated in this study serve as direct predictors of the behavioural intention to use the social media platform under examination, with two directly influencing user behaviour. For instance, environmental facilitating conditions encompass factors such as time, financial resources, software, hardware, and other essential resources necessary for effective social media utilisation. In the context of this research, supplementary facilitating resources may encompass the availability of workstations, high-speed Internet bandwidth, accessibility of Wi-Fi for convenient access, and smartphones.

The study demonstrates that behavioural intention, perceived ease of use, and perceived usefulness are substantial factors contributing to the adoption of social media within the police force. As detailed in Table 18, the research findings have confirmed the acceptance of all six hypotheses. The UTAUT was selected as the appropriate theoretical foundation for this study. The model employed in this research elucidates 70.0% of the variance in the behavioural intention of police officers to adopt and utilise social media for crime management. An essential outcome of this research is the influence of variables outlined in the UTAUT in shaping the adoption of social media within the police force.

6.4 RECOMMENDATIONS

The South African Police Service (SAPS) can effectively adopt and utilise social media for crime management. This study has provided valuable insights into the significant factors that drive the adoption and use of social media within SAPS. As a result of the findings of this research, the following recommendations are made to enhance the generalizability and application of the study's results:

- Specialised units such as Crime Intelligence in the SAPS use social media in their investigations even though it is not an official tool to manage crime. Hence, some police responded that they knew how to use social media. The SAPS can adopt and use social media to investigate crime according to their specific needs.
- Effective decision-making is contingent upon available resources, including skills and knowledge. There is a need for a shift in the mindset of police management to foster innovative ideas that can seamlessly incorporate social media within police operations. It is recommended that training programs be implemented to raise awareness among police officers about the utility of social media and ensure that access to the Internet is

readily available. Additionally, public campaigns should be launched to educate the community about the advantages of social media, using resources such as posters, talks, and social media advertisements to promote and facilitate the widespread adoption of social media as a tool for crime management.

- The results indicate that some police officers lack proficiency in using social media and may require assistance and training to acquire the necessary knowledge and skills. Detectives, for example, should be well-versed in identifying and tracking social media users to facilitate more efficient investigations. There is a need for additional research studies on the intention to adopt social media for crime management, with a specific focus on rural stations or areas, to address issues related to access and utilization of social media in policing, particularly for their convenience. Furthermore, guidelines for police using social media as a crime-solving tool should be developed. However, the guidelines should be clear, concise, and user-friendly for effective incorporation into investigative processes.
- The results have also highlighted that most police officers lack the necessary resources to access social media. Social media can be a valuable tool for police to engage with the community. The South African Police must develop strategic measures to facilitate the widespread adoption of community police forum engagement and communication via social media platforms in South Africa. This initiative can potentially strengthen the relationship between the police and the community, ultimately enabling law enforcement officials to enforce laws more effectively.
- SAPS is generally self-sufficient in meeting the resource needs of its members, including mobile devices, workstations, connectivity, and services. However, the findings in Chapter Five indicate that financial support is still required to adopt social media successfully. The most critical factor identified was the need for improved facilitating conditions, which is understandable given the significant resource limitations that the police organization operates under. It is recommended that SAPS management increase the financial incentives for technology adoption to enhance social media adoption and interaction among police officers.
- The results showed that respondents strongly advocate for the inclusion of social media training in the early stages of basic police training. Therefore, it is recommended that training materials for social media usage be developed and incorporated into the existing curriculum of the SAPS.



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6.5 CONCLUSION

This research provides evidence of the influence of social media on police employees and its role in shaping their adaptability. The findings are relevant to individual experiences in adapting to new technologies. This chapter discusses the factors influencing the decision to adopt social media, as highlighted by the findings. The study empirically validates the research framework, with over 50.0% of the hypotheses receiving significant support. The statistical evidence confirms that the factors outlined in the UTAUT significantly enhance the intention to adopt social media among police officers. Furthermore, the study underscores the substantial impact of this intention on actual adoption. The discussion of the results also emphasizes the value of employing the UTAUT for studying social media adoption within law enforcement. The next chapter serves as the conclusion of this thesis, offering answers to the research questions defined in Chapter One. It will present the research contributions, discuss implications, and address the study's limitations.



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CHAPTER 7

CONCLUSION CHAPTER

7.1 INTRODUCTION

The researcher conducted a study on adopting social media for crime management to identify the determinants influencing the intention to adopt social media for this purpose. The study employed a quantitative approach and gathered data through a questionnaire distributed to police officers at the Zwelitsha provincial office. The collected data was subsequently processed and analysed. The discussion of the results underscored the utility of the UTAUT. All six hypotheses were tested and yielded positive results.

This chapter offers a comprehensive summary of the research endeavour and is organised into eight sections. It represents the research's contributions, implications, and limitations and suggests possibilities for future work. Section 7.2 provides a summary of the literature framework adopted by the study. Section 7.3 briefly describes the challenges faced by the police. Section 7.4 aims to elucidate the research questions and objectives, incorporating a summary of the findings. Section 7.5 highlights the theoretical contributions of the research. Section 7.6 outlines the research methodology. Section 7.8 provides a concise overview of the significant findings of this research.



Section 7.8 aims to elucidate the practical contributions by exploring the implications of the research findings. This section is subdivided into three subsections: Section 7.8.1 presents the theoretical contributions, Section 7.8.2 discusses the practical contributions, and Section 7.8.3 briefly examines the implications of the findings for policy contributions. Following this section is Section 7.9, which delves into a discussion of the research limitations. Lastly, Section 7.10 summarises the chapter and its place in the research.

7.2 SUMMARY OF THE LITERATURE REVIEW

The availability of social media plays a crucial role in facilitating effective policing within SAPS. The adoption of social media is a pivotal aspect of this study as it enables law enforcement to readily access information that can aid criminal investigations and court proceedings. Social media offers numerous advantages to policing, including enhancing interaction among police officers (Breines et al., 2020). Consequently, social media can play a significant role in law enforcement's efforts to manage and combat crime.

The research has identified a positive relationship between the social influence construct and the intention to use social media. Social media platforms enable law enforcement to establish and maintain social relationships while enhancing work performance. These platforms facilitate interactions not only among police officers but also between the police and the community, all in pursuit of maximizing value for both the community and the organisation. This approach promotes transparency and open communication between community members and the police, ultimately fostering trust in law enforcement and paving the way for collaborative problem-solving solutions (Tiry et al., 2019).

The literature review revealed a limited body of research focusing on the adoption and utilisation of social media among police for crime management. Consequently, the UTAUT was employed to examine the intentions of police officers to accept and adopt social media within their organisations (Humaid & Ibrahim, 2019). The study found a significant relationship between computer self-efficacy and various other factors, including perceived ease of use, perceived usefulness, behavioural intention to adopt, social influence, and facilitating conditions. The findings asserted that the degree to which police officers are convinced that utilising social media can contribute to delivering high-quality services in community protection may influence their readiness and intentions to adopt and use social media for crime management (Lulin et al., 2020).

7.3 RE-CAP OF THE RESEARCH QUESTION AND OBJECTIVES

The primary objective of this study is to investigate the determinants influencing the intention of police officers in the SAPS provincial office in Zwelitsha to adopt social media for crime management. The research objectives outlined above were addressed through the literature review in Chapters 2 and 3. The researcher advocates for social media adoption within the police force for crime management. The study aimed to explore the factors that shape the intention to adopt social media within the SAPS Zwelitsha provincial office for crime management. SAPS police stations rely on computer systems to document reported crimes, as discussed in Chapter one.

However, not all police officers have access to computers for these tasks, which require physical visits to the station. This lack of resources hampers effective service delivery despite the growing number of computer users and employed police officers. ICT tools present an alternative to traditional methods of crime management.

Social media is a technology that offers numerous platforms for communication with the public. Many organisations have adopted it to enhance their operations and sustainability. However, some organisations, like SAPS, have not embraced social media; they perceive it as a challenge to their culture and values rather than as an opportunity for improvement (Ramawela & Chukwuere, 2020).

Social media platforms represent a significant technological resource the SAPS can strategically leverage to enhance efficiency and productivity. While SAPS already has some police officers with designated social media accounts, such as Facebook, the organisation must provide formal training and education to its personnel regarding the use and advantages of social media in policing (Peters & Ojedokun, 2019).

While there are significant benefits to using social media in crime management, it is essential to recognize that not all police officers will readily adopt it. Several potential reasons for this reluctance include a lack of technical knowledge and limited Internet access. Additionally, inadequate ICT infrastructure, a lack of support from management, and concerns about the negative moral and social consequences associated with traditional social media use (Lubua et al., 2017). Many developing countries struggle with financial constraints that hinder infrastructure development and the cultivation of a skilled population to support technological advancements. Despite these challenges, evidence suggests that developing countries have been adopting ICT faster than developed nations in recent decades (Jere, 2020). Regardless of any negative perceptions regarding the adoption of social media, this study recognizes its potential power to facilitate information sharing within the policing process (Lubua et al., 2017).

The collected data from respondents underwent processing and analysis. The UTAUT was selected to investigate the adoption of social media, focusing on understanding user intentions for managing crime. The model examines determinants influencing the intention to adopt, driving the primary research question based on hypotheses. The rationale for conducting this research, along with the main research question, research sub-questions, and the study's background, was discussed in Chapter 1 of this thesis. Chapter 2 examined the potential advantages and disadvantages of social media adoption for SAPS, exploring social media platforms that could be employed for crime management. It provided insights into the benefits of adopting social media and explained its role in policing.

In Chapter 3, the discussion shifted to barriers to adopting social media within the UTAUT, examining factors that could hinder the adoption. Chapter 4 focused on the research methodology, detailing the research approach and methods to achieve the study's objectives. This chapter outlined the scope of the study. Chapter 5 focused on participant data collection, subsequent analysis, and interpretation. Chapter 6 discusses the main findings of the research and the contribution of the research, implications, limitations, and future research. The current chapter aims to discuss the findings presented in Chapter Five of the study.

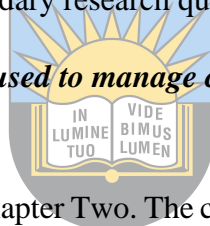
7.3.1 Research Questions

What are the determinants that influence the adoption of social media to manage crime among police officers at the Zwelitsha Provincial Office?

7.3.1.1 Sub-Research Questions

The research sub-questions of this research project were formulated to investigate and solve the main research question. The secondary research questions are as follows:

7.3.1.1.1 How can social media be used to manage crime by the South African Police Service?



This sub-question was addressed in Chapter Two. The chapter provided the discussion of social media use by police officers to manage crime. It further investigated the determinants that may affect the police officer in the intention to adopt social media to manage crime. Social media platforms that police can use and adopt were discussed in chapter two. The discussion of platforms were followed by the examples of social media channels and advantages of social media use by police.

7.3.1.1.2 What are the barriers to using social media to manage crime among police officers at Zwelitsha provincial office?

This research sub-question was addressed in Chapter Three. The research sub-question investigated the barriers to the adoption of social media and their influence in social media adoption. A detailed discussion on perceived ease of use, perceived usefulness, social influence, and facilitating conditions which were mentioned as the barriers to the adoption were identified and discussed in chapter three.

7.4 METHODOLOGY

This study investigated the adoption and utilisation of social media by police, aiming to identify the factors influencing their decision to integrate this technology. Respondents were requested to complete a questionnaire provided by the researcher, and they were allowed to participate anonymously. The questionnaire items were derived from the previous studies. A total of 400 questionnaires were distributed, with 206 police officers responding. The study employed reliable and effective scales, as all variable scales exhibited a Cronbach's Alpha coefficient above the accepted threshold of 0.7 for this study. To assess the validity of the measurement model, goodness-of-fit measures were employed. The researcher recommends establishing a formalized platform for use by SAPS and community members in managing crime (Muwanga-Zake & Herselman, 2017).

7.5 THEORETICAL FRAMEWORK

This research study employed the UTAUT to examine individual intentions to adopt social media for managing crime within the police force. UTAUT was chosen to comprehensively understand the factors influencing police officers when adopting social media. These determinants encompass perceived usefulness, perceived ease of use, behavioural intention by police officers, social influence, facilitating conditions, and top management support. The theoretical framework posits that these determinants collectively influence the adoption of social media. Thus, the study utilized the UTAUT to elucidate the adoption and utilisation of social media by police.

7.6 DISCUSSION OF FINDINGS WITH THE EXTENT LITERATURE

A significant contribution of this study was the investigation of the determinants influencing the adoption of social media by police. In Figure 5, the UTAUT illustrates the factors that impact the adoption of social media for crime management. The results obtained from the questionnaire responses indicate that police officers' adoption of social media is influenced by several critical factors, including perceived usefulness, perceived ease of use, behavioural intention, social influence, facilitating conditions, and top management support. These determinants play a crucial role in shaping the intention of police officers to adopt social media.

Using survey to collect data from police officers, the researcher found that while some officers were knowledgeable about using social media in their investigations, it was not an officially sanctioned tool. Many of the findings align with existing research on social media, but there

were unique outcomes specific to police officers. Some respondents indicated some experience with social media in their cases, but it was not prevalent enough to conclude that the police force widely used it. Nevertheless, the results support the idea that social media can benefit law enforcement in managing and addressing crime.

The research findings align with those of Peters and Ojedokun (2019), indicating that most police officers use social media on their mobile phones to communicate. The results revealed that respondents were inclined to adopt social media despite departmental challenges. Regarding the training of police officers in the utilization and adoption of social media, the findings underscore the necessity for police management support to provide training on the effective use of social media for policing and crime prevention duties. Additionally, all research respondents expressed a desire to attend technology training sessions to facilitate the effective adoption of social media. It was evident that police officers lacked sufficient knowledge and training in using social media for crime management.

The study presents empirical evidence regarding the impact of perceived ease of use, perceived usefulness, facilitating conditions, and social influence on adopting social media as an organizational platform. These findings align with the research of Nawi et al. (2019), indicating that these factors have a significantly positive effect on the adoption of social media. This research explored both social media usage and the intention to adopt it. The relationships between the hypotheses were identified as the intention to adopt social media, drawing upon the core determinants of the UTAUT (Jayaseelan et al., 2020).

The literature review has revealed that behavioural intention to adopt is often influenced by perceived ease of use and benefits (Li et al., 2021). The findings of this study corroborate this perspective, indicating a positive relationship between perceived ease of use and the intention to adopt. This suggests that SAPS provincial police officers perceive social media as a valuable tool that enhances productivity and efficiency (Wong et al., 2019). The study aims to explore social media adoption and its utilization within SAPS provincial offices while examining the determinants that impact the intention to use. Based on the results, it becomes evident that if police officer believes that adopting social media will enhance their performance, they are more likely to embrace and utilize it.

7.7 CONTRIBUTION OF THE STUDY

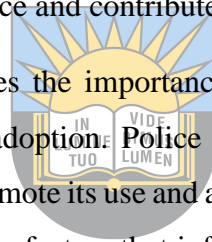
The results in the previous chapter also highlight implications for theory and practice in adopting social media. SAPS can benefit from social media technology, and organizational

policies should align with user requirements (Nijjer & Raj, 2019). This study applied a conceptual model based on UTAUT, merging new constructs with the proposed model grounded in earlier literature (Almaiah & Nasereddin, 2020). As a result, this research has contributed to both the theoretical and empirical knowledge in the field of crime management. The present study has introduced new insights into the influence of social media and its contribution to the quality of service in policing.

7.7.1 Theoretical Contribution

The findings have identified that the proposed theoretical model effectively explains the factors influencing police officers' continued intention to use social media. In the context of continued intention, significant factors include perceived usefulness, perceived ease of use, social influence, and facilitating conditions. Introducing social media in policing aims to enhance ongoing service delivery processes and facilitate effective organizational interaction. The study's findings underscore the promotion of social media adoption for crime management, as it significantly enhances performance and contributes to organizational transformation.

Additionally, this research emphasizes the importance of awareness and training on social media for police officers before its adoption. Police officers require training to understand better how social media works and promote its use and adoption. This research has significantly contributed to our understanding of the factors that influence social media users' intentions to adopt it for crime management.



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7.7.2 Practitioner Contribution

The study advises management on transitioning police officers from traditional crime management methods by enhancing their perceptions of ease of use and usefulness. It is recommended that police management actively engage with social media users and the community to communicate organizational strategies and demonstrate personal care. Additionally, it recommends that police management employ various strategies and design principles, along with national instructions for developing social media platforms, to facilitate timely engagement with the community. This implies that management should allocate additional financial resources toward social media technology to promote its adoption and utilization by the police.

7.7.3 Policy Contribution

Developing a comprehensive policy for implementing technology in crime management is crucial. Such a policy should serve as a framework that explicitly addresses associated risks in

social media adoption, ultimately enhancing effective social media utilization. Furthermore, SAPS management can employ a strategic approach to create an internal social media platform, thereby maximizing the organisation's benefits from social media usage. This research contributes to the development and communication of policies for the adoption of social media. Consequently, SAPS must formulate a policy regarding personnel adoption and use of social media for law enforcement. This research underscores the importance of policymakers being transparent and forthright to motivate and educate top management within the police organisation about the advantages of adopting and utilizing social media.

7.8 LIMITATIONS OF THE STUDY

The study was conducted at the Zwelitsha provincial office, where most technology systems are active and in use. However, it is essential to acknowledge some limitations in this research that necessitate careful and methodical interpretation of the results. Gathering data faced challenges, as some police officers objected to filling out the questionnaires. Additionally, most of the respondents in this study were situated at the provincial office rather than at the ground level in police stations where most crime occurs and is managed within the organisation. Consequently, the responses from the police officers may be biased, reflecting their current opinions about social media adoption. As they gain more experience in using social media, their perceptions may evolve. SAPS management plays a pivotal role in promoting the adoption of social media. They can expedite the implementation of social media within the organisation to encourage their members toward its adoption.

7.9 CONCLUSION

This study examined the determinants influencing the adoption of social media for crime management, contributing significantly to our understanding and knowledge of social media adoption. The research has demonstrated the applicability of the UTAUT in explaining police agencies' adoption of social media. The study recommends that the South African Police take proactive measures to establish strategic initiatives that promote police-citizen engagement and communication through social media platforms, fostering widespread acceptance and utilization throughout South Africa. Such steps can significantly assist the police organisation in achieving its goals and improving overall efficiency.

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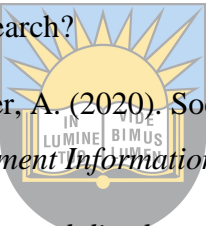
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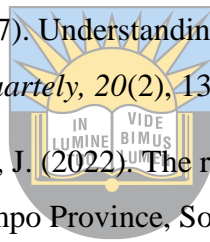
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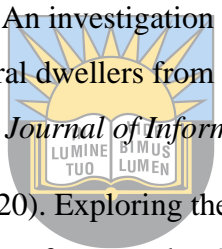
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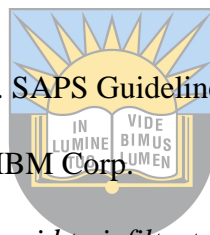
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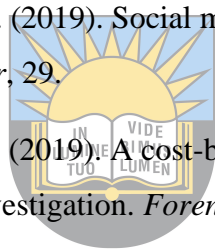
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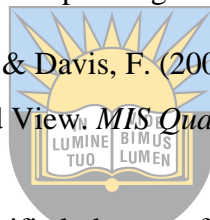
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9. APPENDICES

Appendix 1: Ethical Clearance Certificate



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ETHICS CLEARANCE REC-270710-028-RA Level 01

Project Number:	CHI041SKWE01
Project title:	Determinants of the intention to adopt social media to manage crime: The case of police officers at Zwelitsha provincial office.
Qualification:	Masters in Information Systems (Full Dissertation)
Student name:	Nyameka Kwetani
Registration number:	201916992
Supervisor:	Prof W.T Chinyamurindi
Department:	Information Systems
Co-supervisor:	Prof L Cilliers

On behalf of the University of Fort Hare's Research Ethics Committee (UREC) I hereby grant ethics approval for CHI041SKWE01. This approval is valid for 12 months from the date of approval. Renewal of approval must be applied for BEFORE termination of this approval period. Renewal is subject to receipt of a satisfactory progress report. The approval covers the undertakings contained in the above-mentioned project and research instrument(s). The research may commence as from the 01/12/20, using the reference number indicated above.

Note that should any other instruments be required or amendments become necessary, these require separate authorisation.

Please note that UREC must be informed immediately of

- Any material changes in the conditions or undertakings mentioned in the document;
- Any material breaches of ethical undertakings or events that impact upon the ethical conduct of the research.

The student must report to the UREC in the prescribed format, where applicable, annually, and at the end of the project, in respect of ethical compliance.

UREC retains the right to

- Withdraw or amend this approval if
 - Any unethical principal or practices are revealed or suspected;
 - Relevant information has been withheld or misrepresented;
 - Regulatory changes of whatsoever nature so require;
 - The conditions contained in the Certificate have not been adhered to.
- Request access to any information or data at any time during the course or after completion of the project.

Your compliance with Department of Health 2015 guidelines and any other applicable regulatory instruments and with UREC ethics requirements as contained in UREC policies and standard operating procedures is implied.

UREC wishes you well in your research.

Yours sincerely



Professor Renuka Vithal
Chairperson: University Research Ethics Committee
22 February 2021

Appendix 2: Informed consent and research questionnaire (in English)

Determinants of the intention to adopt social media to manage crime: The case of police officers at Zwelitsha Provincial office.

Ethical Clearance Number: [CHI041SKWE01]

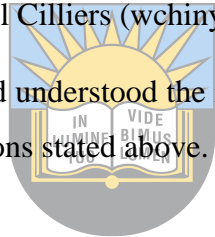
Dear Participant,

Please find a questionnaire exploring the use of social media amongst the police officers to fight crime. This study forms the research component of my Master’s degree qualification in Information Systems at the University of Fort Hare. Any information that is obtained in connection with this study, and that can be identified with you, will remain confidential. Confidentiality will be maintained by means of using coding procedures. The respondents are not required to write their names on the questionnaires. If you have any questions or concerns about the research, please feel free to contact myself Ms Nyameka Kwetani or my supervisors: Profs Willie Chinyamurindi and Liezel Cilliers (wchinyamurindi@ufh.ac.za).

Please tick below if you have read and understood the information provided above, and agree to take part in the study under conditions stated above.

I agree to participate

I do not agree to participate



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Your support will be greatly valued.

SECTION A: BIOGRAPHICAL INFORMATION [Please tick against the option that best identifies you].

1. Gender	Male	Female				
2. Ethnic Group	Black African	Coloured	White	Indian	Other	
3. Age	Below 20 Years	20-25 Years	26-30 Years	31-40 Years	Above 41 Years	
4. Computer Knowledge	Great	Good	Average	Not So Good		
5. Highest Educational Qualifications	Matric	Certificate	Diploma	Degree	Postgraduate Degree	Other
6. Years Work Experience	Less than 1 Year	1-5 Years	6-10 Years	11-15 Years	16-20 Years	Over 20 Years

6. Please write down your rank within the South African Police Service:
.....

SECTION B: MAIN QUESTIONNAIRE

For each of the statements below, please mark with an **X** the number that best describes how much you agree or disagree with the statement: Strongly Disagree (SD) Disagree (D) Neutral (N) Agree (A) Strongly Agree (SA)

I strongly disagree	I disagree	I am not sure	I agree	I strongly agree
1	2	3	4	5

		1	2	3	4	5
1	Computer Self-Efficacy					
a)	I had never used social media before.					
b)	I had only the social media account manual for reference.					
c)	I have never seen someone else use social media before but trying it myself.					
d)	I can use built-in-help facilities for assistance in social media.					
e)	I can be confident if I could deal effectively with social media sites.					
f)	I can always manage to solve difficult problems if I try hard enough social media to utilise.					
2	Perceived Usefulness	1	2	3	4	5
a)	Using social media sites to perform my job improves my job performance.					
b)	Using social media improves my work effectiveness as police officer.					
c)	Using social media enhances my work productivity.					
d)	I find using social media to be useful in my work activities.					
e)	Social media is a useful tool to manage crime.					
f)	Using social media improves the quality of work I do.					
3	Perceived Ease of Use	1	2	3	4	5
a)	My intention with the adoption and use of social media is clear and understandable.					
b)	Interacting with social media activities does not require a lot of my mental effort.					
c)	I find the social media site to be easy to use.					
4	Behavioural Intention to Adopt social media	1	2	3	4	5
a)	I intend to adopt and use social media to fight crime assuming it is accessible to me.					
b)	In the future every police officer shall be enabled to adopt and use social media at work.					
c)	Nowadays every police trainee shall be taught in the use and adoption of social media.					
5	Social Influence	1	2	3	4	5
a)	Social media is used and adopted by most people surrounding me.					
b)	I will encourage my colleagues to adopt social media to manage crime					
c)	I will adopt social media because my management require it.					
d)	My leaders would think that I should adopt social media to manage crime					
6	Facilitating conditions	1	2	3	4	5
a)	I have skills and abilities to use and adopt social media to manage crime					
b)	I have the necessary resources to use social media technologies.					
c)	If I have doubts about how to use social media, there will be professionals to help me.					
d)	I have access to the financial support, I need to use and adopt social media.					
e)	It would be good to use and adopt social media in work, even if it is not compulsory.					
f)	I would expect the adoption and use of social media in policing to be compatible with other digital devises I use.					

Appendix 3: Turnitin Report

N Kwetani

Final dissertation 2023

ORIGINALITY REPORT

15%	10%	10%	6%
SIMILARITY INDEX	INTERNET SOURCES	PUBLICATIONS	STUDENT PAPERS

PRIMARY SOURCES

1	"Social Media: The Good, the Bad, and the Ugly", Springer Science and Business Media LLC, 2016 Publication	1%
2	scholar.sun.ac.za Internet Source	1%
3	hdl.handle.net Internet Source	1%
4	Submitted to University of Stellenbosch, South Africa Student Paper	1%
5	Submitted to Brunel University Student Paper	1%
6	Submitted to Northcentral Student Paper	<1%
7	Ngozi Eje Uduma, Chinedu Jude Nwasum, Ezinne Chioma Abaneme, Enuma Icha -Ituma. "We are watching them as they post: a mirror into the Nigerian Police Force use of social	<1%

Appendix 4: Proofreader certificate



EDITING CERTIFICATE

TO WHOM IT MAY CONCERN

I, Kudzai Mhepo, acknowledge that I did the language editing of the

Masters Degree in Information systems Dissertation

by

Nyameka Kwetani

Student Number: 201606387

The title is:

**DETERMINANTS OF THE INTENTION TO ADOPT SOCIAL MEDIA TO MANAGE
CRIME: THE CASE OF POLICE OFFICERS AT ZWELITSHA PROVINCIAL OFFICE**

Details of the language editing are evident in the version of the article in track changes and with comments for the author's attention. The quality of the final document, in terms of language, formatting and references remains the author's responsibility.

A handwritten signature in black ink, appearing to read 'K Mhepo'.

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