



**THE USE OF SOCIAL MEDIA AS INFORMATION DISSEMINATION
TOOL AND THE MINISTRY OF INFORMATION'S COMMUNICATION
OF PUBLIC POLICIES IN GHANA: A CASE OF INTERNET USE BY
THE INFORMATION SERVICES DEPARTMENT, ACCRA**

BY

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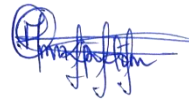
DECLARATION

CANDIDATES' DECLARATION

We hereby declare that this dissertation is the result of my original research, and that no part of it has been presented for another degree in this institute or elsewhere. I am solely responsible for any shortcomings.

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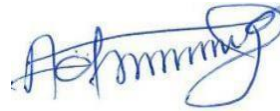
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SUPERVISOR'S CERTIFICATION

I hereby certify that the preparation of this dissertation was supervised by me in accordance with the guidelines of supervision of dissertation laid down by Ghana Institute of Journalism.

DR. COLLINSADU-BEMPAH BROBBEY

Supervisor



Signature 20TH SEPTEMBER 2024

DEDICATION

I dedicate this dissertation to God Almighty, dear parents.

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I would like to acknowledge the efforts of everyone that have played diverse roles to make this study a success.

First, I would like to thank the Almighty God for guiding us and giving us the needed strength to finish this dissertation within the stipulated time.

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ABSTRACT

This study focused on the use of social media as a tool for information dissemination by the Ministry of Information to communicate public policies in Ghana using the Information Services Department deployment of internet as a case study. The growing importance of social media use in the public institutions as a key medium of communication has led to a fundamental change in disseminating public policies to the citizens. Although, scholarly research has provided theories, frameworks, and models on the development and use of social media, there exists a gap in the literature in examining the relationship between the use of social media and communication of public policy. Most existing research on the use of social media turns to focus on its use in relation to private sector organizations at the neglect of non-profit organizations. This study deployed the mixed methods research design and with the help of purposive and convenient sampling techniques to collect data and analyze how the use of social media for information dissemination and the Ministry of Information's communication of public policies in Ghana: a case of internet use by the Information Services Department, Accra. Findings revealed that unfortunately, there is limited research on the use of social media in public policy dissemination and policy feedback. This void is more pronounced in developing countries where the use and adoption of social media are rapidly increasing it concludes that social media is a powerful communication tool that Information Services Department could deploy for information dissemination particularly, to communicate public policies in Ghana. This study recommends that Ministry of Information as well as Information Services Department should increase their participation and deployment of the social media channels such as Facebook, Twitter, Instagram and LinkedIn to communicate public policies to Ghanaians.

Keywords: Ghana; information dissemination; Ministry of Information; Communication; public policies; internet; Information Services Department

CHAPTER ONE

GENERAL OVERVIEW AND BACKGROUND TO THE STUDY

1.0 Introduction

The rapid penetration of social media in society has increased the possibilities for citizens to raise their voices, and to gain political attention. Citizens use social media to strategically frame their demands, and to mobilize people around these frames (Bennet & Segerberg, 2012). They use social media to explore and organize new forms of alternative knowledge that challenge the knowledge base that is used by policymakers (Dorsman et al., 2015). As a result, public policymakers have increasingly to deal with the mobilization, framing and frame-alignment potential of social media. However, policymakers also use social media for new forms of solicited participation for citizens and stakeholders in policy processes. An example is crowdsourcing, by which knowledge is gathered from the general public in an open call for anyone to participate in an online policy task (Aitamurto & Landemore, 2014, 2015).

Previously, public communication was largely conducted by a limited set of actors including policymakers, companies, and other groups such as journalists (Poushter, Bishop, & Chwe, 2018; Chadwick, 2006). The spread and adoption of social media have transformed information diffusion, reduced information asymmetry, and created challenges for policymakers in managing and disseminating public policy (Poushter, Bishop, & Chwe, 2018). Therefore, social media has the potential, if harnessed effectively, to bridge the gap of delayed communication, and subsequently provide an opportunity for the creation of interactive public policy communication systems.

The growing importance of social media use in the public institutions as a key medium of communication has led to a fundamental change in disseminating public policies to the citizens of Ghana (Internet World Statistics, 2019). Accordingly, more than 10 million Ghanaians, approximately 39% of the population, had access to the Internet in 2019; further, 4.9 million Ghanaians are active Facebook users. Indeed, the 2019 statistics revealed that Internet usage per capita access rate grew consistently from 0.2% in 2000 to 39% in 2019 (Internet World Statistics, 2019). Despite the increasing Internet access, its potential benefit to the state, particularly the Internet enabled technologies have remained largely untapped (Dalberg, 2013).

For instance, during the 2016 failed coup d'état attempt in Turkey, social media technology played a critical role in rallying citizens to stand up for democracy and firmly fight against the soldiers leading the insurrection (Uras, 2016). A report by Al Jazeera stated, "President Recep Tayyip Erdogan sent a mobile phone text message to the public for them to take to the streets against the coup plotters" (Uras, 2016, p. 5). This call rallied the citizens together to foil the coup d'état attempt. The diversity and availability of social media to the Ghanaian populace is exhilarating, liberating, and challenging for policymakers to comprehend. One of the key challenges is, understanding how policymakers can harness the interactive nature of social media to enhance greater engagement with citizens regarding public policy.

Although there is scholarly research which provide theories, frameworks, and models on the development and use of social media, there exists a gap in the literature in examining the relationship, or lack thereof, between social media usage and public policy communication. Most of the existing research on the use of social media has focused on its use in relation to private sector organizations and non-profit organizations. Unfortunately, there is limited research on the use of social media in public policy dissemination and policy feedback. This void is more

pronounced in developing countries where the use and adoption of social media are rapidly increasing (Poushter, Bishop, & Chwe, 2018).

Despite the challenges in measuring the impact of social media technologies, Dalberg (2013) provided substantial evidence on how such communication approaches could help achieve both social and economic goals. Social media platforms appear to change how people access news and information daily as these platforms offer instant news with consistent updates on development (Anderson & Chaumont, 2014). The rate of dissemination of social media is fast and significant in such a way that many public and private organizations are restructuring how they engage their stakeholders and constituents. For example, media organizations like British Broadcasting Corporation, Cable News Network (CNN), and Al Jazeera are tapping into the newsgathering potential of social media technologies to engage with their audiences and distribute news

(Newman, 2009). As a public service organization, the Ministry of Information has the mandate to provide and disseminate information on government policies, programs, and activities to the public. It is therefore imperative to explore various ways to reach various target groups to make the maximum impact as possible. The channels and mechanisms of policy communication are very important to generate the kind of response that may inform policy or impact lives. Thus, the focus of my research is to explore how the government of Ghana, through its Ministry of Information, could harness the potential of social media use in policy communication as a form of social inclusion in the delivery of services and formulation of policies.

1.1 Statement of Problem

Social media use and the influence on public policy dissemination raises a number of controversies whether and how social media provide a new opportunity structure for citizens, in unsolicited and solicited forms of public participation, to influence policymaking. Whether they change the structure for gaining access to the domains where proximate policymakers fulfil their tasks or social media enhance citizens' discursive power in terms of frames, arguments and knowledge. Public policy processes are based on shared understandings about the structure of problems ('problem finding'), and ways of settling or domesticating them ('problem solving'). This study adopts Hoppe's concept of 'problem structuring', which connects problem finding and problem solving, and refers to the search and evaluation of competing problem representations. Problem structuring involves analytical as well as political activities (Hoppe, 2010: 27). Moreover, it involves the participation of citizens and other, more proximate political players. Our starting point is the expectation that social media influences the opportunity structure for political mobilization.

However, as noted by Hoppe (2010: 45), it is far from clear "whether these new political communication channels provide functionally equivalent mechanisms for exerting some control on proximate policymakers", in comparison with the traditional indirect mechanisms of representative democracy and interest group representation. This, in turn, raises the issue what the normative implications of social media-enabled citizen participation are for the democratic institutions of the polity.

The central question of this study is: how social media usage by governmental actors and citizens affects the processes, by which shared understandings about societal problems and policy solutions are generated, contested and sustained. The volume of literature attests to the fact that social media

has changed the ways individuals and institutions convey information. Person-to-person communication facilitates immediate, unfiltered, and bidirectional correspondence between individual clients, group and associations (Zheng, 2023; Poushter, Bishop, & Chwe, 2018; Uras, 2016; Chadwick, 2006). Indeed, public institutions and government organizations have started to respond to the public's new demand for more noteworthy correspondence by using online networking methods to connect with their constituents (Mergel, 2012). In general, person-to-person communication, which is another unique feature of social media technology, offers a unique opportunity for the government to interface with citizens. This present study explores the use of social media technologies as a mechanism of engaging the citizenry in the government's policy communication.

The Ministry of Information of Ghana, the state institution responsible for government public relations, is confronted with a real-time information society with limited ability to provide real-time policy information. This lack of timely policy information has created gaps in the flow of information needed by the public to decide on issues for popular support and compliance with government regulations; it has also affected the productivity of individuals, groups, and corporate institutions (Ahmed, Abed, Hassoon & Ahmed, 2016). For instance, in 2015, the lack of real-time information on mitigating plans by the government on the energy crises in Ghana negatively affected the productivity of both individuals and corporate organizations (Acquah-Hayford, 2015). Indeed, the channels and mechanisms of policy communication are vital to generate public involvement and acceptance. For example, on July 5, 2016, the Supreme Court directed the Electoral Commission of Ghana (EC) to publicize the list of deleted persons from the national voters' register with immediate effect (Electoral Commission Report, 2016). The standard practice was to publish the names in the newspapers or post flyers with the listed names in affected polling

stations. However, the EC integrated technology and increased transparency by publishing the list of affected persons on the EC website and various social media platforms along with the procedure for correcting the anomaly (Electoral Commission Report, 2016). Such promptness, facilitated by the use of social media technology, provided the public with the appropriate policy information for them to take action. Most of the existing research on the use of social media has focused on its use in relation to private sector organizations and non-profit-organizations. There is limited research in the use of social media in public policy dissemination and policy feedback.

The present studies raise a number of critical questions about how government uses social media in its policy communication to encourage discussions that may generate feedback. The controversy over the scholarly debates on social media use and the public policy communications turn to generate further questions to unravel the dynamics and trajectories of the social media potentialities yet the public institutions turn to underutilize it hence this study argues that social media use and the public policy communication in the non-profit organisations has inadequately received empirical studies. To delve into the reason d'etre of this knowledge gap, the following questions are imperative.

1.2 Research Questions

The study addressed the following research questions:

1. Is the Information Services Department use of Facebook and Twitter to disseminate public polices to Ghanaians reliable?
2. How satisfaction are the levels of the use of Facebook and Twitter by the Information Services Department to disseminate public policies to Ghanaians?

3. How effective is the use of Facebook and Twitter by the Information Services Department to disseminate public policies to Ghanaians
4. How impactful is the policymakers harnessing of the interactive nature of Facebook and Twitter used by the Information Service Department in the dissemination of public policies to Ghanaians.?
5. How do policymakers harness the interactive nature of Facebook and Twitter in the dissemination of public policies to Ghanaians?

1.3 Research Objectives

This study has twofold objectives namely broad and specific. Broadly speaking this study explores the use of social media as a tool for information dissemination by the Ministry of Information to communicate public policies in Ghana using the Information Services Department's use of internet as a case study.. However, specifically, it sought to

1. Explore whether the Information Services Department use of Facebook and Twitter to disseminate public policies to Ghanaians is reliable.
- 2, Unearth the satisfaction levels of the use of Facebook and Twitter by the Information Services Department to disseminate public policies to Ghanaians.
3. Evaluate the effectiveness of the use of Facebook and Twitter by the Information Services Department to disseminate public policies to Ghanaians.
4. Examine how impactful policymakers harness the interactive nature of Facebook and Twitter used by the Information Service Department in the dissemination of public policies to Ghanaians.

5. Determine how Facebook and Twitter complement traditional forms of communication to help in real time public policies dissemination to Ghanaians.

1.4. Scope of the Study

This study focuses on the use of social media in policy communication within the Ministry of Information of Ghana. The sample for the study is limited to employees at the Ministry of Information who are responsible for the development and management of information in their respective public organizations and regularly interact with their publics to provide or deliver information and publics who wish to receive more information on public policies provided by government through the Ministry of Information. Various data collection methods (i.e., interviews, observation, examination of website content, and media monitoring reports) will be used to collect and analyze the use of social media in terms of accessibility, interaction, and understanding of public policies.

1.5 Significance of the Study

This study intends to enhance the use of social media as a tool for communicating public policy from the government to the Ghanaian citizens by addressing the effectiveness of using social media as a mechanism for public policy communication. The result of the study informs policy decisions, as well as serving as a source of reference for other researchers in the subject area. The study contributes to public policy literature by providing insightful research findings on social media as mechanisms for policy communication bringing governance closer to the constituents and making the government more accountable and transparent. In so doing, bring governance closer to the constituents and make government more accountable and transparent.

1.6 Broad Narrative of the Study

There are five chapters in this study. The first chapter covers the general overview and background to the study, introduction, statement of problem, research questions, research objectives, scope of the study, significance of the study, and structure of the study. Chapter two consists of an introduction, theoretical foundation, review of related and relevant literature, basic assumption, conceptual framework, operational definitions of concepts, research importance, and conclusion. Methodology, methods, research design, population, sampling techniques, sample frame and size, data collecting tools, data sources, data analysis procedures, and limits and de-limitations are all covered in Chapter Three. The penultimate chapter, Chapter 4, analyzes and discusses major findings, while Chapter 5 summarizes the key findings, draws conclusions, and offers some recommendations

CHAPTER 2

LITERATURE REVIEW

2.0. Introduction

The literature review here is a detailed and a critical assessment of prior research on the subject “the use of social media in public policy communication”. This chapter therefore reviewed related and relevant literature on the use of social media as a tool for communicating government public policies particularly from the government to the Ghanaian citizens by assessing the effectiveness of using social media as a mechanism for public policy communication in Ghana. The literature review first of all, identifies the theoretical foundation and discusses it in the context of the research assumption, secondly, it reviews the related and relevant studies to ascertain and to confirm the knowledge gap(s) that necessitated the conduct of this research, thirdly, it identifies the key concepts and terms, then, it conceptualizes through provision of definitions of concepts and contextualizes by providing the operational definitions of the relevant terms or the key concepts relative to the subject under studied. Fourthly, it presents the relevance by reflecting on the importance of the study and lastly, the chapter summarizes the theoretical analysis and draws conclusion based on the theoretical discussions and the elucidation of the understanding of the knowledge gap(s) this study unravels.

2.1 Theoretical Foundation

Theoretical foundation plays a crucial role in helping the reader to appreciate the nature and scope of the research problem and also provides guidance and support for the direction of the research study as theory always seek to uncover solutions to fundamental inquiries. This theoretical

exposition provided in this section is a structure that offers a comprehensive approach to the problem of this study. Thus, this study is grounded in mosaic of prominent theories that have shaped reader's understanding of a general overview of the theories and principles often discussed in the context of public policy dissemination literature by providing insightful research findings on the use of social media as mechanisms for public policy communication, bringing governance closer to the constituents, and making the government more accountable and transparent. The theories include the followings

2.1.1. Affordance Theory

Kushagra Agrawal (2023) argues that Affordance theory suggests that the affordances of a medium or technology determine how people interact with it. According to this theory, social media has the ability to enable new forms of communication and interactions that weren't possible before. Social media communication is a powerful communication medium, with widespread influence over cities as well as remote areas. However, it is only part of the digital revolution that we are witnessing. The world has become more accessible because to the digital transformation, which has also impacted businesses and changed how we communicate.

Kushagra Agrawal (2023) maintains that the causes of social media's rise as a powerful communication tool will be covered in this blog. Additionally, we'll learn how social media has transformed the way people communicate.

The public, private, corporate, advertising, and education sectors have all been overtaken by social media. It has had a lasting effect on how people communicate and is now an essential component of their daily life. For instance, WhatsApp has totally changed and improved the IM (instant messaging) culture. As long as you have an internet connection, you can text anyone in the world

now. Facebook, Twitter, LinkedIn, Instagram, and WhatsApp have all contributed to this transformation. Social media's role in communication is frequently brought up in conversation. To Kushagra Agrawal (2023), Online communication has made information accessible to groups of people and audiences that were previously inaccessible. People are now more aware of what is going on in other parts of the world thanks to it. The way the story about the fire in the Amazon Rainforest spread on social media is indeed a perfect illustration of its reach. It began with a single post and quickly surfaced on everyone's newsfeed on various social media networks. Thanks to the rise of social media users, movements, ads, and products are all being broadcast on such platforms. Businesses today rely on social media to build brand awareness, as well as to market to customers and sell items. It allows businesses to connect with clients regardless of their location. The human race now has access to a resource with unimaginable scope and advantages thanks to the internet.

To Kushagra Agrawal (2023), social media has changed the way we communicate for instance, regarding essential business strategy, everything, from news to grocery shopping, can be accessed with just a click. Social media's accessibility has replaced traditional ways of studying, read the news, and even buying. Forums and social media portals have also been used in education to promote events and courses, host webinars, and improve student interaction. Digital marketing is not complete without social media as it enables companies to reach customers across demographic and geographic barriers.

Furthermore, Kushagra Agrawal (2023) observes that public policy such as health care could be communicated to the citizens through social media effectively, for example, online Healthcare has evolved as a result of social media. It is very common now to communicate to a virtual doctor who will provide medicine recommendations based on one's symptoms rather than physically seeing a

doctor for your ailments. To better understand their patients' conditions, some doctors even have Skype consultations with their patients. Patients who do not want to visit the clinic can benefit much from this, but there are risks involved as well. There is a strong likelihood that unqualified people would pose as doctors. Of course, this is obvious and constitutes the weakness of the use of social media. Also, a doctor's web profile may not be a good indicator of their credibility. However, if used properly, this can be a resource that helps people all over the world.

Increased community awareness: As social media has increased transparency within government, the government system has changed. People now have a better understanding of the government they have elected thanks to the many leaders who have used social media to express their views and top concerns. It has also reduced the power of political actors to determine what information should be made available to the public. Traditional media and the government were the sole sources of information before the emergence of social media. However, things have improved since then. The disadvantage of this is that some businesses abuse social media's power to influence public opinion.

Disaster Management: The effects of global warming on our globe are so severe that natural disasters now make the news almost every day. Faced with this, social media has emerged as a savior, making it possible to provide and access support, information, and funding for rescue operations more conveniently. For instance, Facebook's safety check tool lets you identify yourself as safe in disaster areas, letting your friends and family know that you are okay in case there is no other way to reach you.

Social Justice: People now tend to engage with humanitarian concerns thanks to social media. Multiple social work organizations, including animal welfare and fundraising groups, are using

social media to raise awareness of issues in society. It brings activists together, enables people to speak out against injustice and aids in bringing people together for social issues.

The influence of social media has given rise to a new type of communication where information can be easily shared, and interactions are brief. Due to the broad effects of social media, companies are looking for experts to fill crucial positions within their organizations. In fact, the use of social media in business is growing rapidly and offers a variety of job prospects this makes it an imperative for the Ministry of Information and the Information Service department to leverage on the social media to perform same as evidenced from other companies has suggested.

2.1.2. Communication Self-Efficacy

Self-efficacy is a person's assessment of that person's own ability regarding some expected behavior. Individuals with elevated self-effectiveness may be more expected to execute a certain behavior since that person considers within their abilities to do that [45]. Sharing knowledge self-effectiveness more accurately describes the belief an individual must being able to efficiently exchange information. To obtain this belief, an individual should be persuaded to possess real-world knowledge in value distribution then the necessary skills to deliver this information. Research regarding both off-line and online information sharing indicated that Share knowledge self-effectiveness is a significant forecaster of knowledge sharing behavior, particularly within an online perspective [46, 47]. There's also circumstantial sign of which a deficiency of shared knowledge self-effectiveness can hinder the sharing of knowledge. For instance, [48] mentions qualitative research that involves online communities and the conclusion that lack of time and inexperience with the topic two are of the major reasons why people refrain from sharing knowledge. [49] mention similar outcomes from quantitative research

on online knowledge sharing. In the same way, in an effort to find out why Wikipedia users don't have the intention to contribute towards online encyclopedia, [50] determined that the primary reason for non-contribution is that one considers to lack the necessary information to make a contribution. Building on these findings they could therefore conclude that whenever people believe they are not acquainted with a topic, or have not enough significant knowledge to share, they may choose not to share this knowledge. In view of the above discussion, the researchers propose the following hypothesis: H3: The relationship between CS and AT.

2.1.3 Attitude Towards Use

According to the definition, attitudes are favourable or unfavourable, raising the question of coherence. YK Dwivedi, NP Rana, A Jeyaraj, M Clement and MD Williams [51] suggested responses may be deemed to be in line when the person's assessments fall at either the positive or the Qusay Al-Maatouk et al., International Journal of Advanced Trends in Computer Science and Engineering, 9(2), March - April 2020, 1505 – 1517 1508 negative end of the dimension. R Lowe and P Norman [52] claimed that if one has positive emotions and thoughts towards some object, an individual's behavioral attitude towards it would also tend to reflect the fact that approval; in other terms, overt actions are usually products of implicit assessments. On that ground, one would assume instructors' positive perceptions and feelings about learners' media usage in the class to be reflected in favourable actions. Although motivation is a potent indicator of the reason that learners interact in the classroom, it doesn't show how learners feel about that interaction. JB Becton, HJ Walker, P Schwager and JB Gilstrap [53] identified motivation as being the effort to maintain and initiate an engagement in education. The attitudes significance is particularly relevant to online communication; in such a way, Arthur hypothesize here about motivations besides attitudes. As

[54] says, online attitudes are likely to have variance experiences and consequences, thus affecting interpersonal interaction patterns in an exceptional manner. On the other hand, description of attitudes as a comparatively persistent association of attitudes across a situation or an object influencing an individual to react in some special manner in order to create a degree for considerate communicating online attitudes. In Particular, [54] theorized online interaction attitudes as the cluster of affective and cognitive guidance can inhibit or enhance a person's propensity to communicate online. Despite The Fact That other people have proposed attitudes models which using online technology e.g., [56, 57], these patterns fail to explain the motivations communicative elements. As more classes continue to add aspects of social media [58, 59] and collegiate teaching becomes more polymerizate [30], it's essential to consider these attitudes that could form the ways in which students cooperate in the classroom. In view of the above discussion, the researchers propose the following assumption:

2.2. Basic Assumption

The guiding assumption of this study is that although there is scholarly research which provide theories, frameworks, and models on the development and use of social media, there exists a gap in the literature in examining the relationship, or inadequate thereof, between social media usage and public policy communication in the non-profit organization of which the use of social media for information dissemination and the Ministry of Information's communication of public policies in Ghana using internet as the communication tool by the Information Services Department in Accra is no exception. Thus, most of the existing research on the use of social media has focused on its use in relation to private sector organizations and non-profit organizations. Unfortunately,

there is limited research on the use of social media in public policy dissemination and policy feedback.

2.3 Review of Related and Relevant Literature

Poushter, Bishop, & Chwe(2018) and argue that previously, public communication was largely conducted by a limited set of actors including policymakers, companies, and other groups such as journalists, however, the spread and adoption of social media have transformed information diffusion, reduced information asymmetry, and created challenges for policymakers in managing and disseminating public policy, an assertion which corroborated Chadwick(2006) that social media provides an impressive façade. Therefore, social media has both potential benefits and dire consequences, however, if harnessed effectively, it could bridge the gap of delayed communication, and subsequently, provides an opportunity for the creation of interactive public policy communication systems.

Similarly, Internet World Statistics (2019) provides a very rich information about the growing importance of social media use in the public institutions as a key medium of communication and how it has led to a fundamental change in disseminating public policies to the citizens of Ghana Accordingly, more than 10 million Ghanaians, approximately 39% of the population, had access to the Internet in 2019; further, 4.9 million Ghanaians are active Facebook users. Indeed, the 2019 statistics revealed that Internet usage per capita access rate grew consistently from 0.2% in 2000 to 39% in 2019 (Internet World Statistics, 2019). Despite the increasing Internet access, its potential benefit to the state, particularly the Internet enabled technologies have remained largely untapped (Dalberg, 2013).

Adding to the potential nature of the social media discourse, Uras (2016) argues for instance, that during the 2016 failed coup d'état attempt in Turkey, social media technology played a critical role in rallying citizens to stand up for democracy and firmly fight against the soldiers leading the insurrection. A report by Al Jazeera stated, "President Recep Tayyip Erdogan sent a mobile phone text message to the public for them to take to the streets against the coup plotters" (Uras, 2016, p. 5). This call rallied the citizens together to foil the coup d'état attempt. The diversity and availability of social media to the Ghanaian populace is exhilarating, liberating, and challenging for policymakers to comprehend. One of the key challenges is, understanding how policymakers can harness the interactive nature of social media to enhance greater engagement with citizens regarding public policy.

Again, Poushter, Bishop, & Chwe (2018) observed that although there is scholarly research which provide theories, frameworks, and models on the development and use of social media, there exists a gap in the literature in examining the relationship, or lack thereof, between social media usage and public policy communication. Most of the existing research on the use of social media has focused on its use in relation to private sector organizations and non-profit organizations. Unfortunately, there is limited research on the use of social media in public policy dissemination and policy feedback. This void is more pronounced in developing countries where the use and adoption of social media are rapidly increasing.

Despite the challenges in measuring the impact of social media technologies, Dalberg (2013) provided substantial evidence on how such communication approaches could help achieve both social and economic goals. Social media platforms appear to change how people access news and information daily as these platforms offer instant news with consistent updates on development (Anderson & Chaumont, 2014).

The rate of dissemination of social media is fast and significant in such a way that many public and private organizations are restructuring how they engage their stakeholders and constituents. For example, media organizations like British Broadcasting Corporation, Cable News Network (CNN), and Al Jazeera are tapping into the newsgathering potential of social media technologies to engage with their audiences and distribute news

(Newman, 2009). As a public service organization, the Ministry of Information has the mandate to provide and disseminate information on government policies, programs, and activities to the public. It is therefore imperative to explore various ways to reach various target groups to make the maximum impact possible. The channels and mechanisms of policy communication are very important to generate the kind of response that may inform policy or impact lives. Thus, the focus of my research is to explore how the government of Ghana, through its Ministry of Information, could harness the potential of social media use in policy communication as a form of social inclusion in the delivery of services and formulation of policies.

2.4 Social Media Dynamics

Zheng, (2023); Poushter, Bishop, & Chwe (2018); Uras (2016) and Chadwick (2006) attest to the fact that social media has changed the ways individuals and institutions convey information. Person-to-person communication facilitates immediate, unfiltered, and bidirectional correspondence between individual clients, groups and associations. Indeed, public institutions and government organizations have started to respond to the public's new demand for more noteworthy correspondence by using online networking methods to connect with their constituents (Mergel, 2012). In general, person-to-person communication, which is another unique feature of social media technology, offers a unique opportunity for the government to interface with citizens. This

present study explores the use of social media technologies as a mechanism of engaging the citizenry in the government's policy communication.

The Ministry of Information of Ghana, the state institution responsible for government public relations, is confronted with a real-time information society with limited ability to provide real-time policy information. This lack of timely policy information has created gaps in the flow of information needed by the public to decide on issues for popular support and compliance with government regulations; it has also affected the productivity of individuals, groups, and corporate institutions (Ahmed, Abed, Hassoon & Ahmed, 2016). For instance, in 2015, the lack of real-time information on mitigating plans by the government on the energy crises in Ghana negatively affected the productivity of both individuals and corporate organizations (Acquah-Hayford, 2015). Indeed, the channels and mechanisms of policy communication are vital to generate public involvement and acceptance. For example, on July 5, 2016, the Supreme Court directed the Electoral Commission of Ghana (EC) to publicize the list of deleted persons from the national voters' register with immediate effect (Electoral Commission Report, 2016). The standard practice was to publish the names in the newspapers or post flyers with the listed names in affected polling stations. However, the EC integrated technology and increased transparency by publishing the list of affected persons on the EC website and various social media platforms along with the procedure for correcting the anomaly (Electoral Commission Report, 2016). Such promptness, facilitated by the use of social media technology, provided the public with the appropriate policy information for them to take action. Most of the existing research on the use of social media has focused on its use in relation to private sector organizations and non-profit-organizations. There is limited research in the use of social media in public policy dissemination and policy feedback.

2.4. Operational definition of Terms

Information dissemination: Information dissemination is the means by which facts are distributed to the public at large. The means by which people and various organizations distribute information.

Ministry of Information: The Ministry of Information (MOI) is the official Public Relations outfit of the Government. It is the organ responsible for the dissemination of public.

Communication: The imparting or exchanging of information by speaking, writing, or using some other medium. "television is an effective means of communication"

Public policies: Some of these public policies include the Free Education Policy introduced in 1961; the Economic Recovery Programme (ERP) launched in 1983; Ghana Vision 2020 introduced in 1996; Ghana Poverty Reduction Strategy (2003-2005), and the Growth and Poverty Reduction Strategy (2006-2009).

Internet: A global computer network providing a variety of information and communication facilities, consisting of interconnected networks using standardized communication protocols.

"the guide is also available on the internet"

Information Services Department: The Department is tasked with the responsibility of sensitizing and educating citizens on various activities; (E.g. health screening exercises, street hawking, On-Street parking, etc.) organized by the Assembly.

2.5 Importance of the Study

There is constantly need for internet use in corporate and public institutions which intends to enhance the use of social media as a tool for communicating public policy from the government

to the Ghanaian citizens by addressing the effectiveness of using social media as a mechanism for public policy communication. The result of the study informs policy decisions, as well as serving as a source of reference for other researchers in the subject area. The study contributes to public policy literature by providing insightful research findings on social media as mechanisms for policy communication bringing governance closer to the constituents and making the government more accountable and transparent. In so doing, bring governance closer to the constituents and make government more accountable and transparent. It advances the frontiers of knowledge and also serves as the source of information for researchers and readers alike.

2.6 Chapter Summary

This chapter provided a review of concepts of the use of social media as information dissemination tool and the ministry of information's communication of public policies in Ghana: a case of internet use by the Information Services department, Accra. The review helped identify the key elements of social media use and dissemination of public information or public policies help in enhancing corporate reputation. In relation to internet use by the Information Service Department through institutional experiences and for excellence communication service, the public policy dissemination is greatly enhanced. This chapter has provided an overview of the literature relevant to the focus of this study. Topics covered included the role and impact of internet use, social media use and the communication of public policies collaboration, evaluating the impact of social media on the public policies communication, analysing the impact of social media collaboration on public audience and evaluating public policies and experiences and opinions on public policies. The literature review revealed the need for research in the area of public perception of public policy dissemination in Ghana and the relevance of the research questions.

CHAPTER 3

METHODOLOGY

3.0. Introduction

This study deploys qualitative methods using in-depth interviews guide with purposive sampling technique for data collection. It draws participants from Kaneshie Obetsebi Interchange communities to respond to the challenges hindering the effectiveness of the application of participatory communication approach to ensure stakeholders' inclusivity in community development projects. The design includes, personal contact or face-to-face interviews, productive dialogues using recorders and transcription of data or information. The design ensures a strict adherence to the ethics of research and anonymity. The analysis provides the demographic characteristics of the participants for validity and reliability of sources.

This study explores the relationship between corporate reputation and service quality and customer satisfaction. It provides the research approach, methods, research design, population or participants, sampling techniques, data sources and technique of data analysis, and more specifically the study's methodology to collect and analyse data. This chapter provides a description of the methodology used in this study.

3.1. Methods

The research approaches adopted for this study were mixed methods. The mixed methods approach involves the use of both the quantitative and the qualitative approaches. According to Yin, K.R (2014) while both share the primary aim of knowledge acquisition, quantitative research is numeric and objective, seeking to answer questions like when or where. On the other hand,

qualitative research is concerned with subjective phenomena that cannot be numerically measured, like how different people experience grief. Similarly, Thomas (2011) is of the view that qualitative approach is an in-depth analysis of any organisation that is studied holistically to gain insights into a subject of enquiry. The study, that is the object of enquiry, will be an instance of a class of phenomena that provides an analytical framework within which the study is conducted and which the specific outcomes during or after the enquiry of the organisation and group illuminates the phenomenon under study. Yin (2009) describes it as “an empirical inquiry that investigates a phenomenon in depth in order to understand the underlying patterns and causes. Case studies are used in qualitative studies to answer the “how” or “why” of a phenomenon. It is suitable for studies involving a small number of respondents. As pointed out above, the study employs the qualitative study approach in gathering and analysing data. To Yin (2014), understanding the difference between qualitative and quantitative data means understanding that qualitative variables are descriptive while quantitative variables are measured and given a numeric value. An example of qualitative data is colour, while an example of quantitative data is height in inches.

3.2. Sampling Techniques

A sample is the set of actual data sources that are drawn from a larger population of potential data sources also referred to as the universe (Givens, 2008; May 2001). It is a scientific means of reducing the number of entities in the population. According to Wimmer and Dominick (2003), the use of a sample in a study is necessary because an entire population cannot be examined due to time and resource constraints. Evidently, studying every member of a population is generally cost prohibitive and may, in fact, confound the research “because measurement of large number of people often affects measurement quality” (Wimmer & Dominick, 2003, p. 84).

For the purposes of the data collection, corporate organization; Unilever Ghana, was purposively sampled for study. We selected this company as it is a large business that has a good presence on social media. Unilever Ghana Ltd is a prominent player in the fast-moving consumer goods (FMCG) industry, specializing in the production and marketing of a wide array of products across home care, personal care, and food categories. The company has always adopted innovative social media campaigns to drive its branding and marketing.

3.3. Data Collection Technique

As pointed out earlier, data for the study was collected through survey questionnaires and in-depth interviews guide with qualitative content analysis of the sampled respondents and participants respectively. The interviews provided enough detailed information of how businesses use social media to grow their business.

3.3.1 Qualitative Content Analysis

Based on the aims and objectives of this study, qualitative content analysis technique was used for the collection of primary data from the various sampled respondents and participants respectively. According to Krippendorff (2004, p. 18), ‘content analysis is a research technique for making replicable and valid inferences from texts or other meaningful matter to the context of their use’. As a research technique, content analysis opens the researcher up to a better understanding of a phenomenon, gives the researcher new insights or informs practical actions. Thus, the researcher’s research questions become the target which informs the analyst inferences from available text (Krippendorff, 2004). Given this, the next step after formulating a research question is the sources that will be used for the analysis (Krippendorff, 2004). For this project, questionnaires were

structured to attain responses from UniMAC – IJ students and employees to examine their perception of influencer collaboration on brand reputation management. The preliminary findings from these analyses were put before the respondents during the in-depth interviews with employees of Unilever Ghana Ltd, and their views solicited on them for deeper insights on the strategies behind them.

Content analysis is useful as it permits researchers to determine their own context of enquiry which thus provides the researcher with a rich collection of social-scientific construct and thus making a text meaningful in ways that a culture may not be aware of (Krippendorff, 1989). The disadvantage however is that a researcher, in analysing a content may focus on frequently appearing themes leaving out other equally important themes that appear less in the content (Krippendorff, 1989). According to Lai & To (2015) due to the anonymity component of social media, researchers must first ensure that the content for analyses is authentic, and it is from the right source so as to ensure credibility.

3.3.2 In-depth Interviews

According to Givens (2008), in-depth interviews, semi-structured in this respect, enable the researcher to retain some control over the direction and content to be discussed whilst giving the participants the freedom to elaborate or take the interview in new but related direction. In-depth interviews with the selected employees of Unilever Ghana Ltd were held to gain deeper insights into the significance of authenticity, effectiveness of campaign, effects of influencer collaboration on audience perception and their personal experiences and opinions with the brand. During the discussions, open-ended questions were used which gave an opportunity to the interviewees to expound on the topic further. An interview protocol or guide was used to gather the desired

information for the study. An interview protocol is basically a list of questions to be asked (Bhattacharjee, 2012). The questions contained in the interview protocol were fundamentally open-ended questions. The interviewer put in place mechanisms to ensure that the interview protocol was strictly followed, although, occasionally, follow-up questions were also asked for clarification where necessary.

3.4 Analytical Transcription

Being a qualitative study, data gathered from the in-depth interviews were transcribed using qualitative analysis technique, which is Vivo and, including categorization of emerging themes from the interviews granted. Lindlof and Taylor (2002) mention that categorization is the process of characterizing the meaning of a unit of data with respect to certain generic properties. In a qualitative study, researchers usually realize a need to categorize after a rich data set has begun to build up. In this study, the interview transcript was analyzed, categorized and the various emerging themes discussed. The focused interview enabled the researcher to gain insights on the perception of the Influence of Influencer Collaboration Brand Reputation Management in Corporate Ghana. The interview was immediately transcribed by the researcher. Thematic analysis was used to analyse the data, as it is a process for encoding qualitative information (Boyatzis, 1998). It provides the researcher with a way of seeing and making sense out of seemingly unrelated material. The researcher must be able to sense themes, recognize the codable moment and encode it consistently, develop codes, and interpret the information and themes in the context of a theory (Boyatzis, 1998). For this study, the researcher allowed the themes to emerge from the information being analyzed.

3.5 Reliability and Validity

Research must be reliable and trustworthy. It is important for the conclusions that are made to be verified in one way or another. With qualitative research, reliability and validity have a slightly different meaning in comparison to quantitative research (Sekaran & Bougie, 2009). Reliability in qualitative data analysis involves category reliability and interjudge reliability. Interjudge reliability is not relevant for this particular study because only one coder, the researcher, was used. Intracoder reliability refers to consistency within a single coder. The researcher repeated the coding procedure in order to see if the same results were yielded on repeated trials. The researcher reread, recategorized, and reanalyzed the same text to be sure that nothing was missed (Krippendorff, 2004). According to Kassarijan, (as cited in Sekaran & Bougie, 2009) category reliability depends on the analyst's ability to formulate categories and define those categories in order to determine "which items of a certain population belong in a category, and which do not." Higher category reliability can be achieved through well-defined categories (Sekaran & Bougie, 2009). The researcher produced well-defined categories in order to ensure reliability.

Sekaran and Bougie (2009) recognize the validity of qualitative data as "the extent to which the research results (1) accurately represent the collected data (internal validity) and (2) can be generalized or transferred to other contexts or settings (external validity)." Internal validity may be achieved through respondent validation. By soliciting feedback about the study's conclusions from the individual being studied, the possibility of misinterpreting the responses of the interviews were ruled out (Maxwell, 2005). Internal validity was also achieved through triangulation. Data triangulation involves collecting data from several sources, allowing a better assessment of the generality of the explanations developed (Maxwell, 2005). The data collected for the study included an interview and the posts from the business's Facebook, Twitter and/or Instagram

accounts. By using this strategy, the risk that the conclusions reflect only the limitations of a specific source was reduced. A broader and more secure understanding of the issues investigated was gained. External generalizability is often not a crucial issue for qualitative research (Maxwell, 2005). Although the study cannot claim generalization, the results are useful to other small businesses looking for strategies to use social media. The validity of the research was also enhanced by providing an in-depth description of the project which will allow anyone to transfer the results to another context (Sekaran & Bougie, 2009). Maxwell (2005) recognizes validity as a goal rather than a product and something that can never be proven.

3.6. Ethical Consideration

Ethics in research is very important and needs to be considered during the survey period (Malhotra and Birks, 2007). The researcher in accordance with this took the necessary steps to know that no respondent or any participant in this research work was harmed in any way. First, the researcher avoided contacting respondents on the blind side of their leaders at the workplace. There is a need to make sure that permission is sought for and the aims and objectives of the study are made known to the respondents as well as other stakeholders. This was done by the use of introductory letters and cover letters. Both the respondents and other stakeholders were informed and assured of the fact that, the study is only meant for academic purposes and not for any other dubious use. Personal or demographic information will be kept confidential as per the rules of engagement.

3.7. Limitations and Delimitations

The present research, which is based on case study, provided more details yet it did not show precision in terms of the direction of the causal relationships between the variables observed.

Another limitation is the fact that, because only one organization was studied, some researchers, especially those who tend to favour positivism with its emphasis upon generalizability, may view the findings of the present research to be highly restrictive. Also, the study was limited by the availability of participants willing to engage in interviews or surveys, potentially restricting the generalizability of the findings. Indeed, the present research is not to argue in any way that its findings are definitive. Rather, the present research only seeks to reinvigorate interest in scholarly debate as to the antecedents of the perception of influence of influencer collaboration on brand management. It may also be interesting to generally examine the Perception of the Influence of Influencer Collaboration on Brand Reputation Management in Corporate Ghana. This study has identified significance of authenticity, effectiveness of campaign, effects of influencer collaboration on audience perception and their personal experiences and opinions with the brand.

CHAPTER 4

ANALYSIS OF THE USE OF SOCIAL MEDIA FOR INFORMATION DISSEMINATION AND THE MINISTRY OF INFORMATION'S COMMUNICATION OF PUBLIC POLICIES IN GHANA: A CASE OF INTERNET USE BY THE INFORMATION SERVICES DEPARTMENT, ACCRA

4.0. Introduction

This chapter presents the key findings and links them to the reviewed literature. The chapter is organized into five major sections, the introduction apart. The first section presents the analysis of key findings. The second section details the demographic characteristics of respondents and participants respectively, the third sections present the tabular and/or graphical representations of data collected. The fourth section deals with the Discussion of the results and, the fifth section provides chapter conclusion.

Finding revealed that the participatory communication approach emphasizes on planning of communication activities as a support to a development project, nonetheless, it does not produce a common understanding and consensus among all stakeholders to ensure effective participation in development initiatives.

4.1 Analysis of Key Findings

As stated in the methodology section, the study employed the quantitative research data technique in the collection and analysis of the use of social media for information dissemination and the ministry of information's communication of public policies in Ghana using internet use by the

Information Services Department, **Accra as a case study**. In view of that, the collected data are subsequently analyzed below.

4.1.1 Demographic Characteristics

This section explored the demographic variables of the selected respondents of the study in the quest to ascertain whether they capture the targeted population of the research. In view of that, the collected demographic variables of the study are presented and analyzed below.

On the gender of the respondents, the study observed that 42 (61.8%) were males while 26 (38.2%) were females. Pertaining to the ages of the respondents, it was further seen that 9 (13.2%) of them were between the ages of 18-30 years, 34 (50%) of them were between the ages of 31-40 years and 25 (36.8%) of the respondents were 41 years and above. This shows that most of the employees of the Information Service Department are over 31 years old. On the academic level of the selected respondents, the study revealed that 11 (16.2%) of the participants are SHS graduates, 18 (26.5%) of them are Diploma holders, 31 (45.6%) of them are First Degree holders while 8 (11.8%) of them are Postgraduate Degree holders. This shows that most of the employees of the organization have an appreciable level of education. Finally, on the number of years that they have been in the organization, 14 (20.6%) of the respondents said they have been in the organization between 0-2 years, 28 (41.2%) said they have been in the organization between 3-5 years, 19 (27.9%) of them have been in the organization between 6-10 years while 7 (10.3%) of them have been there for over 10 years. This clearly shows that the selected respondents for the study are representative of the targeted population for the study. This is presented in table 4.1 below:

Demographic Data	Frequency (N)	Percentage (%)
1. Gender		
a. Male	42	61.8
b. Female	26	38.2
2. Age		
a. 18-24yrs	19	13.2
b. 25-34yrs	34	50.0
c. 35-44yrs Above	25	36.8
3. Academic Level		
a. SHS	11	16.2
b. Diploma	18	26.5
c. First Degree	31	45.6
d. Postgraduate	8	11.8
4. Years in Organization		
a. 0-2yrs	14	20.6
b. 3-5yrs	28	41.2
c. 6-10yrs	19	27.9
d. 10yrs Above	7	10.3

Source: Researcher’s Field Data, 2024.

4.1.2 Objective 1.

Analyze the use of social media for information dissemination and the ministry of information's communication of public policies in Ghana using internet use by the Information Services Department, Accra as a case study.

This section investigates the influence of the internet on the dissemination of public policies by the Information Service Department. In view of this development, specific questions were asked and the responses presented below.

When asked how you would rate the overall effectiveness of internet use by the Information Service Department for public policy dissemination on the scale of Excellent, Good, Average, Below Average, Poor. 16 (23.5%) of the participants said excellent, 34 (50.0%) of them good, 8 (11.8%) of them were below average views and 10 (14.7%) of the participants poor. The large number of participants (85.3%) showed that the overall use of internet by the Information Service Department on the scale of very good.

On the question of how responsive you find the staff at the Information Service Department to internet use, 42 (61.8%) of the participants responded Very Responsive, 19 (27.9%) of the participants responded Responsive to the question and 7 (10.3%) of the participants responded Not Responsive to the question. The large number of participants (61.8%) who Very Responsive to the question shows the overall use of internet such as Facebook and Twitter by the Information Service Department on the scale of very good.

When asked how would you evaluate the reliability of information offered by Information Service Department using internet particularly, Facebook and Twitter to disseminate public polices to Ghanaians? The responses were that 34 (50.0%) of the participants were Very Reliable, 22 (32.4%) of them Reliable to the question, 6 (8.8%) of the participants; responses were Moderate Reliable while another 6 (8.8%) of the participants' responses were Not Reliable. The responses of the large number of respondents over fifty percent (50%) show that Information Service Department use of Facebook and Twitter to disseminate public polices to Ghanaians is reliable.

To the extent to which do you feel that the use of Facebook and Twitter to disseminate public polices to Ghanaians by Information Service Department meet your expectations? Completely agreed, moderately agreed, Agreed, and Not agreed at all, the responses were 33 (48.5%) of the participants said Completely agreed to the question, 12 (17.6%) of them moderate agreed to the question, 8 (11.6%) were of Agreed and 15 (22.1%) Not agreed at all to the question. The large number of respondents said Completely agreed to the question (48.5%) shows the feel that the information service department dissemination of public policy using internet meet the expectations of Ghanaians.

4.1.3 Objective 2

Unearth the satisfaction of Ghanaian about specific public policies that the Information Services Department use Facebook and Twitter to disseminate to Ghanaians

This explores the satisfaction levels of use of **Facebook and Twitter by the Information Services Department to disseminate public policies to Ghanaians**. In view of this, specific questions were asked and the responses analyzed and presented below.

When asked how satisfied are your experience with the use of **Facebook and Twitter by the Information Services Department to disseminate public policies to Ghanaians**? The Responses were Very Satisfied, Satisfied, Neutral, Dissatisfied and Very Dissatisfied, 32 (47.1%) of the participants responded very satisfied to the question, 27 (39.7%) of them responded satisfied to the question, 4 (5.9%) of the participants were of neutral views while 5 (7.4%) of them responded very dissatisfied to the question. The large number of respondents (47.1%) who responded very satisfied to the question shows how customers are satisfied with their experience with the use of Facebook and Twitter by the Information Services Department to disseminate public policies to Ghanaians.

When asked how likely you are to continue to depend on the Information Services Department's use of Facebook and Twitter in the future, 46 (67.6%) of the participants responded very likely to the question while 22 (32.4%) of the participants responded likely to the question. With most of the participants (67.6%) responding very likely to the question shows that most customers are likely to continue depending on the Information Services Department's use of Facebook and Twitter in the future.

When asked to how well does depending on the Information Services Department's use of Facebook and Twitter address your concerns or complains, 37 (54.4%) of the participants responded extremely well to the question, 21 (30.9%) of them responded well, 4 (5.9%) of the participants were of neutral views and 6 (8.8%) of the participants responded not well to the question. The large number of participants (54.4%) who responded extremely well to the question

shows that depending on the Information Services Department's use of Facebook and Twitter addresses their concerns or complaints.

When asked how impactful do policymakers harness the interactive nature of Facebook and Twitter used by the Information Service Department in the dissemination of public polices to Ghanaians 42 (61.8%) of the participants responded significant impact to the question and 26 (38.2%) of them responded impact to the question. With all the participants responding impact to the question and most (61.8%) significant impact, it shows.

When asked to what extent have your experiences with the Information Services Department's use of Facebook and Twitter influenced your view of public policies dissemination? Yes/ No.

4.1.4 Objective 3.

Evaluate the effectiveness of the use of Facebook and Twitter by the Information Services Department to disseminate public polices to Ghanaians.

This section assesses effectiveness of the use of Facebook and Twitter by the Information Services Department to disseminate public polices to Ghanaians. In view of this, the following questions were asked and the responses analyzed below.

When asked to what extent are you aware of any recent initiatives taken by the Information Services Department to disseminate public polices to Ghanaians? Yes/ No respondents were asked to specify which initiatives they have noticed, if yes.

When asked how effective you think these initiatives have been improving dissemination of public policies, 51 (75.0%) of the participants responded very effective to the question and 17 (25.0%) of

them responded effective to the question. With all the participants responding to the question and with most of them (75.0%) responded very effective to the question, it shows how these initiatives have been improving dissemination of public policies by the Information Service Department.

When asked what improvement would you suggest for enhancing internet use by the Information Service Department? When asked to what extent do you believe that improvements in internet use have positively affected your satisfaction level with Information Service Department’s internet use for public policies dissemination? Yes/ No

When asked has your perception of the Information Services Department’s use of Facebook and Twitter to disseminate public polices to Ghanaians changed as a result of these improvements? Yes/ No

effectiveness of the by the

Finally, when asked to what extent do they agree the Information Services Department rely on internet during public policy dissemination, 19 (27.9%) of the participants strongly agreed to the question, 28 (41.8%) of the participants agreed to the question, 4 (5.9%) of the participants were of neutral views and 17 (25.0%) of the participants disagreed to the question. The large number of participants (41.8%) who agreed to the question shows the Information Services Department rely on internet during public policy dissemination. These are presented in table 4.3 below.

Table 4.3 Table Showing Responses of Participants

Choose from among the following the best option that suits your responses; Strongly Agree = E, Excellent = G, Good = A, Average = BA, Below Average = P, Poor.

Questions	E	G	A	BA	P
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1. How would you rate the overall effectiveness of internet use by the Information Service Department?	16 (23.5)	34 (50)	0	8 (11.8)	10 (14.7)
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VR, Very Responsive= R, Responsive = NR, Not Responsive

VR **R** **NT**

2. How responsive do you find the staff at Information Service Department?	42 (61.8)	19 (27.9)	7 (10.3)		
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VR, Very Reliable= R, Reliable= MR, Moderate Reliable= NT, Not Reliable

VR **R** **MR** **NT**

3. How would you evaluate the reliability of internet use by the Information Service Department?	34 (50.0)	22 (32.4)	6 (8.8)	6 (8.8)	
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C, Complete= MC, Moderate Complete, NT, Not Complete, NAT, Not All Complete

C **MC** **NT** **NAT**

4. To what extent do you feel that internet use by the Information Service Department meet your expectations?	33 (48.5)	12 (17.6)	8 (11.6)	15 (22.1)	
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	VR	S	N	D	VD
5 How satisfied are you with your experience the internet use by the Information Service Department?	27				

	VR	L	N	UN
6.How likely are you to continue to depend on the internet use by the Information Service Department in the future?	46 (67.6)	22 (32.4)	0	0

Source: Researcher’s Field Data, 2024.

4.1.4 Objective 4

Determine how Facebook and Twitter complement traditional forms of communication to help in real time public policies dissemination to Ghanaians

This section determines how Facebook and Twitter complement traditional forms of communication to help in real time public policies dissemination to Ghanaians,

In view of this, the following questions were asked and the responses analyzed below.

When asked “how satisfied are you with your experience with *Facebook and Twitter use by the Information Service Department complements traditional forms of communication to help in real time public policies dissemination to Ghanaians*, 32 (47.1%) of the participants Very Satisfied. to the question, 24 (35.3%) of them Satisfied,, 8 (11.8%) of the participants Moderate Satisfied to the question and 4 (5.9%) of them also Very Dissatisfied to the question. The large number of participants (47.1%) who Very Satisfied shows that the *Facebook and Twitter use by the Information Service Department to complement traditional forms of communication to help in real time public policies dissemination to Ghanaians*, When asked How likely are you to continue depending on the *Facebook and Twitter use by Information Service complement traditional forms of communication to help in real time public policies dissemination to Ghanaians in the future?* , 41 (60.3%) of the participants said likely to the question, 18 (26.5%) of them said likely 9 (13.2%) of them said not likely to the question. The large number of participants (60.3%) who said very likely to the question shows that they are very likely to continue depending on the *Facebook and Twitter use by Information Service complement traditional forms of communication to help in real time public policies dissemination to Ghanaians in the future*

When asked How important do you think depending on the *Facebook and Twitter use by Information Service complement traditional forms of communication to help in real time public policies dissemination to Ghanaians*, 27 (39.7%) of the participants said very important to the question, 36 (52.9%) of the participants said important to the question and 5 (7.4%) of the participants said not important all to the question. The large number of participants (52.9%) who said very important to the question shows that they think depending on the *Facebook and Twitter*

use by Information Service complement traditional forms of communication to help in real time public policies dissemination to Ghanaians

Table 4.4 Table Showing Responses of Participants

Choose from among the following the best option that suits your responses; Strongly Agree

Questions	SA	A	N	D	SD
<p>7. How well does depending on the Facebook and Twitter use by Information Service complement traditional forms of communication to help in real time public policies dissemination to Ghanaians address your concerns or complaints?</p>	32 (47.1)	24 (35.3)	0	8 (11.8)	4 (5.9)
<p>8. In your opinion, how does satisfaction of depending on the Facebook and Twitter use by Information Service complement traditional forms of communication to help impact on real time public policies dissemination to Ghanaians?</p>	41 (60.3)	18 (26.5)	0	9 (13.2)	0
<p>9. Have your experiences with satisfaction of depending on the Facebook and Twitter use by Information Service complement traditional forms of</p>	27 (39.7)	36 (52.9)	0	5 (7.4)	0

communication to help impact on real time public policies dissemination to Ghanaians?

10. Are you aware of any recent initiatives taken by Information Service Department to improve dissemination of public policies? 34 19 5 10 0
(50.0) (27.9) (7.4) (14.7)

11. If yes, please specify which initiatives you have noticed ? 21 38 0 9 0
(30.9) (54.4) (14.7)

12. On a scale a scale from 1 to 5, how effective do you think these initiatives have been in improving the dissemination of public policies by Information Service Department to Ghanaians? 42 20 0 6 (8.8) 0
(61.8) (29.4)

Source: Researcher’s Field Data, 2024.

On the recommendations that they would offer to the Information Service Department, the respondents gave varied response with recurring themes which are captured as follows.

With regard to the recommendation for stakeholders’ attention and consideration, respondents recommend that *“Information Service Department should leverage on the use of the right dimensions of Facebook and Twitter to deepen the Information Services Department’s effectiveness and Credibility; Trustworthiness; Reliability; Responsibility, satisfaction of depending on the use of Facebook and Twitter by Information Service Department complement traditional forms of*

communication to help impact on real time public policies dissemination to Ghanaians and also expand it”. satisfaction of depending on the use of Facebook and Twitter by Information Service Department complement traditional forms of communication to help impact on real time public policies dissemination to Ghanaians

. Also, that “Information Service Department *should be concentrated on exploring the relationship between use of Facebook and Twitter by Information Service Department to complement traditional forms of communication to help disseminate public policies to Ghanaians*”. That “Information Service Department *should focus on the elements of internet use such as credibility, trustworthiness, reliability and responsibility to enhance the significant positive influence on disseminating public policies satisfactorily to Ghanaians.*” “Moreover, since the use of Facebook and Twitter by Information Service Department complement traditional forms of communication to help effective dissemination of public policies to Ghanaians has different aspects that strongly improve through Information ministry should endeavor to put in place mechanisms that could satisfy the communication need of Ghanaian citizens” in the Information ministry with intention to retain improve dissemination of information to the general public.

“Ministers and Directors of information ministry should in a competitive setting leverage on the use of the right dimensions of internet for their public policies disseminations and in order to shape their strategy to enhance information flow in the general public”.

Finally, on the part of the recommendation for future research and praxis, this study recommends a “blend of focused group discussion to adequately provide more nuanced empirical or scientific studies in support of the evidence on how exactly the use of Facebook and Twitter by Information

Service Department could complement traditional forms of communication to help disseminate public policies to the Ghanaian populace”

4.2 Discussion of Results

In the previous chapters, i.e. chapters 1,2 and 3, this study diagnosed the research problem by providing the general overview and background to the study including statement of problem, research objectives and questions, scope of the study, justification of the study as well as the broad narrative of the study. It also examined the existing empirical literature with the intention of establishing the knowledge gaps. It provided methodological rigor, setting out the research design including methods, population and sample size and sampling techniques. However, this chapter does some prognosis in the light of the findings and the objectives to verify if the gaps in the literature have adequately or otherwise been filled. This study has twofold objectives namely broad and specific. Broadly speaking this study explores the use of social media as a tool for information dissemination by the Ministry of Information to communicate public policies in Ghana using the Information Services Department’s use of internet as a case study.. However, specifically, it sought to

This study has twofold objectives namely broad and specific. Broadly speaking this study explores the use of social media as a tool for information dissemination by the Ministry of Information to communicate public policies in Ghana using the Information Services Department’s use of internet as a case study.. However, specifically, it sought to

1. Explore whether the Information Services Department use of Facebook and Twitter to disseminate public polices to Ghanaians is reliable.

- 2, Unearth the satisfaction levels of the use of Facebook and Twitter by the Information Services Department to disseminate public policies to Ghanaians.
3. Evaluate the effectiveness of the use of Facebook and Twitter by the Information Services Department to disseminate public policies to Ghanaians.
4. Examine how impactful policymakers harness the interactive nature of Facebook and Twitter used by the Information Service Department in the dissemination of public policies to Ghanaians.
5. Determine how Facebook and Twitter complement traditional forms of communication to help in real time public policies dissemination to Ghanaians.

This study states that use of internet plays a significant role in disseminating information relative to public policies, policymaking and governance through various components such as data acquisition, opinion tracking, distribution, processing, public opinion analysis, and measurement. The two cases of unsolicited forms of citizen involvement show that internet use Face Book and Twitter (X) constitute a double-edged sword. In terms of access power, it creates specific opportunities to citizens seeking to advance their ideas and frames, thereby influencing the likelihood that these ideas will gain access to a larger public and to proximate policymakers. On the other hand, the same technology provides opportunities to policymakers to gain access to the social networks where citizens develop and exchange their viewpoints. With regard to discursive power, the internet – use of Face Book and Twitter help citizens to expand the issues they bring forward, thereby aligning frames of other stakeholders as well. At the same time, internet monitoring enables policymakers to retrieve the frames and arguments used by citizens, thereby strengthening their capacity to anticipate new arguments in the debate. In terms of resource power,

internet or Face Book and Twitter use enhance the autonomy of users in the creation and diffusion of contents.

However, this autonomy is under constants surveillance. Face Book and Twitter could be used by policymakers such as Information Service Department to target specific groups in Ghanaian society with specific messages.

In the two cases of solicited citizen participation it is realized that the use of Face Book and Twitter by policymakers provided access to the policymaking arena to a broad number of participants, and more opportunities to bring forward ideas, arguments and knowledge. There are some differences between the cases in this respect. In the Ghana case of disseminating energy policy to the public using the Face Book and Twitter, the target group of participants were stakeholders and other professionals in the energy policy sector, whereas the rural and regional crowdsourcing experiment (also) included lay people. In the Rural and Regional case, lay people were also involved in the evaluation of ideas about internet effectiveness in disseminating public policies, whereas the evaluation in the Ghana energy policy case was the preserve of civil servants. An important difference between the two cases is that in the Ghana case the ‘puzzling’ and ‘powering’ dimensions were more intertwined. This was intended by the initiators of the project, who wished to abandon the traditional pattern of bilateral negotiations with stakeholders. In the rural and regional case, the powering activities between stakeholders were settled in a traditional procedure in the final phase of drafting the bill. In this respect, the whole process was more transparent and open in the Ghana energy policy case. However, this is in line with the fact that only ‘professionals’ did participate.

For our assessment of the significance of Face Book and Twitter uses for disseminating public

policy, it is crucial to take the interaction between technology and institutions into account. In the context of Western democracies, this assessment is relatively straightforward with regard to the input side, because the institutional conditions, by way of fundamental rights, such as freedom of expression and associational autonomy, are guaranteed. The use of FaceBook and Twitter by citizens and policymakers provides new opportunities for participation, especially for other people than civil servants and selected interest group representatives. They provide new avenues for the expression of demands and concerns. In the two cases of solicited participation the agenda was relatively open. The quality of representation is difficult to appraise. The representativeness of voices on internet may put in doubt. Solicited forms of (online) participation, which are based on self- selection suffer from various participation biases (Saward, 2009). On the throughput side the picture is mixed. The significance of FaceBook and Twitter uses for the quality of participation is dependent on the opportunities that are provided for communication between citizens and policymakers as well as specific design factors, such as the technical infrastructure, and the existence and form of moderation. The enhanced possibilities for participation of people outside the circle of proximate policymakers can in itself be seen as a factor contributing to checks and balances. The revolt of secondary students and other ‘online revolts’ (Dorsman et al., 2015) are clear examples of mobilization of ‘counterpower’. Checks and balances are also dependent on internal conditions pertaining to the interactions between lay people, institutional stakeholders and civil servants. An important factor involves the relation with the information ministry. A new role of the information ministry in the changing political arena of ‘governance’ (Newman, 2005; Sørensen & Torfing, 2007) lies in guaranteeing and monitoring these internal conditions for an equal level playing field. In these cases, it did not observe that Ministry of Information takes up this role. The norm of transparency can be seen as a precondition for the

functioning of checks and balances and is also a precondition for the output norm of accountability

FaceBook and Twitter for Advocacy

Face Book and Twitter provides a massive platform for networking, a cost-effective way to connect with others to promote a common cause, offers efficient resources to inform and collect support from parents, teachers, and the community, connects you with almost every lawmaker who uses social media-another pathway to advocate, connects you with almost every reporter who uses social media-another pathway to spread the word. It is important to note that or remember these social media rules of conduct **such as** having an opinion; however, be articulate and professional in any tweet, retweet, or post. Generally, it is not advisable to use personal social media accounts for education business, and it is recommended too that to create accounts for professional use. If things go negative, it's okay to stop engaging. Consider the impact on your overall advocacy efforts to help to decide and that the moment one publishes anything on the internet, it's out there forever.

As already indicated this study sets out to achieve a twofold objective which includes to investigate the use of FaceBook and Twitter as a tool for information dissemination by the Ministry of Information to communicate public policies in Ghana using the Information Services Department's use of internet as a case study. To this end, the discussion here seems to endorse the achievement of the objectives it sought for. This study validates that the Information Services Department use of Facebook and Twitter to disseminate public polices to Ghanaians is reliable. That there is established satisfaction levels of the use of Facebook and Twitter by the Information Services Department to disseminate public policies to Ghanaians. That the effectiveness of the use of Facebook and Twitter by the Information Services Department to disseminate public polices to

Ghanaians has also been confirmed by the majority over eighty (80%) of the respondents. That there is significant evidence emphasizing how impactful is the policymakers' ways of harnessing the interactive nature of Facebook and Twitter used by the Information Service Department in the dissemination of public polices to Ghanaians. And that Facebook and Twitter turn to complement traditional forms of communication to help in real time public policies dissemination to Ghanaians.

4.3 Conclusion

There is constantly need for internet use in corporate and public institutions which intends to enhance the use of social media as a tool for communicating public policy from the government to the Ghanaian citizens by addressing the effectiveness of using FaceBook and Twitter as a mechanism for public policy communication. The result of the study informs policy decisions, as well as serving as a source of reference for other researchers in the subject area. The study contributes to public policy literature by providing insightful research findings on social media as mechanisms for policy communication bringing governance closer to the constituents and making the government more accountable and transparent. In so doing, bring governance closer to the constituents and make government more accountable and transparent. It advances the frontiers of knowledge and also serves as the source of information for researchers and readers alike.

This chapter provided a review of concepts of the use of FaceBook and Twitter as information dissemination tool and the ministry of information's communication of public policies in Ghana: a case of internet use by the Information Services department, Accra. The review helped identify the key elements of FaceBook and Twiter use and dissermination of public information or public policies help in enhancing information flow to the Ghanaian populace. In relation to internet use by the Information Service Department through institutional experinces and for excellence

communication service, the public policy dissemination is greatly enhanced. This chapter has provided an overview of the literature relevant to the focus of this study. topics covered included the role and impact of internet use, social media use and the communication of public policies collaboration, evaluating the impact of social media on the public policies communication, analysing the impact of FaceBook and Twitter use collaboration on public audience and evaluating public policies and experiences and opinions on public policies. The literature review revealed the need for research in the area of public perception of public policy dissemination in Ghana and the relevance of the research questions.

CHAPTER FIVE

SUMMARY OF KEY FINDINGS, CONCLUSIONS AND RECOMMENDATIONS

5.0 Introduction

This chapter deals with the summary of key findings, provides the cumulative conclusions and makes some recommendations for stakeholders' consideration and future research and praxis. As indicated already in the penultimate chapter, that is chapter 4, this study sets out to provide the prognosis of the diagnosed research problem based on the research objectives. The subject of engagement was to investigate

This chapter provides a summary of the key findings from the study on the public perception of influencer collaboration and the influence on brand reputation in corporate Ghana focusing specifically on Unilever Ghana. It also presents conclusions drawn from the findings and offers recommendations for future research and practical applications.

5.1 Summary of Key Findings

This study focused on the use of social media as a tool for information dissemination by the Ministry of Information to communicate public policies in Ghana using the Information Services Department deployment of internet as a case study. The growing importance of social media use in the public institutions as a key medium of communication has led to a fundamental change in disseminating public policies to the citizens. Although, scholarly research has provided theories, frameworks, and models on the development and use of social media, there exists a gap in the literature in examining the relationship between the use of social media and communication of

public policy. Most existing research on the use of social media turns to focus on its use in relation to private sector organizations at the neglect of non-profit organizations. This study deployed the mixed methods research design and with the help of purposive and convenient sampling techniques to collect data and analyze how the use of social media for information dissemination and the Ministry of Information's communication of public policies in Ghana: a case of internet use by the Information Services Department, Accra. Findings revealed that unfortunately, there is limited research on the use of social media in public policy dissemination and policy feedback. This void is more pronounced in developing countries where the use and adoption of social media are rapidly increasing it concludes that social media is a powerful communication tool that Information Services Department could deploy for information dissemination particularly, to communicate public policies in Ghana. This study recommends that Ministry of Information as well as Information Services Department should increase their participation and deployment of the social media channels such as Facebook, Twitter, Instagram and LinkedIn to communicate public policies to Ghanaians.

As already indicated this study sets out to achieve a twofold objective which includes to investigate the use of FaceBook and Twitter as a tool for information dissemination by the Ministry of Information to communicate public policies in Ghana using the Information Services Department's use of internet as a case study. To this end, the discussion here, seem to endorse the achievement of the objectives it sought for. This study validates that the Information Services Department use of Facebook and Twitter to disseminate public polices to Ghanaians is reliable. That there is established satisfaction levels of the use of Facebook and Twitter by the Information Services Department to disseminate public policies to Ghanaians. That the effectiveness of the use of Facebook and Twitter by the Information Services Department to disseminate public polices to

Ghanaians has also been confirmed by the majority over eighty (80%) of the respondents. That there is significant evidence emphasizing how impactful is the policymakers' ways of harnessing the interactive nature of Facebook and Twitter used by the Information Service Department in the dissemination of public policies to Ghanaians. And that Facebook and Twitter turn to complement traditional forms of communication to help in real time public policies dissemination to Ghanaians. This study findings relative to the satisfaction levels of use of **Facebook and Twitter by the Information Services Department to disseminate public policies to Ghanaians was so revealing**. In view of this, specific questions were asked and the responses analyzed and presented below.

When asked how satisfied are your experience with the use of **Facebook and Twitter by the Information Services Department to disseminate public policies to Ghanaians?** The Responses were Very Satisfied, Satisfied, Neutral, Dissatisfied and Very Dissatisfied, 32 (47.1%) of the participants responded very satisfied to the question, 27 (39.7%) of them responded satisfied to the question, 4 (5.9%) of the participants were of neutral views while 5 (7.4%) of them responded very dissatisfied to the question. The large number of respondents (47.1%) who responded very satisfied to the question shows how customers are satisfied with their experience with the use of Facebook and Twitter by the Information Services Department to disseminate public policies to Ghanaians.

When asked how likely you are to continue to depend on the Information Services Department's use of Facebook and Twitter in the future, 46 (67.6%) of the participants responded very likely to the question while 22 (32.4%) of the participants responded likely to the question. With most of the participants (67.6%) responding very likely to the question shows that most customers are

likely to continue depending on the Information Services Department's use of Facebook and Twitter in the future.

When asked to how well does depending on the Information Services Department's use of Facebook and Twitter address your concerns or complains, 37 (54.4%) of the participants responded extremely well to the question, 21 (30.9%) of them responded well, 4 (5.9%) of the participants were of neutral views and 6 (8.8%) of the participants responded not well to the question. The large number of participants (54.4%) who responded extremely well to the question shows that depending on the Information Services Department's use of Facebook and Twitter addresses their concerns or complaints.

When asked how impactful do policymakers harness the interactive nature of Facebook and Twitter used by the Information Service Department in the dissemination of public polices to Ghanaians 42 (61.8%) of the participants responded significant impact to the question and 26 (38.2%) of them responded impact to the question. With all the participants responding impact to the question and most (61.8%) significant impact, it shows.

When asked to what extent have your experiences with the Information Services Department's use of Facebook and Twitter influenced your view of public policies dissemination? Yes/ No

Further findings relative to the assessment of effectiveness of the use of Facebook and Twitter by the Information Services Department to disseminate public polices to Ghanaians were so revealing. In view of this, the following questions were asked and the responses analyzed below.

When asked to what extent are you aware of any recent initiatives taken by the Information Services Department to disseminate public polices to Ghanaians? Yes/ No respondents were asked to specify which initiatives they have noticed, if yes.

When asked how effective you think these initiatives have been improving dissemination of public policies, 51 (75.0%) of the participants responded very effectively to the question and 17 (25.0%) of them responded effectively to the question. With all the participants responding to the question and with most of them (75.0%) responding very effectively to the question, it shows how these initiatives have been improving dissemination of public policies by the Information Service Department.

When asked what improvement would you suggest for enhancing internet use by the Information Service Department? When asked to what extent do you believe that improvements in internet use have positively affected your satisfaction level with the Information Service Department's internet use for public policies dissemination? Yes/ No

Moreover, when asked has your perception of the Information Services Department's use of Facebook and Twitter to disseminate public policies to Ghanaians changed as a result of these improvements? Yes/ No

effectiveness of the by the

Finally, when asked to what extent do they agree the Information Services Department rely on internet during public policy dissemination, 19 (27.9%) of the participants strongly agreed to the question, 28 (41.8%) of the participants agreed to the question, 4 (5.9%) of the participants were of neutral views and 17 (25.0%) of the participants disagreed to the question. The large number of participants (41.8%) who agreed to the question shows the Information Services Department rely on internet during public policy dissemination. When asked "how satisfied are you with your experience with *Facebook and Twitter use by the Information Service Department complements traditional forms of communication to help in real time public policies dissemination to*

Ghanaians, 32 (47.1%) of the participants Very Satisfied. to the question, 24 (35.3%) of them Satisfied,, 8 (11.8%) of the participants Moderate Satisfied to the question and 4 (5.9%) of them also Very Dissatisfied to the question. The large number of participants (47.1%) who Very Satisfied shows that the *Facebook and Twitter use by the Information Service Department to complement traditional forms of communication to help in real time public policies dissemination to Ghanaians*, When asked How likely are you to continue depending on the *Facebook and Twitter use by Information Service complement traditional forms of communication to help in real time public policies dissemination to Ghanaians in the future?*

41 (60.3%) of the participants said likely to the question, 18 (26.5%) of them said likely 9 (13.2%) of them said not likely to the question. The large number of participants (60.3%) who said very likely to the question shows that they are very likely to continue depending on the *Facebook and Twitter use by Information Service complement traditional forms of communication to help in real time public policies dissemination to Ghanaians in the future*

When asked How important do you think depending on the *Facebook and Twitter use by Information Service complement traditional forms of communication to help in real time public policies dissemination to Ghanaians*, 27 (39.7%) of the participants said very important to the question, 36 (52.9%) of the participants said important to the question and 5 (7.4%) of the participants said not important all to the question. The large number of participants (52.9%) who said very important to the question shows that they think depending on the *Facebook and Twitter use by Information Service complement traditional forms of communication to help in real time public policies dissemination to Ghanaian*

5.2 Conclusions

It concludes that participatory communication approach gives an impressive façade in that although it is bottom-up approach, it seems all the activities involved turn to reflect top-down approach due to its exclusivity hence its elusiveness. There is constantly need for internet use in corporate and public institutions which intends to enhance the use of social media as a tool for communicating public policy from the government to the Ghanaian citizens by addressing the effectiveness of using social media as a mechanism for public policy communication. The result of the study informs policy decisions, as well as serving as a source of reference for other researchers in the subject area. The study contributes to public policy literature by providing insightful research findings on social media as mechanisms for policy communication bringing governance closer to the constituents and making the government more accountable and transparent. In so doing, bring governance closer to the constituents and make government more accountable and transparent. It advances the frontiers of knowledge and also serves as the source of information for researchers and readers alike.

This chapter provided a review of concepts of the use of social media as information dissemination tool and the ministry of information's communication of public policies in Ghana: a case of internet use by the Information Services department, Accra. The review helped identify the key elements of service social media use and dissemination of public information or public policies. help in enhancing corporate reputation. In relation to internet use by the Information Service Department through institutional experiences and for excellence communication service, the public policy dissemination is greatly enhanced. This chapter has provided an overview of the literature relevant to the focus of this study. topics covered included the role and impact of internet use, social media use and the communication of public policies collaboration, evaluating the impact of

social media on the public policies communication, analysing the impact of social media collaboration on public audience and evaluating public policies and experiences and opinions on public policies. The literature review revealed the need for research in the area of public perception of public policy dissemination in Ghana and the relevance of the research questions.

5.3 Suggestion or Take Home

It suggests that local community authorities should embrace bottom-up approach such as active involvement and engagement of participants in the communication processes, adopt and adapt to productive community dialogues, recognize and value the importance of community members' participation as well as their contributions and perspectives.

This study focused on the use of social media as a tool for information dissemination by the Ministry of Information to communicate public policies in Ghana using the Information Services Department deployment of internet as a case study. The growing importance of social media use in the public institutions as a key medium of communication has led to a fundamental change in disseminating public policies to the citizens. Although, scholarly research has provided theories, frameworks, and models on the development and use of social media, there exists a gap in the literature in examining the relationship between the use of social media and communication of public policy. Most existing research on the use of social media turns to focus on its use in relation to private sector organizations at the neglect of non-profit organizations. This study deployed the mixed methods research design and with the help of purposive and convenient sampling techniques to collect data and analyze how the use of social media for information dissemination and the Ministry of Information's communication of public policies in Ghana: a case of internet use by the Information Services Department, Accra. Findings revealed that unfortunately, there is limited

research on the use of social media in public policy dissemination and policy feedback. This void is more pronounced in developing countries where the use and adoption of social media are rapidly increasing it concludes that social media is a powerful communication tool that Information Services Department could deploy for information dissemination particularly, to communicate public policies in Ghana. This study recommends that Ministry of Information as well as Information Services Department should increase their participation and deployment of the social media channels such as Facebook, Twitter, Instagram and LinkedIn to communicate public policies to Ghanaians. With regard to the recommendation for stakeholders' attention and consideration, respondents recommend that *“Information Service Department should leverage on the use of the right dimensions of Facebook and Twitter to deepen the Information Services Department's effectiveness and Credibility; Trustworthiness; Reliability; Responsibility, satisfaction of depending on the use of Facebook and Twitter by Information Service Department complement traditional forms of communication to help impact on real time public policies dissemination to Ghanaians and also expand it”*. *satisfaction of depending on the use of Facebook and Twitter by Information Service Department complement traditional forms of communication to help impact on real time public policies dissemination to Ghanaians*

Also, that *“Information Service Department should be concentrated on exploring the relationship between use of Facebook and Twitter by Information Service Department to complement traditional forms of communication to help disseminate public policies to Ghanaians”*. That *“Information Service Department should focus on the elements of internet use such as credibility, trustworthiness, reliability and responsibility to enhance the significant positive influence on disseminating public policies satisfactorily to Ghanaians.”* *“Moreover, since the use of Facebook and Twitter by Information Service Department complement traditional forms of communication*

to help effective dissemination of public policies to Ghanaians has different aspects that strongly improve through Information ministry should endeavor to put in place mechanisms that could satisfy the communication need of Ghanaian citizens” in the Information ministry with intention to retain improve dissemination of information to the general public.

“Ministers and Directors of information ministry should in a competitive setting leverage on the use of the right dimensions of internet for their public policies disseminations and in order to shape their strategy to enhance information flow in the general public”.

Finally, on the part of the recommendation for future research and praxis, this study recommends a *“blend of focused group discussion to adequately provide more nuanced empirical or scientific studies in support of the evidence on how exactly the use of Facebook and Twitter by Information Service Department could complement traditional forms of communication to help disseminate public policies to the Ghanaian populace”*

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APPENDIX

UNIVERSITY OF MEDIA, ARTS AND COMMUNICATION(UNIMAC-IJ)

SCHOOL OF GRADUATE STUDIES AND RESEARCH

DEPARTMENT OF COMMUNICATION STUDIES

SEMI-STRUCTURED INTERVIEW GUIDE FOR THE PARLIAMENTARY SERVICE

QUESTIONNAIRE FOR THE INFORMATION SERVICES DEPARTMENT, ACCRA

GHANA

Dear Respondents,

The objective of the following questions is to obtain your candid opinions about the topic " **The Use Of Social Media For Information Dissemination And The Ministry Of Information's Communication Of Public Policies In Ghana: A Case Of Internet Use By The Information Services Department, ACCRA** Your responses are solely for academic purposes as a requirement for obtaining a Bachelor of Arts degree in Communication Studies from the University of Media, Arts and Communication (UniMAC). Responses from this research will be treated confidentially, and the privacy of the participants will be highly respected. Kindly respond appropriately to the questions given. You are assured of the confidentiality and anonymity of this exercise because it will solely be used for the intended academic purpose.

SECTION: A: Demographic Information:

- Sex Male Female

- Age: 18-30 years 31-40 years 41 years and above
- **Education:**
 - Pre-Tertiary []
 - Tertiary []
 - Postgraduate []
 - Others Specify.....
- **Occupation:**
 - Public employment []
 - Self-employment []
 - Unemployed []
 - Student []

Section B

Evaluate the effectiveness of the use of Facebook and Twitter by the Information Services Department to disseminate public policies to Ghanaians.

Objective 1 analyze the use of social media for information dissemination and the ministry of information's communication of public policies in Ghana using internet use by the Information Services Department, Accra as a case study.

1. This section investigates the influence of the internet on the dissemination of public policies by the Information Service Department. In view of this development, specific questions were asked and the responses presented below.

2. How would you rate the overall effectiveness of internet use by the Information Service Department for public policy dissemination on the scale of Excellent, Good, Average, Below Average, Poor. excellent, good, below average poor.
3. How responsive do you find the staff at the Information Service Department to internet use,? Very Responsive, Responsive Not Responsive.
4. How would you evaluate the reliability of information offered by Information Service Department using internet particularly, Facebook and Twitter to disseminate public polices to Ghanaians? Very Reliable, Reliable, Moderate Reliable, Not Reliable.
5. To what extent do you feel that the use of Facebook and Twitter to disseminate public polices to Ghanaians by Information Service Department meet your expectations? Completely agreed, moderately agreed, Agreed, and Not agreed at all,

Objective 2 –Unearth the satisfaction of Ghanaian about specific public policies that the Information Services Department use Facebook and Twitter to disseminate to Ghanaians

This explores the satisfaction levels of use of **Facebook and Twitter** by **the Information Services Department to disseminate public policies to Ghanaians**. In view of this, specific questions were asked and the responses analyzed and presented below.

6. How satisfied are your experience with the use of **Facebook and Twitter** by **the Information Services Department to disseminate public policies to Ghanaians**? Very Satisfied, Satisfied, Neutral, Dissatisfied and Very Dissatisfied,

7. How likely you are to continue to depend on the Information Services Department's use of Facebook and Twitter in the future, very likely, likely, not likely
8. How well does depending on the Information Services Department's use of Facebook and Twitter address your concerns or complains? extremely well, well, neutral, not well
9. How impactful do policymakers harness the interactive nature of Facebook and Twitter used by the Information Service Department in the dissemination of public polices to Ghanaians significant impact, impact, moderate impact, no impact
10. To what extent have your experiences with the Information Services Department's use of Facebook and Twitter influenced your view of public policies dissemination? Yes/ No

OBJECTIVE 3- Evaluate the effectiveness of the use of Facebook and Twitter by the Information Services Department to disseminate public polices to Ghanaians.

11. This section assesses effectiveness of the use of Facebook and Twitter by the Information Services Department to disseminate public polices to Ghanaians. In view of this, the following questions were asked and the responses analyzed below.
12. To what extent are you aware of any recent initiatives taken by the Information Services Department to disseminate public polices to Ghanaians? Yes/ No respondents were asked Specify which initiatives they have noticed, if yes.
13. How effective do you think these initiatives have been improving dissemination of public policies?
14. What improvement would you suggest for enhancing internet use by the Information Service Department?

15. To what extent do you believe that improvements in internet use have positively affected your satisfaction level with the Information Service Department's internet use for public policies dissemination? Yes/ No
16. Has your perception of the Information Services Department's use of Facebook and Twitter to disseminate public policies to Ghanaians changed as a result of these improvements? Yes/ No
17. To what extent do they agree the Information Services Department rely on internet during public policy dissemination?

OBJECTIVES 4 AND 5

18. How satisfied are your experience with the use of **Facebook and Twitter** by the **Information Services Department to disseminate public policies to Ghanaians**? The Responses were Very Satisfied, Satisfied, Neutral, Dissatisfied and Very Dissatisfied,
19. How likely you are to continue to depend on the Information Services Department's use of Facebook and Twitter in the future?
20. How well does depending on the Information Services Department's use of Facebook and Twitter address your concerns or complains?
21. How impactful do policymakers harness the interactive nature of Facebook and Twitter used by the Information Service Department in the dissemination of public policies to Ghanaians?
22. To what extent have your experiences with the Information Services Department's use of Facebook and Twitter influenced your view of public policies dissemination? Yes/ No

23. To what extent are you aware of any recent initiatives taken by the Information Services Department to disseminate public policies to Ghanaians? Yes/ No
24. Specify which initiatives they have noticed, if yes.
25. How effective do you think these initiatives have been improving dissemination of public policies?
26. What improvement would you suggest for enhancing internet use by the Information Service Department?
27. To what extent do you believe that improvements in internet use have positively affected your satisfaction level with the Information Service Department's internet use for public policies dissemination? Yes/ No
28. Has your perception of the Information Services Department's use of Facebook and Twitter to disseminate public policies to Ghanaians changed as a result of these improvements? Yes/ No
29. To what extent do they agree the Information Services Department rely on internet during public policy dissemination, "how satisfied are you with your experience with *Facebook and Twitter use by the Information Service Department complements traditional forms of communication to help in real time public policies dissemination to Ghanaians?*
30. How likely are you to continue depending on the *Facebook and Twitter use by Information Service complement traditional forms of communication to help in real time public policies dissemination to Ghanaians in the future?*
31. How important do you think depending on the *Facebook and Twitter use by Information Service complement traditional forms of communication to help in real time public policies dissemination to Ghanaians?*,

32. Determine how Facebook and Twitter complement traditional forms of communication to help in real time public policies dissemination to Ghanaians.
33. Examine how policymakers harness the interactive nature of Facebook and Twitter in the dissemination of public policies to Ghanaians.

THANK YOU FOR YOUR PARTICIPATION