

GHANA INSTITUTE OF JOURNALISM

THE IMPACT OF SOCIAL MEDIA ON THE CHURCH:
THE CASE OF THE MAKER'S HOUSE CHAPEL INTERNATIONAL

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DECLARATIONS

I Enoch Akuoko declare that this dissertation is the result of my own effort. Sources to which I am indebted are duly referenced.

I further declare that this work has never been submitted for any degree.



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November 2017

SUPERVISOR'S DECLARATION

I hereby declare that the preparation and presentation of this work was supervised in accordance with the guidelines for supervision of dissertation as laid down by the Ghana Institute of Journalism.

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DEDICATION

To my late father, Mr. Joseph Riverson Akuoko.

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I thank God Almighty for the opportunity and strength to go through the entire course.

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ABSTRACT

Every business venture is in to make profit and therefore every business tries to discover new and improved ways of reaching its customers. Social Media has become a popular trend today in all spheres of life, more especially for businesses. It has provided a platform to establish and multiply relationships and to be visible to other people all over the world. In the view of Elliot (2013), social media has closed the gaps between pastors and their congregation and made it easier to reach a larger number of congregants of the church all over the world. Haelein (2010) define social media as a group of internet-based applications that build on ideological and technological foundations of web 2.0 and allow creation and exchange of user generated content. This research takes a deeper look at the impact of Social Media on the church through scientific spectacle, considering the benefits it offers the church and the negative impacts of it on the individual and the church.

The survey study design and a sample of 120 respondents was surveyed using the random and purposive sampling techniques. The questionnaire and interview techniques were the instruments used to collect data. The data was analysed, interpreted and presented with the aid of Microsoft excel and word and presented on charts, tables and graphs.

It was revealed that the church had youthful congregants and that, all of them made use of various forms of the social media applications. The members used a lot of the Whatsapp and Facebook applications. The church also made use of social media, mainly Facebook and Youtube. The church used Facebook and Youtube because it enabled them to post videos and

pictures for worldwide viewing. It was also concluded that the church had no written down policies that governed the usage and management of social media application both for the church and the members but rather some conventional practices which included the fact that church members could not take pictures and videos while church was on going; that every image or video posted on the church's social media platforms was water marked. Although social media is very useful to the individual church members and the church in that it was a way of connecting to the whole world; that it offered the opportunity to the church to reach many people all across the world with the Gospel; that it was cheaper and readily available. However, social media had its negative impacts which included the fact that it could be addictive and destructive. Also it had the potential of turning people away from being physically present in the church because of the live streaming of service. It is recommended that the Public Relations/Control Room and the Media group come together and draw some policies on the management of the social media applications of the church. It is expected that it will set the parameters in place appropriately for the improvement of the church's activities online and growth in general. After these policies are drafted, it is recommended that they should all be documented and clearly written down and kept on file for management and administrative purposes. This is to ensure that new members can get to know them and abide by them. Intermittently the church can serve some gentle reminders by rolling bits and pieces of these policies down the screen during church services or putting printed notices of the policies in wallets provided to the congregants for offertory. Also all efforts must be made to restrict network and coverage within the auditorium of the church during church service even if it means employing technology to do so.

ABBREVIATIONS

TMH- The Maker's House

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CHAPTER ONE

INTRODUCTION

1.0 Background to the Study

Every business venture is in to make profit and therefore every business tries to discover new and improved ways of reaching its customers. The Social Media has become a popular trend today for all spheres of life and especially for businesses. It has provided a platform to establish and multiply relationships and to be visible to other people all over the world. In the view of Elliot (2013), the social media has closed the gaps between pastors and their congregation and made it easier to reach a larger number of congregants of the church all over the world. He further notes that the use of the social media has made it easy for celebrities and their fans, government and the populace, political parties and their followers. It is important however that we understand from the specialist perspectives what the social media is all about. Kaplan and Haelein (2010) define social media as a group of internet-based applications that build on ideological and technological foundations of web 2.0 and allow creation and exchange of user generated content. Web 2.0 is also defined by Carlson (2010) as a platform on which social media is based. In my own understanding, the Social Media is an interactive platform providing information and which could also somehow be influenced.

Web 2.0 refers to Internet platforms where users can interactively participate in and user generated content encompasses the possibilities in which people may use social media (Chan, et al., 2010). Through Social Media, there is a lot of online communication where people and also businesses can generate content and share that content. Wright and Hinson (2008) mentioned that due to the use of Social Media there has been a change in the way organizations communicate with their employees, customers, stockholders, communities, governments and other stakeholders and

therefore Social Media could have an impact on the business processes of organizations. Many business-to-consumer organizations are already actively making use of Social Media in their marketing strategies (Alarcón-del-Amo, et al., 2011)

Examples of current day Social Media platforms are Facebook, Twitter, Instagram, Snapchat, Skype, Viber, YouTube, Google+, Whatsapp, Blogs, 2go etc. Each of the platforms are unique in their interface and functionality but basically allows for online interaction based on content generated and controlled by users themselves. It has undoubtedly gained wider acceptability and usability and has been debated to be the most efficient, fastest and cheapest means of communication among friends, relatives, business partners and even corporate bodies. An Internet research company, Pew Research Centre, claims that "more than half of internet users (52%) use two or more of the social media sites measured (Facebook, Twitter, Instagram, Pinterest) to communicate with their family or friends".

Social Media is used to inform, educate, entertain, promote, monitor brands, review any form of material (Raacke & Bonds-Raacke, 2008). Its interactive nature and power to host sound and sight has boosted its attractiveness and has become the most popular converging platform threatening the collapse of traditional media such as television, radio and print. It has closed the gap between celebrities and their fans, pastors and their congregation, government and the populace, political parties and their followers (Elliot, 2013) etc. For example, a citizen in the remotest part of Ghana can tweet at or post or even tag the president, asking questions, commending on projects, soliciting for help in solving a community's plight, as long as he/she has a phone and an internet facility. For

bigger churches where a church member has to go through protocol to meet a busy pastor, social media has bridged the gap, making it easy to reach the pastor anywhere in the world and vice versa.

However, these and many more benefits of Social Media has caused its users to be addictive to its ever tempting self. Students in a lecture hall are tempted to like, comment, post, pout and snap, chat, tweet and ping while lectures are ongoing to the extent of disturbing the attentiveness of the serious ones. This scenario repeats itself in the church as well. Though the church takes advantage of Social Media to reach its congregation while welcoming new ones through event promotion, live service broadcast on Facebook, Video on Demand especially on YouTube, etc., the congregation especially the youth are drifted more towards Social Media engagement while church service is ongoing.

1.1 Statement of the Problem

It is so clear that we are living in times when the Social Media is booming. The majority of academic literature discussing Social Media strategy in organizations only researches strategies are used by these media but little has been done on how these Social Media strategies impact the performance of large organizations. Other researchers have also researched into the role that the Social Media plays in the lives of people, society and even businesses but as said early on little has been done on how these social media strategies impact the performance of organizations (Pentland, 2012).

The church is a converging place for Christians. Families gather at the church and others who have weaker family ties make the church their family. It is the spiritual home for many and deserves all

the sacred attention it can and should have but due to the easy access, fantasy and addiction of Social Media, church members find it difficult to pay attention during service especially the sermon (Nielsen, 2012). At church gatherings where members are supposed to relate to each other and socialise, they rather find solace in chatting and surfing social networking site. Even on same sites, it is easy to 'unfollow or unfriend' people just by clicking when it would have been difficult as a Christian to say no to friendship in the face (Bala (2014). Some churches take advantage of Social Media and broadcast live their service to reach distant congregants, busy professionals, the sick etc. and again, instead of members to come to church, they stay home and enjoy online broadcast.

Social media has made it even easier for church members to be exposed to bad doctrine and according to Martin Beck (2015), Millennials in the US spent 29% of their time on Social Media. If the remaining percentage is spent on work, relaxation, family etc., what percentage will be spent on reading and meditation. This research takes a deeper look at the impact of Social Media on the church through scientific spectacle, considering the benefits it offers the church and the attention it takes away from service not forgetting its deregulatory nature that makes it possible to offer church members an unending access to unrated content.

1.2 Research Objectives

The main objective of the research is to explore the impact of Social Media on the church and the specific objectives are:

- a. To ascertain how the church in Ghana is using Social Media to aid church growth and the spiritual enrichment of its congregation

- b. To find out if the church recognizes any adverse effect of Social Media on its congregation and the church as a whole.
- c. To explore some of the policies on the use of the Social Media during church service

1.3 Research Questions

Based on the objectives of this research, church leadership will be asked;

- a. How does the church in Ghana (The Maker's House) use Social Media to aid church growth and the spiritual enrichment of its congregation?
- b. What adverse effect does Social Media have on church service at The Maker's House and the spiritual growth of the congregation?
- c. Are there any policies on the use of Social Media during church service and if no, is the church considering to regulate how and when to use Social Media during service?

1.31 Selected church members will also be asked:

- a. What they use Social Media for
- b. What their favourite Social Media app or platform is
- c. If they use Social Media while at church.

1.4 Significance of the Study

Social Media has given birth to many millionaires and continue to feed many homes as it offers jobs especially to the youth. Many business entities including churches now have Social Media managers and teams who promote and protect their brands online. It has numerous advantages which the church enjoys but has some negative sides to it as well. As the Bible puts it, 'All things are lawful,'

but not all things are helpful (1 Corinthians 10:23), the significance of this study is to bring to the fore, the very negative effects of Social Media to the church and find out if church leadership is considering to regulate the Social Media amongst its congregation.

The findings of this study will go a long way to inform management and the entire staff and administration of churches on the different strategies that are being used by the differing Social Media they have signed on to and how these strategies impact on their performance as a business. The study is to educate even businesses on how the Social Media strategies impact on their performance. Even users and people who have signed on to these different Social Media platforms can also learn ways by which these media can help them in their individual lives and any business they intend to do or are doing. The study will also add to existing knowledge on the role of Social Media in the academic world.

1.5 Scope and limitations of the study

The study will be conducted at The Maker's House Chapel International (TMH); a charismatic church in Ga- East, Accra. It is anticipated that like every other academic research, this research will have its own difficulties. Because a variety of churches exist, it was unfeasible for the scope of this research to cover all of the population of The Maker's House Chapel International. Also the limitations of the collected data make it difficult to make just a blunt generalizations. Time and financial resources are needed to keep contact with the church under study and these are all constraints to the study. Last but not the least, not every church member knows about social media and its impact so that will be a challenge but will also give another dimension to the research.

1.6 Organization of Study

The dissertation will be in chapters from one to five with sub-sections which give out the details of the dissertation. The organization of the study will begin with preliminary pages such as the preface which will capture all the chapters of the dissertation, acknowledgements will also be included. This will be followed by the background of the study, statement of problem, research objectives, and research questions, significance of study, methodology, literature review, data analysis, conclusion and then referencing.

CHAPTER TWO LITERATURE REVIEW

2.0 Introduction

In this chapter the relevant materials on the subject of Social Media will be discussed and analyzed. These will encompass definition of Social Media, understanding Social Media, and the Strategies of Social Media. The chapter also delves into the impact of the Social Media on the church including the challenges that are associated with the use of the social media in the church.

2.1 The Social Media

A new generation of online tools, applications and approaches such as blogs, wikis, online communities and virtual worlds, commonly referred to as Web 2.0 or social media, are increasingly attracting the attention of practitioners and, recently, of academics (Davila, et al., 2003). According to Junco al et (2010), “social media are a collection of internet websites, services, and practices that support collaboration, community building, participation, and sharing”. Social media can also be described as an internet based application, website or technology that allows users and subscribers to share content or even participate in social networking. Holding similar view, Weber et al (2009) defined social media as the online place where people with a common interest can gather to share thoughts, comments and opinions. The various definitions given by this writers and especially the meaning we derive from Weber (2009) draw our attention to what we experience lately in our daily lives. The Social Media is indeed an online place because it requires the use of the internet and we all gather there no matter the platform to share ideas, thoughts, make our comments and express our opinions, likes and dislikes and sometimes practically argue.

Examples of current day social media platforms are Facebook, Twitter, Instagram, Snapchat, Skype, Viber, YouTube, Google+, Whatsapp, Blogs, 2go, MySpace, BlackPlanet, Gather, Twitter, Eons, LinkedIn etc. I gather that the social media as defined by Weber are places where people with similar interests express themselves and communicate. Each of the platforms are unique in

their interface and functionality but basically allow for online interaction based on content generated and controlled by users themselves. It has undoubtedly gained wider acceptability and usability and has been debated to be the most efficient, fastest and cheapest means of communication among friends, relatives, business partners and even corporate bodies. An Internet research company, Pew Research Centre, claims that "more than half of internet users (52%) use two or more of the social media sites measured (Facebook, Twitter, Instagram, Pinterest) to communicate with their family or friends".

2.2 The History of the Social Media

Taking a rather biblical perspective, understanding of the social media would be viewed in this literature in the light of scripture which was found by the researcher to be very interesting and informative. For by Him all things were created, both in the heavens and on earth, visible and invisible, whether thrones or dominions or rulers or authorities. All things have been created through Him and for Him. He is before all things, and in Him all things hold together. [Colossians 1:16-17 (NASB). According to the Chokmah Commentary, "this verse means that everything in the world can be given a true meaning of its existence through God. By the commentary, the everything from the clause as also expressed in (John 1:3; Hebrew 1:2) refers to both visible and invisible substances in heaven and the earth".

Chokmah Commentary further explains that everything can be understood as literally everything in the whole universe both tangible and intangible materials, and even something called the immaterial. The world of the Internet is a virtual space composed of visible and intangible substances and a place formed by a circulation of innumerable data. This specific place that can

only exist on technological grounds can surely be classified under everything. Hence, this internet space essentially comes from Jesus Christ, is created by him (directly or indirectly), and most importantly should be used for his glory. The ultimate goal of the universe is to show the glory of God. It is every Christian's duty to praise the Lord, Creator of everything, using every means within our reach. Christians should be aware of the fact that the Internet is no exception to this rule. They most certainly have to utilize this space as mentioned in the Scripture: For from him and through him and to him are all things. Focusing on the importance and challenges of the Social Media in this study, this commentary from Chokmah is essential and an in-depth analysis would be carried out on this commentary later in the result analysis

The emergence of the social media is quite a recent phenomenon in the natural sense of the word without recourse to what it has always been from the biblical perspective shared above and it only became popularized after the internet became accessible to consumers all over the world giving rise to what is termed the Network Society (Castells, 2003). This meant that there was a shift from the traditional communication and media theory or even some merging with the traditional communication (Lievrouw and Livingstone 2002). According to Kirkpatrick (2010, p. 68), the first proper service for online communities emerged around the mid 90s with real people using their real names thus creating user personal profiles.

It was only in the 2000s that the social networking sites started in Silicon Valley. Friendster paved the way for consumers to interact and represented a real breakthrough as the first social network for consumers. With time it created the standards and platform for what has become today Social Network. After Friendster, Myspace and Facebook attempted to also penetrate the social media

platform in order to capture the largest amount of users for itself and the process expand the social media network atmosphere (Kirkpatrick, 2010). Many more social media networks evolved spreading widely throughout attracting millions of users and changing the way companies do business and interact with consumers. According to Shirky (2011), the social media in 2003 begun to attract the attention of mainstream organisations reaching the point where media theorist refer to as Phenomenon YASNS (“Yes Another Social Networking Service”). Myspace was the first to attract mainstream attention after it was acquired by News Corporation followed by the rise of Youtube and Facebook. Facebook offered the platform for business consumer communication. Facebook created a personalized user space for each of its users making it acquire a large number of subscribers as at 2004. It also has some other features such as News Feed and User Update etc. that are very appealing to its users (Gerlitz and Helmond 2013). Organisations are starting to exploit social media to manage more effectively consumers’ interactions with the organisation through their engagement on Facebook and other platforms, thus building social currency (Boyd and Ellison 2007).

2.3 Social Media and Social Networks

Over the past years, social media has grown in its usage, influence and importance. Social media has democratized corporate communications across most industries (Kietzmann, Hermkens, McCarthy, & Silvestre, 2011). Furthermore, it has proven to be a powerful communication tool (Fisher, 2011), The numbers of active social network users are growing at a constant and impressive rate. For instance, according to Facebook Newsroom (2013), “Facebook boasts more than 655 million daily active users on average around the globe and it had a total of 1.1 billion Monthly Active Users (MAU) and 665 million Daily Active Users (DAU) as of March 2013”.

Given that the research of this thesis will be focused on social media platforms, the researcher considered it useful to give the reader an overview of the reach and influence these networks have on people in general.

The first row in the figure focuses on the “social growth” of Facebook that saw an average of 4.5 billion likes and 4.75 billion items shared *daily* since August 2012 as recorded by the network’s newsroom in 2013. Instagram, a photo-sharing platform bought by Facebook for \$1 billion in April 2012 (BBC, 2012), has reached 100 million MAU as of February 2013. Another interesting number for the purpose of this thesis shown in the afore-mentioned figure is the number of Local Businesses that have created a “page” on Facebook where they can post content, interact with users and get immediate feedback; this number has grown to be of 16 million pages as of May 2013: a 100% increase since June 2012 (Facebook Newsroom, 2013). These numbers go hand-in-hand with the number of so- called “promoted posts”, which are posts that the owner of a page decides to pay for in order for them to be displayed more frequently in a person’s newsfeed and hopefully shared more often. This type of promotion has reached the 7.5 million as of May of this year. Furthermore, since Facebook’s gone public, its incomes have boomed reaching a \$1.46 billion in revenues.

Twitter is another widely used online micro-blogging social network. Twitter was launched on the 21st of March 2006, making this platform 7 years old (Smith, 2013). And according to Lunden (2012), “Twitter’s users amounted to 517 million accounts as of July 1, 2012”. As of today, an average of 170 billion tweets are being sent daily by Twitter’s 200 million active users, who have 208 followers on average (Smith, 2013). Lunden (2012) writes that Twitter has been ranked as the

second-biggest social networking site after Facebook and that around 1.058 billion public tweets were sent only in the month of July 2012. Although most of Twitter's users are from the U.S. However, the three cities where people tweet the most from are Jakarta, Tokyo and London. These numbers are astonishing and they are meant to make the reader understand the interconnectivity and active involvement of people in today's social media.

LinkedIn as an online platform focuses more on professional networking. LinkedIn (2011) documented that the platform counted 100 million members as of 2011. These numbers clearly define the significance and impact that social media is persistently having on people across the globe. At a constant growing rate, social media have substantially contributed in transforming customers and consumers in general *“from silent, isolated and invisible individuals, into a noisy, public and even more unmanageable than usual collective”* as submitted by (Patterson, 2012, cited in Zaglia 2012; p. 216). As a consequence, the management and successful leveraging of social media have become one of the main focuses of industries that need to actively involve consumers in their day-to-day communications. Being characterized by mainly perishable products and services, the tourism industry has proven a high interest and involvement in communicating through social media. For instance, sport events are a particularly perishable service that requires the presence of the consumer in order to be delivered. For this reason, sport events need to make the best use of social media communications in order to increase ticket sales to their maximum and avoid empty seats/unsold tickets etc. as an “empty” seat symbolizes an irreplaceable loss in revenue. This example can be compared to what typically happens in the church which basically holds church services and other religious programs. By these events, the church wishes to have in attendance its members whose presence means that the church can have more people give out their

offerings in the form of money. These become like the revenue in the case of the spot event's ticket sales. The revenue can always be used to help the society in various forms.

2.4 Strategies used by the Social Media

Eager (2005) discussed some strategies used by the social media and mentioned that these strategies help organisations to improve their performances. Eager (2005) called the first strategy "push strategy". In his opinion, this strategy offers a new medium which is used as an extension of the existing Internet presence and is used as an additional communication channel "to get messages out such as Youtube, facebook and twitter. The second strategy can be called pull strategy: Social media applications are used to bring audiences back to an organization's website, where the news is aggregated (to avoid losing control of what happens with the information). Pull strategies are actively involving audiences using some degree of interaction that result in a few comments as happens on facebook walls and twitter.

The third strategy and the least observable can be called networking strategy. The use of social media tools is highly interactive with a lot of back and forward between the agency and its diverse constituencies. Companies now usually have a sense of who is following them and who they want to reach. They are using Facebook, Twitter, etc., very strategically not only to control and direct messages to their audiences, but also to have their ears and eyes on the ground where the actual issues are being discussed that might be of relevance to their business's mission. Social media tools are not only used for mere publishing purposes and are not viewed as a time sink of the already overworked IT staff, but as a strategic information sharing and knowledge creation tool involving social media champions from different content areas.

Sharing other views, *Chaturvedi (2012)* is of the view that as companies focus on effectively leveraging social media platforms and that there are four strategies that that organisations may consider.

Develop a comprehensive social media strategy. While Facebook And Twitter are the most used social media platforms, a comprehensive social media strategy should incorporate additional social media platforms where customers, prospects, employees and candidates could be talking about the company. Some examples include:

- Business networking and hiring platforms such as LinkedIn
- Industry-specific platforms, e.g. travel forums, automotive message boards
- Specialty multimedia sharing sites such as YouTube and Pinterest
- Country-specific platforms such as Renren.com

To be able to know which social media platforms to incorporate as part of its social media strategy, a company needs to systematically track top platforms where the company and its brands are being discussed.

Establish a two-way communication model. Companies who use social media just to disseminate information to customers may not see high returns from social media usage. Instead, companies who use social media platforms as a two-way communication medium tend to have a more successful social media approach. There are several tactics that can be used to establish two-way communication, including:

- Posting questions and surveys related to the company as well as general topics of interests
- Getting customers, prospects, employees, and candidates to share their queries and experiences related to the company and its products, as well as themes related to the

company's business (e.g., best travel stories). This can even extend to the sharing of photos and videos

- Set up dedicated customer service pages, tabs, or handles, as well as dedicated candidate query pages, with a promise of high responsiveness

Doing this requires constant focus on generating new ideas and content for social media, as well as the ability to post content and responses in a highly efficient and streamlined manner.

Retain control of content being posted on behalf of the company. Some companies tend to outsource their social media asset management to their advertising partners. In such situations, however, companies should make sure they retain control of and full editorial rights to what is being posted on their behalf. Companies can do this by putting in place automated approval workflows and escalation processes between their partners and internal teams.

Set targets and measure performance. It is critical for companies embarking on social media initiatives to set targets, measure performance against those targets, and compare their performance against competitors. What is measured gets improved. Some of the key performance indicators to track include:

- Share of social media conversations for the company/brand vis-à-vis competitors
- Positive and negative sentiment for the company/brand vis-à-vis competitors
- Monthly addition in number of social media followers
- Average time taken to respond to comments by social media users by type of comment (e.g. positive feedback, customer service issue)
- Percent of résumés being sourced via social media, and percent of positions being closed through social media

2.5 Benefits of the Social Media

Social Media is starting to affect all organisations across different dimensions: organisations' internal communication, the working relationships, the relationship with their stakeholder audiences, conversations with consumers, business model innovation, and organisational reputation and legitimacy. Consumers and organizations alike are increasingly using the web to discuss, share, and collaborate (Jones, 2010). Social media offers an abundance of services on the Internet. This makes it complicated for companies to know which ones to use and how to use them. Each of the platforms are unique in their interface and functionality but basically allows for online interaction based on content generated and controlled by users themselves. It has undoubtedly gained wider acceptability and usability and has been debated to be the most efficient, fastest and cheapest means of communication among friends, relatives, business partners and even corporate bodies. An Internet research company, Pew Research Centre, claims that "more than half of internet users (52%) use two or more of the social media sites measured (Facebook, Twitter, Instagram, Pinterest) to communicate with their family or friends".

Social media networks are enabling businesses to become more socially engaged, exploiting new business model innovation based on firms' ability to monetise and extract value from crowd-generated data and content. Social media has enabled organisations to establish a stronger relationship with the community of reference, in order to exploit the network effect and harness collective intelligence. Companies such as eBay or Amazon managed to build a marketplace nourished by voluntary contributions (user-driven auction system or user-generated reviews) which allowed the users to actively participate in the 'communication flow' around their products (Kleiner and Wyrick 2007).

Social media is used to inform, educate, entertain, promote, monitor brands, review any form of material etc. Its interactive nature and power to host sound and sight has boosted its attractiveness and has become the most popular converging platform threatening the collapse of traditional media such as television, radio and print. It has closed the gap between celebrities and their fans, pastors and their congregation, government and the populace, political parties and their followers etc (Elliott (2013). For example, a citizen in the remotest part of Ghana can tweet at or post or even tag the president, asking questions, commending on projects, soliciting for help in solving a community's plight, as long as he/she has a phone and an internet facility. For bigger churches where a churchy member has to go through protocol to meet a busy pastor, social media has bridged the gap, making it easy to reach the pastor anywhere in the world and vice versa.

With the explosion of social media usage around the world, social media websites have become an important platform for businesses to engage with customers, prospects, employees, and candidates. For customer interactions, companies use external social media platforms to engage with existing and prospective customers, reinforce brand messaging, influence customer opinions, and provide targeted offers, and service customer more efficiently(Moriarty, Wells, & Mitchell, 2009). In hiring, companies are using these platforms to reach out to and engage with prospective employees in a more targeted and engaging manner. In employee engagement, companies are deploying internal social media tools to drive greater employee engagement, collaboration, and productivity. In new product development and launch, companies are using a mix of internal and external social media tools for idea generation, idea evaluation, and fast new product launch (Chaturvedi, 2012).

The social media has made it possible for one person to communicate with hundreds or even thousands of other people about products and the companies that provide them. Thus, the impact of consumer-to-consumer communications has been greatly magnified in the marketplace. A social network gives a business the opportunity to inform customers of sales or special offers quickly and simply. It also allows customers to make contacts easily. If a customer has an issue, she can post on the business's wall or write a short message explaining the problem (Fill (2009). This allows the company to respond quickly and attempt to ameliorate the situation. Customers also can post positive experiences with the company on their page, which is one of the best types of advertising. Businesses can use the site to ask customers what they like and dislike about the company's business. The social media also ensures improved efficiency in business. A large number of customers/prospects/candidates reached at a lower cost compared to traditional advertising/communication media, marketing campaigns executed faster, and faster ability to hire (Pfeiffer & Zinnbauer, 2010). Furthermore, social networks have proven themselves to be particularly effective in influencing consumer behavior when it comes to "*virtual communities of consumption, which feature characteristics like high consumer knowledge and companionship*" (de Valck et al., 2009; cited in Zaglia, 2012; p. 217).

For the purpose of this study it is fundamental to understand that social networks have a strong influence on the behavior of their members (de Valck, van Bruggen & Wierenga, 2009, cited in Zaglia 2012) and on the interpersonal relations that develop between the different members of these social networks (Granovetter, 1985). It therefore becomes a logical extension of this though to believe that church events, being social and interpersonal activities, are highly influenced by social networks. In addition, social networks have proven themselves as being platforms for strong social interaction between friends, the church, family members, business colleagues as well as

members of groups with similar interests (Mizruchi & Galaskiewicz, 1993; Raacke & Bonds-Raacke, 2008; Rapoport & Horvath, 1996; cited in Zaglia, 2012). This aspect of social networks is crucial to church events, as these are gatherings of people supporting themselves, the poor and needy and the community etc. and social platforms can therefore offer a virtual space to gather these churches and their members and create involvement as well as excitement and fellowship to the actual event taking place.

2.6 Challenges in Adopting the Social Media

The challenges with the social media can be understood from two different perspectives, one approach looks at the challenges that confront organizations in an effort to adopt the social media for their business and the other looks at the challenges that the usage of the social media brings on bear the business or the organization. The study by Gartner in 2009 (Smith, Cain, Mann, et al 2009) revealed that the failure rate in adopting social media in organizations is as high as 70% and he attributed this high failure rate to various factors amongst them being; a lack of a clear understanding of how social media works, limited vision regarding the integration of social media in an organizations' daily work flow, lack of management support for adoption and using social media to help solve business problems. The challenges in adopting social media in organizations can be broadly divided into four categories, explored below.

Lack of management understanding, support and push: Given that social media is still a relatively new concept for organizations, managers are very cautious in their approach towards it. A great number of them wish to only introduce the social media when it's in its matured stage. However, according to experts in the area, taking a step back and waiting until the technology matures is not the right move (Kiron, Palmer, Phillips, & Kruschwitz, 2012b). This strategy may leave the organization a few steps behind their competitors in innovation, and put them at a

disadvantage in customer relations management. Pentland points out, “Like any emerging technology trend, social business can seem perpetually just out of reach. Let’s wait a year; the thinking goes. It’s not quite real, not quite ready for prime time. If that’s your approach to social business, you may be overestimating the amount of effort it takes to start putting this trend to work for your organization today” (Pentland, 2012).

Time required in information sharing: Employees have so much to do and trying to keep up with several social media sites and constantly updating information on them can be very time consuming. There are daunting tasks for employees to carry out and management and superiors are often advising and demanding that employees spend their time attending to more pressing consumer demands and requests other than constantly using the time to update their social media status. However they often forget that the demands of consumers are on the social media and as such employees need to go there to find out these needs. Time and skill needed for using social media can reduce employee’s motivation to share (Yuan, Zhao, Liao, & Chi, 2013).

Language barriers: One of the challenges in adopting social media is a potential language barrier. Since most of the information online is in English, it is difficult for non-English speaking employees around the world to access this information (Bertot, Jaeger, Munson, & Glaisyer, 2010), and contribute their opinion via social media sites. Hence, it might be difficult to get those employees to share and document their knowledge via social media (Yuan, Zhao, Liao, & Chi, 2013).

Risk, security and loss of control in using social media: In adopting social media for organizations there is some fear that an employee can irresponsibly post confidential information, which may be detrimental to the image or success of the company. This “loss of control” over

what information is posted on social media is noted as another major challenge in employing social media (Macnamara, & Zerfass, 2012). Other challenges in employing social media in public and private organizations include the concern for security, privacy and content control. When a company uses existing social media sites for any form of communication among their employees or for public relations, they expose themselves to various security threats and legal risks. Organizations have to rely on the security system employed by social media sites and hence any breach in such a system may cause a leak of confidential company information (Macnamara, & Zerfass, 2012).

Along with the opportunity social media brings and its benefits, it also provides significant risks as noted by Merrill, Latham, Santalesa & Navetta (2011). In the making of decisions that are crucial to the competitiveness and success of the organization, the challenges that pertain to the social media are many and a few have been discussed in this study for to aid businesses to be aware of them and try and mitigate or manage them very well.

Unwillingness to share information by employees: Information sharing is very crucial in organizations for decision-making. However while having the right information can give individual employees a competitive edge, sharing that valuable information with others over social media can erode that advantage. Thus, employees may be unwilling to put everything they know on social media sites. Employees are willing to share their knowledge in a collaborative environment, where there is no personal gain. However if it is a matter of competitive edge or personal gain they tend to withhold the information or can go as far as misrepresenting the information. Such behavior on social media sites can prove very disadvantageous for the organization (Yuan, Zhao, Liao, & Chi, 2013).

Information overload: The second challenge in using social media for decision-making is having too many options. Over the last few years social media technology has grown so much that there is an abundance of information, but it is scattered across multiple applications. It can be an overwhelming task to search for valid information for decision-making. There is simply too much information available; it is difficult for employees to decide where to start and how to discover useful platforms.

Loss of Productivity: “Almost 63% of US office workers use social media like Facebook or Twitter for personal reasons at least once a day and almost 82% use it a few times per week. Almost 71% of 18-29 year old UK office workers access social media multiple times over a week for personal usage” (ClearSwift, 2007). As these statistics show, organizations should be very concerned about the employees spending excessive work time on these social media resulting in poor productivity (Naylor, 2007). Many organizations worry that even if social media is used for work-related posting, employees will spend a lot of time updating blog entries or wikis, which decreases productivity. Social networking sites offer many engaging ways for users to stay on their sites such as games and quizzes, which can occupy a user for hours. Games like “Works with friends” and “Farmville” are specifically designed for users to play long hours and visit those games often, at certain time intervals, which can distract users from work (Cisco, 2012). Hence one of the major concerns for organizations is the loss in productivity caused by the excessive use of social media at work.

Damage to an organization’s reputation: Another major concern for organizations is the potential damage to reputation caused by insensitive and derogatory comments and posts made by employees. Almost one third of office workers in the US have discussed work related issues and stresses on social media (ClearSwift, 2007). This can lead to potential damage to an organization’s

brand. Also, as mentioned before, data created on social media are unrestricted and non-perishable. Hence any negative post can exist on social media forever. An example of social media causing huge damage to reputation occurred in April of 2009. Two employees of Dominos, one of largest international pizza delivery chains, posted a prank video on YouTube (<https://www.youtube.com/watch?v=OhBmWxQpedI>). In this video, they purported to be tainting a sandwich that was supposedly to be delivered to a customer. The video instantly went viral and reached millions of viewers. Within 48 hours of posting the video, the consumer perception of Dominos changed from positive to negative. The company attempted to control the damage done by the video by answering questions posted by angry viewers and consumers. The CEO of Domino's appeared on YouTube, and personally tried to address people's concerns. However the posting damaged their reputation to such an extent that a simple search of the word Domino's returned the prank video for a long time. A similar blow was caused to Nestlé's reputation when Greenpeace campaigned against Nestlé for their use of palm oil. Nestlé tried to restrict commentary on this issue, causing more unwanted attention from consumers on social media, and leading to a public relations nightmare (Chaudhary, Frisby-Czerwinski & Del Giudice, 2011).

Unpredictability of users on social media

Social media provides users with the power of invisibility. Employees and consumers can post content and remarks about organizations without revealing their true identity. This power of invisibility according to Barbara (2012) provides the user of social media with: No Guilt, Mob Mentality, Relative anonymity and No accountability. Therefore, organizations should realize that a cautious approach should be taken with regards to social media campaigning, since a small positive marketing campaign can turn into a huge public relations nightmare (Hill, 2012).

Loss of Confidential Information: Another major disadvantage of using social media in organizations is the potential loss of confidential information. Social media allows employees to gain access to large volumes of organization's confidential information while sitting at their desk. Hence any malicious or even unintentional posting by an employee can result in leakage of this information. This can cause the company embarrassment, financial damage or even expose the organization to major security risks (Van Zyl, 2008). As noted above, carelessness, ignorance and malicious intent on the part of employees can cause major embarrassment, financial and security risk and potential loss of intellectual property (Molok, 2010).

Virus and Malware Threats

Unintentional or malicious intent by employees can not only cause the organization loss of confidential information, but can also expose the organization to various viruses and malware. Social media exposes businesses to new threats from viruses and malware, which are developed specifically to target new social media technologies (ClearSwift, 2007). These 'hackers' post fake profiles, write fake blogs and post fake content on social media sites, which leads to employees downloading viruses and malware. Once these viruses or malware enter the organization's network, the hacker can gain access to the entire server, view sensitive information, or even potentially take down a company's entire network (Van Zyl, 2008). A 2009 survey revealed that 24% of small and medium sized businesses (SMBs) have been victims of multiple hacks due to use of social media by their employees. Even companies which have taken various precautionary measures against such viruses by employing strong firewalls and anti-virus software have still reported successful attacks from viruses, spyware and phishing (Chi, 2011).

As noted, the phenomenon of social media is growing rapidly. Along with that growth, the benefits and risks associated with social media grow as well. As more organizations adopt social media for communications, collaborations and decision making, they are exposing themselves to risks (ClearSwift, 2007). However, a key strategy to countering the drawbacks of adoption of social media is analyzing the risks and fully understanding them. This will allow organizational leaders, information technology departments, and knowledge workers to take appropriate precautionary measures before adopting social media in organizations (Van Zly, 2008). It is important that management realizes that these risks are simply challenges that an organization has to overcome rather than perceiving them as deterrents to the adoption of social media. However, it is not very surprising that organizations stay away from social media. A survey of 1400 CIO's across the US by Robert Half Technologies (<http://www.rht.com>) revealed that almost 54% of organizations have total banned employees from using social media sites in 2009. This number decreased by 2011, where only 31% of organizations banned the use of social media (Brost, 2012)

2.6.1 Challenges of the Social Media in the Church

Due to the fact that organizations of all kinds face challenges with the social media and this the researcher as handled in proceeding pages of the study, it is important to throw more light on the problems of the social media in the church and attempt to bring out the special challenges churches are encountering as a result of adoption and usage of the social media within the church both my church administration and management and members of the church.

Global Village and Audience: McLuhan (1987) submitted that social media has introduced to the world what he calls the global village. The globe according to him has been contracted into a village electric technology and instantaneous movement of information from every quarter to

every point at the same time. This means that church's members can be reached far and wide via the internet and this is good. However the other side of the same coin is that, if services and church programs are streamed live as people do today, it means, very soon we would have little to no persons showing up physically in the church building; now that sounds interesting right? Churches thrive on the voluntary giving of members to the organization and having them in church makes it easier to mobilize funds. Is that not it? Now what churches should proactively be looking at for the long term is how to get their members to still transfer funds to them without being physically present. The question the researcher wishes to ask is whatever happened to coming together to fellowship physically and offer comfort and love to our dear friends and family? Van Dijck, (2013) has submitted that the use of the social media has its own rules and ways of using it and sometimes this affects the way in which the church would have wanted its members conducting themselves during programs.

Addictions and Distractions: Bala (2014) is of the view that the social media can be addictive and most of today's youth are addicted to it. The desire for self-gratification is becoming serious and leading to peer pressure. Luder (2009) is of the view that the social media is used via mobile phones, iphones, ipad, computers etc. and at every point in time there is some form of online communication with people expressing their candid opinion on something. By adopting the social media in church, people easily get distracted during service as many go online to check messages, read them and respond to them. Bala (2014) confirms this opinion when he says that checking these messages and comments is what is making the youth addicted to the social media. The average time spent on social media networks per day was 1.72 hours in 2015. The average number of hours a teenager spent online per week was 27 in 2015 (McGillivray, 2015). Facebook can hamper the effect of faith-sharing because of its features, such as uploading pictures, chatting with

friends, and playing games that can lead to destruction, procrastination and a significant waste of time (Bala, 2014, p. 3). This challenge calls for the guardians of the faith to be watchful and help youths towards the oriented goal of faith sharing.

Jeopardizing face to face interaction: The church admits that the social media is jeopardizing face-to-face interaction amongst the members of the church (Nielsen, 2012). The church admits that the social media cannot do everything. For example the social media cannot take care of confession, Holy Mass, Anointing of the sick, Holy Water Sprinkling and sometimes some form of counseling. This has a way of affecting their focus and concentration in church. Instead of fellowshiping with friends and family physically present in church many find themselves doing so with their friends online. Sometimes in a bid to check messages, calls come through during church service which in all shifts the focus of the persons present in church.

Infiltration of Wrong Doctrine: There have been submissions to the effect that social media is in a way introducing wrong doctrines into the church as the cultures, belief systems and norms of the world are gradually weaving its way into the church. Although a cheerleader for social networking in ministry, Hendey recognizes that time online can detract from other relationships and personal prayer time. “We need to pay attention to our real world relationship and our faith life. She noted that one should not become so busy with the use of technology that we neglect those relationships or that most important relationship with God” (Graham, 2011).

2.7 Benefits of the social media to the Church

The social media despite its challenges has vast opportunities and benefits. It offers an excellent forum for the church’s visibility and evangelism. Social media in a sense require constant input and monitoring to make the Church’s presence effective (USCCB, 2014, p.2). The social media according to USCCB (2014) can be a strong and powerful tool for strengthening the community

as it has a way of connecting people as well encouraging an authentic culture of encounter (Morgen, 2012). In fact the use of the social media adds status to religious organizations. The social media helps the youth as well as adults to access issues of faith.

If the social media is handled rightly in the church, people will engage in it appropriately, and it can be more successful at keeping people informed than any church bulletin (Makes, 2015). The youths who spend most of the time online will be the first agents to benefit from it. Users of social media expect site administrators to allow dialogue, to provide information, and to acknowledge mistakes (USCCB, 2014, p. 2). Social media used well informs the audience, at the same time should be accountable for any mistake with the principle being to tell the truth and tell it all. To admit mistakes is important as it makes it more authentic.

CHAPTER THREE

METHODOLOGY

3.0 Introduction

This Chapter discusses the principles and methods applied in the research study to carry out the stated aims and objectives. It introduces the methodological concept adopted in executing the research. This includes, the research designs, population, sample and sampling procedure, data gathering instruments, data collection procedure, ethical considerations amongst others. The chapter provides a continuous platform for linking the extensive literature review to the methods used to carry out the research. It clearly states that qualitative methods will be used; surveys and interviews were selected.

3.1 Research Design

Research design can be qualitative, quantitative or mixed (Fellow and Liu 2008). For the purpose of this research, a combination of both approaches will be adopted. Qualitative approach involves people's understanding, opinions and views, which are usually gathered through interviews or observation (Fellow and Liu 2008). Furthermore, Merriam (1998) mentioned that qualitative method provides the ability to clarify the whole context of an obvious phenomenon. However, concluding a research from a mere qualitative research will only be a hypothesis (Denzin and Lincoln, 2005). Quantitative approach tends to gather factual data and observes the relationships between the facts and previous studies. Quantitative approach involves making measurements of collected data (Denzin and Lincoln, 2005). It involves numbers and quantity as a means of gathering information to address a research question (Guba and Lincoln, 1994).

A combination of the qualitative and quantitative research methods also known as mixed method approach will be used in this study to gather and analyse deeper information on the use of social media by church leadership and the congregation as well. According to Neuman (2011, p 574), a mixed method approach can work with different strategies. Such strategies include data comparison, consolidation, and integration. The strength of mixed method research is in its use of both induction, specifically discovery of patterns, and deduction, particularly theory and hypothesis testing (Onwuegbuzie and Leech 2006).

The mixed method approach has two research stages; a qualitative stage will feature face-to-face interviews, followed by a quantitative stage which will employ a questionnaire. Interviewing will offer a comprehensive picture on the topic being explored (Creswell 2005, p 471). This information will form the basis for the next stage and used to develop the questionnaire. This

mixed method research approach will be exploratory, descriptive and causal in nature. The mixed method exploratory approach is most appropriate to address the research questions and achieve the proposed study goals. Qualitative research is vital to this study as it attempts to examine the use of the social media amongst church leaders and the congregation.

3.2 Population

There are many churches all over Ghana. The charismatic churches are widely known for the use of social media though the protestant and orthodox churches also do make use of this media though not so intensively. For this study, I will focus on The Maker's House Chapel International and its congregants and leadership to obtain empirical study on the impact of the social media on the church. The Maker's House is situated at Kwabenya in Accra, Ga-East. According to the government of Ghana, the population of Accra is over four million and out of this, over three million are Christians with 45% of that sample being Charismatic/Pentecostal according to the 2010 census. However, the researcher is unable due to financial and time constraints take on so many of these charismatic churches. The researcher is focusing on The Maker's House Chapel International; a charismatic church that is robust, full of youthful congregants and which explores the usage of the social media to a very large extent.

3.3 Sample and Sampling Technique

Sampling is a smaller representation of a whole population. This provides a practical means of data collection and processing and therefore it is important to ensure that the sample size provides a good representation of the entire population (Bell, 1993). Creswell (2005, p 465) amongst others emphasized the importance of selecting a sample criteria prior to conducting research to ensure bias sampling does not occur. Sampling helps to ensure accuracy of data collected as well as saving

time and money. The sampling techniques adopted in this research are the Purposive Sampling and the Random Sampling.

The participants will be selected through random sampling and purposive sampling. In random sampling method, each item in the population has the same probability of being selected as part of the sample as any other item. Purposive sampling is a sampling method that involves the researcher deliberately selecting the respondents who would respond to the research questions. In all 120 respondents were selected for the study. The researcher adopted this number because the church administrator promised to get through to this number of respondents from departments within the church who he was sure would be willing to respond to the questionnaire. He was entreated to increase the number to 200 but could not promise due to the busy schedule of the population.

3.4 Instruments

Questions can be inquired in two forms (open and close ended). Open ended questions are designed to enable the respondents give detailed answers while closed questions contain a set of options that respondents have to select from (Yin, 2003). An interview is a conversation usually between two people, where in most cases the interviewer seeks the responses of the other person (respondent) for a particular purpose and this method is mostly used in for qualitative research (Wilson, 2010). The interview technique is particularly effective for gathering in depth information and opinion from respondents. There are three types of interview namely a structured interview, semi-structured interview and unstructured interview (Fellow and Liu 2008). For the purpose of thesis, a structured interview was adopted because the questions asked were directly in line with the research questions; the interview was used to compliment the questionnaire.

In addition to the types of interview mentioned above there are three ways of conducting the interview namely face-to-face interviews, telephone interviews and focus group interviews (Bryman and Bell 2011; Wilson 2010). The face-to-face interview allows the interview to be conducted directly with the respondent and enables face-to-face communication. The interviews for this research were conducted using face-to-face contact.

3.5 Data Collection Procedure

Questionnaires will be distributed amongst the respondents; afterwards there will be interviews with a number of church leaders and pastors. In all 5 church leaders are willing to answer questions of the researcher. The focus of the questions asked will be the challenges with the use of the social media by the church and its congregants. Neuman (2007) states that a researcher must be aware that self-presentation will influence field relations to some degree therefore before data is collected an introductory letter will be sent to the leadership of the respondent church identifying the researcher as a student of the Ghana Institute of Journalism. The questionnaires will then be distributed via email and posted and the completed questionnaires are expected to be returned in two weeks or less. Follow up interviews will be conducted face to face. The interviews and questionnaire were designed to target the business owners, directors and managers.

3.6 Ethical Consideration

In recent years, ethical considerations across the research community have come to the forefront (Hinman, 1997). In this regard, it is vital to consider ethical issues during the course of this research. Fellow and Liu (2008, p.247) mentioned that "*because research involves the furtherance of (human) knowledge; the requirement of ethical integrity is paramount*". The ESRC (2010, p.7)

in the UK identifies 'Research Ethics as the moral principles guiding research, from its inception through to its completion and publication of results and beyond'. The information gathered for this research will be kept confidential under the Data Protection Act (1998) to ensure the privacy of the participant is secured. Information gathered from this research was not added to, or subtracted from under any circumstance, and by all fairness was processed without bias. It is important to see that all data are protected, because it enables the research to maintain dignity (Knight and Ruddock, 2008).

3.6.1 Reliability and Validity

Reliability can also be measured through equivalence, which compares the extent to which two versions of the same paper-and-pencil instrument, or two observations measuring the same event, produce the same result (Leedy & Ormrod 2012, p 299). Researchers may check for validity in several ways. These include comparing findings of one instrument with findings from other instruments and conducting joint observations or collaborative marking of the same tests. Checking validity could also include returning draft reports to respondents for accuracy checks, considering opposing explanations for the issue or question, and conducting multiple observations of the same event. The researcher can also enhance respondent validity by asking the participants to check their interpretations of the information provided or observed (*Onwuegbuzie & Leech 2006, p 474*). Critics of questionnaires and interviews focus on poorly created questions. The researcher in this study considered measures to ensure the quality of data. Questions focused on

required assessment of small business. The elements of language, difficulty level, and frame of reference should enhance communications between the researcher and the participants. Researchers should also be aware of participant's vocabulary to ensure that the questions are not too simple or too difficult.

3.7 Data Analysis Procedure

Kumar (2002) illustrated that raw data gathered through questionnaires is meaningless and will not benefit both researchers and reader unless they are categorised and analysed. Hence data analysing is one of the most crucial element of this research. It converts raw data gotten from the field, into significant information through the statistical process. The results from the process then can be interpreted to offer the reliable and understandable knowledge to the readers. Microsoft Excel is one of the prominent statistical software packages used to categorise and analyse raw data then produces data and output file as well as charts and graphs (Fink 2005). The first step in data analysis is descriptive analysis. The study also involves computing percentages, cross-tabulation and drawing histograms or pie charts. This form of analysis usually provides a useful evaluation of data obtained from the questionnaires. The focus of the questionnaire was gathering information from 100 respondents.

3.8 Justification of Methodology

According to Saunders et al (2009) qualitative data provides us with information specifically related to the topic of the study. In addition, survey is one of the easiest and beneficial methods used to identify reasons, issues or challenges compared to other methods of qualitative study. Further, there are different methods through which surveys can be conducted for example with the

use of telephone, the use of the Skype application, emailing the questionnaire and etc. Therefore, survey will be used to help collect first-hand information and to provide us genuine and bias free data. However, the chances of biasness are less using this method, compared to other data collecting methods. The use of qualitative methods is also justified because conducting questionnaire techniques are easy to adopt especially for a broad topic. In the past, surveys were conducted manually but in recent times, technology aids us in contacting the respondents online and they fill the questionnaires in a lesser time. Moreover, there are many service agencies that facilitate researchers in filling up the questionnaires so that first-hand information is collected as soon as possible. Technological advancement has however facilitated the researchers in contacting with the sample population that are living in other parts of the country.

There are many reasons on the basis of which selection and interview methods are justified especially for this study. The qualitative method of the study is beneficial as it can be easily manipulated according to the topic of the study. Another justification related to the use of survey method is that it is cost effective compared to other methods of the study. However, the responses of the survey cannot be manipulated and thus, the survey has a potential of saving the data from all sorts of biasness. The survey method of research is also justified as it does not allow the researchers to have any kind of control over the environment. Also, the data collected from interviews is highly relevant as it is collected directly from the target population of the study.

3.9 Limitations of Research Methods

There are limitations associated with the use of qualitative methods like surveys, interviews and etc. Survey result may be manipulated according to the topic of the study and responses might be provided in urgency as most of the respondents are employed on high level positions and they have a busy schedule. Apart from survey, interviews conducted can also face communication barriers due to poor performance of some social media platforms; mail sent might not be received by the respondents at accurate time and etc. Also, respondents might not understand the real meaning of the questions included in the survey distributed to the sample population. This is because sometimes the researcher may mean something quite different from the meaning the respondents may get.

CHAPTER FOUR

RESULTS & DISCUSSION

4.0 Introduction

This chapter discusses the findings and results of the study on “The Impact of the Social Media on the Church; The case of The Maker’s House Chapel International”. Findings are discussed under clearly described headings that reflect the study’s research questions and objectives. In necessary instances, an extended analysis is given to further the discussion. The objectives of the research as outlined in the first chapter of this study include;

- To ascertain how the church in Ghana is using social media to aid church growth and the spiritual enrichment of its congregation
- To find out if the church recognizes any adverse effect of social media on its congregation and the church as a whole.
- To explore some of the policies on the use of the social media during church service

4.1 Demographics

This section gives demographic data on respondents that were sampled for the study. On the age range of respondents, Table 1 depicts that 50% of the respondents fell within the age range of 30-34, 25% of them fell within 18-25. The age group of 26-29 recorded 13.3% respondents and that of 35-39 recorded respondents’ rate of 11.67%. This biographical data on the age range of respondents shows that the church has relatively very young people in it who range mainly between the ages of 18 to 34 years. It was one of the key reasons why the researcher chose this church because from all observation, the church had a lot of young people and this response goes to confirm that fact. Also buttressing this point, Kirkpatrick (2010) mentioned that a lot of young

people made use of the social media very often to create their own personal profiles and to interact with other people all over the world.

Table 1: Age Range of Respondents

Age range	Frequency	Percentage
18-25	30	25
26-29	16	13.3
30-34	60	50
35-39	14	11.67
Total	120	100

Source: Field Data, 2017

Gender of Respondents

On the gender of respondents, the study recorded ~~the view of~~ 62.5% of male respondents and 37.5% of female respondents as depicted in Figure 2.

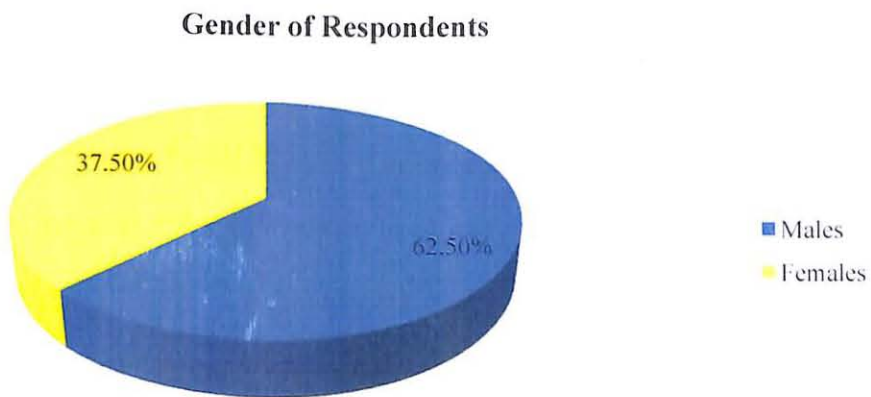


Figure 1: Gender of Respondents

Source: Field Data, 2017

On making a field trip to the church where the researcher undertook the study one Sunday, it was observed by the researcher that the church had more males than females as confirmed by the president of the church who gave the researcher audience on an interview on the management of social media application within the church.

4.2 Social Media

Knowledge and Usage of the Social Media

According to Junco al et (2010), “social media are a collection of internet websites, services, and practices that support collaboration, community building, participation, and sharing”. To start with, the researcher sought to find out if the respondents all had knowledge of the social media and all of them said Yes. In furtherance of this question, respondents were asked if they use the social media and all of them answered in the affirmative. So in time, all of the respondents knew of the social media and used the social media and this was a good starter for the researcher as it concretized the study’s foundation firmly.

Social Media Applications in Use

Weber (2009) records that the Social Media is an online place; it requires the use of the internet and all gather there no matter the platform to share ideas, thoughts, make our comments and express our opinions, likes and dislikes and sometimes practically argue. Examples of current day social media platforms, according to Weber (2009), include; Facebook, Twitter, Instagram, Snapchat, Skype, Viber, YouTube, Google+, Whatsapp, Blogs, 2go, Myspace, Black Planet, Gather, Eons, LinkedIn etc. The researcher sought to find out which of the social media applications the respondents used. 56.66% mentioned that they use Facebook and Whatsapp

together, 32% of them said they used all of the named social media applications including Facebook, Instagram, Twitter, Whatsapp, and YouTube and 16.66% said that they only use Whatsapp. The respondents' social media preferences fall in line with those of Weber (2009) giving a true confirmation on the social media applications used. Supporting these views, an Internet research company, Pew Research Centre, claims that "more than half of internet users (52%) use two or more of the social media sites measured (Facebook, Twitter, Instagram, Pinterest) to communicate with their family or friends" as displayed in Table 2.

Table 2: Social Media Application in Use

Response	Frequency	Percentage
Facebook+Whatsapp	68	56.66
Facebook+Instagram+Twitter+		
Whatsapp & YouTube	30	32
Whatsapp Only	20	16.66
Total	120	100

Source: Field Data, 2017

Very Active Social Media Application

When asked which of the social media applications, they are very active on, 71.66 mentioned Whatsapp and 28.33% mentioned Facebook. An Internet research company, Pew Research Centre, claims that "more than half of internet users (52%) use two or more of the social media sites measured (Facebook, Twitter, Instagram, Pinterest) to communicate with their family or friends". The numbers of active social network users are growing at a constant and impressive rate. For instance, according to Facebook Newsroom (2013), "Facebook boasts of more than 655 million daily active users on average around the globe and it had a total of 1.1 billion Monthly Active Users (MAU) and 665 million

Daily Active Users (DAU) as of March 2013". Respondents' view on the most active social media for them mentioned Whatsapp and Facebook.

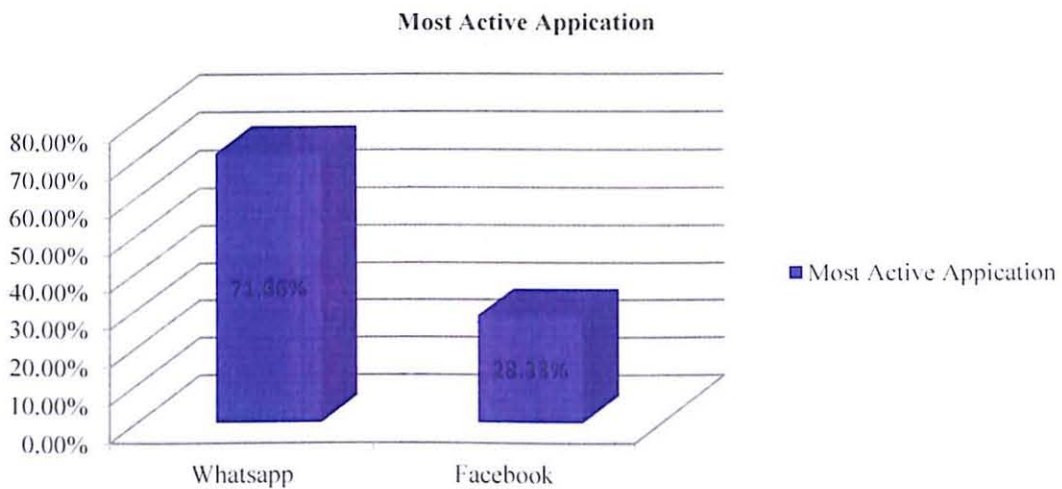


Figure 2: Very Active Social Media Application

Source: Field Data, 2017

4.3 The Church and Social Media

Use of Social Media by the Church

The respondents were asked if the church uses the social media to communicate with them and all of them said Yes, that the church uses social media to communicate with them. They were further asked which of the social media applications the church uses to communicate with them as congregants and 41.66% indicated only Whatsapp as the applicable social media platform the church uses. 33.33% mentioned that the church only uses Facebook and 25% said the church uses both Facebook and Whatsapp. As shown on Table 3. Respondents indicated that the church uses social media to communicate events to them, and to remind them of church programs and to re preach the sermons again.

Table 3: Use of Social Media by the Church

Response	Frequency	Percentage
Whatsapp Only	50	41.66
Facebook Only	40	33.33
Whatsapp+ Facebook	30 25	
Total	120	100

Source: Field Data, 2017

Use of Social Media While at Church

Respondents in an attempt to know the attitude of respondents toward the social media asked them if they use social media while at church and 53.33% said no, they do not use social media while at Church and 46.66% said yes, they use it while at church. Figure 3 displays these responses.

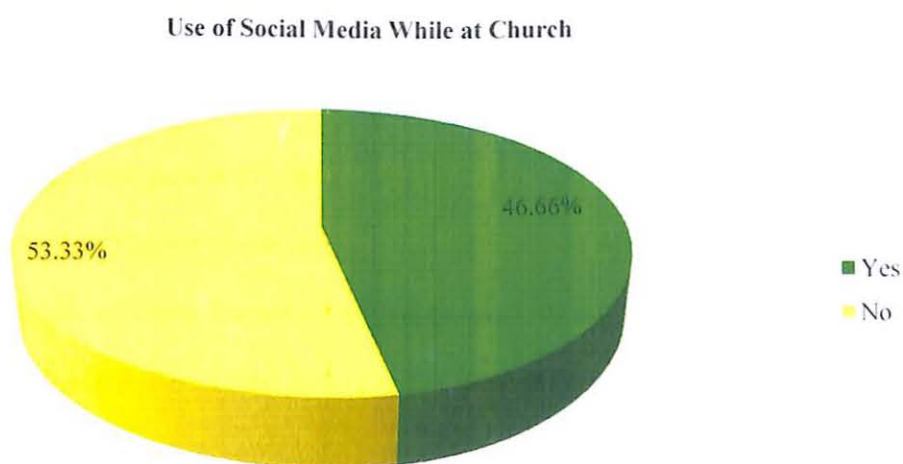


Figure 3: Use of the Social Media While at Church

Source: Field Data, 2017

When asked which of the social media they use while at church, only those who indicated that they use the social media mentioned which of the social media applications they use. Out of 56 people who said Yes, 25 of them said they use Whatsapp and 31 of them said they use Facebook.

Table 4: Social Media Application in Use at Church

Response	Frequency	Percentage
Whatsapp	25	44.64
Facebook	31	55.35
Total	56	100

Source: Field Data, 2017

Policies Governing the use of the Social Media in the Church

The researcher found it useful to ask if the respondents knew of any policies governing the use of social media in the church and out of 120 people only 8.33% making just about ten respondents said Yes and 91.66% making about 110 respondents said No, that the church did not have any policies as shown in Figure 4. Eager (2005) discussed some strategies used by social media and mentioned that these strategies help organisations to improve their performances. Eager (2005) discussed three main strategies which are the push and pull strategy and the networking strategy which in his opinion are very important in the way social media is used. Deriving from the discussions he held on the networking strategy, it can be inferred that this is the strategy that most companies, organisations and associations such as churches may use in the adoption of policies that will enable them control and manage the applications they subscribe to corporately. The networking strategy involves the use of social media tools which are highly interactive with a lot of back and forward between the agency and its diverse constituencies. Companies now usually

have a sense of who is following them and who they want to reach. They are using Facebook, Twitter, etc., very strategically not only to control and direct messages to their audiences, but also to have their ears and eyes on the ground where the actual issues are being discussed that might be of relevance to their business's mission.

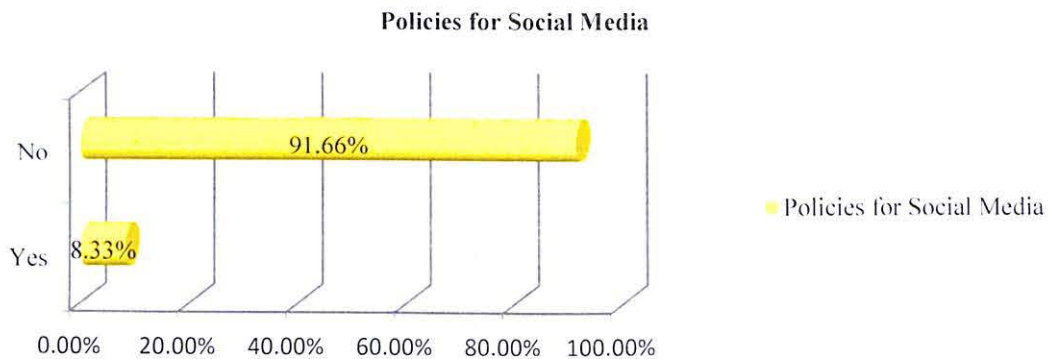


Figure 4: Policies Governing Social Media

Source: Field Data, 2017

Sharing other views, Chaturvedi (2012) is of the view that as companies focus on effectively leveraging social media platforms, there are four strategies that organisations may consider. He posited that companies should retain control of contents being placed on behalf of the company in that companies should make sure they retain control of and full editorial rights to what is being posted on their behalf. Companies can do this by putting in place automated approval workflows and escalation processes between their partners and internal teams. He also advocated that in the making of policies and strategy setting of the company in the management of its social media, it is critical for companies embarking on social media initiatives to set targets, measure performance against those targets, and compare their performance against competitors, what is measured gets improved.

The respondents were further asked what these policies are if any and out of the ten respondents 7 respondents mentioned the policies they know of which is listed below:

- Congregants advised to use social media wisely
- Should be used to propagate the gospel
- Church does not post unverifiable news on the church's platform
- Encouraged not to use social media during church service
- Encouraged not to post anything on the church's social media platform which does not concern the church
- Not allowed to make calls etc. during church service

The views shared by Chaturvedi (2012), confirm the views of the respondents bulleted above and they also are an addition to the various policies and strategies companies including the church may consider in the improvement of the management of its social media applications. The respondents, from their views, also advised that the church should have a team which would have access to the church's platform and regulate how it is used and managed. Furthermore, those who said No, that the church did not have policies that governed social media usage in the church were asked if they think that the church should adopt policies toward its usage of the social media and all of them said Yes and this was the advice given by Chaturvedi (2012) for organisations that were yet to adopt policies to manage their social media applications and usage.

4.4 Rating the Importance of Social Media

Over the past years, social media has grown in its usage, influence and importance. Social media has democratized corporate communications across most industries (Kietzmann, Hermkens, McCarthy, & Silvestre, 2011). Furthermore, it has proven to be a powerful communication tool (Fisher, 2011). The social

media, according to USCCB (2014), can be a strong and powerful tool for strengthening the community as it has a way of connecting people as well as encouraging an authentic culture of encounter (Morgen, 2012). If the social media is handled rightly in the church, it can be more successful at keeping people informed than any church bulletin (Makes, 2015). In addition, social networks have proven themselves as being platforms for strong social interaction between friends, the church, family members, business colleagues as well as members of groups with similar interests (Raacke & Bonds-Raacke, 2008). When asked to rate the importance of social media, all the respondents said that social media is very important and that it has had a positive impact on church growth. Naming the positive impact of the social media, some of the impacts respondents mentioned are outlined below;

- It served to remind congregants of church activities
- That it brought together the members of the church
- Makes it easier for the church to reach its members
- It gives information and makes communication easier
- Helps in the growth of the church
- Helps in evangelism and mobilization of members
- Helps to spread the word and daily devotions
- Projecting the image of the church

The views of Makes' (2015) and Morgen (2012) have been duly confirmed by the respondents who shared that the social media is important to the church as it reminds members of the church's bulletin and keeps people connected and informed.

4.5 Negative Impact of the Social Media

Van Dijck, (2013) has submitted that the use of social media has its own rules and ways of using it and sometimes this affects the way in which the church would have wanted its members to conduct themselves during programs. In the light of this and other observations of the researcher, the respondents were asked if they think that the social media has negative impacts and 16.66% of the respondents said No and 83.33% of them said Yes. Those who said Yes indicated the following as some of the negative impacts of the social media;

- Interrupts church services
- Poor spiritual growth due to lack of concentration
- It's destructive
- It's addictive
- False information and doctrines can be put on the social media
- Affect attendance to church and participation in church activities

McLuhan (1987) submitted that social media has introduced to the world what he calls the global village. The globe according to him has been contracted into a village electric technology and instantaneous movement of information from every quarter to every point at the same time. This means that church's members can be reached far and wide via the internet and this is good. However, the other side of the same coin is that, if services and church programs are streamed live as people do today, it means, very soon we would have little to no persons showing up physically in the church building and that can be a big problem for the church? Bala (2014) is of the view that the social media can be addictive and most of today's youth are addicted to it. The desire for self-gratification is becoming serious and leading to peer pressure. Luder (2009) is of the view that the social media is used via mobile phones, iphones, ipad, computers etc. and at every point in time

there is some form of online communication with people expressing their candid opinion on something. By adopting social media in church, people easily get distracted during service as many go online to check messages, read them and respond to them.

Bala (2014) confirms this opinion when he says that checking these messages and comments is what is making the youth addicted to social media. Facebook can hamper the effect of faith-sharing because of its features, such as uploading pictures, chatting with friends, and playing games that can lead to destruction, procrastination and a significant waste of time (Bala, 2014, p. 3). The church admits that social media is jeopardizing face-to-face interaction amongst the members of the church (Nielsen, 2012). Graham (2011) says that social media leads us to neglecting our relationship with God which is the most important. All these views expressed by the respondents and writers show how negative the social media can be if not used appropriately. They were further asked if the church should stop using the social media because of its negative impacts and all of them said No.

4.6 Results of Interviews held

The researcher interacted with the President and Administrator of the church on a few questions that was important for the attainment of the study's objectives. The interview was a very interesting one, revealing very important information which goes to buttress and support the responses of the respondents of the questionnaire instrument and literature. These responses are analysed and discussed below;

Understanding of Social Media

The researcher sought to find out what understanding they had into what social media is and they said that it is a group or collections of applications and websites that allow their users to share information. This is confirmed by Junco al et (2010), who also said “social media is a collection of internet websites, services, and practices that support collaboration, community building, participation, and sharing”.

More Frequently Use of Social Media Compared to Traditional Media

The researcher asked if the church uses social media and both interviewees said Yes, that the church actively uses social media. They also indicated that, the church makes frequent use of the social media. The church places sermons and service on social media for people to stream live and pictures are updated and placed on the social media during church service. They agreed that the church uses radio but the social media is used more because it is readily available and it is cheaper compared to the traditional media like radio and TV.

Social Media Applications used by the Church

Respondents were also of the view that even though the church uses mainly Facebook, YouTube, Instagram and twitter, the church is very active on Facebook and YouTube because with that they are able to reach their viewers with videos which invariably attracts more viewers.

Use of Social Media during Church Service

The respondents answered that some people make use of the social media during church service because sometimes the postings and comments that are posted on the church’s platforms are

comments made while service is ongoing but the church has some conventional practices of not allowing picture taking and videoing during service.

Policies Governing Social Media Usage

The respondents mentioned that the church has no written down policies and that what they have are the conventional practices. On some of the practices they could be referring to, the respondents mentioned that the church does not allow picture taking and videoing by individuals during church service except the Church's media team. Also the media team's work is monitored in the control room and the Public Relations team does not place on the platforms of the church any pictures and videos having to do with deliverance and ministrations. The protocol department checks to ensure that individual church members also do not take pictures and videos of such incidents during service. Furthermore, they mentioned that the work of the PR/control room team is to screen pictures and vet them before they are placed on the internet. They are trained to know what publicity will come out of some pictures or videos that are posted. Also only pictures and videos that carry water marks of the church are posted on the social media. Sharing the views of the respondents, Chaturvedi (2012) is also of the view that the organisation or company should control and manage what is posted on the social media on its behalf in order to reduce the adverse effects of how negative its impact can be if not well managed.

Benefits of the Social Media

The respondents mentioned that social media is very important and that when people view and follow the church's social media applications, they invite others to watch and listen to the sermon or service. The church has equally registered new members who indicated that they first heard

about the church through social media and invitations they received through the social media. They also indicated that it is less expensive.

Negative Impact

Respondents mentioned that the social media has its negative impacts. The Administrator sited an instance in which someone created same name and used the picture of the General Overseer of the church. He started posting sermons and devotions and then started asking people to send money to him. In that situation the church had to do some correction with Facebook itself, get verified accounts and a disclaimer. Also they indicated that some church members can decide not to be physically present in church because they can stream live and be part of the service.

CHAPTER FIVE

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

5.0 Introduction

Every business venture is in to make profit and therefore every business tries to discover new and improved ways of reaching its customers. Social media has become a popular trend today for all spheres of life, especially for businesses. It provides a platform to establish and multiply relationships and to be visible to other people all over the world.

The main objective of the research is to explore the impact of Social Media on the church and the specific objectives are:

- a. To ascertain how the church in Ghana is using Social Media to aid church growth and the spiritual enrichment of its congregation
- b. To find out if the church recognizes any adverse effect of Social Media on its congregation and the church as a whole.
- c. To explore some of the policies on the use of the Social Media during church service

5.1 Summary

- The study revealed that The Maker's House had a lot of vibrant young people who range between the ages of 18 and 34 as seen in Table 1.
- The church makes use of social media which was confirmed by all of the respondents including those that were interviewed as seen in Figure 2, Table 2 and Table 3. The individual church members also equally used social media and confirmed this fact in their responses.

- Some of the social media applications they indicated that they use include: Facebook, Instagram, Twitter, Whatsapp, and YouTube. However, it was seen that the respondents interviewed did not mention the use of Whatsapp by the church; meaning that the church did not officially use it but members used it. They indicated that the church is very active on Facebook and YouTube because it is on these platforms that the church is able to post videos of the service for live streaming.

- On the policies that the church has governing the use of the social media, majority of the respondents of the questionnaires mentioned that they did not know of any such policies. The interviewees however mentioned that what they knew of were not policies per se but some conventional practices whereby people knew what they ought or ought not to do.

- On some of the practices the church had, they mentioned that the church does not allow picture taking and videoing by individuals during church service except the media team. Also the media team's work is monitored in the control room and the Public Relation team does not place on the platforms of the church pictures and videos to do with deliverance and ministrations. The protocol department checks to ensure that individual church members also do not take pictures and videos of such incidents during service. Furthermore, they mentioned that the work of the PR/control room team is to screen pictures and vet them before it is placed on the internet. They are trained to know what publicity will come out of some pictures or videos that are posted. Also only pictures and videos that carry watermarks of the church are posted on the social media.

- All of the respondents said that social media was very useful and that it offered the church the platform to reach many more people all over the world, evangelizing and sharing the word of God, that it helped people who were outside of the country to still be part of the service by streaming live; that it was cheaper than the traditional media and readily available to everyone.
- On the negative impacts, they mentioned that it was destructive as some people used it during service; that it created instances where people can decide not to be physically present in church. Some of the respondents mentioned that it was addictive and has a way of diverting the focus of people.

5.2 Conclusions

It was concluded that the church had a relatively very youthful congregants and that all of them made use of various forms of social media applications. The members used a lot of the Whatsapp application but that the church did not although the church also made use of the social media and mainly Facebook and Youtube. The church used Facebook and Youtube because it enabled them to post videos and pictures for worldwide viewing. It was also concluded that the church had no written down policies that governed the usage and management of social media application both for the church and the members but rather some conventional practices which included the fact that church members could not take pictures and videos while church was on going; that every image or video posted on the church's social media platforms was water marked. Although social

media is very useful to the individual church members and the church in that it was a way of connecting to the whole world; that it offered the opportunity to the church to reach many people all across the world with the Gospel; that it was cheaper and readily available, social media had its negative impacts which included the fact that it could be addictive and destructive. Also it had the potential of turning people away from being physically present in the church because of the live streaming of service.

5.3 Recommendations

The researcher made some important recommendations based on a number of problems and challenges that were revealed in the study.

- To start with it is recommended that the Public Relations/Control Room and the Media group come together and draw some policies on the usage, management and control of social media applications of the church. This can be submitted to the strategic management team to review and make their inputs. It is expected that their expertise will help put together favourable policies that will be good enough yet set the parameters in place appropriately for the improvement of the church's activities online and growth in general. This will help to ensure good publicity of the church at all time.
- After these policies are drafted, it is recommended that they should all be documented and clearly written down and kept on file for management and administrative purposes. This is to ensure that new members can get to know them and abide by them.
- Intermittently the church can serve some gentle reminders by rolling bits and pieces of these policies down the screen during church services.

- Efforts must be made to restrict network and coverage within the auditorium of the church during church service even if it means employing technology to do so.
- Printed notes ought to be placed in money wallets provided to congregants for offertory.

5.4 Suggestions for further studies

It is suggested to future researchers to delve into the policies that the church over time has developed to control and manage the use of its social media applications.

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**GHANA INSTITUTE OF JOURNALISM
MASTER PROGRAM IN MEDIA MANAGEMENT**

TOPIC:

THE IMPACT OF SOCIAL MEDIA ON THE CHURCH

(THE CASE OF THE MAKER'S HOUSE CHAPEL INTERNATIONAL)

QUESTIONNAIRE FOR CHURCH MEMBERS

My name is Enoch Akuoko, a candidate for an MA in Media Management degree of the Ghana Institute of Journalism. I am conducting a research on the topic The Impact of Social Media on The Church, The Case of the Maker's House Chapel International. I would be very glad if you could assist me by answering my questionnaire. Please note that every information gathered will be treated with anonymity and confidentiality. Counting on your kind cooperation.

Please **TICK** the appropriate option(s) in the bracket “()” beside it/them.

SECTION A: DEMOGRAPHICS

1. Age () 18-25 () 26-29 () 30-34 () 35-39 () 40 and above
2. Gender () Male () Female
3. Do you know about Social Media? () Yes () No
4. Do you use SOCIAL MEDIA? () Yes () No

SECTION B: SOCIAL MEDIA

1. Which of the Social Media applications do you use?

Facebook Instagram Twitter Whatsapp YouTube
Others

2. Which of the these applications are you very active on

Facebook Instagram Twitter Whatsapp YouTube
Others

3. Does the church use Social Media in its communications to you?

Yes No

4. Which of these applications does the church use in its communications?

Facebook Instagram Twitter Whatsapp YouTube
Others

5. What form of communications do you receive from the church

Event promo Reminders Counselling Welfare Sermons
 Others

6. Do you use social media whiles at Church? yes No

7. Which of the social media applications do you use whiles at church?

Facebook Instagram Twitter Whatsapp YouTube
Others

8. Are there policies concerning the use of social media in your church?

yes No

9. If yes, what are they?

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

10. If no, do you think the church should have policies to regulate the use of social media during church service? yes no

11. On a scale of 1-3, how would you rate the importance of social media to the church

1	2	3
Very important	Somewhat important	Not important

12. Do you think social media has a positive impact on church growth?
 Yes No

13. If yes, what are the positive impacts?

.....
.....

14. Do you think social media has a negative impact on church growth?
 Yes No

15. If yes, what are the negative impacts?

.....
.....

16. Should the church stop using social media? yes no

**GHANA INSTITUTE OF JOURNALISM
MASTER PROGRAM IN MEDIA MANAGEMENT**

TOPIC:

**THE IMPACT OF SOCIAL MEDIA ON THE CHURCH: THE CASE OF THE
MAKER'S HOUSE CHAPEL INTERNATIONAL**

INTERVIEW GUIDE FOR CHURCH LEADERS

INTERVIEW GUIDE

My name is Enoch Akuoko, a candidate for an MA in Media Management degree of the Ghana Institute of Journalism. I am conducting a research on the topic: "The Impact of Social Media on The Church: The Case of the Maker's House Chapel International in partial fulfilment for the award of the MA degree. I would be very grateful if you could answer the following questions. I assure you the information you provide would be used in the strictest confidence.

Interview Questions

1. What is Social Media?
2. Does your Church engage in Social Media?
3. Would you say you use Social Media more frequently than the MSM (Main Stream Media)?
4. What Social Media Applications do you use?
5. Which of these Applications do you use more often and why?
6. Has Social Media positively impacted on Church growth?
7. How has Social Media impacted positively on church growth and administration?
8. Have you experienced any negative impact of Social Media on the church?
9. If Yes, how?
10. Do you see people use their phones or go on social Media platforms during church service?

11. Are there policies regarding the use of Social Media by both Church Administration and the Congregants?

12. If Yes, what are these policies? And If No, is the church considering constituting policies to regulate the use of social media by Church leaders and by the Congregants?

(I would be glad if the answers are backed by figures or reports to help in the effective analysis of the data.)

Thank you!