

Restrictions Towards the Adoption of Social Media Platforms by Civil Servants

Joshua Ebere Chukwuere
 Department of information systems
 North-West University
 Mahikeng, South Africa
 joshchukwuere@gmail.com

Sikedi Ramawela
 Department of Information Systems
 North-West University
 Mahikeng, South Africa
 ramawelasikedi@gmail.com

Abstract—Technology is changing continually and the introduction of Web 2.0 has brought about innovations such as social media (SM) and other inventions. Social Media brings about continual communication and engagement for the public, including civil servants. It allows civil servants (users) to create profiles, connect to existing profiles and communicate with others. It also allows civil servants (users) to view, comment, like, navigate, as well as share views and ideas with others. However, there are many challenges that hinder civil servants from adopting social media platforms (SMPs) for work and non-work related purposes, especially in developing countries. Academic scholars are widely exploring various challenges confronting individuals and organisations from adopting social media platforms, but little is known of the facts that hinder civil servants from adopting social media platforms. Therefore, this study seeks to identify possible challenges that hinder civil servants from adopting social media platforms, both for work-related and personal activities. The study deployed close-ended questionnaires involving 252 civil servants within selected cities in the North West Province, South Africa. The study found that personal customs and traditions, organizational policy, high cost of data and others cause hindrances for civil servants to adopt social media platforms in their daily lives.

Keywords-civil servant; social media (SM); social media platforms (SMPs); social media network (SMNs); web 2.0; organizations; developing countries.

I. INTRODUCTION

The use of technology and its ever-evolving innovation has affected people's daily lives through access to the Internet. Social media is seen as the 21st century innovation with a great deal of impact in public services. The use of the Internet, therefore, gave rise to social media platforms, such as Facebook, Instagram, Skype, Twitter, WhatsApp and many others. Social media platforms create seamless mediums for cost-effective and efficient communication of important information locally and globally [1]. Social media platforms are used in government and non-governmental organizations to improve communication, productivity and provide services [2]. According to Ferreira and Du Plessis [3], social media platforms improve effective communication among individuals with common goals and interests. This increase creates connectivity between organisations and employees, organisations and customers, and among employees. However, organisations perceive negative effects

of social media platforms on employees' productivity and commitment to work [3]. This means that organisations see no benefit in the adoption and usage of social media platforms at work.

Notwithstanding the benefits attached to social media platforms, some organisations and civil servants in developing countries are yet to adopt it due to some challenges. However, there are few or no empirical studies in developing countries dealing with challenges, barriers and restrictions towards employees or civil servants adopting social media for either work or non-work related purposes. Therefore, this study is aimed at investigating some of the restrictions that hinder civil servants in developing countries from adopting social media platforms and many more. Ferreira and Du Plessis [3] suggest that civil servants are challenged by Internet usage and technological infrastructures in their effort to use social media platforms. Furthermore, many civil servants are digital immigrants (born or brought up before technology), which is a tall order for them to adopt 21st century technology trends and innovations, while others are digital natives (born or brought up during technology age (digital age)). The study is structured into problem statement and research objectives, literature review, research methodology, data analysis and discussions, findings and recommendations, conclusion and future research and references.

II. PROBLEM STATEMENT AND RESEARCH OBJECTIVES

The advent of social media platforms (SMPs) has defined and is still redefining historical and cultural patterns of human communication and interaction across different spheres. Pamphlets, newspapers, magazines, leaflets and brochures were the most-used communication channels within organisations before the arrival of social media [4]. Furthermore, for civil servants to exchange information and contents within and outside the organization, emails and telephones could be used. Social media platforms created an innovative 21st century method of communication and establishing connections and friendships for individuals and organisations [5]. Social media platforms allow for the construction of virtual profiles and engaging with other users. The connected individuals have differences such as social status (class), culture, ethics, values, beliefs and many others [6].

The platforms allow users to share commonalities across developed and developing countries on various issues.

Previously, social media was used by private sectors [7], but has become a norm for the public sectors. The platform is used in social, health and educational environments and even by government and non-government officials [2]. Ferreira and Du Plessis [3] state that Social media platforms assist humans to achieve continuous connections with known and unknown friends as well as new ones with the intention of sharing common interests and information, also acquiring new skills and knowledge. To some people, including civil servants, the continuous connectivity is among the main reasons why they use social media. Furthermore, some issues on social media platforms can trigger ‘social activity’, which causes low productivity, privacy and security risks, phishing, identity theft, social engineering, spam, malware and many more [3].

Social media platforms present organisations with more opportunities to engage with their customers timely, effectively and directly in many ways and get them involved in branding and feedback [8]. The platform offers low-cost engagement with its employees and other stakeholders such as customers. Civil servants use social media in many ways [9]. The researchers further suggest that social media users should be presented with the opportunity to communicate, exchange ideas and participate in social activities, engagements and discussions. It enables users to begin a new relationship, maintain existing ones and engage in business transactions. Scholars have proven great opportunities that lie behind the effective usage of Social media platforms. However, current studies have failed to capture the challenges or hindrances that stop civil servants from adopting social media platforms in their daily lives. According to Woods [7], there is a limited study on the usage of social media in government. Then, the primary objective of this study seeks to investigate some common restricting factors that limit civil servants in developing countries from adopting social media platforms.

Based on the research gaps identified, the research objective further seeks to determine whether civil servants perceive that social media platforms were designed for specific groups; is the platform time consuming, destroying cultural values, and increase security challenges. Furthermore, this study aimed to determine the challenges confronting civil servants in adopting Social media platforms.

III. LITERATURE REVIEW

This section provides an overview on existing studies covering different kinds of social media platforms, positive aspect of civil servants using social media platforms in the work setting, and the negative aspect of social media platform on civil servants. The section guides readers to understand the underpinning literature in regard to this study.

A. Kinds of Social media platforms

Web 2.0 powers the present social media platforms. Web 2.0 is a second generation of the World Wide Web (www), which provides individuals the ability to generate contents

and share them online using the social media platforms. Web 2.0 is also called social web, participatory or participative web. The Web 2.0 platforms assist the web to be engaging. According to [2]-[10], Web 2.0 services are wikis, blogs, RSS, podcasting, social booking, microblog and many others. Each of these facilitates the functionality of social media platforms. Al-Badi [2] and Kietzmann et al. [30] believe that Social media platforms enable ‘sharing’, ‘relationships’, ‘conversation’, ‘presence’, ‘reputation’, ‘identity’ and ‘group’. The categorization of Social Media is a topic of discussion by different scholars [2][10]-[15]. Overall, on estimate, there are more than 120 different types of social networking sites or applications categorized into 16 classifications, as shown in Figure 1. Social Media sites, applications or platforms are interchangeable in this study.

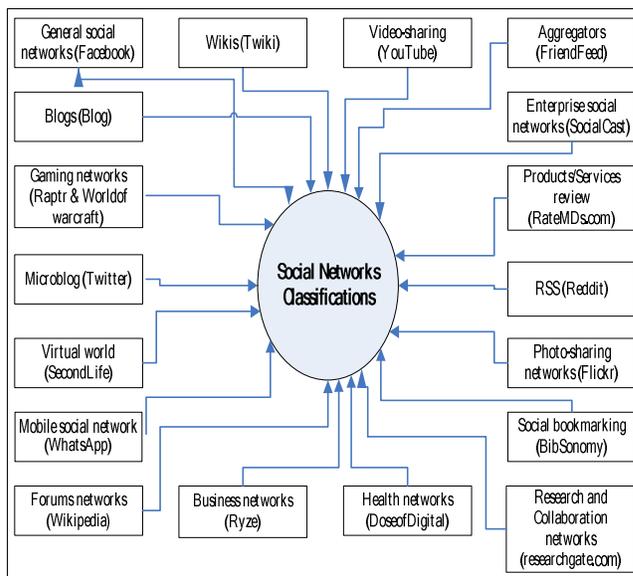


Figure 1. Social media classifications, adapted from Al-Badi [2]

Different professionals including government and non-government workers are using social networking sites or applications (Figure 1) in constructing ideas and knowledge and interacting with others on work-related and personal activities. According to Richthammer et al. [16], social media have become part of humans in exchanging information and communication with one another. The platforms have revolutionised the ways human interactions are taking place. The penetration of social Media in the public and private sectors provides positive and negative impacts to the users.

B. Positive aspect of civil servants using social media platforms in the work setting

Scholars are aware of the benefits of social media networks (SMNs) or social media platforms on civil servants’ daily interactions [17]. Social media networks are an interlinked platform that is conceptualised to shape social groups with different forms of interactions and activities. It transfers information between enrolled participants [18].

Work-related benefits of social media networks allow users to connect with the external experts, making and reinforcing ties with associates, gathering quality data, and advancing information sharing with colleagues and executives [19]. A study by Zhang et al. [28] determines how social media affects employees in China in their jobs. The findings show that social media promotes positive commitment and engagement in an organisation; it increases job satisfaction and decreases turnover intention of employees [28]. In addition, Song et al. [29] carried a qualitative study proves that work-related and non-work-related social media promotes team engagement and improve performance.

Empirically, social media provides positive impacts for organisational employees whether for work-related or non-work-related purposes [28][29][30]. Social media enables individuals to air their views and make contacts online. It is not the same as the old standard media, because it presents robust and flexible connective platforms for all. According to Hysa et al. [17], Social media platforms lie in the power of Web 2.0 by allowing individuals and organisations to build contents and exchange them. It contains content that might be in the form of a video, audios, images and texts with the ability to unite societies, and help individuals build connections [20]. As a Web 2.0 platform, Social Media allows individuals to build personal or organisational virtual profiles and connect with others [2]. Cilliers et al. [21] add that it grants workers (civil servants) a direct opportunity to reach out to other colleagues and customers. It further enables civic servants to stream meetings online and discussions without leaving their workplace. The positive benefits associated to Social media platforms are huge for organisations and civil servants (employees).

Organisations currently use the influence of Social media platforms to identify new business opportunities, building new interest groups and associations, new industries, distinct knowledge, skills and proficiency. On the other hand, the platform enables organisations to store and transfer information of various marketing needs and techniques. In addition, social media helps organisations to connect with potential workers [22] and share valuable contents and information with employees. Few organisations value the usage of internal social media networks to determine and map their workers' intelligence and improve cooperate communication to empower fast access. These internal social networks will have tremendous impacts on organisational turnover [18], because employees will be able to connect with each other on work-related issues. The discussed literature proves that social media platforms enrich civil servants, corporate and personal connections.

C. *Negative aspect of social media platforms on civil servants*

Regardless of the advantages and commitment of Social media platforms on organisations and civil servants as specified above in the work environment, it also presents numerous threats, as it transforms the way individuals connect in their organisations [22]. Social media's effortless connection has the potential of creating problems for the operational, tactical and strategic employees. Hysa et al. [17]

believe that social media networks can distract and lead to slow civil servants' work productivities because of large amounts of time spent on the platform. The authors also suggest that the misuse of the platform by an employee can create negative perceptions about a company and its brand. To another author, social media networks can be used obsessively in the work environment, which may result in preventing employees from working to their full capacity and potential [21].

Moreover, civil servants may download online content that consumes large amounts of bandwidth, which has proven to be costly for the user, especially in developing countries. There are also additional dangers that civil servants may encounter when using social media. These include viruses that could damage the systems in the workplace, employees accessing pornographic sites, as well as posting defamatory comments or classified data on social media sites [21]. To Leftheriotis and Giannakos [19], social media sites are regarded as a time-waster and a security ambush for civil servants. However, according to Akram and Kumar [23], negatively, the use of social media can be time consuming; mistakes can go viral and many more. According to this study, social media platforms can expose civil servants to cyberbullying, exposing organisational confidential information to the public, increasing distractions, reducing employee-to-employee contact time with each other, increasing fraud, and destroying reputations.

IV. RESEARCH METHODOLOGY, DATA ANALYSIS AND DISCUSSION

This study deployed quantitative research methodology, which collected numerical data [24]. According to Walliman [25], quantitative research analyses data using statistical and mathematical processes to reach results. As a quantitative research, the researchers used questionnaires in data gathering involving private and public organizations in Mmabatho and Mahikeng. Questionnaires was circulated to the participants on hardcopies and 252 copies were collected through random sampling techniques among civil servants, with the aim to determine basic factors that restrict them in the adoption of social media networks for both personal and work-related activities and achieving other objectives. Analysis was done on the collected data with the application of Microsoft Excel spreadsheet and Statistical Package for the Social Science (SPSS).

This section is structured into demographic data (questions) and the research objectives which are: the factors that restrict civil servants from adopting social media platforms (cultural factors hindering the adoption of Social media platforms and civil servant challenges in adopting Social media platforms), civil servant perception on the social media platforms (design; time consuming, destroys cultural values and security challenges), and Pearson's correlation. Through this structure, the collected data are analyzed to establish the data meanings and interpretation.

Inversely, the followings are the research questions: What are the factors that restrict civil servants from adopting social media platforms? What are civil servants' perceptions on the

social media platforms? However, the subheading below was drawn from the research objectives.

A. Demographic data

The primary purpose of the demographic questions was to determine the respondents’ home language and educational qualifications. Both demographic questions are important to study, example, language is a good form of culture while educational qualifications were used on the Pearson’s’ correlation. However, majority of the participants were female civil servants.

TABLE I. HOME LANGUAGE

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Afrikaans	13	5.2	5.2	5.2
	English	13	5.2	5.2	10.3
	IsiNdebele	9	3.6	3.6	13.9
	IsiXhosa	22	8.7	8.7	22.6
	IsiZulu	19	7.5	7.5	30.2
	SiSwati	10	4.0	4.0	34.1
	Southern Sotho	16	6.3	6.3	40.5
	Setswana	115	45.6	45.6	86.1
	Northern Sotho	19	7.5	7.5	93.7
	Tshivenda	8	3.2	3.2	96.8
	Xitsonga	8	3.2	3.2	100.0
Total	252	100.0	100.0		

Furthermore, the researchers asked a question to determine the participants’ language. There are eleven (11) official languages in South Africa. According to Table 1 above, 45.6% (115) speak Setswana and other languages follow. The study shows that majority of the participants are Setswana speaking people.

This study also seeks to understand the educational qualification of the respondents. It was recorded that majority of them hold higher and university educational qualifications 73.8% (186). Secondary certificate holders were 23.14% (60) while 2.4% (6) are primary school certificate holders.

B. The factors that restrict civil servants from adopting social media platforms

Number of factors affect or hinder civil servants from adopting social media platforms. According to Ferreira and Du Plessis [3], the followings threats can cause users’ withdrawal from Social media platforms: low productivity, privacy and security risks, distraction, phishing, identity theft, social engineering, spam, malware, lack of trust and the list continues. This objective section aimed at discovering factors that may hinder the civil servants from adopting Social media platforms. The objective involves three questions to determine these factors.

Cultural factors hindering the adoption of social media platforms - This question was intended to understand the different cultural factors that might hinder civil servants from adopting social media platforms. According to Cilliers et al.

[6], online users have personal and social differences such as social status (class), culture, ethics, values, beliefs and many others, which impact their decision to adopt Social media platforms.

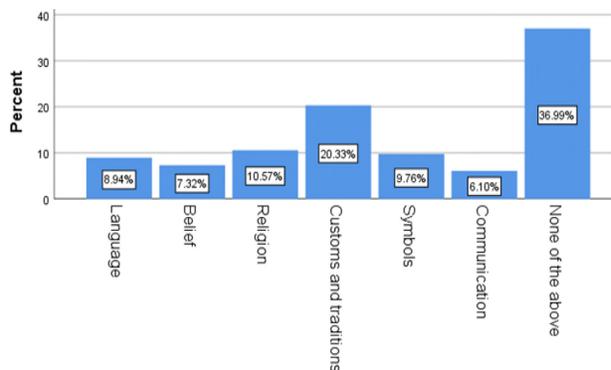


Figure 2. Cultural factors hindering the adoption of social media

Figure 2 above indicates that 36.99% (93) of the respondents believed that none of the cultural factors hinders their adoption of social media, while 20.33% (51) attribute customs and traditions as hindrance factors. The overall findings illustrate that most civil servants are not hindered by their cultural factors from adopting social media platforms; however, customs and traditions have some level of hindrance to the users.

Workplace policy influences civil servants’ usage of social media platforms in working environments - This question seeks to find out whether workplace policy prevents civil servants from using Social media platforms at work. The findings revealed that 37% (94) state affirmatively that their workplace policy hinders workers from adopting or using social media at work. Importantly, this response contradicts the findings made by [22], which state that organizations use social media to engage with workers and join cooperative communication. Cilliers et al. [21] further added that Social Media enables employees to reach out to other colleagues and potential customers. Moreover, 36.9% (93) of the respondents indicated that workplace policy does not deny them the use of social media, while 14.2% (36) were uncertain, and 11% (28) responded that none of the options was applicable to them. The findings proved that workplace policy restricts civil servants from adopting social media platforms in their work environment.

Civil servant challenges in adopting social media platforms - There are a number of challenges that users face when adopting social media platforms. Table 3 seeks to determine those challenges.

TABLE II. CHALLENGES IN ADOPTING SOCIAL MEDIA PLATFORMS

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	High cost of data	103	40.9	41.9	41.9
	Lack of internet connection	19	7.5	7.7	49.6
	Lack of internet enabled smartphone, laptop, desktop, tablet	11	4.4	4.5	54.1
	Lack of knowledge on the benefits of social media	25	9.9	10.2	64.2
	Personal, religious and cultural beliefs	40	15.9	16.3	80.5
	None of the above	48	19.0	19.5	100.0
	Total	246	97.6	100.0	
Missing	System	6	2.4		
Total		252	100.0		

Table 2 above demonstrates that 40.9% (103) are affected by the high cost of data and other challenges. The results clearly show that the high cost of data is the most common hindrance confronting most participants.

C. *Civil servants perception on the social media platforms design; time consuming, destroys cultural values and security challenges*

Civil servants’ perception on the design and the time spent on social media platforms determines whether it will be used on a work-related basis or for personal activities. The impact of social media platforms on civil servants’ culture will certainly determine whether they will accept the usage. Furthermore, security situations will have an impact. The questions below are aimed at determining all these from the civil servants.

TABLE III. SOCIAL MEDIA PLATFORMS DESIGNED FOR SPECIFIC GROUPS; TIME CONSUMING, DESTROYS CULTURAL VALUES AND SECURITY CHALLENGES

Questions	Options	Frequency	Percentage
1 Social media platforms designed for specific group	Strongly agree	55	21.82
	Neutral	38	15.1
	Strongly disagree	154	61.1
2 Social media is time consuming	Strongly agree	162	64.28
	Neutral	57	22.6
	Strongly disagree	29	11.50
3 Social media destroys cultural values	Strongly agree	91	36.1
	Neutral	84	33.3
	Strongly disagree	73	28.96
4 Social media usage exposes one to online security challenges	Strongly agree	143	56.7
	Neutral	72	28.6
	Strongly disagree	37	14.68

Table 3 comprises of four questions with the aim to understand whether civil servants perceived that Social media platforms was designed for specific group of individuals, and time consuming, destroying cultural values and exposing users to security threats and challenges. Question 1 proves that social media platforms are not designed for specific group of individuals, with 61.1% (154)

in support. The findings clearly show that civil servants believe that social media is not designed for ordinary people and not for everyone to use.

The second question shows that 64.28% (162) strongly suggest that social media usage is time consuming. In support of the findings, Leftheriotis and Giannakos [19] noted that employees view Social Media as a time-waster. In addition, Cilliers et al. [21] also indicated that employees could become overly obsessed with the use of social media, which may prevent them from performing their professional duties effectively. According to the third question, 36.1% (91) of the respondents stated that the use of social media destroys their cultural values. The study proves that civil servants’ usage of social media platforms gradually destroys their cultural values and norms, while 56.7% (143) of the respondents suggested that the use of social media exposes users to different forms of online security challenges.

Leftheriotis and Giannakos [19] indicated that others view Social Media as a security threat, and therefore support the findings of this study. Moreover, Cilliers et al. [21] explained the dangers that employees may come across from the usage of social media, such as downloading online viruses that could harm systems or devices, as well as posting confidential data and information on social media.

D. *Pearson’s correlation*

Table 4 above presents the questions involved in the correlation and the assigned abbreviations to each of them.

TABLE IV. RESEARCH QUESTIONS AND ABBREVIATIONS

Research question	Abbreviation
1 Do you think cultural factors are considered while designing social media platform?	B1
2 Do you think culture destroys social media usage?	B2
3 I think that the usage of social media will expose me to online security challenges	B3
4 I think that the usage of social media will destroy my cultural values	B4
5 I think that the usage of social media is time consuming	B5
6 I think that social media is not designed for ordinary people to use	B6
7 What challenges are you facing in adopting social media?	B7
8 Does the workplace policy deny the use of social media in the working environment?	B8
9 Do these cultural factors hinder you from adopting social media?	B9

The correlations are aimed at determining whether there is a relationship between the variables [26][27]. It was used in this study to determine the strength between two variables that lie between +1 and -1. The p-value is the center point for this study, which means that when the p-value is less than or equal (\leq) to 0.5, then the relationship is significant to the study to make predictions [26]. This interpretation means that any variables above p-value (0.5) will be rejected and excluded from the study. Pearson’s coefficient scale as applied in the study: Weak uphill or downhill \pm 0.30, Moderate uphill or downhill \pm 0.50, Strong uphill or downhill \pm 0.70, Strong downhill -1, Perfect = 1 and No linear relationship = 0 [26] [27]. Table 5’s contents were

based on **. Correlation is significant at the 0.01 level (2-tailed) and *. Correlation is significant at the 0.05 level (2-tailed).

TABLE V. PEARSON'S CORRELATIONS FOR THE STUDY

Research question	Correlation range	P-value	Correlation	Level of significance
Level of education/B1	0.167**	0.008	Weak uphill	Significant
Level of education/B4	0.127*	0.045	Weak uphill	Significant
B1/B2	0.272**	0.000	Weak uphill	Significant
B1/B4	0.185**	0.003	Weak uphill	Significant
B1/B7	-0.147*	0.021	Weak downhill	Significant
B2/B4	0.235**	0.000	Weak uphill	Significant
B3/B9	0.142*	0.026	Weak uphill	Significant
B4/B5	0.345**	0.000	Weak uphill	Significant
B4/B6	0.314**	0.000	Weak uphill	Significant
B4/B9	0.178**	0.005	Weak uphill	Significant
B5/B6	0.167**	0.009	Weak uphill	Significant
B6/B7	0.278**	0.000	Weak uphill	Significant
B6/B9	0.226**	0.000	Weak uphill	Significant
B7/B8	-0.162	0.011	Weak downhill	Significant
B7/B9	0.171	0.007	Weak uphill	Significant

According to Table 5, the findings show that there is a weak uphill (positive) relationship between participants' level of education and their perception of whether cultural factors were considered while designing social media platforms (B1). It means that the more educated participants are, the more they think cultural factors are considered, and vice versa. The study also presents a weak uphill (positive) relationship between the level of education of civil servants and B4. It indicates that the more participants' education levels increase, the more they believed that the use of Social Media would destroy their cultural values and beliefs, and vice versa.

There is a weak uphill (positive) relationship between B2 and B1; this finding indicates that the more participants believe that social media destroys their culture; the more they believe that their cultural factors are not considered while designing social media platforms. Furthermore, participants believe that an increase in the perception of B1 means an increase in participants' perception of B4 and this is a weak uphill (positive) relationship. In addition, there is a weak downhill (negative) relationship between B1 and B7. The findings show that a decrease in participants' perception of B1 can lead to a decrease in B7, and vice versa.

There is a weak uphill (positive) relationship between B2 and B4. The findings indicate that an increase in B2 will automatically lead to an increase in B4, and vice versa. B2 and B6 are positively (weak uphill) related to each other, which implies that upward movement on any of the variables will draw the other on the same movement. This means that the participants' perception of B2 will positively influence B6. Furthermore, the study found that B3 has a weak uphill (positive) association with B4; the positive association suggests that an increase in any of the variables will move another to increase. The study found that participants believed that the usage of social media would expose them to online security challenges, which will positively impact on how the usage of social media destroys their cultural values.

Questions B3 and B5 are moderately uphill (positively) linked; this finding proves that B3 will influence B5 to increase, and vice versa. This means that an increase in the perception of civil servants of B3 will also increase their perception of B5. B3 and B9 have a weak uphill (positive) relationship with each other, meaning that an increase in one will also cause the other variable to move in the same direction. According to the relationship between B4 and B5, there is a weak uphill (positive) association between both variables. This kind of relationship shows that both variables will always move in an upright position. The study also proves that B4 and B6 are in a weak uphill direction, which means that both variables increase together and influence each other.

The statistical association between question B4 and B9 indicates a weak uphill relationship, which indicates that when participants' perceptions of B4 increases, then B9 will increase too. The finding proves that the way participants think of social media to destroy their cultural values, and increase how they feel about different cultural factors that hinder them from adopting social media. While B5 and B6 are positively related, having weak uphill relationships, it simply means that both variables are moving in an upward direction at the same time. As they believe that social media is time consuming, it increases, so their perception is that social media is not designed for ordinary people to use. According to the study, B6 and B7 are weak uphill related, which shows that both variables have a good and positive impact on each other. Both variables move in an upward direction and influence each other.

The study found that B6 and B9 have weak uphill impacts on each other, which indicates that the increasing views of participants on B6 will lead to their perception of B9 to also increase. This shows that participants think that social media was not designed for ordinary people to use, which increases as their views of B9 increase. Again, the association between B7 and B8 is viewed as weak downhill (negative); the nature of the correlation implies that when the participants' view of B7 decreases, the outcome will automatically affect B8 to move in the same direction. In addition, B7 and B9 have a weak uphill impact on each other. The outcome shows that a positive perception of participants on B7 will also affect B9 positively (weak uphill movement).

V. FINDINGS AND RECOMMENDATIONS

To this study, the adoption of social media platforms presents opportunities as well as threats to user's civil servants. Little is known in South Africa on the opportunities and threats of social media platforms on civil servants both on personal and work related purposes. This study has closed the existing research gap with a new insight and discovering of knowledge and ideas. Hysa et al. [17] suggest that scholars are aware of the benefits of social media platform on civil servants' daily interactions with colleagues as well as families and friends. Here are some of the key findings from the study, which will help employees, and academicians in developing countries to understand what restricts employees adopting social media:

- The overall findings illustrate that most civil servants are not hindered by their cultural factors from adopting social media platforms; however, customs and traditions have some level of hindrance for the users.
- The findings prove that workplace policy restricts civil servants from adopting social media platforms in their work environments.
- The results clearly show that the high cost of data is the most common hindrance confronting most participants. However, there are other challenges, as shown in Table 3.
- The findings clearly show that civil servants believe that social media is designed for ordinary people and for everyone to use.
- The study further proves that civil servants' usage of social media platforms gradually destroys their cultural values and norms.
- The respondents suggest that the use of Social media platforms exposes users to different forms of online security challenges and threats, which act as a hindrance in their adoption.
- In the end, it was found that the educational level of civil servants would determine whether they would believe that their cultural factors were considered in the design of social media.

End-users expectations on social media platforms keep changing especially in the developing countries where cultural, social, economic and political (CSEP) challenges abound. The study recommends that for these restrictions to be conquered, social media platform designs should be based on civil servants' (users') cultural attributes. Furthermore, social media platforms should give users the ability to customize the platform to suit their culture. There should be enough training for the civil servants to understand the effective usage of social media platforms. Organizations should implement social media policies to promote effective and productive usage. Civil servants should undergo training on such policies. The cost of data for internet access should be reduced significantly to promote productive usage among different ages, populations and classes. Furthermore, civil servants should avoid borrowing social trends on social media that disvalue their own cultures and values. Managing different forms of bridges and exposing of personal information means adequate security, such as anti-virus, firewall, encryptions and many more across all social media platforms.

VI. CONCLUSION AND FUTURE RESEARCH

There are different forms of restrictions that challenge civil servants in adopting social media platforms in developing countries. This study was able to highlight those challenges and restrictions confronting the civil servants' intentions with the ability to inform organisations and designers alike. The future for social media platforms is bright in developing countries; researchers should carry out research to determine what civil servants are really doing on

social media when the opportunity arises. Research should be conducted to understand the factors that push civil servants to adopt social media. This kind of study has to be conducted on the influence social media on different population groups.

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