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MODELLING PREDICTORS OF SOCIAL MEDIA USE IN THE LEGAL PROFESSION CONTEXT

Abstract:

While social media have offered opportunities for information sharing, creating an interaction among people and organisations including the legal profession, an understanding of how the legal profession intend to use social media to carry out their daily activities is not known. The purpose of this study was to test a model which measured the proposed predictors of intentions to use social media in the legal profession. Hypotheses were formulated and data were collected from 350 respondents employed in the Department of Justice and Constitutional Development, National Prosecution Authority, Legal Aid South Africa, Legal Resource Centre and South African Human Rights Commission. Research scales for the study were adapted from previous research and were modified to fit this study's research context. The results indicate that perceived ease of use, perceived reachability and job relevance predict legal profession intentions to use social media. Implications and the implications of the study were discussed.

Keywords:

Intentions, legal profession, perceived ease of use, job relevance, perceived reachability