Busara

What impact does social media have on Nigeria's digital creative economy?

Background: Understanding the impact of digital campaigns in Nigeria

At the start of 2023, there were 122.5 million internet users in Nigeria with internet penetration at 55.4%. More than 31.6 million Nigerians use social media, equivalent to 14.3% of the total population. Social media, as part of the digital creative economy, has provided employment opportunities to a lot of Nigerians and served as a platform to showcase to the world the cultural richness of Nigeria. Meta created a feel good, celebratory campaign that conveyed the catalytic power of social media to empower Nigerians. The campaign was intended to make Nigerians feel proud about their culture, their hustle, and how they have created a truly unique and dynamic social media ecosystem that empowers millions. Also, the campaign was to inspire the target audience to appreciate the value of the digital creative economy. It targeted a wide range of audiences, from the average Nigerian to digital entrepreneurs and even policymakers. Our study aimed to assess the impact of Meta's campaign on inspiring individuals to protect the opportunities that social media presents. The assessment entailed conducting pre- and post-campaign evaluation of the knowledge, attitudes, perceptions, and practices of social media users in Nigeria.

Conducting the research

We adopted a mixed-methods approach, integrating both qualitative interviews and quantitative surveys. In the pre-campaign study, we recruited 208 participants from our target groups for the baseline KAP study. Participants were contacted directly with a link to the questionnaire via their social media profiles/pages on Meta/Facebook/Instagram/Youtube/TikTok. They completed a self-administered survey on SurveyCTO, while a subset of willing participants (n=20) were engaged for a virtual in depth interview (IDI). For the post-campaign study, we reached back to the 178 baseline respondents with a post-survey questionnaire and also conducted 19 IDIs. To increase the survey sample size, we included an additional survey layer with sponsored ads on Facebook, Instagram, and X (formerly Twitter). A total of 2,728 valid survey responses were received from the additional survey respondents.

project facts

Key words
Digital Creative Economy, Digital Literacy, Nigeria, Social Media Users

Behavioral themes
Messenger effect

Research design
Mixed-method approach, integrating both qualitative and quantitative methods

Scope
Start date: August 2023
End date: March 2024
Participants: Nigerian social media users
Sample size (n): 2,956

Location
Nigeria: Lagos

Partners
1. Khanga Rue Media
2. Playhouse Communication
3. Meta Inc.

Ethics approval
The National Health Research Ethics Committee of Nigeria (NHREC)

the aha! moment

Key Research Insights

To enhance audience engagement in digital campaigns in Nigeria, we recommend that organizations:

» Incorporate interactive elements and specific calls to action.

» Continuously monitor feedback to adjust strategies for relevance.

» Ensure accessibility by offering content in multiple local languages e.g. Hausa, Igbo, Yoruba.

» Integrate educational components to address digital skills gap.

» Expand collaboration with government officials for credibility and broader reach.

Implications

For policy makers:
This research means that effective digital literacy programs should be implemented to address barriers to DCE engagement, such as low digital literacy and skills.

For social media marketers:
Individuals and organizations focused on increasing campaign engagement can use this research to consider incorporating interactive elements and diverse content formats to capture audience attention more effectively.

For digital creators and influencers:
The study enriches our understanding of how memorable storytelling and entertainment value can significantly enhance campaign engagement and influence audience perceptions.

For educators and training programs:
This research highlights the need for educational components in campaigns to improve digital skills and foster safer online environments for broader participation in the digital creative economy.

Recommendations for future research

Key questions remain, such as how different demographic groups interact with and benefit from digital creative economy initiatives.

Further research is required to understand the effectiveness and long-term impact of digital literacy programs.

Determining the most effective interactive elements for engagement requires more evidence on user preferences and behaviors.

Further reading

Olanrewaju, Ayishat. (2024). Challenges of the Creative Industries in Nigeria: A Case Study of the Performing Arts Industry. British Journal of Mass Communication and Media Research. 4. 1-17. doi.org/10.52589/BJMCMR-RZVLSBMH.

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