



Article

The Impact of Social Media on Socio-Economic Development in Nigeria

Dr. Dina Ahmed Omar¹

1. Professor Administrative Technical College, Ninawa, Iraq

* Correspondence: Dinaao@ntu.edu.iq

Abstract: Technological Advancements in internet have profoundly affected the social and economic development of countries, such as Nigeria. The social media effect on the development of human capacity extends beyond mere information exchange; social media have emerged as powerful communication tools in economy, politics, religion, society and education. This work explores how social media fosters social and Nigerian economic growth in studying the scholarly viewpoints and positions in show the significance of social media and its forms in the enhancement of the people's lives, particularly such as those underprivileged and information-poor. The work shows main aspects in which the effective social media use can generate much-needed sustainable development, in Nigerian context as a reference point. Additionally, its platforms that can facilitate this wanted social and economic progress which emphasizes developing Nigerians and technological potentials not effectively realized without the society adopting development strategies leveraging information technology, in the information age. Internet has revolutionized the interaction between people and exchanging information and knowledge across various domains, including business and economy. Also, as a platform, social media is used for knowledge and information sharing and communication improving people's lives in numerous ways. Social media is an automated communication system utilizing internet, enabling users for the creation and sharing of content win a marketplace such as Facebook, Instagram, Twitter, Snapchat, and WhatsApp, individuals use for reconnecting with old friends, stay informed, learn about events, and engage in online shopping. Social media does not just affect individuals and society extends but also exchange information; it has evolved into a powerful communication in politics, economics, religion, and education. It can be harnessed for Nigerian socio-economic growth.

Keywords: social media, socio-economic, mobile apps, facebook ecosystem

Citation: Omar D. A. The Impact of Social Media on Socio-Economic Development in Nigeria. American Journal of Economics and Business Management 2025, 8(5), 2601-2607.

Received: 08th Mar 2025

Revised: 15th Apr 2025

Accepted: 24th May 2025

Published: 01th June 2025



Copyright: © 2025 by the authors. Submitted for open access publication under the terms and conditions of the Creative Commons Attribution (CC BY) license (<https://creativecommons.org/licenses/by/4.0/>)

1. Introduction

According to studies, people use social media mainly for interactions. Likewise, they also showed that they enable effective communication in business and the growth of small ones, managing customer relations by strong marketing, innovative communication and supply chains, better sales of customized products, technical supports, and interactive online communities, therefore simplifying nation's the socio-economic growth [1]. Danbatta stated that as a prime democratization instance of information and technology, social media has a transforming communication distinct capacity into interactive dialogue and social engagement. He declares that this phenomenon is evident internationally, mainly in its campaigning and raising awareness by political parties. Nowadays, individuals are confronted with the big information on platforms like Facebook, Twitter,

WhatsApp, Messenger, and Instagram etc. It is vital for Nigerians for information interaction and access fulfilling their social needs, influencing their behavior, and enhancing their quality of life. With more than 16 million users, Nigeria raises the highest number of Facebook accounts in Africa, the most active on the continent [2]. Economically, it is a platform for online selling products and services, creating opportunities for startups to launch small businesses. This is particularly significant in Nigerians. Other country people have developed remarkable entrepreneurial services, leveraging the opportunities offered by social media platforms to become business owners. Individuals and organizations have conducted substantial financial transactions online. Online banking services, including deposits and transfers, have simplified financial transactions. At one time, it was a challenge to travel with no physical transportation and tourism agencies for reservations and manage other logistics. The e-commerce sector in the country is experiencing significant growth, with companies similar to Yudala, Konga, Jumia, and Jiji etc attracting a substantial customer base [3], [4], [5]. Huge information on social media has impacted e-health, e-learning, e-agriculture, prevention of crime, and safety.

In politics, individuals have harnessed the chances presented by social media to exercise freedom of expression, involve with their representatives, and constructively contribute to the unimaginable political process just a decade ago.

Social Media and Socioeconomic Development

It is a modern digital communication referring to electronic tools, such as web-based and mobile apps, facilitating real-time interaction and information exchange. One advantage is the ability of messaging billions around the world at lightning speed. Its platforms are blogs, Facebook, Twitter, YouTube, Flickr, LinkedIn, Yahoo, MySpace, Google, WhatsApp etc enabling the creating, building, and strengthening of relationships by a two-way, real-time digital communication interfaces eliminating geographical and sequential barriers to communication [6], [7]. Humanity has never experienced unprecedented ease and speed in the generation, sending, processing, receiving, storage, retrieval, and dissemination of information and messages.

2. Materials and Methods

The emergence of these platforms has significantly reduced communication costs, overcoming a major barrier for humanity. In the past, transporting letters and documents across the globe was prohibitively expensive and time-consuming, often taking weeks or even months. Today, though, there is a quick document delivery at the touch of a button, often affordable to either the sender or recipient. Also, it developed nearly a century ago with not everyone was using it. So, physical presence has been dispensed before humans receive messages and information. The printed documents and information have also step by step emerged. Now sending and receiving information digitally make printing no longer appropriate. Instead, printing is a discretion. A completely paperless context is not impossible and will be there soon. Yet, technology has negative and positive aspects. People become informed, enlightened, and abreast of worldwide developments. The following are the leading ones. Facebook is the major social networking. It is the first social network to surpass one billion accounts. Aside from connecting with friends and family, various applications for online selling or promotion of business, brand, and products by paid Facebook advertisements. WhatsApp: Although it was Facebooks in 2014, this instant messaging is independent entity. It was later than Facebook and successfully captured the imagination of millions worldwide with instant communication and engagement with individuals and groups. Its calling is merely the icing on the cake.

Likewise, WeChat is a comprehensive messaging and calling application allowing communication with individuals. In addition to text messages, exchanging multimedia, video, and audios, sharing locations through integrated mapping feature are possible. Instagram started a distinctive social media focused on sharing photos and videos enabling users to capture the most memorable moments of their lives using their phone's other

camera, transforming them into art. This is possible by extensive filters, applied to photos prior easily sharing them on other social networkings, like Facebook and Twitter. It is today a Facebook ecosystem. Twitter allows posting short text messages, as tweets, is limited to 280 characters. This feature enables individuals to communicate their messages to a global audience. With the increasing popularity of online shopping, Twitter also provides opportunities for businesses to promote their products and even allows users to shop directly by tweets. Skype, Microsoft connect people by voice calls, video calls (by a webcam), and text messages. Moreover, group conference calls are a feature. Best of all, Skype-to-Skype calls are free to communicate with anyone online.

YouTube: This is a video-sharing website. people upload, view, and share videos. It uses Adobe Flash video technology and Hypertext Markup Language (HTML) for displaying a diverse array of generated contents: clips and musics. Registered users upload limitless videos. HTML is a coding system used for creating documents on the internet. Snapchat is used to share photo to communicate with friends through images to explore news and view live stories. It is used for improved clarity, corrected LinkedIn is the popular professional social networking platforms, in more than 20 languages. It is utilized globally by a diverse range of professionals for connecting with various companies, identifying and hiring etc. The platform boasts over 400 million members. It resembles WhatsApp across multiple platforms and is hexa languages. Yet, Telegram has consistently prioritized the privacy and security. So, users send encrypted, self-destructing messages. While this encryption feature has recently been introduced to WhatsApp, Telegram has long provided it. MySpace is a music-focused social networking site and an interactive network for blogs, groups, profiles, photos and videos ect. and administrators have the authority to grant or deny membership to individuals. Additionally, it has instant messaging (IM), notifications, friend requests, new messages, and comments, among others.

3. Results and Discussion

Social and economic development refers growth and advancement. It is typically calculated using indicators like gross domestic product (GDP), life expectancy, literacy and employment rates. Narcoz and Weistroffer state that socioeconomic development encompasses changes or developments in society and economy affecting individuals, organizations, or entire countries [8], [9]. Individually, socioeconomic development positively changes socioeconomic status, as income, wealth, education, and occupation. Moreover, more significant aspects affecting socioeconomic development are affecting an individual's life quality and overall health. In organizations, socioeconomic development through enhancements appears. In today's competitive global market, factors such as company earnings, business assets, customer expectations, growth opportunities, brand reputation, market value, and the quality of the workforce all play a crucial role. At the state level, social and economic development is indicated by an increase in GDP and wealth, greater political freedom and better labor markets with heightened international recognition. This emergence has significantly contributed to global development due to its interactive and participatory [10]. Therefore, it is unsurprising that internetworldstats.com found internet users in Nigeria as of June 30, 2015 92,699,924, representing 51.1% of Nigeria 181,562,056 in 2015. The social media validity in endorsing economic growth is in Wilson's assertion that sustainable development through effective communication is possible supporting the the recent rise of online communities on social networks causing new generation of digital communities characterized by anonymity, equality, and ease of access [11]. Consequently, social media has affected the effective economic small and medium enterprises (SMEs) on the premise that "media can only have pros and cons to its target audience uses media content".

General Theoretical Framework:

Previous research on social media indicates that it serves as a powerful catalyst for social interaction and economic development. The growing research shows the role of social media across various fields, including political activism, the progression of

democracy, business marketing, and public relations management. This has been of a big dispute among scholars, activists, politicians, development agents, and international organizations over years [12]. This could be due to Darwin's evolution theory and aligns with Schramm's perspective that changes in one area can precipitate changes in others. Essentially, this process appears to be relatively irreversible. Once condition for economic takeoff are established, a country can modernize and sustain that modernization. Here, development is also perceived as industrialization. It is important to note that it has generally been assumed that countries will advance when achieving a level of similarity with Western industrial states [13], [14], [15]. Scholars have characterized development in both social and economic terms. Researchers concur that development entails enhancing people's lives, improving their living standard, empowering them to make knowledgeable decisions, preserving integrity in culture, upholding fundamental human rights, and avoiding poverty and destitution. The Internet and social media have significantly pushed development worldwide due to their interactive and participatory features. Furthermore, with a substantial number of Nigerians owning various mobile phones and 135 million phone lines as of December 2014, a growing trend of social, economic is seen, and political engagement facilitated by social media. Social media affects economic growth as in Wilson's assertion of sustainable development through effective communication.

It causes high interaction and participation as technologies, like blogs, microblogs, and social networks, that enable users, spanning various spaces and institutions beyond the traditional journalistic sphere, to engage in public discourse. This supports Wilson articulated in Murrah who stated that the developmental medium must facilitate using individuals. Communication is participatory if its processes inform the public and shape public opinion. Furthermore, it increases participation in economic activities, thereby contributing to the economy [16], [17].

The Potential of Social Media for Socioeconomic Development

Socioeconomic development in Nigeria is evident today due to the media, as it presents numerous opportunities despite the challenges it encounters. The following section offers insights into this potential, highlighting why it serves as a powerful tool for socioeconomic advancement.

1. **Recruitment:** SNSs enable users to create online profiles that facilitate interaction through various tools. While they were originally designed for personal connections with people, the networks have increasingly been recognized as valuable professional resources, particularly in the recruitment sector. SNSs serve two primary functions in this context. First, they act as marketing tools; job seekers can leverage social networking services to promote themselves to potential employers, and employers can similarly showcase their organizations to attract candidates. Second, SNSs function as screening mechanisms. Employers can utilize the information available on these platforms to gain a comprehensive understanding of potential employees, doing so more efficiently and cost-effectively than recruitment traditionally.
2. **Education:** In education, it is valuable for gaining influence and sharing knowledge. Many universities worldwide now provide degrees, certificates, and graduate programs online. While some parents and educators perceive the platforms as distractions that negatively affect students, it is crucial in higher education in today's increasingly digital landscape. When utilized effectively, social media improves learning and make communication easy between students and teachers. Research has demonstrated the its benefits in learning. By these platforms, educators can connect and incorporate it into their educational programs, giving interest, relatable, and engagement to lessons. It is excellent for engaging with students, as they are familiar with it and use it frequently in their daily lives.
3. **Skill Acquisition:** Social media facilitates skill acquisition for economic enablement to be considered. Its platforms can teach learn new skills and improve others by collaborating, such as colleagues within their specific fields. Numerous sites in which professionals—healthcare practitioners, lawyers, educators, media professionals, writers, and professional group interact. These are significant for economic empowerment by enhancement. The avenues for skill development contribute to a

competent workforce for society. Consequently, people empowered personal wealth and standard of living, while society increases productive.

4. E-Banking: One significant innovation of the digital age is the sophistication and diversity of e-banking. Industries have leveraged social media platforms, like Facebook, to initiating and completing their business— opening account to withdrawals and transfers—with no traditional proof of identity. In the banking sector, in which customer interaction is crucial, digital media has been powerful communication channel between these institutions and clients. Banks use it for informing customers about offerings and enhancing these services based on customer feedback. It offers opportunities for customer service, marketing, and the products and services.
5. Marketing and Advertising comes from companies by means of it to convincing consumers of products and services. Consequently, a surge in its usage causes the smallest businesses create awareness about the products and services. Many websites help buyers and sellers connect affordably. For small and medium-sized ones realize this, social media creates new marketing and advertising. Those leveraging this helps in the improvement of their profitability business and its growth. Also, with the use of mobile social media tools like WhatsApp, fortune-changing business information is transmitted quickly.
- 6- Innovation: It is the innovative use and skills to develop products, by the improvement of existing products, making new ones, and achieving desired designs, by expertise and designers and the agencies. The social technologies are insightful on serve customers and enable the discovery of innovative business or new products and services to customers. Product and service innovation become reality. This makes financial growth for companies on the World Wide Web with a significant impact on facilitating global social interconnectedness. It gives unparalleled, continuous connectivity to participating, collaborating, and creating online communities. Businesses and consumers use the media for sharing information, exchanging opinions and recommendations, and displaying specific consumer behavior. So, marketers promote products and services by better communication networks to effect.
6. Communication: for business and entrepreneurs in developing economies, social media help in saving the communication costs and raising the opportunities to connect in comparison to the research for developed economies. Nwabuezem and Egbra and Tanaka state that it is crucial and positive for the banking objectives of microfinance in Nigeria by the information flow the poor and small business, the primary microfinance initiative aims.
7. Recruitment: One prevalent application particularly is advertising job vacancies and receiving apps. Though, some have utilized this platforms more to conduct initial interviews with candidates. Increasing companies are opting for online job interviews conveniently and affordably. Its the use has become standard practice in recruitment sourcing, and recruiters to identify higher-quality candidates.
8. Job Creation: One significant aspect is its potential for job creation available are virtually limitless such as include publishing, e-commerce, advertising, education, counseling, and various services. Their accessibility online positions is a catalyst for job creation. These opportunities enhances productivity and promotes equitable wealth distribution within society.
9. Research: One significant achievements is its expansion of knowledge. Researchers locate, utilize, and disseminate information. It offers tools to accomplish this with ease. Search engines have emerged as essential resources with access to an extensive array of data on a seemingly infinite topics. Today, information can be obtained s straightforward as typing keywords into a search engine (such as Google or Yahoo), with the results retrievable in seconds. Research tasks that once took months can now be finished longer.

4. Conclusion

The study demonstrated that the effective social media use can significantly promote essential social and economy in Nigeria. It influences human life and impacts every sector. Yet, considerable efforts reduce the negative impacts of social media is required. World leaders will use censorship on the content permitted on the internet. Economically, it has evolved into a marketplace for creativity. People can sell products and services, with opportunities for startups to establish small businesses. Many Nigerians, like citizens, have enhanced remarkable entrepreneurial skills to earning a living through social media platforms and have become business owners. Many transactions are conducted online. Banking activities, online deposits and transfers, have used fast financial transactions. This confirms Rogers' diffusion of innovation model, identifying early users as opinion leaders often sharing positive tests while looking for the better and the efficient. These the highest opinion leadership among the users. Early adopters take higher social and financial status, greater liquidity, advanced education, and a developed social network than late adopters being conservative in their decisions than innovators carefully choosing strategies to maintaining a key area in communication. The developing aim of the human and technology benefits of society can be effectively achieved by adopting development strategies leveraging information technology and using social media. Existing literature supports social media potential for economy by increasing jobs and skill acquisition, in marketing and business collaboration, and affordable paths for small businesses to thrive. Though, Nigeria harnesses this potential inevitably which influenced by awareness, social media use, literacy and infrastructure.

Recommendations

According to the results, this study recommends some aspects, which, when used, will promote essential socioeconomic development in Nigeria.

The government must address erratic power supply, inadequate connectivity, limited capacity, high costs, corruption, bottlenecks, and redundant regulatory policies impeding the benefits. For information and communication technology (ICT) to effectively contribute to sustainable development, it is essential to establish affordable, market-oriented infrastructure and foster multi-stakeholder collaboration. This approach will ensure that the poor, disadvantaged, and marginalized communities can benefit from these advancements. Nigerians must capitalize on the numerous opportunities available on social media in various sectors for improving livelihoods and contributing to the nation's socioeconomic development. Network data charges must be decreased to enhance internet accessibility for the general population.

REFERENCES

- [1] A. Broughton, B. Foley, S. Ledermaier, and C. Annette, "The use of social media in the recruitment process," 2013. [Online]. Available: <https://archive.acas.org.uk/media/3720/The-use-of-social-media-in-the-recruitment-process/pdf/The-use-of-social-media-in-the-recruitment-process>
- [2] U. Danbatta, "Role of social media in economic, political and social development of Nigeria," 2017. [Online]. Available: <https://www.thecable.ng/role-of-social-media-in-the-economic-political-and-social-development-of-nigeria>
- [3] R. A. Gbadeyan and F. O. Boachie-Mensah, "Social media marketing strategies for small business sustainability," *Futa J. Manage. Technol.*, vol. 10, no. 3, pp. 84–99, 2016. [Online]. Available: <https://www.scribd.com/document/431384013>
- [4] E. Jamie, "Social networking sites," 2019. [Online]. Available: <https://makeawebsitehub.com/social-media-sites>
- [5] D. Morah and O. Omojola, "Social media use and entrepreneurship development in Nigeria: Lagos and Onitsha in focus," *Int. J. Adv. Study Res. Work*, vol. 1, no. 5, 2018, doi: 10.5281/zenodo.1420101
- [6] B. A. Murtada, "Community media and Nigerians in Malaysia: The paradoxical tendency of fragmentation in globalization," 2013. [Online]. Available: <https://www.researchgate.net/publication/331962727>
- [7] R. Narczyk and H. R. Weistroffer, "Conceptualizing and researching the adoption of ICT and the impact on socioeconomic development," *J. Inf. Syst. Manage.*, vol. 22, no. 4, pp. 541–549, 2016. [Online]. Available: <https://dx.doi.org/10.1080/02681102.2016.1196097>
- [8] E. C. Okoroafor, J. O. Okoro, and S. U. Tayo-Garbson, "The media, national security and socio-economic development in Nigeria," *Can. J. Sci. Res.*, vol. 1, no. 2, pp. 16–23, 2012, doi: 10.5829/idosicjsr

- [9] E. Onyejelem, C. Ude-Akpeh, and N. Uduma, "The economic potentials of social media and the Nigerian developing society: An appraisal," *Int. J. Afr. Asian Stud.*, vol. 15, no. 10, 2015. [Online]. Available: <https://doi.org/10.7176/JAAS>
- [10] H. Paquette, "Social media as a marketing tool," 2013. [Online]. Available: http://digitalcommons.uri.edu/tmd_major_papers/2
- [11] J. Ram, "Social media driven innovations: An exploratory study in China," *J. Innov. Econ. Manage.*, vol. 3, no. 27, pp. 123–146, 2018, doi: 10.3917/jie.027.0123
- [12] E. Sampson, "Zenith economic quarterly magazine," vol. 2, no. 3, 2013.
- [13] S. Sharuna, "The important role of social media in higher education," 2019. [Online]. Available: <https://www.studyinternational.com/news/the-important-role-of-social-media-in-higher-education/>
- [14] M. Ugbodaga, "Social media's role in economic development," 2018. [Online]. Available: https://lompocrecord.com/business/local/social-media-s-role-in-economic-development/article_92ca7291-e01e-58e3-a227-cd763a6627a3.html
- [15] D. Wilson, *New perspectives in applied communication*. Ibadan: Sterling-Horden Publishers (Nig.) Ltd., 2005.
- [16] M. O. Yusuf, "Information and communication technologies and education: Analyzing the Nigerian national policy for information technology," *Int. Educ. J.*, vol. 6, no. 3, pp. 316–321, 2005.
- [17] A. M. Obaid and S. B. Hassan, "The role of strategic intelligence in achieving strategic success: Exploratory study in a sample of industrial companies in Nineveh," *J. Admin. Human Sci.*, vol. 3, no. 4, pp. 104–144, 2023.