Perceived Influence of Social Media Content Creation on Unemployment in Lagos Island

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Abstract

This study x-rays the perceived influence of social media content creation on unemployment in Lagos Island. The study was anchored on the Uses and Gratifications Theory and the Teno Proactive Communication Model for Job Creation in Nigeria. Survey research method was used and 400 respondents were purposively selected in Lagos Island. Data were presented in frequency and percentage counts, however, the hypotheses were tested using One Sample T-Test where the p-value was less than 0.05 level of significance. Findings from the study revealed that 87% of the residents of Lagos Island have access to smartphone which gave them opportunity to use various social media applications like Facebook, WhatsApp, XApp, Instagram and TikTok. Also, it was discovered that social media content creation has helped some youths to be self-independent, through content creation 92%. A well edified contents on social media serve as means of income when monetized 96% and it also helps in promoting one's talents, giving room to partake in movie production. More so, the use of various social media applications like Facebook, Instagram, TikTok among others help youths to make income through marketing of other peoples' products or brands 95%. The study however concluded that social media content creation is an employment mechanism among the youths in Lagos Island, making more than average number of the youths to seize the opportunity in self-employment. The study recommended that Content creators should ensure they post relevant and accurate information online to avoid misleading social media users

I. Introduction

Advancement in Information, Communication and Technology (ICT) is rapidly transforming the international business setting from the traditional business practices to better, faster, far reaching and most effective means of doing business. This has led to the enormous opportunities for employment creation thereby reducing unemployment among the youths who are the greatest users of ICTs. Such opportunities include the use of mobile technologies, internet facilities, computing and social media platforms (Oestreicher-Singer & Zdalmanson, 2013; Yar'Adua et al., 2023).

The advent of the internet has revolutionized the way we interact with people as well as in the process of sharing information and knowledge (Ugbodaga, 2017), and in business and economy among other areas. Social media is one of the platforms for acquiring

knowledge, attaining information and enabling communication between people, it has helped human lives in numerous ways (Aondover et al., 2022). It is a machine-mediated communication involving the internet which enables users to create and share content in a market place (Danbatta, 2017). Typical examples include Facebook, Instagram, Twitter, Snapchat, and WhatsApp etc. which people use as a means to connect with old friends, stay up to date with people's lives, find out about upcoming events, and even as a way to shop online (Hile et al., 2023). The impact of social media on humans and the society has gone beyond the exchange of information as social media has become a powerful communicative force in politics, the economy, religion and educational realms of the society (Ugbodaga, 2018).

Defining social media has been somewhat difficult as the term refers more to some form of functionality than any particular media platform (Navetta, 2011). It has been defined as "a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of user-generated content" (Kaplan & Haenlein, 2010; Saint et al., 2024).

Social media users can create and share content electronically, quickly and easily which makes it very suitable for business purposes (Idris & Msughter, 2022). According to Global social media statistics (2022) the number of people who make use of social media by July 2022, is 4.7 billion, which buttresses the amazing potentials for business that can be harnessed through social media platforms especially in present times when COVID 19 pandemic restrictions has limited and constrained the traditional means of doing business (Aondover & Phillips, 2020). Statistics showed that by January 2020, total world population stood at 7.75 billion, out of which 5.19 billion are smart mobile users, 4.54 billion are internet users while 3.80 million are active social media users. Obviously, billions of people globally make use of social media apps because of its wider reach, accessibility and prompt response, though its use as a business tool and employment creation remains not substantially explored (Global social media statistics, 2021).

In 2010, the world recorded a 12.6% youth unemployment rate, this is almost three times the 4.8% adult unemployment rate (UNDESA, 2011). Youths that are under the age of 34 forms more than 60% of the population of Nigeria and half of this youthful population are unemployed (NBS, 2021). With this high level of youth unemployment, the number of youths involved in e-commerce activities should undoubtedly be higher than witnessed. In Nigeria, yearly, about 300,000 youths graduate from tertiary institutions, the problem is escalated considering the population growth rate, reduced private investment and reduced quality of education and skill acquisition (Imoisi, Amba and Okon, 2017). This arises out of the high rise in unemployment especially amongst the youths, the business opportunities yet untapped in the growing social media market as evident in the small percentage of those involved in on line trading compared to the size of the population and the need to redirect the enormous time spent by the youths on various social media platforms for business purposes, training and sustainable development.

1.1 Statement of the Problem

The unemployment rate in Nigeria has consistently increased from 12.31% in 2006 to 23.10% in 2018 (Trading Economics, 2019a) and the youth unemployment rate had grown

from an average of 23.6% in 2016 to over 36% in 2018 (Nwogwugwu & Irechukwu, 2015; Trading Economics, 2019b). Among Nigerian youths living within urban settlements, unemployment rates are as high as 40% (Ajaegbu, 2012; Nwogwugwu & Irechukwu, 2015). With a population size of children and youths exceeding half the total population of Nigeria (Central Intelligence Agency, 2019), and a youth unemployment rate consistently on the rise, the challenges of youth unemployment in Nigeria, Africa's most populous country (Mwaniki, 2018), will evolve into an uncontrollable problem for Nigeria, Africa and the rest of the world if not addressed (Central Intelligence Agency, 2019).

A notable 35% of Nigerians between 15 and 34 years are unemployed, available for work and actively seeking work or working less than 20 hours a week, whereas 28% of young people in the workforce are officially recognised as underemployed, working 20–39 hours a week (Federal Ministry of Youth Development, 2022). Unemployment and the dearth of jobs is a major worry for people in Nigeria, with most youth taking up work opportunities in the informal sector; rural youth finding work mainly in agriculture, small-scale home enterprises, and construction, and older urban youth in informal retail, home enterprises, manufacturing, construction, and professional services (Price, 2019). Statistics on underemployed Nigerian youth, sit uncomfortably with the large numbers in informal employment, many of them women, and with limited access to statutory occupational security and social protection (International Labour Organization, 2023a).

Youth unemployment trends suggest substantial regional differences with higher levels of unemployment in the country's Northern region and rural areas, as well as a gender gap in terms of recorded labour participation (Price, 2019). From an equity perspective, a recent World Bank report observes the evolution of "Two Nigeria's" in terms of job prospects, one a sector offering high growth and income opportunities, whereas the other offers traditional low-productivity subsistence activities (World Bank, 2016a).

Incidentally, the social media has potentials that could be channelled for socio-economic development purposes in Nigeria (Onyejelem & Aondover, 2024). Studies reveal that people mostly use social media for social interactions (Paquette, 2013). Similarly, studies have also suggested that the social media enables effective business communication and the development of small businesses, to manage relationships with customers through robust marketing, innovative communication and supply channels, improved selling of custom-made products, technical support and online interactive community, thereby facilitating the socio-economic development of a Nation (Yar'Adua et al., 2023).

Danbatta (2017) sees the social media perfect example of the democratization of information and technology with demonstrable capacity to migrate communication to interactive dialogue, and social activation. This is, according to him, evident all around the world with regards to its use for campaigns and enlightenment by political parties, today people looked to the volume of information shared on platforms such as Facebook, Twitter, WhatsApp, Messenger and Instagram, among several social media networks through which Nigerians interact, obtain information to meet their social needs to shape their behaviours and enrich the quality of lives. Over 16million Nigerians are on the Facebook, the highest in Africa, making Nigerians the most active users in the Continent.

However, several researches have been conducted on how media entrepreneurship reduced youth unemployment in Nigeria, Tsegyu, Akogwu and Andrea, 2012). Onyejelem, Ude-Akpeh and Uduma (2015) appraised the economic potentials of Social Media and the Nigerian Developing Society. These studies were carried out in Northern and Eastern part of Nigeria and didn't focus on how social media content creation is used talked unemployment among the youths, therefore, this study is set to unveil perceived influence of social media content creation on unemployment in Lagos Island.

1.2 Research Questions

1. What is the level of social media use among residents of Lagos Island?
2. What is the reason for creating social media contents among residents of Lagos Island?
3. What is perception on social media content creation on unemployment among residents of Lagos Island?

1.3 Research Hypothesis

1. H_1: There is no significant relationship between content creation and the use of social media among residents of Lagos Island
2. H_2: There is no relationship between social media content creation and reduction of unemployment among residents of Lagos Island

II. Review of Literature

2.1 Concept of Social Media

The term "Social media" is defined as the application that allows users to converse and interact with each other; to create, edit and share new forms of textual, visual and audio content, and to categorize, label and recommend existing forms of content (Selwyn, 2012). Social media therefore denotes to the wide collection of Internet based and mobile services that connect people together to communicate, participate, collaboratively interact, discuss and exchange ideas and information on an online community (Selwyn, 2012).

Social media is a means of interaction among people in which they create, share and exchange information and ideas in virtual communities and networks. Furthermore, social media depends on mobile and web-based technologies to create highly interactive platforms via which individuals and communities share, discuss and modify user-generated content (Adaugo, Ovute & Obochi, 2015; Itiafa & Msughter, 2022).

Today's society is faced with the continual growing problem of electronics and social media. What used to be considered "precious treasure" is now the cause of lack of concentration, inadequate communication and above all a far less intellectual society. Cell phones, internet game, television and so on have all taken over the youth in the society and corrupted them into unimaginative, unqualified, dull robots, etc (Adaugo, Ovute & Obochi, 2015).

Kurfi et al., (2021) observed that social media integrates technologies, social interaction, and content creation to collaboratively connect on-line information. Through social media, people or group of people can create, organize, edit, comment on, combine, and share content, in the process of helping agencies to better achieve their mission goals. In today's information age, the marriage of computer to contemporary media has facilitated sweeping changes to occur before the eyes of our youths and our traditional beliefs. The move to digital communication has resulted in new media environments that are often interactive in nature and allows multiple functions and tasks to be performed on a single piece of equipment such as home computer and televisions (Adaugo, Ovute & Obochi, 2015).

Most youths' associate Social media with positive outcome, yet this is not always the case. Due to the increase in social media web-sites, there seems to be a positive correlation between the usages of such media with cyber bullying, online sexual predators and the decrease in-face-to-face interaction (Maradun et al., 2021). Likewise, Social media seem to be influencing youths' lives in terms of exposing them to images or alcohol, tobacco, and sexual behaviours (Kaplan, 2010). The kind of Internet services commonly associated with social media (sometimes referred to as "Web 2.0") include the following:

Weblog: Weblogs or blogs, as they are branded, are easily created and updateable websites that allow authors to publish to the Internet instantly, hence allowing instructors and students to communicate easily.

Wikis: A wiki is "a collective website where any participant is allowed to modify any page or create a new page using her Web browser" (Dewing, 2010). Anyone can add and edit what has already been published.

Social network sites: Divya and Bulomine, (2014) defined social network sites as public web-based services that allow users to develop a personal profile, identify other users with whom they have a connection, read and react to postings made by other users on the site, and send and receive messages either privately or publicly.

Status update services: This kind is also known as micro blogging services, status update services such as Twitter allow people to share short updates about people or events and to see updates tweeted by others.

2.2 Content Creation

Content is the necessary information and copy presented to an audience or receivers, it seeks to engage users, and it inspires, motivates, and influences "end user behavior" (Shivakumar, 2016). Content creation is the act of producing and sharing information or media content for specific audiences, particularly in digital contexts (Lenhart, Fallows & Horrigan, 2014). According to Dictionary.com, content refers to "something that is to be expressed through some medium, as speech, writing or any of various arts" for self-expression, distribution, marketing and/or publication. Content creation encompasses various activities including maintaining and updating web sites, blogging, article writing, photography, videography, online commentary, social media accounts, and editing and distribution of digital media.

Creators produce the content and convey it in a particular way that is potentially well received by an identified target audience (Gardner & Lehnert, 2016). Therefore, content creators are the individuals that manage and guide the brand message, they have the ability to create value for audiences by providing them with content that is more trustworthy, genuine, and timely than traditional media (Gardner & Lehnert, 2016). The digital age offers content creators a myriad of available information produced by members of the online community that influences the content creator's decision-making on the type of information they should respond to or ignore (Erstad, 2013).

Content creators are required to constantly question the evolving technologies, methods and ways of sharing that have an effect on audiences. They need to question what works for branding or storytelling and the platforms that are sustainable (Routier, 2018) in order to connect to the community that the organisation exists. A number of celebrated and successful content creators gave their input on Adweek, Griner et al (2016) interviewed content creators who work on brands such as YouTube, Facebook and Buzzfeed. Griner's interviewee stated that he strives to "create work that is meaningful, useful and valuable. Brands need to find cultural narratives to tap into. Whether it's a cause, a passion or philosophy, serious or ridiculous, a brand needs to take a stand for something that connects credibly with who they are or want to be". Heine's interviewee mentioned her brand derives "all of our inspiration from our community, whether it's the products we create or our larger brand positioning". Coffee's interviewee emphasized that, "our most successful projects are enabled by brands who empower audiences to create their own stories and memories." In other words, when content creators recognise the key role played by connecting with external audiences, it makes for a successful online brand (Routier, 2018).

2.3 Intersectionality of Youth Uunemployment in Nigeria

Nigerian youth face multiple challenges, including poverty, unemployment, and underemployment, limited educational opportunities, and health challenges. In Nigeria, as in sub-Saharan Africa generally, many young people have low access to formal education, while school enrolment has increased across many sub-Saharan African countries, literacy rates among young people aged 15 to 24 years (estimated at 78.6%) remain the lowest in the world (Statista, 2022). The low literacy level of Nigerian youth has had important implications for other indices of development, particularly health. For instance, the rate of self-medication among Nigerians from low-income backgrounds is on the rise – a large number of this demographic fall within the youth category, working in the informal sector and/or performing menial jobs that pay below the minimum wage threshold (Dele-Adedeji, Schmid-Scott & Klantschnig, 2021). The inability to access affordable health care induces a resort to opioids as temporary "treatment" for ailments that require long term healthcare (Klantschnig & Dele-Adedeji, 2021).

Recent estimates for Nigeria indicate that only a minority of the youth demographic are employed within the formal sector (Federal Ministry of Youth Development 2022). Further, unemployment rates do not often capture the adequacy or inadequacy of available employment opportunities since they do not take employment quality into account. The low unemployment rate among Nigerian (and sub-Saharan Africa) youths partly reflects the fact that many young people have resorted to insecure, and often low-productivity jobs in the informal sector, instead of remaining unemployed and economically dependent on parents and guardians (International Labour Organization, 2022). Young women, in particular, face significant barriers to employment. Those from economically disadvantaged and/or low income backgrounds are forced to accept precarious, unskilled and/or lowly paid jobs, such as beer promotion for alcohol producers and marketers, where they are vulnerable to sexual harassment from predominantly male patrons (Dumbili & Nelson, 2022).

Economic pressures arising from rapid population growth and accompanying social change affect young Nigerian's transition into adulthood, measured by completion of formal education, employment, and family formation (Egunjobi, 2014). These trends have worsened with the recent economic downturn, especially in the wake of the Covid-19pandemic. For example, in a recent qualitative study that explored the factors that influenced young people's decision to enter retail trade in illegal drugs in Nigeria (Nelson, 2023), most participants reported that they embraced the trade as a means of income generation to meet basic needs under conditions of economic recession and livelihood precocity. The study also found that the prospect of exiting the trade was constrained by limited social support and lack of viable alternative means of livelihood in the legitimate economy. Furthermore, corruption pervades every aspect of public life in Nigeria, from "recruitment exercises to award of contract, admission processing to teaching and learning experiences as well as other bureaucratic and everyday life engagements of the people" (Falola, 2021, p. 282).

Endemic corruption in Nigeria's public sector, concentrating wealth in the hands of a few further, incentivises a recourse to alternate (and illicit) income generation activities among young people. Nigeria's small- and medium-scale enterprises struggle under the burden of an appalling state of infrastructure. For instance, government subsidy removal has led to a dramatic increase in the pump price of petroleum products contributing to increasing operational costs for small businesses, thereby rendering them unprofitable and unviable.

Further, Nigeria's informal economy is an ungoverned space where it is often difficult to determine the boundary between the licit and illicit. In this context, many young Nigerians have drifted from legitimate side jobs ("hustles" in local parlance) to supplement earnings to illegal activities in a desperate quest for secure their livelihoods (Falola, 2021). Declining

opportunities for education and employment, linked to the structural adjustments policies of previous regimes, contributed to massive international migration of Nigerian youth, and fuelled youth involvement in activities such as illegal drugs trafficking, impersonation, and forgery for monetary gain (Nelson, 2023).

III. Research Methods

This study adopted a quantitative research method as data was gathered from respondents and analyzed using figures. A quantitative research involves collecting and analysing numerical data (Asika, 2012). The choice of this research method was based on the purpose and objective of the study and the nature of the problem under investigation. The study employed this method because survey research method provides a relatively simple and straight forward approach to the study of attitudes, values, beliefs and motives. According to Popoola (2014). "It is a very useful and effective tool or means of ascertaining and eliciting the feelings, opinion, tastes, perception, attitudes, interest as well as views of individuals. Survey can be extremely efficient at providing large amount of data, at relatively low cost, in a short period of time. The justification for using this is to enable the researcher to gather data using figures and also interpret it.

The universe of this study is the entire population of people living in Lagos Island. According to City Population (2022), the total population of people living in Lagos Island is 314,900, therefore, the population for this study is 314,900. A sample size is therefore a smaller group of elements drawn through a definite procedure from specified population (Nworgu, 1991). Taro Yamane (1967) simplified formula to calculate sample size was used to determine the sample size. The equation is expressed as follows: Where n=sample size. N=is the population size. **I**=is constant and. **e** is error margin 0.05. Therefore, the sample size for this study is 400 residents of Lagos Island.

Purposive sampling technique was used for this study. Purposive sampling technique is a sampling system in which the researcher handpicks his desired sample from the population of study (Ogbuoshi, 2006). The reason for using this technique is to select respondents that have access to social media and have been exposed to series of content creations on any social media platform. The questionnaire was administered to respondents at their various area in Lagos Island and the responses were collected immediately after the respondents filled their choices.

IV. Result and Discussion

4.1 Data Presentation and Analysis

Table 1. Demographic Characteristics of the Respondents

Respondents' Demographic Profile	Frequency	Percentage
Gender		
Male	176	46%
Female	206	54%
Total	**382**	**100%**
Age		
Below 18-year-old	35	9%
18-25 years old	122	32%
26-30 years old	74	19%

31-35 years old	83	22%
36 years and above	68	18%
Total	**382**	**100%**
Educational Background		
Primary Education	11	3%
O' Level	47	12%
ND/NCE	83	22%
HND/B.Sc./B.A	178	47%
MSc.	63	17%
Total	**382**	**100%**

Item 1 in Table shows the gender distribution of the respondents and it was discovered that the male respondents are 176(46%) while female respondents are 206(54%). There is wide difference in the respondents' gender as female respondents constitute the majority. The age distribution showed that 35(9%) of the respondents are below 18 years, 122(32%) of the respondents are between age of 18-25, 74(19%) of the respondents are between age of 26-30, 83(22%) of the respondents are between age of 31-35, while 68(18%) are 36 and above of age, however the listed age brackets were given equal opportunity but majority of the respondents are between the age of 18-25. Also, item 3 shows the educational background of the respondents and it was discovered that 11(3%) of the respondents have just Primary education, 47(12%) of the respondents have O'Level education, 83(22%) of the respondents have either ND or NCE certificate, 178(47%) of the respondents are graduates, while 64(17%) are have post-graduates' certificates. This indicate that a reasonable number of the respondents are educated to understand what social media content creation means.

a. RQ1: What is the prevalence of social media usage among residents of Lagos Island?

Table 2. Prevalence of social media usage among residents of Lagos Island

Items	Frequency/Percentage (%)				
	1	**2**	**3**	**4**	**5**
	F/ %	F/ %	F/ %	F/ %	F/ %
I use social media very often	8/2	13/3	28/7	137/36	196/51
I spend more than one hour on the social media	11/3	17/5	21/6	186/49	147/38
I can't do in a day without checking my social media accounts for any information or update	9/2	15/4	7/2	152/40	199/52
The use of social media application has become my daily routine	8/2	10/3	28/7	135/35	201/53
Through social media, I watch different content creators and their contents	7/2	12/3	10/3	189/50	164/43

*Scale: 1=Strongly Disagree (1-20%), 2=Disagree (21-40%) 3=Neutral (41-60%), 3=Agree (61-80%), 5=Strongly Agree (81-100%)

Result from Table 2 showed analysis on prevalence of social media usage among residents of Lagos Island. It was revealed that majority of the respondents 333(87%) are either strongly agreed or agreed that use social media very often. More than average number of the respondents 333(87%) either strongly agreed or agreed that they spend more than one hour on the social media. Regarding their agreement whether they can't do in a day without checking their social media accounts for any information or update, 351(92%) respondents are either strongly agreed or agreed. More so, 336(88%) of the respondents either strongly agreed or agreed that the use of social media application has become their daily routine. However, the study revealed that 353(93%) of the respondents either strongly agreed or agreed that through social media, they watch different content creators and their contents. From these findings, we can conclude that residents of Lagos Island are active users of social media application and with this, they are expose to various social media contents

b. RQ2: What is the role of social media contents creation in reducing unemployment among residents of Lagos Island?

Table 3. Role of social media contents creation in reducing unemployment among residents of Lagos Island

Items	Frequency/Percentage (%)				bb
	1	2	3	4	5
	F/ %	F/ %	F/ %	F/ %	F/ %
Social media content creation has helped some youths to be self-independent in the country	9/2	13/3	8/2	167/44	185/48
A well edified contents on social media can serve as means of income when somonetized	11/3	7/2	9/2	160/42	195/51
Social media content creation can promote ones talents, hence, it gives room to partake in movie production	3/1	5/1	7/2	152/40	215/56
Social media content creation enable ones to diversify his/her income.	8/2	6/2	12/3	135/35	221/58
Social media content creation is another form of personal branding which can open the door of being a brand ambassador	3/1	7/2	13/3	198/52	161/42

*Scale: 1=Strongly Disagree (1-20%), 2=Disagree (21-40%) 3=Neutral (41-60%), 3=Agree (61-80%), 5=Strongly Agree (81-100%).

Result from Table 3 showed analysis on role of social media contents creation in reducing unemployment among residents of Lagos Island. It was revealed that majority of the respondents 352(92) are either strongly agreed or agreed that social media content creation has helped some youths to be self-independent in the country. More than average number of the respondents 355(93%) either strongly agreed or agreed that a well edified contents on social media can serve as means of income when monetized. Regarding their agreement on social media content creation can promote one's talents, hence, it gives room to partake in movie production, 367(96%) respondents either strongly agreed or agreed. More so, 356(93%) of the respondents either strongly agreed or agreed that social media content

creation enable ones to diversify his/her income. However, the study revealed that 359(94%) of the respondents either strongly agreed or agreed that social media content creation is another form of personal branding which can open the door of being a brand ambassador. From these findings, we can conclude that social media content creation is an opportunity for the youth to be self-employed, partake in movie production, diversify income and to become a brand ambassador.

Table 4. There is no relationship between social media content creation and reduction of unemployment among residents of Lagos Island.

One sample T-Test

	t-cal	Df	p-value
Relationship between social media content creation and employment	158.810	382	0.000

Source: Field survey, 2024   P<0.05

The above table shows that the calculated value of *t* was 106.509 (t_{382}=158.810). The observed p-value was 0.000 which is less than the Significance level of 0.05 (p<0.05). The difference between the population mean and hypothesized mean is statistically significant, therefore, there is a significant relationship between social media content creation and reduction of unemployment among residents of Lagos Island. Hence, the null hypothesis is hereby rejected.

c. Content Creation on Unemployment Among Residents of Lagos Island?
RQ3: What is the perception of respondents on social media

Table 5. Perception of respondents on social media content creation on unemployment among residents of Lagos Island

Items	Frequency/Percentage (%)				
	1	2	3	4	5
	F/ %	F/ %	F/ %	F/ %	F/ %
I believe that social media content creation create job opportunities for the Nigerian youths	9/2	11/3	6/2	177/46	179/47
Social media content creation generate income for the content creators through promoting brands and sponsorship	5/1	7/2	14/4	188/49	168/44
The production crew also make money through social media content creation	3/1	9/2	17/5	152/40	201/53
The use of Facebook, Instagram, TikTok and other social media platforms help youths to make income through affiliate marketing	4/1	6/2	10/3	185/48	177/46

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| Content creation helps to promote content creators and the contents attracts donations | 3/1 | 8/2 | 11/3 | 159/42 | 201/53 |

Result from Table 4 showed analysis on perception of respondents on social media content creation on unemployment among residents of Lagos Island. It was revealed that majority of the respondents 356(93%) are either strongly agreed or agreed that they believe that social media content creation create job opportunities for the Nigerian youths. More than average number of the respondents 356(93%) either strongly agreed or agreed that social media content creation generate income for the content creators through promoting brands and sponsorship. Regarding their agreement on whether the production crew also make money through social media content creation, 352(93%) respondents either strongly disagreed or disagreed.

More so, 362(94%) of the respondents either strongly agreed or agreed that the use of Facebook, Instagram, TikTok and other social media platforms help youths to make income through affiliate marketing. However, the study revealed that 360(95%) of the respondents either strongly agreed or agreed that content creation helps to promote content creators and the contents attracts donations. From these findings, we can conclude that social media content creations serve as an avenue for job opportunity by developing one's talent and promoting such talents on social media to attract brands, marketers and donors.

4.2 Discussions

This study aimed to unveil the perceived influence of social media content creation on unemployment in Lagos Island. The basis is to find out how youths became self-employed through the use of social media for content creation.

a. What is the prevalence of social media usage among residents of Lagos Island?

Result from the study showed that majority of the residents of Lagos Island have access to smartphone which gave them opportunity to use various social media applications like Facebook, WhatsApp, XApp, Instagram and TikTok. It was observed that more than average number of the residents of Lagos Island make use of social media very often and they spend more than one hour on their preferred social media platforms. In the quest to be updated on social media contents, they can't do in a day without checking their social media accounts and as such, it has become their daily routine. Also, through social media, residents of Lagos Island watch different content creators and their contents for various purposes.

b. What is the role of social media contents creation in reducing unemployment among residents of Lagos Island?

Social media content creation has served as an opportunity for the youths in Lagos Island to become content creators, paving ways for being self-employed. It was discovered from the study that social media content creation has helped some youths to be self-independent in the country. Through content creation, well edified contents on social media serve as means of income when monetized; it also helps in promoting one's talents, giving room to partake in movie production. This is in line with Urbiati et al., (2020) whose study showed that effective use of social media for creating employment in Italy, discovered that though the unemployed seemed to use social media basically for news and entertainment

purposes, the employed use it majorly for social connectivity and not for business. Also, it corroborates with Tourtou (2018) whose study suggested that unemployment should be seen as a collective problem and tackled with emphasis on the role of the mass media, provision of industrially friendly environment and restructuring of the educational system. Evidences showed that a major way of reducing unemployment is through entrepreneurship education and training of youths physically and/or online.

More so, it was observed from the study that social media content creation enables ones to diversify his/her income as social media content creation is seen as another form of personal branding which can open the door of being a brand ambassador for the content creators.

This associates with Okande, (2015) who concluded that social media can potentially and significantly affect employment creation amongst youths. This is also attainable from the T-Test result which showed that the observed p-value was 0.000 which is less than the Significance level of 0.05 (p<0.05) interprets that there is a significant relationship between social media content creation and reduction of unemployment among residents of Lagos Island. This doesn't negate findings of Jagongo and Kinyua (2013) who discovered that if social media is properly harnessed it can promote brand and increase sales and profits., though economic conditions in Nigeria, seems to make this difficult to achieve.

c. What is the perception of respondents on social media content creation on unemployment among residents of Lagos Island?

Findings from the study revealed that social media content creation is a paradigm shift in job opportunities in the country. Majority of the respondents attested that social media content creation creates job opportunities for the Nigerian youths by generating income for the content creators through promoting brands and sponsorship. It was also discovered that the production crew also make money through social media content creation. This corroborates with findings of Wantchami (2020) whose study revealed that marketing via social media had increased sales, generated awareness and improved customer relationships with benefits outweighing cost incurred.

More so, the use of various social media applications like Facebook, Instagram, TikTok among others help youths to make income through marketing of other peoples' products or brands. This is in line with Leung et al., 2015; Idota et al., 2017 and Aladwani, 2015 who alluded the use of social media as having a positive and significant effect on business sales.

With continuous use of social media among the youths in Lagos Island for content creation, donations from different brand, public figure and organizations have been accorded to them. This is also attainable from the T-Test result which showed that the observed p-value was 0.000 which is less than the Significance level of 0.05 (p<0.05) which interprets that there is a significant relationship between social media content creation and reduction of unemployment among residents of Lagos Island. This is in relation with Economist, 2011; Needleman, 2010) whose study discovered that social media platforms, apart from creating and providing jobs have enormous advantages derivable. The enormous advantages of social media for business includes; it permits focus social networking and collaborations, creates new apparatus for businesses and facilitates quick distribution.

V. Conclusion

From the findings, the study concludes that social media content creation is employment mechanism among the youths in Lagos Island, making more than average number of the youths to seize the opportunity in self-employment. The content creators and

production crew benefit vertically from social media content creations ranges from content monetization, sponsorship, marketing of other peoples' products and donations. All these serve as means of income generation for the content creators, hence, the use of social media for content creation contributes positively in providing employment among the youths in Lagos Island in Lagos State. From the findings of this study, the following recommendations are considered pertinent;

1. Youths should continue to explore various social media application in promoting their contents.
2. More research should be carried out before creating contents to attract more viewers and as such, bringing them close to prospective brands and marketers that will sponsor them.
3. Social media is evolving; ethical contents should be created by the youths to encourage teenagers in contributing to social media content creation.
4. Youths should collaborate with respective firms in giving out bonuses to the fans to help in promoting their contents on social media.
5. Content creators should ensure they post relevant and accurate information online to avoid misleading social media users.
6. Awards should be given to the best edified social media content creators in the country to encourage young content creators.

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