

**THE MASS MEDIA AND DEVELOPMENT OF ENTREPRENEURIAL  
SKILLS AMONGST THE YOUTHS IN EDO STATE.**

**BY**

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**UNIVERSITY OF BENIN,**

**BENIN CITY**

**SEPTEMBER, 2023**

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**A RESEARCH PROJECT SUBMITTED TO THE DEPARTMENT OF  
MASS COMMUNICATION, FACULTY OF ARTS, UNIVERSITY OF  
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REQUIREMENTS FOR THE AWARD OF BACHELOR OF ARTS (B.A)  
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**DECLARATION**

This project work is based on a study undertaken by me in the department of Mass Communication, Faculty of Arts, University of Benin, under the supervision of **Dr. Collins Kediehor**. All ideas and findings in this study are products of my personal research, due acknowledgement is given to authors of worked cited and used in this work.

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## **CERTIFICATION**

This is to certify that this research was carried out by **Omoriegie Cynthia Adesuwa** with **Matriculation Number ART1801807** of the Department of Mass Communication, University of Benin, and it is adequate in the scope for the award of Bachelor of Arts (B.A) Degree in Mass Communication ( BARTMAS).

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**Dr. Collins Kediehor**  
**Project supervisor**

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**Date**

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**Dr. D. O Ekhareafor**  
**Head of Department**

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**Date**

## **DEDICATION**

This project work is dedicated to God Almighty, whose Grace and Mercy saw me through the process of this work. May his name be praised and glorified forever, Amen

## ACKNOWLEDGMENTS

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## ABSTRACT

Mass media, particularly social media platforms, have become powerful tools for developing entrepreneurial skills among youths in Edo state. With the advent of technology and widespread internet access, these platforms have revolutionized communication and provided a platform for young entrepreneurs to showcase their talents, connect with potential customers, and acquire valuable business knowledge. The study became necessary in order to determine mass media as tools for developing entrepreneurial skills amongst youths in Edo State. Using the survey Design, 8 - item questionnaire was used to generate data from 400 youths purposively selected to represent and reflect the opinions of youths present in the university of Benin. The study revealed social media is an important tool in developing entrepreneurial skills in our society. It was discovered that young entrepreneurs prefer using Instagram for acquiring skills. The study also revealed that youths are exposed to social media to a large extent. The challenges youths encounter were Limited Access to reliable information, Difficulty in distinguishing information, lack of interaction and feedback, Information overload, Difficulty in distinguishing credible sources. Hence it was recommended that Experts should ensure their entrepreneurial message are well designed for social media users or young entrepreneurs also social media platforms should be simple and flexible. In conclusion, social media has emerged as a crucial tool for developing entrepreneurial skills among youths in Edo state. It enables young entrepreneurs to promote their businesses, connect with industry professionals, access valuable resources, and showcase their creativity. By leveraging these platforms effectively, aspiring entrepreneurs can enhance their business acumen, establish a strong brand presence, and contribute to the economic growth of the state.

# CHAPTER ONE

## INTRODUCTION

### 1.1 Background to the Study

The society is constantly evolving and changing due to various factors like technological advancements, cultural shifts, and social movements. As a result, the way information is disseminated and communicated has also undergone significant transformations. The emergence of new media platforms and technologies has made it easier for information to reach a large and diverse audience quickly and simultaneously. This has both positive and negative implications, as it enables rapid sharing of knowledge and ideas, but also raises concerns about privacy, misinformation, and the influence of mass media on public opinion. Overall, it is crucial for individuals to adapt and critically evaluate the information they consume in this rapidly changing media landscape. The computers and the internet are taking over how we do things and becoming requisite tools in every area and field of mankind. As the world becomes more digitally inclined, the impact of globalization is felt throughout the entire globe and the initial perceived wide world' is shrinking into a global village Eribo (2010). One of the key benefits of social media for aspiring entrepreneurs is its ability to reach a wide audience at a lower cost compared to traditional marketing methods. Youths can leverage social media to promote their products or services, attract customers locally and globally, and gain valuable feedback to refine and improve their offerings.

In the same light Obaze and Onosu (2013) emphasized: Obaze and Onosu (2013) highlighted that the new media is highly adaptable due to the customization options provided by many modern gadgets. This has significantly transformed the way individuals communicate and access information. Computers are now a common feature in most households, enabling easy internet access. Additionally, youths have grown up in a time when online technology is ubiquitous, with digital applications being integrated into various aspects of their daily lives. Consequently, they have naturally developed skills in navigating and utilizing online platforms.

Social media serves a variety of purposes, extending beyond simple information gathering. It provides a platform for connecting with others, whether it be for personal or professional reasons, facilitating the formation of new relationships and rekindling old ones. The advent of social media has made the previously complex communication process much simpler due to its user-friendly nature (Wetzel, 2010). Social media encompasses activities such as socializing and networking online through the use of words, pictures, and videos. In the words of Kaplan and Haenlein (2010), social media refers to a collection of web-based applications that are built upon the principles of Web 2.0. These applications enable users to create and share content with one another. The evolving learning environments allow youth to learn anytime and anywhere (Wetzel 2010). Social networks play important roles in raising awareness about the

reliable sources of information among Youths and the society by providing alternative sources of knowledge Battrawi & Muhtaseb (2013).

According to Enang (2014), social networking sites are platforms that allow users to connect by creating personal information profiles. These profiles provide access to friends and colleagues, enabling them to send emails and instant messages to each other. Giving examples of social media, Gupta (2014) in Umoru (2015) opines that social networking sites include Facebook, Twitter, LinkedIn, Instagram, TikTok Chat rooms and message boards where people meet and discuss topics of interest, Flickr and vimeo, Blogs, Wikis, and social book marking.

Entrepreneurship is the capacity and willingness to develop, organize and manage a business venture along with any of its risk in order to ensure continuous assessment of already existing method of doing business so as to promote more effective and efficient business venture. Prama (2003) The goal of entrepreneurial development is to persuade a man for entrepreneurial vocation and to make him equipped for seeing and exploiting effectively open doors for business undertakings. Zimmerer & Scarborough, (1998) suggests that education can fuel the passion for creating and implementing new business ideas and also impact individuals' confidence in achieving their objectives. Thus, Arasti, Falavarjani and Imanipour (2012) explain that entrepreneurial education aims to raise awareness of entrepreneurship as a career option and to increase better understanding of the

process of the establishment and management of new business ventures. It deals with those attitudes and skills that are necessary for the individual to respond to its environment in the process of conserving, starting and managing a business enterprise Emeraton (2008). In order word, entrepreneurial education aims at developing the requisite entrepreneurial skills, attitudes, competencies and disposition that will predispose the individual to be a driving force in managing a business Agu (2006). From the foregoing, entrepreneurial education is therefore, paramount to individuals hoping to start a business since business establishment is a process of identifying and harnessing potential opportunities. It is in this regard that it is looked at as a veritable tool for employment creation by way of promoting enterprise most especially themicro-enterprise. Studies have shown that entrepreneurial education and training impact on the attitude of entrepreneurs pursuing their dreams of establishing new businesses. A review of the study conducted by Harris, Gibson, and Taylor's (2008) shows that completing a Small Business Institute course positively impacted entrepreneurial attitudes with respect to innovation, achievement, personal control and self-esteem.

Moreover, entrepreneurship is a critical component of every societal development process. As Khillar, (2021) mentioned, entrepreneurship is a vital aspect of every development effort. Indeed, human entrepreneurship remains a vital aspect or component of sustainable development programmes in today's global climate (Panda, 2020). Essentially, entrepreneurship aids people in

acquiring essential knowledge and abilities that will enable them to actively address societal issues of common concern; one of the most sought-after entrepreneurship by youths in developing countries today is entrepreneurial development.

According to Drucker (1985), entrepreneurs share a commitment to innovation, rather than having specific personality traits. In order for innovation to occur, entrepreneurs not only need talent, ingenuity, and knowledge, but also must possess qualities such as hardworking, focus, and power.

Madsen (2007) suggests that entrepreneurship is the ability of certain individuals to take risks and combine production factors to create goods and services. It is also about an individual's willingness and capability to identify investment opportunities in the environment and set up and manage a successful enterprise based on these opportunities. This implies that for an entrepreneur to succeed, they must have the capacity to search for economic opportunities that will increase business value and contribute to the economic growth of society.

Wang (2008) argues that an entrepreneur is a pathfinder who can turn obstacles into opportunities. The essence of entrepreneurial development lies in the ability to envision and plan for a new business venture by incorporating information from various disciplines and the external environment.

In Nigeria, research has indicated that entrepreneurship has an impact on the issue of a high unemployment rate, a high level of poverty, and a slow

economic growth rate Bala-Subrahmanya (2006). Given the widely held belief that entrepreneurship development is the solution to eradicating poverty, creating employment, and facilitating rapid economic growth, the Nigerian government has implemented policies and programs over the past thirty years aimed at fostering entrepreneurship through the growth of small-scale businesses.

Skills are generally defined as the ability to expertly perform a specific activity or task. It is viewed as the proficiency in doing something well. The process of effectively utilizing available resources in the economy for sustainable development requires specialized skills or abilities, which need to be nurtured in polytechnic students, as they represent the future of the nation Amadi, (2012). The abilities, knowledge, and experiences needed to accomplish these tasks are referred to as entrepreneurial skills.

Entrepreneurial skills acquisition refers to the process of acquiring knowledge, abilities, or experiences necessary to transform ideas into actions Oduma (2008). It involves learning specific skills or behaviors required for business through education or training (Amadi, 2012). Consequently, the development of entrepreneurial skills encompasses any action or effort aimed at advancing, maturing, and maximizing the benefits of entrepreneurship. As a result, the field of entrepreneurship development has gained significant attention from scholars, both academically and practically, over the years. This increased focus on entrepreneurship is supported by Marris, Pitt, and Berthan (1996), who

emphasize the role of entrepreneurship in facilitating global economic development. Additionally, Esuh (2011) highlights the global recognition and acknowledgment given to the impact of developing entrepreneurial skills in various countries. Unachukwu (2009) adds that the attention on entrepreneurship development was driven by the realization of its crucial role in economic development. Ogbo and Agu (2012) scholarly view that the roles of entrepreneurship as catalyst for social-economic transformations are another major reasons for the global campaign towards developing entrepreneurial skills for development and growth. Osemeke (2012) maintained that entrepreneurship development involves every undertaken characterized by efforts towards advancement and propagation of the essence and practice of entrepreneurship

In the case of Nigeria, Osemeke(2012) explained that entrepreneurship development has been conceived by successive government as a program of activities to enhance the knowledge, skills, behavior and attitude of individual and group to assume the role of entrepreneurs. Social media has played a transformative role in the development of entrepreneurial skills among youths. It offers a platform for young people to showcase their talents, connect with customers, and gain valuable industry insights. However, it is crucial for aspiring entrepreneurs to navigate the potential challenges associated with social media, such as misinformation and privacy concerns, by critically evaluating information and adopting necessary precautions. With a mindful approach, social media can continue to empower and propel the growth of young entrepreneurs.

## **1.2 Statement of the Problem**

Various scholars Hassan Olanrewaju (2017) opined that inadequate capital is one of the problem encountered in developing entrepreneurial skills in the society. The ability to promote entrepreneurial skills through the social media is key to stimulating increases in job creation and economic development. In a study titled “Global Entrepreneurship Monitoring: Impact of Media on Entrepreneurial development and Action”, conducted by Levies, Hart and Karim in 2010. It was revealed that the social media can promote entrepreneurial attitudes, aspirations and activities. The media can also foster greater entrepreneurial activity by promoting and supporting individuals, youths and society in enterprise development .While social media has the potential to provide a platform for youth to develop entrepreneurial skills, many young people are not effectively utilizing these digital tools to launch and grow successful businesses. Additionally, there is a lack of support and resources available to help young entrepreneurs navigate the challenges of starting and running a business. This has led to a gap between the potential for social media to promote entrepreneurship and the actual outcomes for many youth in terms of startup success and sustained growth.

National Bureau of Statistic, (2020). In the light of this, there is an urgent need for high level of entrepreneurial education through the media for sustainable growth and development of the society especially among youths.The problem of

this study is to find out how social media has helped to effectively develop entrepreneurial skills among youth.

### **1.3 Objectives of the Study**

The objectives of this study are to:

1. Ascertain the most preferred Social Media platforms for developing entrepreneurial skills among youths in Edo State.
2. Determine the extent to which youths in Edo State were exposed to skills acquisition programmes on Social Media.
3. Determine the challenges Youths in Edo State encounter in their reliance on Social Media for acquiring entrepreneurial skills.

### **1.4 Research Question**

The following questions were formulated to guide this study:

1. What is the most preferred Social Media platforms for developing entrepreneurial skills among youths in Edo State.
2. To what extent were Youths in Edo State expose to skill acquisition programmes on Social Media.
3. What are the challenges Youths in Edo State encounter in their reliance on social media for acquiring entrepreneurial skills.

### **1.5 Significance of the Study**

This will help academic and commercial researchers to conduct their research on social media and development of entrepreneurial skills. It is expected to help the government, religious leaders, educationist and also policy maker to know the extent to which social media can help develop entrepreneurial skills and how social media serve as tool for entrepreneurship development.

The findings of this research will enable society know the role social media can play in developing skills and also help educate the entire public of the relationship between the social media and entrepreneurs. Lastly this research will help create awareness and knowledge of entrepreneurial skills development.

### **1.6 Scope of the Study**

By scope of study here we mean the range, extent or depth to which we will be dealing on or convening in this study of social media and development of entrepreneurial skills among youths.

It will be sufficient to say that the eventual choice of this study falls on social media as tool for skill acquisition. This study sets to understand the extent to which social media serve as tool for development of entrepreneurial skills among Youth and our desired locale for the fieldwork is a well-populated city, Benin City in Edo state.

## **1.7 Limitation of the Study**

This study was limited in many ways, for example it was not easy extracting information from respondent as many of the sources saw the researcher as a spy and as such, they were not too comfortable in releasing information that were vital for this study. Gauging the information from the respondent was not all easy and this posed as a limitation.

Similarly, relying on the questionnaire was also a limitation. Combination of many design would have yielded a generalized finding. But finding of the study may be limited and may not be suitable for generalization.

## **1.8 Operational Terms**

A number of terms were used in the course of preparing this study. For the purpose of clarity and avoidance of abstruseness, the following terms are explained in the sense in which they are used in the study.

**Social Media:** This is referred to as a collective term for websites and applications that focus on communication, community-based input, interaction, content-sharing and collaboration.

**Tool:** A device or an object that can extend an individual's ability to modify features of the surrounding environment or help them accomplish a particular task.

**Development:** Development can be said to be the result of society's capacity to organize resources to meet challenges and opportunities. According to the Oxford

Advanced Learner's Dictionary development is the gradual growth of something so that it becomes more advanced and stronger.

**Entrepreneurial:** This means having the qualities that are needed to succeed as an entrepreneur it is also relating to someone who starts their own or is good at seeing new opportunities to make money.

**Skill:** The ability to use one's knowledge effectively and readily in execution or performance it can also be defined as the learned ability to act with determined results with good execution often within a given amount of time, energy, or both.

**Youth:** Younger individual from 16-38years old.

## CHAPTER TWO

### LITERATURE REVIEW

#### 2.1 Concept, History and Development of Social Media

Social media are interactive technologies that facilitate the creation and sharing of information, ideas, interests, and other forms of expression through virtual communities and networks. The term *social* in regard to media suggests that platforms are user-centric and enable communal activity. As such, social media can be viewed as online facilitators or enhancers of human networks-webs of individuals who enhance social connectivity in the society , users usually access social media services through web-based apps on desktops or download services that offer social media functionality to their mobile devices (smartphones and tablets). As users engage with these electronic services, they create highly interactive platforms in which individuals, communities, and organizations can share, co-create, discuss, participate, and modify user-generated or self-curated content posted online. Furthermore, social media platforms serve as a means to record and preserve cherished moments, gather knowledge and discover new interests, promote personal achievements, and foster relationships. Additionally, they facilitate the

development of ideas through the establishment of blogs, podcasts, videos, and gaming websites. This changing relationship between humans and technology is the focus of the emerging field of technological self-studies.

Some of the most popular social media websites, with more than 100 million registered users, include Twitter, Facebook (and its associated Messenger), LinkedIn. Depending on interpretation, other popular platforms that are sometimes referred to as social media services include YouTube, Telegram, WhatsApp, TikTok, Pinterest etc. Social media outlets differ from traditional media (print magazines and newspapers TV, and radio broadcasting) in many ways, including quality, reach, frequency, usability, relevancy, and permanence. Additionally, social media outlets operate in a dialogic transmission system (many sources to many receivers) while traditional media outlets operate under monologic transmission model one source to many receivers). For instance, a newspaper is delivered to many subscribers, and a radio station broadcasts the same programs to an entire city. With the vast growth of the Internet, it has become possible to use digital media or digital rhetoric to depict or characterize a culture. Studying the rhetoric that exists in the environment has become a crucial new process for many scholars.

Observers have noted a wide range of positive and negative impacts when it comes to the use of social media. Social media has the potential to enhance an individual's feeling of connection with both real-life and virtual communities. It can serve as an efficient tool for communication and marketing purposes for various entities like businesses, entrepreneurs, non-profits, advocacy groups, political parties, and governments. Moreover, social media has proven to be a valuable platform for social movements to express and organize themselves, particularly during periods of political unrest. The origins of social media can be traced back to traditional forms of written communication. Initially, long-distance communication relied on physically delivering messages, such as letters, which dates back as early as 550 B.C.E. Over time, the postal service evolved and became more efficient, allowing for widespread and streamlined delivery. The invention of the telegraph in 1792 revolutionized the speed of long-distance personal messaging, surpassing the capabilities of traditional methods like relying on horseback messengers. Despite their brevity, telegraph messages were a groundbreaking means of disseminating news and information, leading to some assertions that social media originated from the telegraph's development. The pneumatic post, developed in 1865, introduced another expedient method for

delivering letters between recipients, although its popularity has significantly diminished except for its use in drive-through banking. By utilizing pressurized air tubes underground, the pneumatic post transports capsules from one location to another. Two significant milestones were reached in the late 1800s: the invention of the telephone in 1890 and the creation of the radio in 1891. These technological advancements facilitated instantaneous communication over long distances, an unprecedented feat in human history. While both telephone and radio technologies are still prevalent today, their modern iterations are considerably more advanced than their predecessors.

The 20th Century witnessed rapid changes in technology, and social media evolved alongside it. As the first supercomputers emerged in the 1940s, scientists and engineers started building networks between them, which eventually led to the creation of the internet and the World Wide Web. In the 1960s, platforms like CompuServe were developed, marking the early stages of the internet. Simultaneously, primitive forms of electronic communication were also being explored. By the 1970s, networking technology had improved, and UseNet was introduced in 1979, allowing users to communicate through virtual newsletters and digital bulletin board systems. As we approached the end of the century,

social media as we recognize it today began to take form. The first notable social media site, Six Degrees, was launched in 1997, enabling users to upload profiles and connect with others. Consequently, blogging platforms gained popularity in 1999, giving rise to user-generated content and initiating a social media phenomenon that. Providers such as America Online also introduced wildly popular instant messaging apps at the end of the last millennium In 1991, when Tim Berners-Lee integrated hypertext software with the Internet, he created the World Wide Web, marking the beginning of the modern era of networked communication. In the early 2000s, and social media platforms gained widespread popularity with the likes of Friendster and Myspace, followed by Facebook, YouTube, and Twitter, among others. Research from 2015 shows that the world spent 22% of their online time on social networks, thus suggesting the popularity of social media platforms, likely fueled by the widespread adoption of smartphones. There are as many as 4.76 billion social media users in the world as of January 2023, equating to 59.4% of the total global population.

The concept of social media continues to evolve and adapt to changing trends and technologies, with the potential to offer numerous opportunities for young people to develop entrepreneurial skills and pursue their passions. Social

media platforms provide young people with various opportunities to showcase their talents and passions. They can create and share content related to their interests, whether it be photography, music, art, writing, or any other creative endeavor. This exposure allows them to gain recognition for their work

## **2.2 Overview of Entrepreneurial Skills**

Entrepreneurs play a crucial role in the economy by using their skills and initiative to anticipate needs and introduce innovative ideas to the market. Successful entrepreneurship, characterized by taking risks to establish a startup, is rewarded with profits, fame, and growth prospects. However, failed entrepreneurship leads to losses and reduced presence in the market. While the idea of being one's own boss and making a fortune is appealing, there are considerable risks involved. There is no guaranteed income, and employee benefits provided by an employer are no longer available. Furthermore, when a business incurs losses, personal assets are also at risk, and not just the company's financial outcome. However, by following a few proven principles, entrepreneurs can mitigate risks. One of these principles is effective communication. Whether an individual is an independent entrepreneur or manages a large corporation, the

ability to communicate effectively with all stakeholders and potential stakeholders is essential for business success.

Some individuals possess inherent or natural skills necessary for success as an entrepreneur, while others can develop them through business and management training and education. Pursuing a Master's in Business Administration (MBA) is a common pathway for acquiring these skills. MBA coursework encompasses various business-related subjects such as accounting, statistics, economics, communications, management, and entrepreneurship. These programs not only equip students for roles in financial institutions but also for managerial positions or as founders of startup companies. However, it is essential to keep in mind that even with great ideas and competent management teams, the volatile market, tough competition, or unfortunate circumstances can lead to the failure of businesses. According to the Small Business Administration, around 33% of startups fail within two years, 50% within the fifth year, and 66% within their tenth year.

Entrepreneurial skill acquisition can be described as the process of not only gaining skills, but also acquiring knowledge and actively pursuing enterprise in order to enhance one's personal livelihood through creating enduring business

start-ups, improving employment opportunities, and stimulating economic development and growth (Efe-Imafidon, et al., 2017). According to Odia and Odia (2013), there are various ways to obtain entrepreneurial skills, such as attending entrepreneurial training classes, participating in development programs, seminars, and workshops, as well as getting involved in university programs, job rotation, intensive training, apprenticeships, organizational learning, research and development institutions, consultancy services, national and international agencies and bodies, non-governmental organizations (NGOs), and professional associations. Alarape (2008) points out that the global interest in entrepreneurship education stems from several factors, including the increasing rate of unemployment and poverty that became evident after the economic depression of the 1990s, the decline in the agricultural market; and the realization of the ability of small and medium size enterprises to create widespread employment opportunities, thereby militating against unemployment and poverty.

### **2.2.1 Types of Entrepreneurship**

Career Development (2020) identified the following nine types of entrepreneurship which include;

### **Small business entrepreneurship**

The majority of businesses are categorized as small businesses. Young entrepreneurs who are inclined towards small business entrepreneurship are more likely to generate a profit that sustains their family and a humble way of living. Their primary aim is not to pursue substantial profits or acquire venture capital funding. Small business entrepreneurship typically involves owning and managing one's own business, which often involves hiring local employees and family members. Local grocery stores, hairdressers, small boutiques, consultants, and plumbers fall under this category of entrepreneurship.

### **Large company entrepreneurship**

Large company entrepreneurship refers to the practice of a company operating with a limited lifespan. It involves experienced professionals who possess the knowledge and skills to sustain innovation. Usually, they work alongside a team of executives within the company. Large companies commonly develop new products and services based on consumer preferences, catering to market demands. Small business entrepreneurship has the potential to evolve into large company entrepreneurship as the company experiences rapid growth. It is also possible for small businesses to be acquired by larger companies, resulting in

this type of entrepreneurship. Microsoft, Google, and Disney are notable examples of companies that have attained this level of entrepreneurship.

### **Scalable start-up entrepreneurship**

This type of entrepreneurship is when entrepreneurs believe that their company can change the world. They can receive funding from venture capitalists and hire specialized employees. Scalable startups look for items that are missing in the market and create solutions for them. Many of these types of businesses start in Silicon Valley and are technology-focused. They find rapid expansion and big profit returns. Examples of scalable startups are Facebook, Instagram, and Uber.

### **Social entrepreneurship**

Entrepreneurs who want to solve social issues with their products and services are in this category of entrepreneurship. Their main goal is to make the world a better and healthier place. They don't work to make huge profits or wealth. Instead, these kinds of entrepreneurs tend to start nonprofits or companies that dedicate themselves to working toward social good.

### **Innovative entrepreneurship**

Innovative entrepreneurs are people who are constantly coming up with different ideas and inventions. They use these ideas and turn them into business

ventures. They often aim to change the way people live for the better. Innovators tend to be very motivated and passionate people. They look for ways to make their products and services stand out and look better from other things on the market. People like Steve Jobs and Bill Gates are examples of innovative entrepreneurs.

### **Trustier entrepreneurship**

People who are willing to work hard and put in constant effort are considered hustler entrepreneurs. They start small and work toward growing a bigger business with hard work rather than capital. Their aspirations are what motivates them, and they are always willing to do what it takes to achieve their goals. They do not give up easily and are willing to experience challenges that may come up.

### **Imitator entrepreneurship**

Imitators are entrepreneurs who use others' business ideas as inspiration but work to improve them. They look to make certain products and services better and more profitable. An imitator is a combination between an innovator and a hustler. They are willing to think of new ideas and work hard, yet they start by copying others. People who are imitators have a lot of self-confidence and

determination. They can learn from others' mistakes when making their own business.

### **Researcher entrepreneurship**

Researchers take their time when starting their own business. They want to do as much research as possible before offering a product or service. They believe that with the right preparation and information.

The role of entrepreneurship towards the economic and social development of any nation include: identification of business opportunities; selection of opportunities; decision on form of enterprise: allocation and distribution of resources; coordination of other factors of production such as land, labour, and capital; planning and controlling organizational programmes and activities: mobilization and utilization of locally produced raw materials; risk bearing creating of employment opportunities; marketing activities for customer satisfaction; Promote balanced regional development, reduces concentration on economic power: and innovation to meet with needs of local market Danko2005; Kumar, 2011.

### **2.3 Young Entrepreneurs and Social Media**

The widespread use of technology has become an integral part of everyday life. Remarkable advancements in recent decades have made technology an essential component for businesses. Large companies now heavily rely on technology, especially social media, for marketing purposes. The success or failure of a business, including entrepreneurs, can be greatly influenced by social media. Utilizing social media allows entrepreneurs to access valuable resources that may otherwise be unavailable. For individuals intending to launch a new business, comprehending the significance of social media and learning how to effectively utilize it is crucial for their company's growth. Recent research revealed that incorporating social media into business strategies increases website traffic. However, another study conducted by the Social Media Examiner indicated that while many marketers use social media, a majority lack a comprehensive understanding of its optimal usage. These findings emphasize the importance for Young entrepreneurs to actively acquire proficiency in social media in order to prosper in their business ventures.

Social media has become an integral part of our daily lives, and it has proven to be a powerful tool for entrepreneurs and small business owners. Social

media platforms such as Facebook, Twitter, Instagram, LinkedIn, and others have revolutionized the way businesses operate by providing a cost-effective way to connect with customers, share information, and build relationship. Social media platforms allow entrepreneurs to connect with potential customers and clients from all over the world, which can lead to increased visibility and sales. Additionally, social media enables entrepreneurs to provide personalized customer service and support, which can help build customer loyalty and increase repeat business. Social media platforms provide entrepreneurs with the opportunity to connect with like-minded individuals, share ideas, and collaborate on projects. This can lead to valuable partnerships, mentorship opportunities, and access to new resources and markets. It is a valuable tool for market research, entrepreneurs can monitor social media conversation and gain valuable insights into consumer trends, preferences, and opinions. This information can be used to inform business decisions and improve products and services.

However youths can greatly benefit from using social media for their businesses. Social media platforms provide a cost-effective way for young entrepreneurs to promote their products or services, reach a wider audience, and build a strong online presence. It allows them to engage with their target market

directly, gather feedback, and establish relationships with potential customers. Additionally, social media platforms offer various advertising options that can help youth entrepreneurs increase brand visibility and attract more customers

#### **2.4 Benefit of Social Media in Developing Entrepreneurial Skills**

Social media has become an essential part of the lives of young people, and it has also become a powerful tool for developing entrepreneurial skills. Platforms such as Facebook, Instagram, Twitter, YouTube, and TikTok have made it easier than ever for young people to start their businesses and connect with customers and clients. One of the biggest benefits of social media for entrepreneurs is the ability to reach a large audience quickly and easily. Social media platforms allow entrepreneurs to connect with potential customers and clients from all over the world, which can lead to increased visibility and sales. Here are some benefits of social media in developing entrepreneurial skills among youth:

##### **Access to a Global Audience**

Social media platforms provide young entrepreneurs with access to a global audience, enabling them to market their products or services to people

from all over the world. This can lead to increased visibility, sales, and brands recognition.

### **Low Cost**

Starting a business on social media requires minimal investment, making it an affordable option for young entrepreneurs who may not have access to significant financial resources. Social media platforms also offer a range of free tools and features that can help young entrepreneurs to develop their businesses.

### **Networking Opportunities**

Social media provides young entrepreneurs with an opportunity to network and connect with other entrepreneurs, potential customers, and industry experts. This can lead to valuable partnerships, mentorship opportunities, and access to new resources and markets.

### **Market Research**

Social media can be an excellent tool for conducting market research. By monitoring social media conversations, young entrepreneurs can gain insights into consumer trends, preferences, and opinions. This information can be used to inform business decisions and improve products and services.

## **Developing Digital Marketing Skills**

Social media is an excellent platform for learning digital marketing skills. Young entrepreneurs can learn how to create engaging content, build social media campaigns, and analyze data to optimize their marketing efforts. These skills can be valuable in a range of industries and can help young entrepreneurs to stand out in the job market.

In conclusion, social media provides young entrepreneurs with a range of benefits, including access to a global audience, low cost, networking opportunities, market research, building a personal brand, and developing digital marketing skills. As social media continues to evolve, it is likely that it will continue to provide new opportunities for young entrepreneurs to develop their skills and build successful businesses.

## **2.5 Review of Empirical Studies**

Entrepreneurship is widely recognized as a catalyst for innovation and economic development to numerous opportunities not just for individuals, but also for the overall economy. Therefore, it is crucial for governments at all levels to prioritize the promotion of entrepreneurial skills in their economic growth strategies. This is especially true during times of economic crisis, when

indigenous entrepreneurial ventures can play a vital role in driving sustainable development.

Desai (2009) highlights the growing significance of entrepreneurship in both research and practical efforts aimed at accelerating economic growth in developing countries. The trend of self-employment is on the rise worldwide, and having a clear understanding of this phenomenon can unlock a multitude of opportunities. Embracing entrepreneurship not only benefits individuals, but also contributes to the broader economic landscape and in action for accelerating economic growth in the developing countries."Self-employment is currently on the increase globally; right perception on this new trend will invariably lead to poverty reduction and reduced joblessness among university graduates Fatoki, 2014. This means that entrepreneurship education prepares the individual to be properly equipped to acquire salable skills which could be used to manage his own business or that of other persons Oduwaiye, 2009Also, Kimon 2013entrepreneurship as the act of setting out on one's own and starting a business instead of working for someone else in his business. the Journal of Small Business Management found that exposure to mass media positively affects entrepreneurial

behavior and intentions. The study suggests that Social media can be used as a tool to promote the development of entrepreneurial skills among youths

International Journal of Entrepreneurial Behavior & Research found that Mass media (social media) can be used to shape the entrepreneurial mindsets and attitudes of individuals. The study suggests that media can be used to promote positive and innovative ideas about entrepreneurship.

A study published in the Journal of Business Venturing found that exposure to entrepreneurial role models through mass media can positively influence individuals' entrepreneurial intentions. The study suggests that Social media can be used to promote successful entrepreneurs as role models and inspire future entrepreneurs. The use of Social media as a tool for entrepreneurial skills development has been a topic of interest for researchers and practitioners in recent years. Several studies have explored the potential of social media in promoting entrepreneurship and developing entrepreneurial skills.

Several studies have found that social media use can help young people develop important entrepreneurial skills such as communication, networking, and marketing. For example, a study by Kourtit and Nikamp (2015) found that social media use can help young entrepreneurs build their networks and establish their

brand identity. On the other hand, some studies have highlighted the potential negative effects of social media on the development of entrepreneurial skills. Chen and Huang (2018) found that excessive social media use can lead to distraction and decreased productivity, which may hinder the development of important entrepreneurial skills such as time management and focus. The impact of social media use on entrepreneurial skills may vary depending on the context: The impact of social media on the development of entrepreneurial skills may vary depending on the context in which it is used. For example, a study by Al-Debei and Avison (2010) found that social media use can be particularly beneficial for entrepreneurs operating in emerging economies, where traditional business networks may be less developed. Chen and Huang (2018) found that social media use can help entrepreneurs identify and access new sources of funding and support.

Overall, while there is some evidence to suggest that social media use can support the development of entrepreneurial skills among youth, there is also a need for caution. Social media use can be a double-edged sword, and it is important for young people to develop the skills and strategies needed to use it effectively and avoid its potential pitfalls. Additionally, more research is needed to

better understand the nuanced relationship between social media use and the development of entrepreneurial skills in different contexts.

## **2.6 Theoretical Framework**

Theories serve as framework for every research work. Thus, some theories have been selected to guild this study. This study therefore is basically framed from the Uses and Gratification Theory.

### **2.6.1 Uses and Gratification Theory**

The Uses and Gratification theory examines how individual utilize and derive satisfaction from the media. It focuses on how people actively engage with the media to fulfill their own needs, rather than the media passively influencing them. In contrast to the Magic bullet theory, which portrays the audience as passive recipients, the Uses and Gratification theory takes a user-centered approach. Even for interpersonal communication, such as discussing topics with others, people often rely on the media to expand their knowledge and exposure to the world.

According to Orhan & Lorham (2016), the Uses and Gratification theory serves as a media use paradigm in mass communication research, providing insights into consumer motivations for media usage and access. It explains why

individuals actively seek out specific media to meet specific needs. In a study conducted by Katz et al., as cited in Roberts (2010), the uses and gratifications theory is based on the idea that people utilize media to acquire various types of knowledge, such as skills, information, facts, and more. Among the audience, there are individuals who have a particular desire for intellectual and academic knowledge, although this is not a common phenomenon. Different people have different needs when it comes to media consumption. For example, quiz programs on television provide factual knowledge, while staying updated on current affairs requires regular news watching. Search engines on the internet are also popular as they allow people to easily browse for any topic without time restrictions.

According to Katz et al. (1974), the Uses and Gratifications theory suggests that people actively engage with media and choose how they will utilize it. Lattimore et al. (2007) go into more detail, stating that people use media for entertainment, environmental scanning, diversion, substituting personal relationships, and checking personal identity. The uses and gratification theory relates in this work in terms that Social Media is used as a source of information, social media platforms provide youths with a vast amount of information about various industries, markets, and business trends. By actively seeking out and

consuming this information, young entrepreneurs can develop their knowledge and understanding of the business world. It can also be used for networking and collaboration, social media offers opportunities for youths to connect and collaborate with industry professionals, mentors, and like-minded individuals. By actively using social media platforms to build networks and seek guidance, young entrepreneurs can enhance their entrepreneurial skills and receive support and feedback on their ideas and ventures.

## **2.6.2 The Social Learning Theory**

The theory proposed by Miller and Dollard in 1941, titled "Social learning and Imitation", suggests that learning through imitation occurs when observers have the motivation to learn, when the behaviors to be learned are present, when observers perform the behaviors themselves, and when they are positively reinforced for imitating those behaviors. Similarly, in 1965, Albert Bandura developed the Social Cognitive Theory, which asserts that people learn by observing others' behavior, attitudes, and the outcomes of those behaviors. Observing others allows individuals to form an understanding of how new behaviors are performed.

The relevance of these social learning and social cognitive theories to the present work is that people can learn by imitating what they see, hear, or read on social media. This can inspire them to take action, such as acquiring new skills or reinforcing their desire to continue with existing entrepreneurial activities and processes.

## **CHAPTER THREE**

### **RESEARCH METHODOLOGY**

This chapter discuss the research methodology used in this study. It was organized under the following sub headings; research design, Area of study, population of study sampling method, method of data collection and method of data analysis.

#### **3.1 Research Design**

The survey method of research will be employed in this study conducting surveys on social media can help gather quantitative data and identify trends and patterns in the behavior of users. This information can be used to inform business decisions, marketing strategies, and product development. using surveys to assess the entrepreneurial skills of youth in Edo state can help identify strengths and weaknesses, and tailor training and support programs to address specific needs. This can help to increase the success rate of young entrepreneurs and promote economic growth and innovation using survey design on social media and in the development of entrepreneurial skills among youth can provide valuable insights and help to improve outcomes for businesses, young entrepreneurs and society as a whole.

### **3.2 Area of Study**

The study area of this research is drawn from university of Benin in Edo State. University of Benin was chosen because of the high number of youths and their active usage of social media.

### **3.3 Population of the Study**

The population of the study was drawn from youths of various faculties and department that constitute the University of Benin in Edo state. There are 15 faculties in university of Benin. They comprise of both male and female youths. From the official website of University of Benin ([www.Uniben.edu.ng](http://www.Uniben.edu.ng)), it's was revealed that the total number of youths in the institution stood at 77,000 as at the 2022/2023 academic session. Therefore the population of the study was 400.

### **3.4 Sampling Size**

The sampling size for the study was 400 and was determined using Taro Yamene sampling formula. Details of the calculation shown in herein:

$n = \frac{N}{1 + (e)^2}$  where  $n$ =sample size,  $N$ =population size(the whole), $e$ =sampling error(usually .10,.05 and 0.1 accept Table error) and  $\wedge$ =raised to the power of

$$n = \frac{N}{1 + (e)^2}$$

$$n = \frac{77,000}{1 + 77,000(0.5)^2}$$

$$n = \frac{77,000}{1 + 77,000(0.0025)}$$

$$n = \frac{77,000}{1 + 192.5}$$

$$n = \frac{77,000}{192.5}$$

$$n = 400$$

### **3.5 Sampling Method**

The random sampling technique was adopted in this study. The sampling procedure used for this study is the purposive sampling technique. It will include people from different background, different orientation both in occupation and otherwise. The sample was chosen from population—workers, student and others

In the administration quota sample will be used to select 400 respondents, male and female from the population sample. The primary criterion determining the selection into the sample was weather the respondents are Media users with special reference to Social media. Only those who are 16 years and above who were social media users and interested in entrepreneurial skills were sampled.

The sampling frame included a list of Uniben Institution in Benin Metropolis. Benin was chosen because of the large population of youth, therefore going the institution where majority of youths are found would be most appropriate for this study.

### **3.6 Method of Data Collection**

The research instrument for this study is a self administered questionnaire. The copies of the questionnaire were administered face to face by the researcher to the respondents. The questionnaire was structured so that all the respondents could easily understand and provide answers to it. The questionnaire contains multiple options from which respondents indicate the position that correspond

with their opinion; they were also preferred because it would also facilitate uniformity of responses and save time in coding the response.

### **3.7 Instrument of Data Collection**

The instrument for data collection for the study was 8-item questionnaire. According to Okoro (2001), “the questionnaire is a vital instrument for the gathering information from people about their opinions, attitudes, behaviours and perceptions on a given phenomena”.

The 8 item questionnaire was chosen for this study because of the benefit of efficient data collection, Enhanced consistency, increase response rate, ease of analysis and others.

The items in section B were designed based on the preference of the respondents, The items C and D were designed based on 25 point likert scale which are Strongly Agree (SA), Agree (A), Neutral (N), Strongly Disagree (SD), and Disagree while in terms in Section A, where closed-ended format since it focuses on the respondents' bio-data. The Likert scale which is the most commonly used scale in mass media research was used because it is good in showing the strength of the responses in the questionnaire. It was structured to

provide option for respondents for easy responses since Nigerians do not like to fill questionnaire.

### **3.7 Method of Data Analysis**

The descriptive method of data analysis was adopted since it gives an overview of the description observed phenomenon with the used of frequency table and percentages. This type of analysis is suitable for summarizing set of numerical data score on perception, scales and questionnaire. This type of analysis is suitable for only research questions that were adopted in this study and would help elucidate and put in proper perspective the findings of this study.

## CHAPTER FOUR

### DATA PRESENTATION AND INTERPRETATION

#### 4.1 Data presentation and Analysis

##### Preamble

This chapter focuses on the presentation, analysis of data and discussion of findings for the study. Data collected from 400 respondents is the focus of this chapter. The chapter is presented in three sections, the first section was presentation and analysis of data of Respondents bio data. The second section dwelt on presentation and analysis of data based on items in the questionnaire, while the third section was on discussion of findings. To ease data presentation the summaries of result were set out in frequency tables and the explanation of each table given after the presentation. 400 copies of the questionnaires were distributed to youths in university of Benin but three hundred and ninety(390) were collected. Therefore, the analysis of the questionnaires used are as follows

#### 4.2 Presentation and Analysis Based on Respondents Bio-Data

**Table1: Sex Distribution of Respondents**

<b>Sex</b>	<b>Frequency</b>	<b>percentage</b>
Male	270	69%
Female	120	30.7%
Total	390	100%

**Source: Field survey, 2023**

Table 1 display the total number of respondents in the study. The table reveals 270(69%) of the respondents are males while the remaining 120(30.7%) are females. This indicates that there are more males in the study than females.

**Table 2: Age Distribution of Respondents**

Age	Frequency	percentage
16 -21 years	85	21.7%
22-29 years	168	43%
30 -37 years	90	23%
38 and above	47	12%
Total	390	100%

**Source: Field survey,2023**

Table 2 shows the age distribution of respondents in the study. Those who fall between the age intervals of 16-21 years are 85 respondents (21.7%). Those who fall between the age intervals of 22 - 29 years are 168 respondents (43%). Those who fall between the age intervals of 30- 37 years are 90 Respondents (23%).Those who are 38 and above are 47 respondents (12%). This indicates that majority of the Respondents are between ages 22- 29 years.

**Table 3: Educational Qualification of Respondents**

Qualification	Distribution	percentage
Degree/HND	96	24.6%
OND/NCE	185	47%
SSCE	88	23.5%
Others	21	5%
Total	390	100%

**Source survey, 2023**

Table 3 shows that out of the total number of respondents, 96 which is (24.6%) had Degree/HND, 185 representing (47%) had OND/NCE, 88 representing (23.5%) had SSCE while 21 ( 5%) had other qualifications.

**Table 4: Occupation of Respondents**

<b>Occupation</b>	<b>Frequency</b>	<b>Percentage</b>
Worker	70	17.9%
Businessmen/women	84	21.5%
students	220	56.4%
others	16	4%
Total	390	100

**Source Field survey,2023**

The table above shows that out of the 390 respondents, 70 representing 17.9% are workers, 84(21.5%) are businessmen/women, 220(56.4%) are students while the remaining 16(4%)are unemployed. The table further reveals that, majority of the respondents are students.

**Table 5: Marital Status of Respondents**

<b>Marital Status</b>	<b>Distribution</b>	<b>Percentage</b>
Married	25	6%
Single	365	93.5%
Divorced	—	—
separated	—	—
Total	390	100%

**Source Survey, 2023.**

Table 5 indicates that 25 (6%) respondents are married and 365 (93.5%) respondents of the sampled population are single.

### 4.3 Data Presentation and Analysis Based on other Items in the Questionnaire

**Table 6: Respondents view of the most preferred Social Media Platform for developing entrepreneurial skills amongst youths in Edo state**

Media platform(s)	Frequency	Percentage
Instagram	105	26.9%
TikTok	44	11%
YouTube	71	18%
Facebook	80	20.5%
LinkedIn	38	9.7%
Twitter	52	13%
Others	0	0
Total	390	100%

**Source Survey,2023.**

Table 6 shows the most preferred social media platforms for developing entrepreneurial skills. The information above indicates that 26.9% Which represents the 105 respondents prefers Instagram, 44 which represents (11%) of respondents prefers TikTok,71 which represents (18%) of respondents prefers YouTube, 80 which represents (20.5%) of respondents prefers Facebook, 38 which represents (9.7%) of respondents prefers LinkedIn, 52 which represents (13%) of respondents prefers Twitter While 0 respondents have no option. This

indicates that the most preferred social media platform for developing skills among youths is Instagram.

**Table 7: Respondent's views on the extent to which youths in Edo State are expose to skills acquisition programmes on Social Media**

Item	Details	SA	A	D	SD	Total
	Extent					
i	very large extent	117 30%	110 28.2%	97 24.87%	66 16.9%	390 100%
ii	large extent	150 38.46%	108 27.69%	80 20.5%	52 13.3%	390 100
iii	low extent	28 7.1%	40 10%	190 48.7%	132 33.8%	390 100%
iv	very low extent	56 14.3%	76 19.5%	118 30.2%	140 35.89%	390 100%

**Source survey, 2023**

Information from table 7 portrays respondents assessment of the extent to which youths in Edo State are exposed to skills acquisition programmes on social media. It showed that 117(30%) respondents strongly agrees that they are exposed to skills acquisition programmes on social media to a very large extent. 110( 28.2%) agreed, 97(24.87%) disagreed while 66( 16.9%) strongly disagreed. 150(38.46%), strongly agreed that they are exposed to skills acquisition programmes on social media to a large extent, 108(27.69%), agreed, 80(20.5%) strongly disagreed while 52(13.3%) disagreed. 28(7.1%) strongly agreed that they are exposed to skills acquisition programmes programmes on social media to a

low extent, 40(10%) agreed, 190(48.7%) disagreed, while 132(33.8%) Strongly disagreed. 56(14.3%) of respondents strongly agreed that they are exposed to skills acquisition programmes on social media to a very low extent, 76(19.5%) agreed, 118(30.2%) disagreed, while 140(35.89%) strongly disagreed.

**Table 8: The challenges Youths in Edo State encounter on their reliance on social media for acquiring entrepreneurial skills.**

item	Details	SA	A	D	SD	Total
	challenges					
i	limited access to reliable information	148 37.9%	77 19.7%	75 19.2%	90 23%	390 100%
ii	Difficulty in finding relevant information	160 41%	145 37.1%	50 12.8%	35 8.97%	390 100%
iii	lack of interaction and feedback from experts	108 27.69%	120 30.7%	72 18.4%	90 23%	390 100
iv	information overload	135 35%	102 26%	75 19%	78 20%	390 100%
v	Difficulty in distinguishing credible sources	115 29.45%	125 32%	90 23%	60 15.3%	390 100

**Source: Field survey, 2023**

Table 8 shows respondents perspective on the challenges they face on their reliance on social media for acquiring entrepreneurial skills, limited access to reliable information : 1148(37.9%) strongly agreed, 77(19.7%) agreed, 75(19.2%), disagreed, while 90(23%) strongly disagreed. Difficulty in finding relevant information: 160(41%) strongly agreed, 145(37.1%) agreed, 50(12.8%) disagreed,

while 35(8.97%) strongly disagreed. Lack of interaction and feedback: 108(27.69%) strongly agreed, 120(30.7%) agreed, 72(18.4%) disagreed, while 90(23%) strongly disagreed. Information overload: 135(35%) strongly agree, 102(26%) agreed, 75(19) disagreed, 78(20%) strongly disagreed. Difficulty in distinguishing credible sources: 115(29.45%) strongly agree, 125(32%) agreed, 90(23%) disagreed 60(15.3%) strongly disagreed

#### **4.4 Discussion of Findings (Answers to Research Questions)**

This section provided the detailed discussion of findings. The discussion of findings was based on the three research questions posed for this study. Findings are based on data collected and analyzed and scholarly works are used to enhance discussion.

##### **Research Questions 1: What is the most preferred Social Media Platform for developing entrepreneurial skills among youths in Edo state?**

From the data collected and analyzed, It is clear that there is higher percentage of respondents who uses Instagram for developing entrepreneurial skills. The percentage of respondents who prefer Instagram is 105 (26.9%), 44 (18%) of respondents prefer to use TikTok for developing entrepreneurial skills, 71 (18%) prefers YouTube, 80 (20.5%) prefer Facebook, 38 (9.7%) prefers LinkedIn, 52 (13%) of respondents prefers Twitter and 0 respondents have no option.

**Research Questions 2: To what extent were Youths in Edo State expose to skills acquisition programmes grammes on Social Media?**

It is evident that Youths in Edo state are exposed to skills acquisition programmes on social media to a large extent Table 7 Shows that (30%) respondents strongly agreed that they are exposed to skills acquisition programmes on social media to a very large extent, (30%), (28.2%) agreed, (24.87%) disagreed while (16.9%) strongly disagreed. (38.46%) strongly agreed that they are exposed to skills acquisition programmes to a large extent, (27.69%) agreed, (20.5%) disagreed, while (13.3%) strongly disagreed. However (7.1%) strongly disagreed that they are exposed to skills acquisition programmes on social media to low extent, (10%), agreed, (48.7%) disagreed, while (33.8%) strongly disagreed. (14.3%) strongly agreed that they are exposed to skills acquisition programmes on social media to a very low extent, (19.5%) agreed, (30.2%) disagreed, while (35.89%) strongly disagreed. This findings show that youths are exposed to social media entrepreneurial skills programmes on a high extent.

**Research Questions 3: What is the challenges youths in Edo state encounter in their reliance on social media for acquiring entrepreneurial skills?**

The challenges youths encounter on their reliance on social media are Limited access to reliable information, difficulty in finding relevant information,

lack of interaction and feedback from experts, information overload and difficulty in distinguishing credible sources.

The information in Table 8 shows (37.9%)strongly agreed that limited access to reliable information is one of the challenges they encounter in their reliance on social media for acquiring entrepreneurial skills, (19.7%), agreed, (19.2%) disagreed (23%) strongly disagree. (41%) strongly agree that difficulty in finding relevant information is one of the challenges they encounter in their reliance on social media for acquiring entrepreneurial skills, (37.1%) agreed, (12.8%) disagreed, (8.97%) strongly disagreed. (27.69%) strongly agreed that lack of interaction and feedback from experts is one of the challenges they encounter in their reliance on social media for acquiring entrepreneurial skills, (30.7%) agreed, (18.4%) disagreed and (23%) strongly disagreed. (35%) strongly agreed that information overload is one of the challenges they encounter in their reliance on social media for developing entrepreneurial skills (26%) agreed, (19%) disagreed, (20%) strongly disagree. (29.45%) strongly agreed that Difficulty in distinguishing credible sources is one of the challenges they encounter in their reliance on social media for acquiring entrepreneurial skills, (32%) agreed, (23%) disagreed, (15.3%) strongly disagreed

## CHAPTER FIVE

### SUMMARY, CONCLUSION AND RECOMMENDATIONS

#### **Preamble**

The highlight of this research is presented by way of summary from which a conclusion was drawn. In addition, a preferential package of recommendations was given based on the findings revealed in the study as well as suggestion for further studies.

#### **5.1 Summary**

The study was conceived to examine how Social Media service as tool for developing entrepreneurial skills amongst youths in Edo state. The study adopted survey method, with questionnaire as the instrument of data collection. From the statistical data studied, it has become obvious that there is a positive relationship between social media and Young entrepreneurs (youths) in developing entrepreneurial skills, this was drawn from the fact that most respondents have accessed social media entrepreneurship programmes.

On a whole, data showed that there are some challenges which stood as impediments to the smooth usage of social media in entrepreneurial activities among respondents. Some of these challenges include information overload, limitations to reliable information, difficulty in distinguishing credible sources and a lot more. Despite the negative challenges that these hold in our society there

is an increase participation of entrepreneurial activities on social media by youths in our society.

## **5.2 Summary of Findings**

From the analysis of the study, it can be deduced that;

1. To a large extent youths are expose to Skills acquisition programmes on social media.
2. Youths engage more on Instagram than any other social media platforms for developing entrepreneurial skills.
3. The challenges militating against the reliance of youths in Edo state in acquiring entrepreneurial skills are limited access to reliable information, difficulty in finding relevant information, lack of interaction and feedback from experts, information overload, difficulty in distinguishing credible sources.

## **5.3 Conclusion**

The research study examines how social media serve as tools for developing entrepreneurial skills amongst youths in Edo state. The role social media plays in developing entrepreneurial skills in Nigeria and the world at large cannot be emphasized, this is because the tremendous contributions of social media in terms of its large audience to entrepreneurial innovation, improvement and development is on a fast pace. The study shows youth not only appreciate

social media as tools for developing entrepreneurial skills but they also use the social media for acquiring entrepreneurial skills.

The study also shows there is a strong relationship between youths and social media for entrepreneurial participation and show how effective social media is in developing entrepreneurial programmes.

#### **5.4 Recommendations**

1. Entrepreneurial skills messages and programmes should be promoted more on social media platforms
2. Social media platforms should be simple and flexible to enable easy access by youths (potential users).
3. Experts entrepreneurs should ensure that their entrepreneurial message or programmes are well designed for social media users
4. More efforts should be channeled towards using social media for acquiring entrepreneurial skill.

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## **APPENDIX**

Department of Mass Communications,  
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University of Benin, Benin City,  
Edo State, Nigeria.

### **THE MASS MEDIA AND DEVELOPMENT OF ENTREPRENEURIAL SKILLS AMONGST THE YOUTHS IN EDO STATE**

Dear Respondent,

I am a final year student of University of Benin, Mass Communication Department; I am conducting a research on “Social Media and Development of Entrepreneurial Skills among Youths in Edo State”. This research is in fulfillment for the Bachelor Degree in Mass Communication. I would be grateful if you would assist me in completion of this questionnaire.

Thank you.

Yours sincerely,

**Omoregie Cynthia Adesuwa  
Researcher**

### Section A: Demographic Data

Please tick(√) where appropriate box indicates your answer to the question

1. What's your gender? Male[  ] Female [  ]
2. What's your age bracket?16–21years [  ] 22–29years [  ] 30–37years [  ]  
38 and above [  ]
3. Educational Qualification? Degree/HND [  ] OND/NCE [  ] SSCE [  ]  
Others [  ]
4. What's your occupation? Worker [  ] Businessman/Woman [  ] Student [  ]  
Others [  ]
5. What's your marital status? Married [  ] Single [  ] Divorced [  ] Separated [  ]

### Section B: Most Preferred Social Media Platform for Developing Entrepreneurial skills amongst youths in Edo State

6. What's is your preferred platform for developing entrepreneurial skills

Platforms	<input checked="" type="checkbox"/>
Instagram	<input type="checkbox"/>
TikTok	<input type="checkbox"/>
YouTube	<input type="checkbox"/>
Facebook	<input type="checkbox"/>
LinkedIn	<input type="checkbox"/>
Twitter	<input type="checkbox"/>
Others	<input type="checkbox"/>

**Section C: Extent to which Youths in Edo State are Exposed to Skills Acquisition Programmes on Social Media**

7. To what extent are you exposed to skills acquisition programmes on social media

<b>Extent</b>	<b>SA</b>	<b>A</b>	<b>D</b>	<b>SD</b>
very large extent				
large extent				
low extent				
very low extent				

**Section D: The Challenges Youths in Edo State Encounter in their Reliance on Social Media for Acquiring Entrepreneurial Skills**

8. What are the challenges you encounter in your reliance on social media for acquiring entrepreneurial skills?

<b>Challenges</b>	<b>SA</b>	<b>A</b>	<b>D</b>	<b>SD</b>
limited access to reliable information				
Difficulty in distinguishing information				
lacks of interaction and feedback				
Information overload				
Difficulty in distinguishing credible sources				