

## **TWITTER BAN IN NIGERIA AND ITS INFLUENCE ON EDUCATED MILLENNIALS' LIVELIHOOD: JUNE 2021 – JANUARY 2022**

**Omotomiwa Morohunfola<sup>1\*</sup> Oladokun Omojola<sup>2</sup>**

<sup>1</sup>Mr, Covenant University, Nigeria, omotomiwa.morohunfolapgs@stu.cu.edu.ng

<sup>2</sup>Prof. Dr., Covenant University, Nigeria, ola.omojola@covenantuniversity.edu.ng

\*Corresponding Author

### **Abstract**

This study examines the influence of the seven-month Twitter ban in Nigeria on the livelihood of educated millennial twitter users in the country. Three postgraduate schools in Lagos (Nigeria) were randomly selected for the study. Across the three postgraduate schools, 500 millennials who use Twitter were purposively selected for the survey. Key selection parameters included Lagos being a tech hub and the availability of adults over the age of 26 years old in postgraduate schools. The study is based on Robert Merton's theory of unintended consequences which states that actions by political authorities have consequences on the society which could be positive, negative, or neutral. Results from the study show that one of the most important reasons educated millennials use Twitter is to source for income. Almost all educated millennials who participated in the study did not support the ban of Twitter in Nigeria. Most importantly, findings revealed that the seven-month Twitter ban in Nigeria had a negative influence on the livelihood of more than forty percent of educated millennials in the country. Based on the results, the study concludes that issues such as internet shutdowns and social media bans, which are becoming rampant in Africa, will only lead to negative economic consequences for individuals and even the society at large.

**Keywords:** Twitter, Twitter ban, Millennials, Livelihood

## **1 INTRODUCTION**

Twitter is one of the most popular micro-blogging sites in the world (Zimbra, Abbasi, Zeng, & Chen, 2018). Twitter users worldwide, use the site to meet several needs. Some of these needs include: entertainment needs, education needs, information needs, and business needs (Okonofua, 2021). In Nigeria, where the unemployment rate is high, many individuals use Twitter as a source of livelihood. These individuals include: small business owners, entrepreneurs, influencers, artists, fashion creatives, digital marketers, and freelancers (Akinyoade, 2021; Onuh-Yahaya, 2021). Using Twitter, for many organizations, is a form of digital public relations which helps in building relationships with consumers (Amodu, Omojola, Okorie, Adeyeye, & Adesina, 2019). For marketers, data from social media platforms like Twitter enables them understand customer preferences (Yartey et al, 2021). Also, many young creatives in Nigeria use Twitter to showcase their talent to a global audience in hopes of building a following and monetizing their talent or platforms (Makinde, 2021; Conteh, 2021). Only assumptions could be made about what would happen if these individuals were to lose their source of livelihood. Unfortunately, this became a reality for several Nigerian Twitter users when the government ordered an indefinite ban on Twitter in 2021.

The government announced the ban of Twitter on June 4, 2021 – two days after Twitter deleted the President's tweet for violence glorification. The deleted tweet was targeted at the indigenous people of Biafra (a separatist group in Nigeria). The tweet was deemed controversial because it referenced the Nigerian civil war which occurred between 1967 and 1970. During the war, about 3 million Biafrans (including women and children) were killed by the Nigerian government (Okwuosa, 2022). Following the deletion of the President's tweet, an official statement was shared on Twitter by the federal ministry of information and culture. In the statement, the ministry announced the indefinite ban of Twitter in Nigeria.

In response to the announcement, Individuals, organizations, and groups criticized the government's action noting that the livelihood of many Nigerians could be disrupted by the ban. Seyi Makinde, the governor of Oyo State, admonished the federal government to reverse the ban claiming that Twitter is a source of livelihood for many young individuals and business owners in Nigeria. Meanwhile, Anakle (2021) stated that Twitter ban in Nigeria could negatively influence brands, business owners, companies, and entrepreneur. These negative influences could include: a decrease in audience engagement, disconnection with target audiences, and loss of customer loyalty (Anakle, 2021).

Twitter has positively changed the landscape of business in Nigeria (Onuh-Yahaya, 2021). With almost 13 million young Nigerians unemployed, Twitter has become a viable alternative source of livelihood for many (Onuh-Yahaya, 2021). Taking away their livelihood source could be perceived as a deliberate attempt to disrupt their livelihood. The main objective of this study is to understand how the seven-month Twitter ban influenced Twitter users in Nigeria. The target respondents for the study are educated millennials. These are people born between 1981 and 1996 (Dimock, 2019). 9 out of 10 people within the millennial generation own a smartphone (Vogels, 2019). This is coupled with the fact that millennials grew up acclimatized with Twitter (Sehl, 2020).

Livelihood means the abilities and assets (social and material) which are essential for a means of living (Chambers & Conway, 1991). Many people between 26 years old and 41 years old have financial responsibilities. Although the ban has come to an end, it doesn't wipe out its influence in the lives – particularly in the area of livelihood – of Twitter users in Nigeria. From an economic standpoint, the implementation of the ban also came with severe financial consequences for the country as a whole. According to Netblocks, three days of Twitter ban in Nigeria cost the country 6 billion naira (Ifeanyi, 2021). This was supported by Sasu (2022), who stated that during the ban, Nigeria lost around 6 million U.S. dollars. It is based on the ban, the reactions to the ban centered on livelihood, and the financial implications of the ban on Twitter users in Nigeria that this study was carried out.

## **2 LITERATURE REVIEW**

### **2.1 Twitter Ban in Nigeria**

Enoch (2021) described Twitter ban in Nigeria as a violation of the right to freedom of expression. This is because, Twitter has given many users (particularly in Nigeria) a voice (Otobo *et al.*, 2022). According to assumptions by Ajisafe, Ojo, & Monyani (2021), placing a ban on Twitter was the government's way of preventing young Nigerians from going against government policies. This is a recent development amongst many African governments (Ajisafe *et al.*, 2021). According to Ezezi (2021), the tussle between the federal government of Nigeria and Twitter started in 2020 when Jack Dorsey, the former CEO of Twitter, supported the End Sars movement. This is similar to the position held by David (2021) which outlined issues which led to the ban. According to David (2021), the government's actions was driven by the End Sars Movement and the unsuccessful implementation of the social media bill. Enoch (2021) added that the government's decision to ban Twitter had nothing to do with the reasons cited in the press release shared by the ministry of information and culture. Anyim (2021), noted that young Twitter users in Nigeria depend on the site for information sharing and information sourcing. Economic implications of the ban include loss of employment and business failure (Anyim, 2021). This was supported by Iyatse and Adepetun (2021) who claimed that Twitter ban in Nigeria could reduce productivity, affect livelihood sources, and slow down commerce activities. Enoch (2021) suggested that the ban could be challenged by Twitter, telecommunication companies in Nigeria, and the Nigerian broadcasting commission (NBC).

### **2.2 The Millennial Generation**

The millennial generation comprises of individuals born between 1981 and 1996 (Kusumaningrum, 2018). Over the years, people within this generation have been described using terms like: the me generation, net generation, generation next, digital natives, and greatest generation (Barnes, 2009; Jones & Hosein, 2010; Lippincott, 2012; Hershatter & Epstein, 2010). Some characteristics of millennials as identified by Smith and

Nicholas (2015) are: tolerance, ambitious, team players, and technology users. Most millennials grew up surrounded by the internet and technological tools for communication (Lundin, 2016; Velasco, 2020). Comparing the use of social media amongst millennials and generation x, Dabija *et al.* (2018) stated that new social media platforms and technology in general are an integral part of millennials' lives. Mathur, Shukla, and Kukreja (2018) coined the term, "Millennipreneurs" to describe millennials who are also entrepreneurs. Salisbury (2019) noted that millennials are the most optimistic of all generations. Their optimism is based on inventions in the digital world they've always been accustomed to (Salisbury, 2019).

Only a handful of studies spotlight Nigerian millennials. Liu, Zhu, Serapio, and Cavusgil (2019) stated that there is more work to be done in the area of researching millennials and their behaviours. According to Counted and Arawole (2016), millennials in Africa are individuals in their twenties and thirties who infuse social media and technology into their lives. Kolawole (2017) added that Nigerian millennials use technology as a tool for connectivity. In a study on millennials in Nigeria, Ugwu Ugwu & Anekwe (2017) found out that Nigerian millennials in universities have a higher drive to use social media for socialization rather than for school work. This aligns with the opinion by Benfer and Shanahan (2013) that millennials in academic spaces have strong attachments to the internet. In terms of livelihood, millennials have various business opportunities in the global economy (Liu *et al.*, 2019). According to Liu *et al.* (2019), millennials with businesses, to a large extent depend on digital media and technology. They maximise technology and the internet to develop new products and services (Anggreni, Farunik, & Hendra, 2021). In addition, many millennials are working class individuals, entrepreneurs, and chief executive officers (Salisbury, 2019).

### 2.3 Livelihood and Livelihood Sources

The concept of livelihood has been explored by a few notable global organizations such as the United Nations Development Program (UNDP), Food and Agriculture Organization (FAO), and the Department for International Development (DFID) amongst others (Pour, Barati, Azadi, & Scheffran, 2018). The concept of livelihood is often defined from different perspectives (Wang, Wan, & Song, 2020). According to Sanyal and Yash (2020), livelihood is a financial activity that is based on the ability of individuals to legally provide for themselves and their households frequently. Sanyal and Yash (2020) added that livelihood involves the ways people make an income on a daily basis so as to sustain their personal and household lives. Isaac *et al.* (2020) noted that the livelihood of individuals depends on their access to essential assets. For individuals in rural environments, these livelihood assets include: land, forest products, tourism, driving, personal skills, and interpersonal support (Kumar, Pandey, & Anand, 2019). These assets can be disrupted by hazards caused by nature (Kwazu & Chang-Richards, 2021).

Livelihood in academia is generally studied in the context of households (Diniz, Kok, Hoogstra-Klein, & Arts, 2015). In an empirical study of livelihood in Africa, Eriegha, Ovie, Ovie, and Aminu (2019) discovered that resources from Lake Chad are livelihood sources for many Africans. In South Africa, a major livelihood source is agroforestry (Zerihun, 2021). Meanwhile, the major livelihood source in rural environments where agriculture is a source of livelihood, one of the disadvantages is that it the financial reward could be low (Afodu *et al.*, 2019). However, Shan and Ahmed (2020) suggested that multiple sources of livelihood are a sustainable way of boosting individual and household livelihood. Similarly, Shan and Ahmed (2020) state that multiple livelihood sources could improve the lifestyles of rural citizens in Bangladesh. Other than agriculture, Bires and Raj (2020) noted that tourism is another rewarding source of livelihood in rural communities. Other livelihood sources include craft making, livestock, salaried jobs, pension, small businesses, remittance, and marketing (Piya, Maharjan, & Joshi, 2019; Agbebaku *et al.*, 2020).

### 2.4 Livelihood in Nigeria

Two major livelihood challenges affecting rural environments in Nigeria poverty and insecurity (Adebiyi, Olabisi, Richardson, Liverpool-Tasie, & Delate, 2019). However, livelihood in rural Nigeria, in recent times, has been under threats (Onyekwere & Nworgu, 2020). These threats include: cultism, flooding, government policies, and insecurity (Onyekwere & Nworgu, 2020). As a result of these threats, citizens could be exposed to food shortage, According to Abiodun, Olutumise, and Ojo (2019), agriculture the main source of livelihood for Nigerians in rural environments. In agreeance, Bello, Baiyegunhi, & Danso-Abbeam (2020) stated that in most developing countries, including Nigeria, agriculture is an essential livelihood source. Meanwhile, in the southern regions of Africa, there is a tussle between rural livelihood and urban development (Olajide, Agunbiade, & Bishi, 2018). In Lagos, an urban city in Nigeria, individuals turn to non-corporate activities for livelihood (Olajide *et al.*, 2018). This is because the population size in the city is greater than the livelihood resources available (Olajide *et al.*, 2018).

### **3 THEORETICAL FRAMEWORK**

For this study, the theory of unintended consequences forms the foundational framework. Initiated by Robert Merton in 1936, the theory assumes that intentional actions of implemented by any government will lead to unintended consequences. These consequences according to Robert Merton, could be positive, negative, or neutral. Using Twitter ban in Nigeria as a case study, it was an intentional action carried out by the government which could lead to negative consequences. Merton (1936) added that such intentional actions implemented by governments could be categorized into two: organized actions and unorganized actions. Merton (1936) explained that unintended consequences exist because governments cannot predict the results of all their actions. The actions of governments, whether negative, positive, or neutral affect citizens' and even the society as a whole (Merton, 1936). The seven-month Twitter ban in Nigeria, to a large extent, negatively affected citizens (Twitter users), and the society as a whole (economically).

According to Merton (1936) the main factors which lead to unintended consequences by the government are: error, ignorance, immediate interest, basic values, and self-defeating prophecies. Merton (1936) assumed that error is the repetition of a negative purposive action which was done in the past by another government. Ignorance within the context of the theory is an action caused by lack of knowledge (Merton, 1936). Another factor is immediate interest which indicates that social actions could be implemented due to an urgency to solve a problem or react to a situation. Twitter ban in Nigeria could be considered an action implemented due to immediate interest. The government needed to react to Twitter's deletion of the president's tweet. As such, it led to a deliberate ignorance of the possible outcomes of their hasty action (Merton, 1936). The theory of unintended consequences is a solid theory for censuring government actions. Based on this theory, Twitter ban in Nigeria was an organized action by the government. Results from the organized action negatively influenced the livelihood of Twitter users in the country. Of the five main factors which lead to unintended consequences, "Immediate interest" is the most relevant to the study. Although the ban wasn't implemented to deliberately disrupt the livelihood of educated millennials in the country, it was an unfortunate negative consequence of the Nigerian Government's action.

### **4 STATEMENT OF THE PROBLEM**

Twitter isn't just a social media site, it is a digital marketplace for individuals, companies, business owners, organizations, and groups around the world (Banjoko, 2021). Individuals and business owners who depend on Twitter as a source of livelihood use could get more exposure and reach thus creating opportunities for themselves and businesses on a global scale. For many millennials, having one source isn't enough to make ends (Reinicke, 2018). This is why even 9 to 5 working educated millennials turn to social media and the internet as an additional income source. These facts, coupled with the unemployment situation in Nigeria made the seven-month Twitter ban in Nigeria, a threat to millennials' livelihood. However, it is still important to understand the influence of the ban based on first-hand data from the targets of the study, educated millennials. The ban didn't just affect individuals and business owners in isolation, it posed serious threats to the country's economy as a whole (Aja, 2021).

For adults like educated millennials who have financial responsibilities, a threat to their livelihood source is a threat to their life. Using the End Sars movement as a case study, there could have been a resistance amongst Twitter users in the country. To put this in perspective there are millions of Twitter users in Nigeria, most of which are young people. Similar to the End Sars Movement, non-Twitter users who were not directly affected by the ban could also join the resistance due to the government's past attempts to implement a social media bill (Kachi, 2021). During the seven-month ban, national and international journalists conversed with individuals and business owners who depend on Twitter as a livelihood source. Responses from the interviewees painted scary images of the negative influences of the ban on their survival and livelihood. While some complained about the decline in sales, others lamented about the loss of customer patronage and exposure (Adedeji, 2021; Adeyemi, 2021; Reuters, 2021). However, empirically, this study will approach the issue quantitatively, on a larger scale with hundreds of Twitter users who can indicate how the seven-month Twitter ban influenced their livelihood.

### **5 RESEARCH OBJECTIVES**

The following are the objectives of this study:

1. To investigate the knowledge of Twitter ban amongst educated millennials in Nigeria
2. To investigate the influence of the seven-month Twitter ban in Nigeria on educated millennials' livelihood.

## 6 METHOD AND MATERIALS

Five hundred millennials across three postgraduate schools in Lagos, Nigeria were purposively selected for this study. Quantitatively, a survey design was applied to understand the influence of the seven-month Twitter ban on educated millennial Twitter users in Nigeria. Educated millennials (people between 26 years old and 41 years old) were selected because they are social media enthusiasts. Although millennials are a diverse generation, educated individuals within this age range can be found in postgraduate schools. Meanwhile, the study was conducted in Lagos because it is Nigeria's economic and digital hub.

According to the National Universities Commission (NUC) in Nigeria, there are three classes of postgraduate schools: federal, private, and state. Based on this, one postgraduate school was randomly selected from each category. The selected postgraduate schools for this study were: Caleb university (private), Lagos state university (state), and the university of Lagos (federal). Multistage sampling was used to select the respondents in each school. At the first stage and second stage, simple random sampling was used to select faculties and departments from which the respondents were selected. At the third stage, the research instrument (questionnaire) was purposively administered to ensure respondents were millennials and Twitter users. Sections in the questionnaire focused on educated millennials' knowledge of the ban, their perception of the government's action, and the influence of the seven-month ban on their livelihood. Data from the questionnaire was analyzed using SPSS (Statistical Package for the Social Sciences).

## 7 RESULTS

The first observation from the results is that all educated millennials who participated in the study were aware of Twitter ban in Nigeria. This is because only educated millennials who use Twitter were selected for the study. Another observation is educated millennials' lack of support for the ban to a large extent. Almost all the respondents' expressed lack of support for the seven-month Twitter ban in Nigeria. In addition, more than half of the respondents depend on social media and Twitter for livelihood.

Based on the results in fig. 1, 66% of educated millennials in Nigeria have been using Twitter in the past three to five years. Meanwhile, there are also long-term Twitter users who have been on the platform for six to ten years. These long-term Twitter users are 24% of the total population. Another observation from the figure above is that 76% of educated millennials in Nigeria have been using Twitter for the last five years.

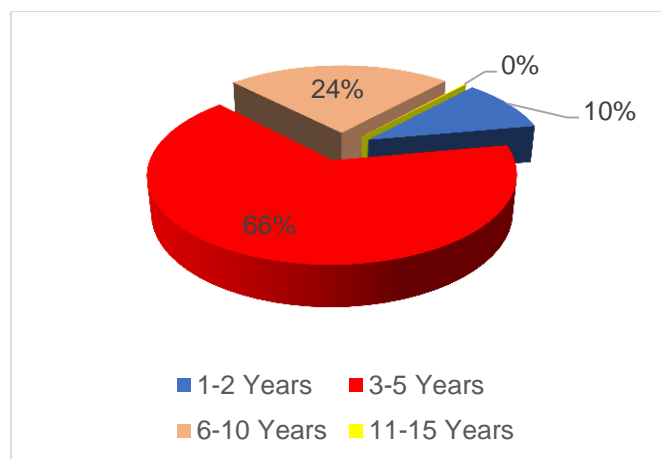


Fig. 1. Educated millennials' Twitter usage in years

When asked what their most important reason for using Twitter is, educated millennials in Nigeria indicated that they use the site to network, share information, source for information, and as an income source. 39% of educated millennials use the site to network while 13% use it as a source of income. When it comes to sharing and sourcing for information, 48% placed them as their most important reasons for using Twitter. Based on the results in fig. 2, the rate at which educated millennials share and source for information is almost equal.

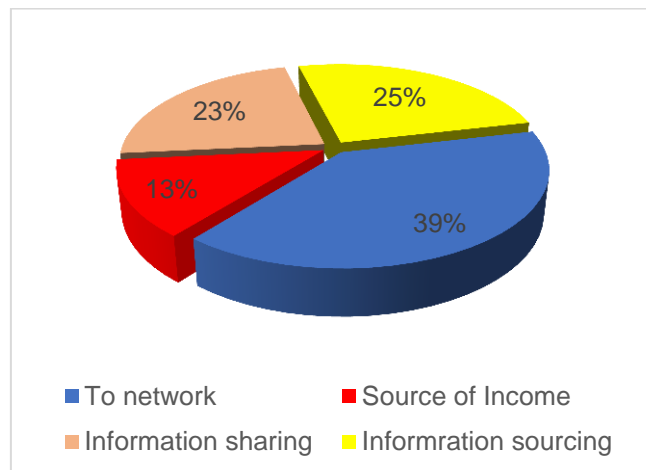


Fig. 2. Educated millennials' most important reason for using Twitter

All educated millennials who participated in the survey were aware of Twitter ban in Nigeria. This boosted the credibility of their responses. This also indicates the relevance of the issue "Twitter ban in Nigeria" amongst the target audience of the study as indicated in fig 3.

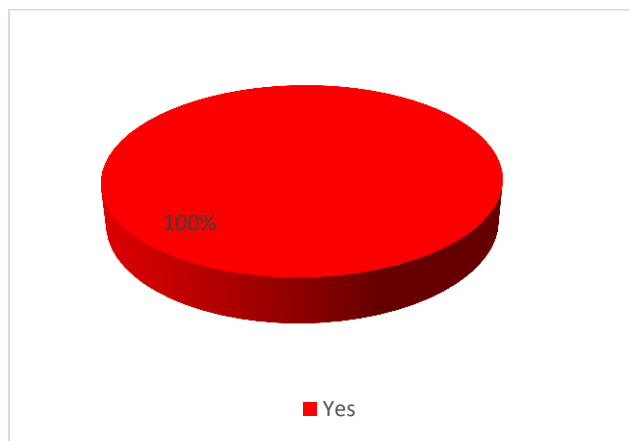


Fig. 3. Awareness of Twitter ban amongst Educated millennials

Fig. 4 shows that while all educated millennials stated they were aware of Twitter ban in Nigeria, 66% of millennials in Nigeria did not even know why the ban was implemented in the first place. On the other hand, 34% of Twitter using millennials stated that they knew the reason for the implementation of the ban.

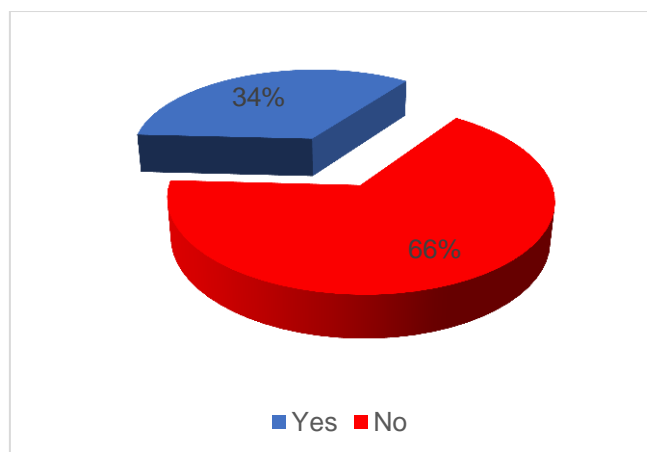


Fig. 4. Awareness of the reason for Twitter ban in Nigeria

Survey results indicated that 97% of educated millennials in Nigeria did not support the ban of Twitter in Nigeria. This means that majority of those affected by the ban were not pleased by the announcement. Fig. 5 also shows that a few members (3%) of the population supported the ban of Twitter in Nigeria.

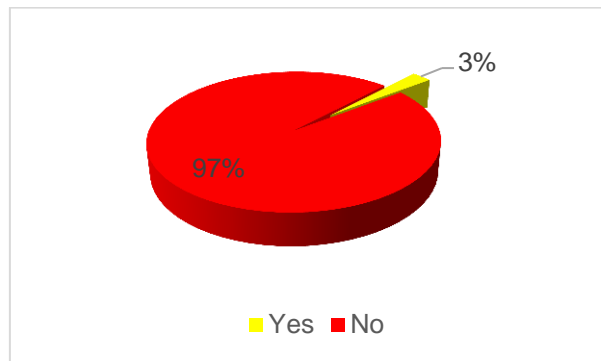


Fig 5. Educated millennials support for Twitter ban in Nigeria

Most educated millennials (79%) in Nigeria depend on social media for livelihood. This includes Twitter and similar sites such as Facebook, TikTok, Instagram, and YouTube amongst others. Meanwhile, 21% of millennials who use Twitter claimed they do not depend on any social media site for livelihood. Based on Fig. 6, there is a 58% gap between educated millennials in Nigeria who depend on social media sites for livelihood and those who do not.

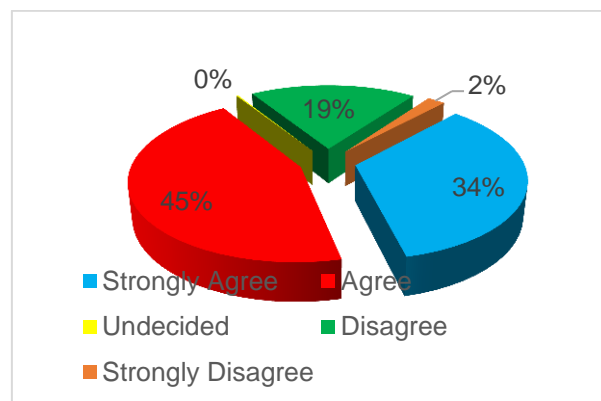


Fig 6. Dependence on social media for livelihood

Fig. 7 highlights the dependence on Twitter for livelihood amongst educated millennials in Nigeria. 42% of millennials in Nigeria depend on Twitter for livelihood. However, 55% of Twitter users in Nigeria do not depend on Twitter for livelihood. Amongst the 55% who do not depend on Twitter for livelihood could be individuals who depend in other social media sites for livelihood. Meanwhile, 3% were unsure of where they stand.

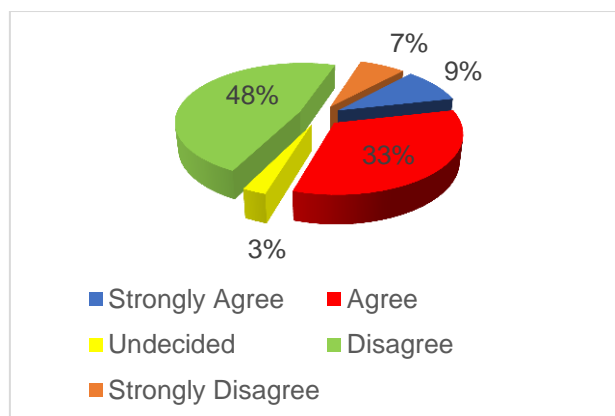


Fig 7. Dependence on Twitter for livelihood

In terms of the influence of the seven-month ban on educated millennials' livelihood, 45% of the respondents indicated that their livelihood was disrupted by the government's action. In Fig 8., while, 2% of the population were unsure of this influence, 53% stated that the ban did not have a negative influence on their livelihood.

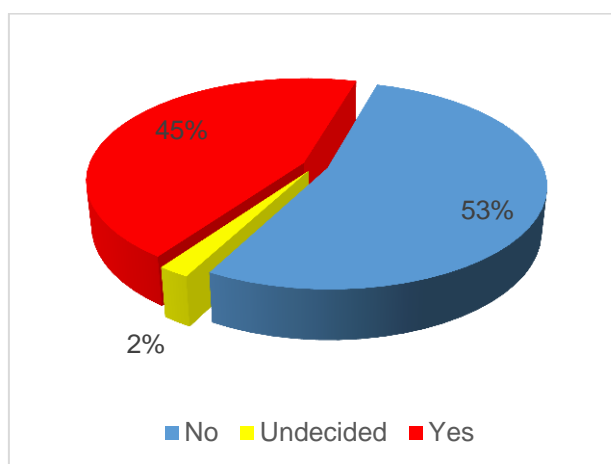


Fig 8. Negative Influence of Twitter ban on educated millennials livelihood

## 8 DISCUSSION OF RESULTS

Results show that most educated millennials in Nigeria have been using Twitter for the past five years. This could be due to the platform's relevance within the pop culture scene (television shows, music, and entertainment). Also, global trending topics such as the presidential election (in 2019) and the End Sars movement (in 2020) could have led educated millennials to turn to twitter to share and source for information. Findings from the study shows that almost half of the population use Twitter to share and source for information. A large percentage also use Twitter to network and livelihood. The use of Twitter for networking and livelihood could be linked together – especially since many individuals consider their network to be their net worth. Amongst the individuals who use Twitter as a source of income, and to network, could be business owners, freelancers, start-up CEOs, and adults just trying to make ends meet.

Although there is a high awareness rate on Twitter ban in Nigeria amongst educated millennials, majority of them do not know why the ban was implemented. The seven-month Twitter ban in Nigeria was a global issue which trended on Twitter and other social media sites. In addition, it was a highlight in many national and international media outlets. As such, it would be difficult to miss the news on the ban. However, the press release shared by the government on the reason for the ban was short and ambiguous. Thus, leaving room for misinterpretation and assumptions. This lack of clarity has left many educated millennials unsure of the reason for the ban. Meanwhile, about 34% claimed they knew the reason for the ban. This knowledge could be based on hearsay, media circulation of the press statement, or an interpretation from another source. Irrespective of the reason for the ban, educated millennials in Nigeria who use Twitter did not support the government's action. Meaning the seven-month ban left many individuals feeling displeased with the government.

Almost eighty percent of Nigerian millennials depend on at least one social media site for the purpose of livelihood. In contrast, only about 42% of millennials who use Twitter depend on the site for livelihood. This result shows that many individuals within the generation explore various sites for livelihood. However, majority of those who depend on social media for livelihood depend on Twitter. Amongst those who depend on Twitter for livelihood could be users who simultaneously use other social media sites as a source of livelihood. There are also those who depend on no social media site for livelihood. These individuals could be using Twitter to meet other needs such as sharing information and sourcing for information.

The seven-month Twitter ban in Nigeria negatively influenced the livelihood of 45% of educated millennials. This is about the same percent of individuals (48%) who had earlier indicated a dependence on Twitter for livelihood. Based on this result, the livelihood of almost every educated millennial who depends on Twitter for livelihood was negatively affected. Although slightly more than half of the total population claimed their livelihood wasn't negatively influenced by the ban, 43% of any population is a sizable portion. Breaking down this result, it means out of every hundred people, the livelihood of forty-three people was negatively influenced by the ban. Assuming there are ten million Twitter users in Nigeria, this means the livelihood of over four million individuals would have been affected by the ban.



## 9 CONCLUSION

This study concludes that the seven-month Twitter ban in Nigeria had a negative influence on the livelihood of educated millennial Twitter users in the country. Although not all educated millennials depend on Twitter for livelihood, the ban affected almost half of the population. Based on the theory of unintended consequences, the seven-month ban (the government's action) had a negative consequence on citizens (millennials) in Nigeria. In addition, it can be concluded that individuals use Twitter as a source of income. These findings support the reactions by individuals, organizations, and groups on the possible negative impact of the ban when it was announced on June 4, 2021. Empirically, the quantitative study helps shed light on the issue of Twitter ban and social media shutdowns which are becoming rampant in Africa.

## ACKNOWLEDGMENT

This conference paper was funded by Covenant University Centre for research and development.

## REFERENCE LIST

- Abiodun, T., Olutumise, A., & Ojo, S. (2019). Evaluation of choices of livelihood strategy and livelihood diversity of rural households in Ondo State, Nigeria. *Journal of Social Sciences and Humanities*, 5(1), 17-24.
- Adebiyi, J., Olabisi, L., Richardson, R., Liverpool-Tasie, L., & Delate, K. (2019). Drivers and constraints to the adoption of organic leafy vegetable production in Nigeria: A livelihood approach. *Sustainability*, 12(1), 1-21.
- Adedeji, O. (2021, June 6). 7 Nigerian business owners talk about the twitter ban. *Zikoko*. Retrieved from <https://www.zikoko.com/citizen/7-nigerian-business-owners-talk-about-the-twitter-ban/>
- Adeyemi, D. (2021, June 25). Nigerian businesses face an avalanche of losses as the Twitter ban continues. *Techcabal*. Retrieved from <https://techcabal.com/2021/06/25/nigerian-businesses-face-an-avalanche-of-losses-as-the-twitter-ban-continues/>
- Afodu, O., Afolami, C., Akinboye, O., Ndubuisi-Ogbonna, L., Ayo-Bello, T., Shobo, B., & Ogunnowo, D. (2019). Livelihood diversification and its determinants on rice farming households in Ogun State, Nigeria. *African Journal of Agricultural Research*, 14(35), 2104-2111.
- Agbebaku, E., Adeniyi, F., Ogunjobi, T., Awodumila, D., Dada, O., & Orimogunje, A. (2020). Effectiveness of indigenous credit-system and livelihood supports on rural cocoa women farmers in Nigeria. *International Journal of Innovative Research and Advanced Studies*, 7(1), 170-176.
- Aja, K. (2021, June 9). The economic burden of the Twitter ban on Nigeria. *Nairametrics*. Retrieved from <https://nairametrics.com/2021/06/09/the-economic-burden-of-the-twitter-ban-on-nigeria/>
- Ajisafe, D., Ojo, A., & Monyani, M. (2021). *The impacts of social media on the #EndSARs# youth protests in Nigeria*. In Proceedings of the ICTeSSH 2021 conference. <https://doi.org/10.21428/7a45813f.638ef816>
- Akinyoade, A. (2021, June 27). Twitter Ban: The Ripple Effect. *Guardian Nigeria*. Retrieved from <https://guardian.ng/life/twitter-ban-the-ripple-effect/>
- Amodu, L., Omojola, O., Okorie, N., Adeyeye, B., & Adesina, E. (2019). Potentials of Internet of Things for effective public relations activities: Are professionals ready? *Cogent Business & Management*, 6(1).
- Anakle. (2021). Twitter Ban in Nigeria: Implications for Individuals and Businesses. Retrieved from <https://anakle.com/twitter-ban-in-nigeria-implications-for-individuals-and-businesses/>
- Anggreni, T., Farunik, C., Hendra, H. (2021). New paradigm in Millennial business: A case study of Pilon coffee, Tangerang City. *Primanomics: Jurnal Ekonomi & Bisnis*, 19(1), 206-214.
- Anyim, O. (2021). Twitter Ban in Nigeria: Implications on Economy, Freedom of Speech and Information Sharing. *Library Philosophy and Practice*, 5975. Retrieved from <https://digitalcommons.unl.edu/cgi/viewcontent.cgi?article=11265&context=libphilprac>
- Banjoko, I. (2021). Effects of Twitter ban on marketing and advertising in Nigeria. *Marketing Edge*. Retrieved

- from <https://marketingedge.com.ng/effects-of-twitter-ban-on-marketing-and-advertising-in-nigeria/>
- Barnes, G. (2009). Guess who's coming to work: Generation y. Are you ready for them? *Public Library Quarterly*, 28, 58-63.
- Bello, L., Baiyegunhi, L., & Danso-Abbeam, G. (2020). Productivity impact of improved rice varieties' adoption: case of smallholder rice farmers in Nigeria. *Economics of Innovation and New Technology*, 30(7), 750-766.
- Benfer, E. & Shanahan, C. (2013). Educating the Invincibles: Strategies for teaching the millennial generation in law school. *Clinical Law Review*, 20(1), 1-37.
- Bires, Z. & Raj, S. (2020). Tourism as a pathway to livelihood diversification: Evidence from biosphere reserves, Ethiopia. *Tourism Management*, 81(1), 41-59.
- Conteh, M. (2021, June 10). How Nigerian musicians are responding to the country's Twitter ban. *Rolling Stone*. Retrieved from <https://www.rollingstone.com/music/music-features/nigerian-musicians-twitter-ban-1181987/>
- Counted, V., & Arawole, J. (2016). We are connected, but constrained: internet inequality and the challenges of millennials in Africa as actors in innovation. *Journal of Innovation and Entrepreneurship*, 5 (3), 1-21.
- Dabija, C., Bejan, M., & Tipi, N. (2018). Generation X versus millennials communication behaviour on social media when purchasing food versus tourist services. *E a M: Economie a Management*, 21(1), 191–205. <https://doi.org/10.15240/tul/001/2018-1-013>
- David, P. (2021). Lessons from the ban of twitter in Nigeria: a tale of two wrongs and a “lose-lose” situation. *International Journal of Research and Development*, 6(9). 185 – 191. <https://doi.org/10.36713/epra8490>
- Dimock, M. (2019, January 17). Defining generations: Where Millennials end and Generation Z begins. *Pew Research Center*. Retrieved from <https://www.pewresearch.org/fact-tank/2019/01/17/where-millennials-end-and-generation-z-begins/>
- Diniz, F., Kok, K., Hoogstra-Klein, M., Arts, B. (2015). Mapping future changes in livelihood security and environmental sustainability based on perceptions of small farmers in the Brazilian Amazon. *Ecology and Society*, 20(2), 26-41
- Enoch, R. (2021). Going To Court for Twitter Ban. *SSRN Electronic Journal*, 39(1), 1–10. <https://doi.org/10.2139/ssrn.3883448>
- Erezi, D. (2021, June 4). Nigeria announces Twitter ban on Twitter. *The Guardian*. Retrieved from: <https://guardian.ng/news/nigeria-announces-twitter-ban-on-twitter/>
- Eriegha, J., Ovie, I., Ovie, O., & Aminu, G. (2019). Shrinking Lake Chad: Initialization of culture-based fisheries for improved livelihood in Nigeria. *International Journal of Fisheries and Aquatic Studies*, 7(3), 14-18.
- Hershatter, A., & Epstein, M. (2010). Millennials and the world of work: An organization and management perspective. *Journal of Business and Psychology*, 25(2), 211-223.
- Ifeanyi, U. (2021, June 7). Nigeria loses over 6 billion naira from Twitter shutdown. *Nairametrics*. Retrieved from <https://nairametrics.com/2021/06/07/nigeria-loses-over-6-billion-naira-from-twitter-shutdown/>
- Isaac, I., Habila, J., Increase, O., Nneka, O., & Kalu, A. (2020). Perception of livelihood asset deprivation among women in isoko north local government area, delta state. *International Journal of Advanced Academic Research*, 6(10), 141 – 156.
- Iyatse, G. & Adepetun, A. (2021, June 7). \$12b e-commerce suffers as Twitter ban costs N7.5 billion in three days. *The Guardian*. Retrieved from <https://guardian.ng/news/12b-e-commerce-suffers-as-twitter-ban-costs-n7-5-billion-in-three-days/>
- Jones, C., & Hosein, A. (2010). Profiling university students' use of technology: Where is the net generation divide? *The International Journal of Technology, Knowledge and Society*, 6(3), 43-58.
- Kachi, E. (2021, June 12). #TWITTERBAN: What the indefinite ban of Twitter in Nigeria could mean for the fashion industry. *Business Day*. Retrieved from <https://businessday.ng/bd-weekender/article/twitterban-what-the-indefinite-ban-of-twitter-in-nigeria-could-mean-for-the-fashion->

industry/

- Kolawole, M. (2017). Internet Access in Nigeria: Mobile Phones, Issues, and Millennials. *The Journal of Pan African Studies*, 10(10), 153.
- Kumar, H., Pandey, B., & Anand, S. (2019). Analyzing the Impacts of forest Ecosystem Services on Livelihood Security and Sustainability: A Case Study of Jim Corbett National Park in Uttarakhand. *International Journal of Geoheritage and Parks*, 7(2), 45 -55.  
<https://doi.org/10.1016/j.ijgeop.2019.05.003>
- Kusumaningrum, D. (2018). Millenials: Transnational Citizen - Dealing with Constructivist and Cosmopolitan Perspectives, *SciTePress* 1, 18-21.
- Kwazu, G., & Chang-Richards, A. (2021). A metric of indicators and factors for assessing livelihood preparedness: A systematic review. *International Journal of Disaster Risk Reduction*, 52, 1 – 15.  
<https://doi.org/10.1016/j.ijdr.2020.101966>
- Lippincott, K. (2012). Information commons: Meeting millennials needs. *Journal of Library Administration*, 50(1), 27-37.
- Liu, J., Zhu, Y., Serapio, G., & Cavusgil, T. (2019). The new generation of Millennial entrepreneurs: A review and call for research. *International Business Review*, 28(5), 1-31.
- Lundin, L. (2016). Millennial generation. *Salem Press Encyclopedia*.
- Makinde, T. (2021, July 26). One month on Nigeria's Twitter ban is harming the country's young Creatives. *Gal-dem*. Retrieved from <https://gal-dem.com/one-month-on-nigerias-twitter-ban-is-harming-the-countrys-young-creatives>.
- Mathur, S., Shukla, A., & Kukreja, J. (2018). 'Millennipreneurs': The emerging paradigm to sustainable economic development in India. *Amity Journal of Entrepreneurship*, 3(1), 35-65.
- Merton, R. (1936). The Unanticipated Consequences of Purposive Social Action. *American Sociological Review*, 1(6), 894-904. doi:10.2307/2084615
- Okonofua, D. (2021). Twitter ban in Nigeria: A metaphor for impediment on uses and gratification theory. *International Journal of Social Sciences*, 4(1), 198-206. <https://doi.org/10.31295/ijss.v4n1.1665>
- Okwuosa, T. (2022). "From historical facts to poetic truths": The Nigerian civil war and other subjects: an exploration of texts and images in painting. *Ufahamu: A Journal of African Studies*, 43(1), 195-208.
- Olajide, O., Agunbiade, M., & Bishi, H. (2018). The realities of Lagos urban development vision on livelihoods of the urban poor. *Journal of Urban Management*, 7(1), 21-31. doi:  
<https://doi.org/10.1016/j.jum.2018.03.001>
- Onuh-Yahaya, Z. (2021, June 8). Twitter taught me, a young Nigerian journalist, that you're never alone. Now the government has banned it, threatening my livelihood. *Business Insider*. Retrieved from <https://africa.businessinsider.com/tech/twitter-taught-me-a-young-nigerian-journalist-that-youre-never-alone-now-the/8y3h2fc>
- Onyekwere, I. & Nworgu, K. (2020). Threats to rural livelihoods in Nigeria: Implications for social order and crisis management. *Advances in Applied Sociology*, 10(3), 41-60.
- Otobo, D., Mesak, D., Edugbe, A., Amamchukwu, L., Tanko H., Peter, I., & Alfred, U. (2021). The Impact of Ban of Twitter on the Psychomedical and Socioeconomic Life of Young Health Professionals and Trainees in Nigeria. *Biomedical Journal of Scientific & Technical Research*, 36(5), 28827 – 28828
- Piya, L., Maharjan, K., & Joshi, N. (2019). *Socio-economic issues of climate change*. Singapore: Springer.
- Pour, M., Barati, A., Azadi, H., & Scheffran, J. (2018). Revealing the role of livelihood assets in livelihood strategies: Towards enhancing conservation and livelihood development in the Hara Biosphere Reserve, Iran. *Ecological Indicators*, 94(2018), 336-347.  
<http://dx.doi.org/10.1016/j.ecolind.2018.05.074>
- Reinicke, C. (2018, July 16). Millennials worry that one job is not enough to make ends meet. *CNBC*. Retrieve from <https://www.cnbc.com/2018/07/16/for-many-millennials-one-job-is-not-enough-to-make-ends-meet.html>
- Reuters. (2021, June 14). Nigeria's Twitter ban leaves some businesses in the lurch. Retrieved from

- <https://www.reuters.com/technology/nigerias-twitter-ban-leaves-some-businesses-lurch-2021-06-14/>
- Salisbury, D. (2019, July 15). Millennial CEOs are Changing How Business Runs. *California Management Review*. Retrieved from <https://cmr.berkeley.edu/2019/07/millennial-ceos/>
- Sanyal, S. & Yash, R. (2020). Livelihood sources of Gond Tribes: A study of village Mangalnaar, Bhairamgarh block, Chhattisgarh. *National Geographical Journal of India*, 66(2), 174-185.
- Sasu, D. (2022, February 1). Daily cost impact of Twitter suspension in Nigeria 2021. *Statista*. Retrieved from <https://www.statista.com/statistics/1242378/economic-loss-of-twitter-suspension-in-nigeria/>
- Sehl, K. (2020, May 28). Top Twitter Demographics That Matter to Social Media Marketers. *Hootsuite*. Retrieved from <https://blog.hootsuite.com/twitter-demographics/>
- Shan, T. & Ahmed, J. (2020). Determinants of livelihood diversification of rural households in Sylhet. *Asian Journal of Agricultural Extension, Economics & Sociology*, 38(11), 97-104.
- Smith, T.J., & Nichols, T. (2015). Understanding the Millennial Generation. *Journal of Business Diversity*, 15(1), 39-47.
- Ugwu Ugwu, J., & Anekwe, U. (2017). Attitude of Millennial Generation Towards Social Media Devices in Nigerian Universities. *Literacy Information and Computer Education*, 8(3), 2691-2700.
- Vogels, E. (2019, September 9). Millennials stand out for their technology use, but older generations also embrace digital life. *Pew Research Center*. Retrieved from <https://www.pewresearch.org/fact-tank/2019/09/09/us-generations-technology-use/>
- Wang, D., Wan, K., & Song, X. (2020). Understanding coal miners' livelihood vulnerability to declining coal demand: Negative impact and coping strategies. *Energy Policy*, 138. <https://doi.org/10.1016/j.enpol.2019.111199>
- Yartey, D., Omojola, O., Amodu, L., Ndubueze, N., Adeyeye, B., Adesina, E. (2021). Personal data collection and usage for mobile marketing, customer awareness, and perception. *WSEAS Transaction on Business and Economics*, 18(50), 42-50.
- Zerihun, M. (2021). Agroforestry Practices in Livelihood Improvement in the Eastern Cape Province of South Africa. *Sustainability*, 13(15), 1-13.
- Zimbra, D., Abbasi, A., Zeng, D., & Chen, H. (2018). The State-of-the-Art in Twitter Sentiment Analysis: A Review and Benchmark Evaluation. *ACM Transactions on Management Information Systems*, 9(2), 1 - 29. <https://doi.org/10.1145/3185045>