



Finding Information: Evaluating the Usage of Social Media Platforms by Nigerian Immigrants

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Introduction

- Social media has served as an alternative source of information for Nigerian migrants pre/post-immigration.
- In addition, the number of social media platforms has increased significantly, each serving its own unique function.
- However, when it comes to the discourse of social media and African immigrants, there is a notable lack of literature addressing digital use, i.e., social media amongst African immigrants during immigration.

Research Question

- Which social media platforms do Nigerian immigrants typically use pre and post immigration? and for what purposes do they use them for?

Methods

Mixed methods Qualtrics survey

- Recruitment through social media platforms: LinkedIn, Facebook, Twitter

✓ **Duration of Survey**
July - September (3 Months)

✓ **Respondents**
66 participants

✓ **Eligibility**
Nigerians living in the United States
35 Male | 31 Female
18- 65 years



Findings

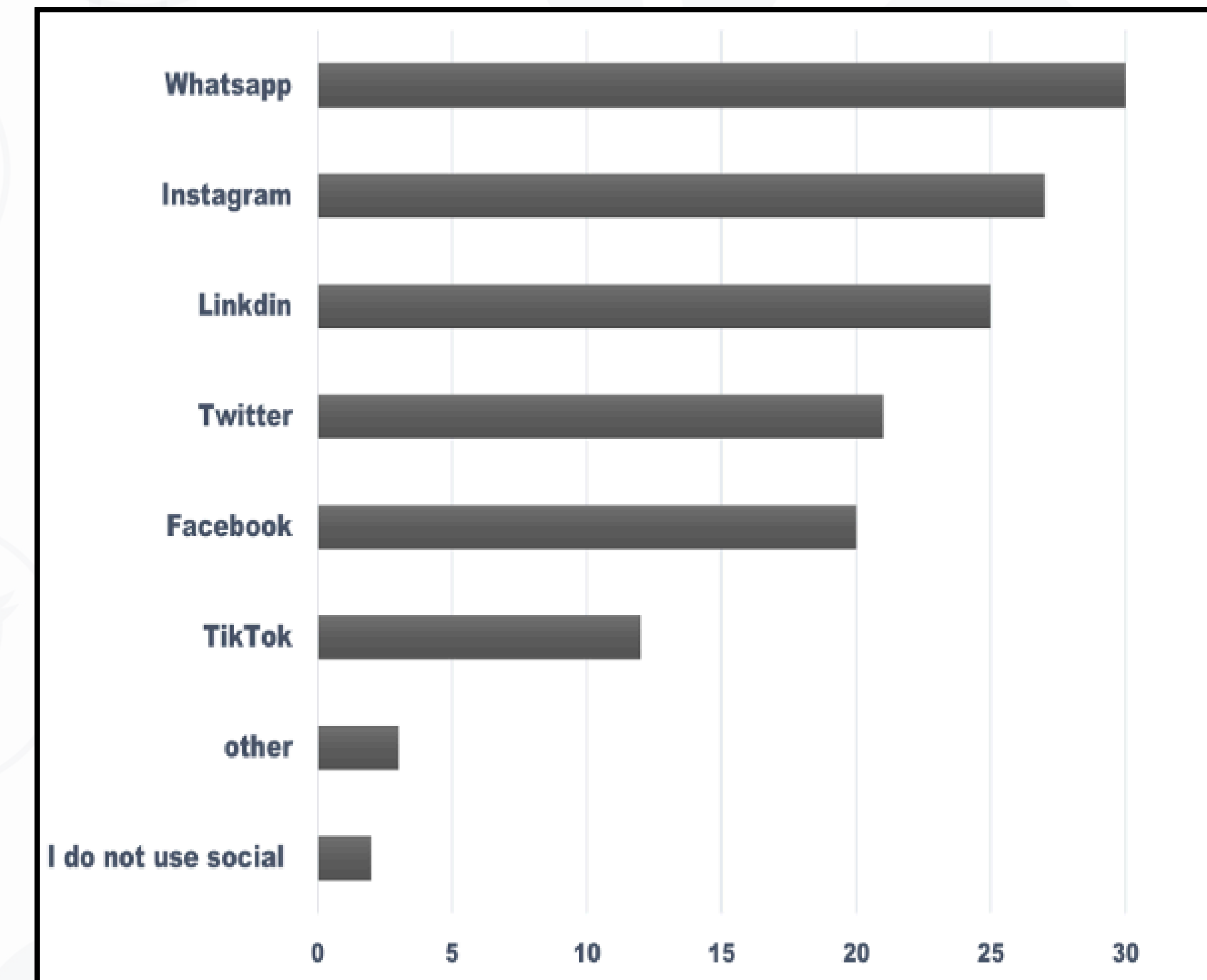


Fig 1: Aggregate social media platform preference

Platform	Community Engagement (%)	Entertainment (%)	Catching up with Friends and Family (%)	Local Happening and Events (%)	Culture, Fashion, Music/Art (%)	News (Politics, Tech, World Events, Sports) (%)	Networking and Career Development (%)
Facebook	29%	16%	16%	-	-	-	-
WhatsApp	27%	-	41%	20%	-	-	-
Instagram	-	30.9%	24%	-	35.7%	-	-
Twitter	-	23%	-	27%	-	32%	-
LinkedIn	11.3%	-	-	-	-	15.9%	47.5%
TikTok	-	12.4%	-	-	11%	-	-

Fig 2 Breakdown of social media usage

- **X (Twitter) [32%]:** Nigerian immigrants typically use the platform as a source for news on politics, technology, sports, and world events
- **Facebook [29%]:** Primarily for community engagement.
- **LinkedIn [18%]:** Mainly networking purposes
- **Instagram [35.7%] and Tik Tok [12.4%]:** Immigrants highlighted that they use it, but mainly to Showcase culture, fashion, and entertainment, which are primarily used by younger demographics.
- **TikTok** is less used overall but popular for entertainment and fashion/art. This could be as a result of individuals being on the older side

Implications

- This implies that social media is a critical tool for immigration. For example, Nigerian immigrants prefer using WhatsApp and Facebook to stay connected with personal networks. This affirms Atiso et al. (2018) findings about Ghanaian's immigrant preference. While Nigerians and Ghanaian immigrants are unique, there are some similarities that can be uncovered as well.
- Immigrants use social media to seek information as they adapt to new environments.
- Policy Implications: Understanding social media usage patterns can help inform policies to better assist immigrants during resettlement.