

## **The Influence of Social Media Patterns on the Development of Private Enterprises: Changing the Narrative of Youths in Ogoja Catholic Diocese, Cross River State, Nigeria**

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### **Abstract**

*Social media platforms ranging from the elaborate Facebook to micro blogging websites as Twitter, Instagram, LinkedIn, Myspace, YouTube, and WhatsApp and others are examples of social media tools. Thus, this study examined the influence of the emerging social media patterns on the development of private enterprises in Ogoja Catholic Diocese, Cross River State. The literature specifically showed how social media tools have dominated the Catholic Diocese of Ogoja with increasing number of users, mostly youths. Two hundred (200) respondents were selected using purposive sampling technique; the data were analyzed and results presented in percentage frequency table counts. Among the findings, the study showed that social media patterns have contributed significantly to the innovation and creativity of youths. In addition, it also revealed that social media patterns have allowed entrepreneurs to communicate speedily and cheaply with customers and also constructed a database to generate business leads to increase sales, grow skills swiftly, adjust and increase their productivity without stress. Again, the study revealed that young people used social media patterns for questionable activities. Sequel to these findings, the study concluded that social media patterns have helped in the development and growth of entrepreneurship. Following this, the study recommended that parish priests should, first, allow these youths walk them through the places they go online, and who they communicate with as this would help in streamlining their activities in order to redirect them for entrepreneurship development. Again, youths should be assisted to choose the most appropriate social media tools to adopt because customers have become increasingly knowledgeable about what they need.*

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**Keywords:** *Entrepreneurship Development; Innovation; Social Media Patterns; Vulture Mentality; Eagle Mentality*

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## 1. Introduction

Since the fall of man in the Garden of Eden, man has stretched himself into becoming innovative and resourceful in his bid to develop entrepreneurial skills for the purposes of improving himself, surviving on planet earth and altering his immediate milieu into a paragon of beauty (Chukwu, 2020). It is in this vein that Chukwu (2020) asserts that man has embraced social media, a computer mediated tool that permits people to openly share their views, create and exchange information, pictures or videos, and as well as initiating sustainable actions to guarantee success with the world virtually. A

Earlier, Shane and Venkataraman (2000) state that entrepreneurs have identified and exploited potential opportunities because social media patterns have changed the processes business environment operates as well as the worthiness of entrepreneurs. Therefore, as new phenomena, Jagongo & Kinyua (2013) concurred that social media emerging patterns are great changing media tools necessary to ensure successful entrepreneurship in today's world. In essence, through the instrumentality of the emerging of social media patterns, enterprises are beginning to gain access to resources that were hitherto not available to them; this singular innovation is geared to taking the business environment to the next level. Commenting earlier on the development of a firm's worthiness, Zontanos & Anderson (2004) declared that customer and supplier contacts have been increased, and resources and funding have become more available to encourage innovation and also facilitate in the cultivation of strategic partnerships. Sequel to this development, the processes of doing business has been improved upon and the uniqueness of entrepreneurship increased. Further, Jagongo & Kinyua (2013) contended that strategic partnerships have been cultivated to the extent that contact with customers and suppliers have been abridged and improved upon. What is more, the workings of social media as a communication and marketing tool have significantly increased the visibility and accessibility of business owners and marketers to online communications in order to improve their businesses( ). This is not unconnected to the fact that entrepreneurs have discovered new ideas, shared information and found better opportunities to build a strong positive relationship with the business world.

In view of the ever growing influence of the emerging social media patterns employed by millions of people from all over the world to establish new communities of people, Bebia (2020) maintained that some of the most popular social media websites with over 100 million users include: Facebook, Messenger, Tik-Tok, We Chat, Instagram, QZone, Weibo, Twitter, Tumblr, Baidu Tieba and LinkedIn. Other popular platforms also include: YouTube, QQ, Quora, Telegram, WhatsApp, Snapchat, Pinterest, Viber, Reddit, Discord, VK, Microsoft Teams, and so on. While Facebook with 2.4 billion users remains the largest social media

platform in the world; others like YouTube, Twitter, WhatsApp, etc., have more than one billion users each. There are approximately 10 billion people in the world, with at least 4.5 billion online. By implication, social media platforms are used by two – in – every four people in the world. Generally, the young people are more on the social media space than adults. Thus, the rapid development of technology and its impact on entrepreneurship has in no small way propelled entrepreneurs to adopt social media mechanisms to connect with clients, and also provide value to customers. Corroborating, Bebia argued that an individual's sense of connectedness with real or online communities can greatly be improved with effective communication tools for corporations, entrepreneurs, non-profit organizations, advocacy groups, and the Church. Thus, the birth of creativity, open-up communications and improvement amongst users are of great importance during interactions because views and experiences are shared (Garcia-Morales et al., 2018; Islam and Chitran, 2019). As envisaged, the various social media patterns have changed the world; the adoptions of the modern technologies have assisted entrepreneurs to find partners, create access to new information easier and faster. In addition, the social media is also gradually organizing and demanding change in all areas of human endeavours.

Despite the economic resourcefulness of the various social media patterns, it is disheartening to observe that the vulture mentality rather than the eagle mentality has been deeply immersed in the psychic of the young people. This attitude has clearly become one of the key challenges militating against the productivity of young people, if not the most important challenge facing youths at the moment. Little wonder, the Nigerian society is no longer appreciating productivity; it has become a jungle where football betting is driving majority of young people to social media. Piteously, young people have been addicted to placing a bet on football matches to eke out a living. Apart from this, downloading all sorts of movies, patronizing dating, nudity, pornographic, and gambling sites as well as posting of recent photographs and getting commendations have clearly taken many youths many years back. Sequel to this, developing their latent entrepreneurship character as well as improving on the originality of acquired skills and creativity have been lost. As a result, embracing entrepreneurship development through social media has continued to be at snail speed.

It is against this background that this paper examined the influence of social media patterns on the development of private enterprises with the purpose of changing the narrative of youths in Ogoja Catholic Diocese, Cross River State, Nigeria from using the various emerging social media patterns for meaningless activities

## **2. Theoretical Background**

### **2.1 Social Cognitive Theory**

In the attempt to comprehend the essentials of this paper, Albert Bandura's (1986) social cognitive theory is most apt for it because it provides a reciprocal causation model for expressing the psychological behaviours of individuals, and at the same time, examines

entrepreneurs' behaviour in discovering and creating entrepreneurial opportunities. Confirming this postulation, McCormick and Martinko(2004) says the theory stresses a continuous interaction between behavioural, cognitive and environmental factors to determine the patterns of one's behaviour. Behavioural factors in this context involves skill, practice and self-efficacy which influence one's thoughts and action; cognitive factors, also called personal factors, involves prior knowledge, attitudes and expectations about outcomes, while environmental factors embrace culture and strategies, social norms, communications strategies and communities. Besides, the social cognitive theory, Compeau, Higgins, and Huff (1999) also emphasize the process of an individual's behaviour in encouraging people to gain skills and knowledge in using new technology. In essence, individuals with greater experience, knowledge and greater ability will recognize opportunities that have been put in a similar situation and accumulated knowledge on different opportunities. To this extent, Craig and Johnson (2006) asserted that alertness played an important role in recognizing entrepreneurial opportunities by constantly scanning the environment to assist entrepreneurs identify new opportunities through which they could excel. Essentially speaking, alertness involves "creative and imaginative action" that influences the opportunity discovery in the future market (Kirzner, 1999). Social media access enables entrepreneurs to communicate with customers, gather information about the market.

In this study, the influence of the emerging social media patterns on development and entrepreneurship in Nigeria with the view to redirecting young people in the Ogoja diocese to experience meaningful entrepreneurship is important. This is because individuals with higher levels of alertness recognize entrepreneurial opportunities by connecting distinct ideas and knowledge.

## **2. Material and methods**

### **2.1 Study area**

The study was conducted in the Catholic diocese of Ogoja in Cross River State, Nigeria. The diocese, at creation in 1920, extended to Abakaliki and Afikpo in Ebonyi State of the Eastern geo-political zone of the country inhabited and populated by Ndigbo. At its creation, it was headed by Bishop Thomas Mc Gethrick, an Irish missionary priest who later left for the newly created Abakaliki diocese and was succeeded by His Grace, Rt. Rev. Dr. Joseph E. Ukpo(Archbishop emeritus). But with the establishment of Abakaliki diocese, Ogoja Catholic diocese at present covers the entire Northern and Central senatorial districts of Cross River State, South-south geo-political zone of Nigeria with over 100 parishes.

### **2.2 Research instrument**

Descriptive survey research design was employed in this study. This research design was preferred because it has the ability to collect large samples from the population, describes, and interprets the relationships that exist between the variables under study. The study employed the purposeful sampling technique to choose 200 respondents for the study. A structured questionnaire was administered on all the 200 respondents drawn to find answers in line with the research questions formulated. The content and face validity of the instrument ensured

questions that respondents were familiar with the subject matter were asked. To test the research questions, qualitative method was adopted and analyzed.

### **3. Conceptual Clarifications**

#### **3.1 The concept of social media**

Perhaps, it is necessary to ask the question: what is social media? Social media has over the years been elucidated by scholars from all walks of life, and with each explanation appearing to be exact until one reads another. Thus, in this avalanche of explanations, Jacka and Scott (2011) contended that “there is no single recognized definition for social media”. Despite this assertion, the interaction among people, through which they create, share, and/or exchange information and ideas in virtual communities and networks are generally seen as social media (Kaplan & Haenlein, 2010). Explaining earlier, Agichtein, Carlos, Debora, Aristides & Gilead (2008) assert that social media are interactive computer-mediated technologies that facilitate the creation or sharing of information, ideas, career interests, and other forms of expression via virtual communities and networks. Lending credence to the contribution of Agichtein, et al (2008), Bertot, Jaeger, & Grimes (2010) declare that partnership; participation, enablement, and time are the four main pillars covert strengths upon which social media operate. It is in this context that Selwyn (2012) clarifies it as the application that allows users to converse and interact with each other; to create, edit and share new forms of textual, visual and audio content, and to categorize, label and recommends existing forms of content. In this context, Bebia (2020) agrees that social media tools are employed to document memories, advertise, learn about and explore things, and form the creation of blogs, videos, podcasts, and gaming sites. This changing relationship between human and technology, according to Abang (2020) focuses on the emerging fields of technological studies.

Expatriating, social media are modern interactive communication channels through which people connect to one another, share ideas, experiences, pictures, messages and information of common interest (Ezeah, Asogwa, & Obiorah, 2013). In a similar strand of thought, Jagongo and Kinyua (2013) argue that the way customers and entrepreneurs communicate using the emerging patterns of social media have allowed businesses to have greater access to a wider range of target audiences. They also submit that this approach has assisted in understanding the varying needs and wants of customers thereby improving and innovating products and services and above all, encouraging customer engagement with business. Writing, Slabbert (2018), Driver (2018) and Sachs (2016) observed that the most widely used social media platform by businesses and marketers is Facebook. According to the reports of Statista (2018), the leading social media platforms for marketers all over the world include Facebook (94%), Instagram (66%), Twitter (62%), LinkedIn (56%), YouTube (50%), Pinterest (27%) and Snapchat (8%). Due to the various advantages of doing business on social media, it has reshaped the conventional marketing methods since it does not require a physical space or huge

manpower (Farhin, 2018). Concurring, Fruhling and Digman (2000) said social media can upsurge the customer base and market share, which in turn can facilitate the growth strategies of a business. This assertion explains why businesses are taking full advantage of the social networking sites since there is a new generation of consumers whose buying behaviour is very different from the previous groups of customers. Thus, entrepreneurs consider social media a useful tool for the reason that it encourages identification of opportunities in the business environment (Park & Sung, 2017) as well as creates an entirely new economy. Social media is such a platform that has now enabled entrepreneurs to discover and create opportunities by assessing both existing and new information by communicating and interacting with peers on the network (Park & Sung, 2017).

### **3.2 Social media and entrepreneurship development**

Social networking allows businesses to gain access to resources that might otherwise not be available to them. It can also aid the development of a firm's worthiness, increase customer and supplier contacts bring to light where resources and funding are available, promote innovation and help in the cultivation of strategic partnerships (Zontanos and Anderson, 2004). Business owners rarely possess all the skills and knowledge needed to expand their enterprise, and finding people with the necessary skills, and getting them to contribute, is a vital aspect of their networking (Simon, 2012).

Owing to of the flexibility of social networking tools, businesses can realize different benefits. These according to Simon (2012) are greater access to different audiences, improved customer service, improved products and services and adoption of favourable pricing practices. Many businesses are now turning to social networks as a worthwhile communication tool and, if used adequately, they can significantly improve their online presence, in the form of effective promotion. To achieve success with the online marketing, the marketers need to have a presence in the environment that their customers inhabit. Mark Zukerberg, co-founder of Facebook supports this by saying that advertising is fast changing and businesses need to understand the usage of Internet technologies in order to remain relevant (Maymann, 2008). As there are low barriers to the use of social networking technologies, small businesses can make use of social media in the same ways that large corporate can, without the need for extensive resources.

In the pursuit of profitable business opportunities, World Bank (2015) observed that networking sustains as well as enhances the skills of entrepreneurs to achieve target goals. Unmistakably, the capacity to form business relationships is very important to entrepreneurs as it allows them to establish contacts with like-minded individuals (Scent, Chukwu and Obuzor, 2020). Obviously, research has shown that business relationships enhance the ability to identify advantageous opportunities to develop and grow profitable yield, but not without tackling the risks therein. In a nutshell, entrepreneurship is the art and science of combining resources to produce goods or services. Succinctly put, entrepreneurship is all about change;

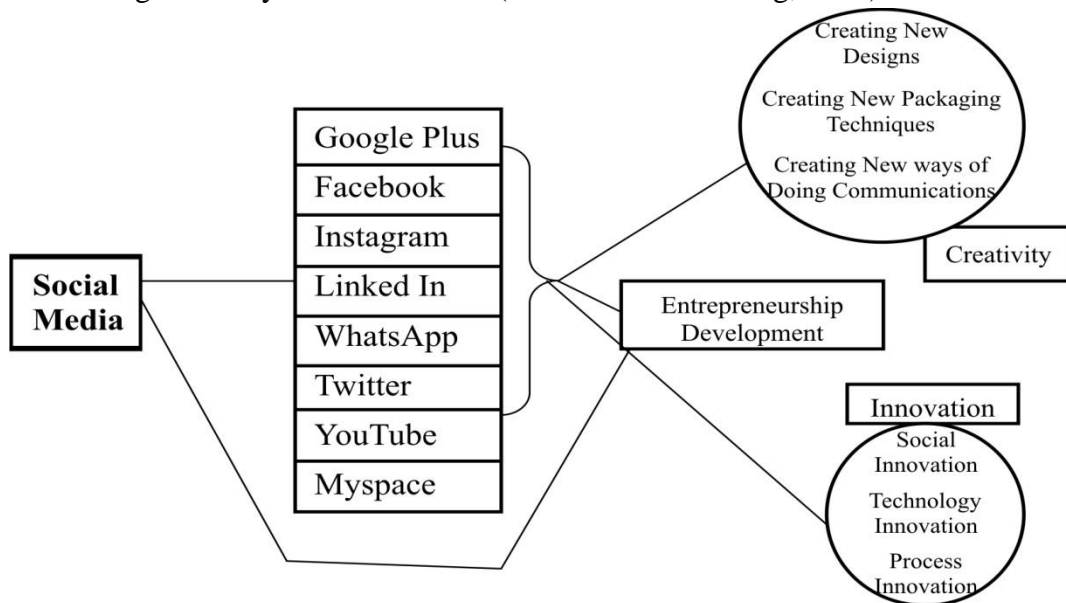
the major characteristics of an entrepreneur is change, responding to it and exploiting it as an opportunity in the shortest possible period of time. From the foregoing, social media patterns present new approaches to communicate with customers by totally transforming business online applications. Prior to this era, Burt (2004) asserted that social media patterns not only offered extensive opportunities but also presented significant challenges for employers. Small entrepreneurs use social media applications to spread their businesses and also build a good reputation for their enterprises. There is a direct communication between customers (current and potential) in term of feedback, product development and definition and customer service and support. Due to this, social media is acknowledged as one of the easiest ways to improve productivity. However, Shabbir (2015) argued that market innovation as a comprehensive tool meets the needs and wants of target customers. In another work, Shabbir, Ghaz and Mehmood (2016) aver that social media networks are gateways for entrepreneurship to profit and grow. Further, they contended that entrepreneurs are increasingly keen to use social media for business purposes, namely, communication, marketing and recruitment strategy to the extent that social networking has become daily practice in the lives of users. Judging from the foregoing, one could contend that private enterprise has become a fundamental specialty amongst contemporary scholars to be explored (Sullivan and Meek, 2012).

The adoption of the Internet helps business increase its customers and market base and this makes a contribution towards the business' growth strategy (Fruhling and Digman, 2000). The internet can also facilitate a business to expand its scope and extending its main business through market penetration and development or product development. Porter (2001) goes further to say that the relationships formed via the internet can boost sales and generate opportunities to come up with new products and services. Writing earlier, Mangold and Faulds (2009) identified social media as a tool that allows an enterprise to connect with both existing and potential customers, engage with them and reinforce a sense of community around the enterprise's offering(s). Further, an information rich website can help a business to develop relationships with customers by providing more effective marketing, new communication and distribution channels, shorter time to market, customized products, 24hour online technical support and online interactive community. Social networking can be an excellent way to acquire new customers and retain existing ones. The real challenge lies in the way to engage with the audience on a personal level. Social networking sites can build online groups around various companies, where clients and prospective customers can interact with like-minded individuals. These groups provide valuable insights, plus useful feedback that help the marketers improve their products to suit the needs of their customers. This important feedback can assist in advancing their marketing efforts, and the general brand values their company projects. The use of social media as a marketing tool allows companies to mingle with fellow professionals in the field, conduct research, connect with the community and get business opportunities (Smith and Taylor, 2004).

In a related development, Smith and Taylor (2004) reveal that companies are presently experiencing several new unanticipated events and the development of the Internet as a communication channel is almost certainly one of the most influential factors. The internet has brought about several new elements –it has made consumers more accessible, it has emerged with a completely new set of communication tools that make the process of exchanging information much easier and faster, and it has compelled companies to rethink how they are communicating with their customers (Jaokar, Jacobs, Moore and Ahvenainen, 2009).Entrepreneurs, marketers and consumers are witness the appearance of virtual social

media. The Internet and the online social networks allow individuals to connect with one another. It is important for entrepreneurs and marketer to grasp how the Internet functions and the expectations of its users.

In a nutshell, social networking has introduced social media marketing and presented new ways of communicating to expanse audiences on various Internet platforms. Marketers can no longer rely on mass media channels alone to communicate with their consumers. They must adopt new strategies if they wish to succeed (Kotler and Armstrong, 2011).



**Figure 1: Ojeopus and Ahisma Social Media Entrepreneurship Model**

This model, in figure 1 was culled from the work of Ojeopus and Ahisma(2015) to elucidate on the expected outcome of social media if well harnessed. The idea of the model was that social media in terms of Facebook, Instagram, WhatsApp contribute to entrepreneurship development in the society. The innovation and creativity are the determinants of



entrepreneurship development and when properly apply by the users of social media ensure that the society is development with new product, new way of doing business and new method or process of packaging the product to the public. It is believed that theory resulted in manner that innovation can ensure that users of social media learned about social innovation, technological innovation and process innovation. The theory also explained that YouTube is not a good social media programme to be adopted by the society since many users cannot learn business with this media. The theory also explain that many users learned films on YouTube and watch waste their time in watching the film and this limit their time of development in entrepreneurship in the society.

### **3.3The concepts of development and entrepreneurship**

Development implies different things to different people; rarely does one find similar views on what it entails. Going by this, Azikiwe (1970) says it means mental, spiritual and material advancement to improve society. Regardless of how mental, spiritual and material are viewed; the ultimate kernel of development is to improve society for mankind. Corroborating, Ume and Chukwu (2019) conceive development as "a multi-dimensional process that involve changes in structures, attitudes, institutions as well as the acceleration of economic growth, reduction of inequality and eradication of absolute poverty among a people". They further asserted that sustenance, self esteem and freedom are the three core values sought by all individuals and societies for the reason that they serve as the theoretical foundation and matter-of-fact principles of development. Basically, the ultimate end of any development is "transformation" or "fundamental change of consciousness" – a change that goes to the very root of the personality (Freire & Nyerere in Akinpelu, 2002). However, in some perspectives, development is seen as an onward assault on poverty, exploitations and oppressions that are continually being meted out by the dominant classes on the less privileged through their manipulative operating systems, most especially, the social media. Some scholars, notably, Akinpelu (2002) rightly sees development as that phenomenon that increases output and changes in the technical and institutional arrangement which alters an individual or peoples' perception on economic, political or social issues. Essentially, development entails liberating individuals from all impediments that thwart the realization of an individual's best potentials in society. In other words, development enhances knowledge, skills and attitudes as well as boosts an individual's self confidence, self-reliance, and self-pride. What is more, a creative potential and sense of freedom and readiness to participate in any matters involving self and/or the environment are developed.

In the attempt to explore the concept of entrepreneurship which is central to this study, the term entrepreneur is derived from the French word "Entreprendre" and the German word "Unternehmen", both meaning "To undertake". In view of this, Hamza (2011) defines an entrepreneur as someone who intends to begin a business, identify a business opportunity, compose assets, oversees and accepts the danger of a business or an undertaking. In agreement to this position, Torre (2015) says an entrepreneur is a challenger, an initiator and a driver,

somebody that makes something new, either an activity, a business or organizations, an individual in-control, a pioneer and a leader in charge of the fate of his venture. Thus, since entrepreneurship is a drive based on creativity, feeling of independence and propensity to own a business in order to effect a change in one's existence both economically and otherwise. This feeling of independence is in each individual as a mustard seed awaiting materialization. Following this, Global Entrepreneurship Monitor(GEM)(2017) and Reynolds, Hay, & Camp(1999) regard entrepreneurship as any attempt at beginning a new business that gives the owner self-employment, or assist him to expand an existing business. In view of this submission, Landström (2005) agree that entrepreneurship is discovering new business possibilities in the market. In a way, it is starting a commerce based on an entirely new products or services, and establishing more handicraft or services oriented business with more imitative products and services. In effect, entrepreneurship is a key to identifying opportunities, and as well as creating jobs for hundreds of the unemployed; improving and growing the economy of nations, while the different emerging patterns of social media are driving many people towards the adoption of innovative modes of interaction with the Internet, digital media to motivate small scale businesses to engage with the larger consumers markets to maximize profit. In this vein, Mangold and Faulds (2009) submit that social media allows an enterprise to connect with both existing and potential customers, engages with them and reinforces a sense of community around the enterprise's offering(s). By this, social media has become a useful tool, platform that enables entrepreneurs to discover and create opportunities by assessing both existing and new information by communicating and interacting with peers on the network (Park & Sung, 2017).

The capacity to form business relationships thus appears crucial to entrepreneurs in establishing business ventures, as it allows them to establish contact with likeminded individuals, to form business relationships, as well as enhances their ability to identify advantageous opportunities which would allow them to develop and grow their business ventures. It is also the willingness of an individual to start, control and direct the processes of production of goods and services and bear the risks too. In a nutshell, entrepreneurship is the art and science of combining resources to produce new goods or services, suffices to say that entrepreneurship is all about change which we see as one of the major characteristics of an entrepreneur who as well search for change, responds to it and exploits it as an opportunity.

Supporting the aforesaid, United Nations (2006 cited in Scant, et.al. 2020) declared that entrepreneurship is important for the support of small and medium enterprises. The need for socio-economic independence has ignited the entrepreneurial skills to create and manage business outfit. Evidently, man understands private enterprise as a powerful cost-effective force, and a core element in the development efforts of societies, whether developed or developing. To this extent, entrepreneurship is a progression of change where innovation is the most very important function of the entrepreneur (Schumpeter, 1934) In a related development, Ayogu, and Agu (2015) observed that entrepreneurship is the engine of economic growth; it

pedals the vehicle of economic development and recognizes the importance of job creations, revenue generations, poverty alleviations and wealth creations (Josiane, 1998). From this perspective, therefore, it is evident that entrepreneurship is a process that involves a willingness to rejuvenate market offerings, innovate, risks taking, trying out of new and uncertain products, services, and markets and being more proactive than competitors towards exploring new business opportunities (Wiklund and Shepherd, 2005). Upholding this affirmation, it is agreed that the different social media patterns have shown a degree of resilience in the on-going COVID 19 economic crisis, as the relative decline in self-employment has been more moderate in comparison with salaried employment.

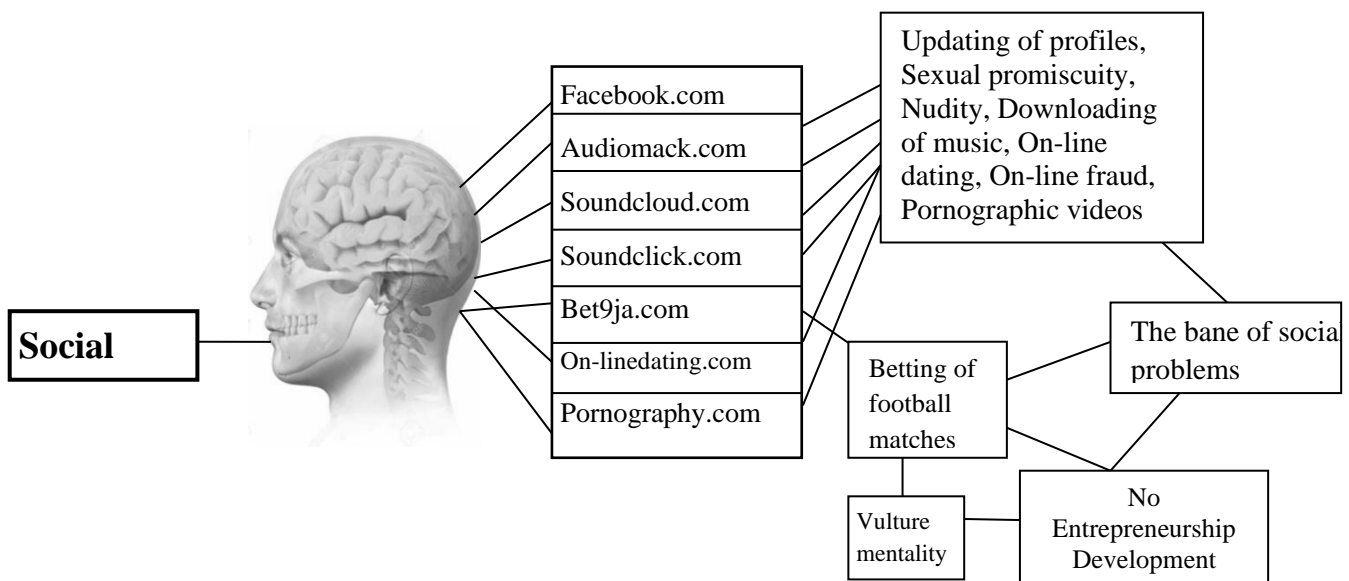
### **3.4 Dependency and Vulture mentality**

The principle of dependency is closely associated with many scholars, but the most prominent is André Gunder Frank (1967, 1980), an American who worked much of his career in Latin America. According to him, the main reason Third World countries have failed to develop is that they are dependent on the already developed nations of the First World. It states that global inequality is primarily caused by core nations (or high-income nations) exploiting semi-peripheral and peripheral nations (or middle-income and low-income nations), creating a cycle of dependence (Hendricks 2010). In other words, as long as peripheral nations are dependent on core nations for economic stimulus and access to a larger piece of the global economy, they will never achieve stable and consistent economic growth. Further, the theory states that since core nations, as well as the World Bank, choose which countries to make loans to, and for what they will loan funds, they are creating highly segmented labour markets that are built to benefit the dominant market countries.

Traditionalizing the dependency principle in Ogoja diocese, one could contend that the forebears of the diocese handed down the vulture mentality, taken to mean dependency syndrome to the people. However, while this assertion is debatable, the few who could be exempted were hardly resident in the area. For those who felt travelling out of the area will dislocate them from being local champions stayed glued and the consequence? Their offspring, in the majority rather than employing the different emerging social media patterns for development and entrepreneurship for self actualization, the vulture mentality has become an option. Employing the tools for frivolities! Regrettably, the use of most of these platforms such You Tube, Bet9jia, Online dating, pornography, and others is without any plan to develop any entrepreneurial skills because an uncle or an aunty somewhere will always provide. This *Almajiranci* system amongst the youths is suggestive of a cultural dimension to the problem. The extended family code that creates the largest category of dependants who wait for uncles, aunty or even parent to provide for them before they can take action to achieve their dreams as adults. This invariably transformed these young people together with their unborn children into mere beggars and menial labourers which was invariably the genesis of the predicaments of the begging mentality system today in the Ogoja catholic diocese.

Subsequently begging has become synonymous with *Almajiri* in the contemporary Nigerian state. This is a serious anathema because eagle mentality discourages begging in any form as it diminishes an individual's self-regard and nobility. Evidently, there appears to be no difference between the average diocesan youth and *Almajiri* since both shares the mentality of vultures. Admittedly, while the average young man in the diocese is a good dresser, foppish and trendy and clinging strongly to the school of immediate gratification, the typical *Almajiri*, on the other hand, cannot afford a meal for himself without begging for one; he does not have capacity to meet up with unexpected expenses, he does not have proper shelter, he does not have good sanitary facilities and he does not have access to formal education. That is the only difference. However, many parents in the diocese are pained especially when they see their wards become personal assistants to politicians. What do these crooked politicians have to offer than initiating them into secret cults thereby turning them into political thugs? Little wonder, these youths who represent *Almajiris* are seen majorly as cultists cum butchers and killers of destinies with no entrepreneurial skills. Sadly, these young men have been deliberately breed, nurtured, shelter, rendered pliant, obedient to only one line of command – their mentor, the rudderless politicians that rendered Ogoja this underdeveloped. In yet another narrative Purefoy (2010) asserted that “*Almajiri* schools” are now mostly run by government with a budget to oppose and destroy any dissenting voice

Evidently, this seems to play out in this age where phones that could have been used to acquire entrepreneurial skills and generate employment either for self or for others is solely used to post photographs on Face book and getting commendations from peers as well as downloading films, music, pornography as well as gambling via Bet9jia and similar platforms without anyone realizing that these participants belong to the group that Gunder Frank was worried about. Today's youths do not see motivational posters about soaring with eagles or hear quotes like “you can't soar with eagles if you are hanging around with bunch of chickens”. Every Joseph and Mary wants to fly like an eagle, but the reality is that too many of the Josephs and Marys possess the mentality of vultures. Vultures are scavengers, meaning they go after the scraps and they are survivors, meaning they are perfectly happy with leftovers. Vultures do not attack; they do not seek out the prize of the prey. All they do is look for the scraps and the leftover from the kill of the eagle, and the lion or at worst on accident victims unclaimed on the highways. Regrettably, many people are happy with the few bones thrown at them, and no one amongst us seems to acknowledge that it is demeaning, frustrating and time consuming to remain a dependant. Under this, there is a need to unearth the sway of the prevalence of the emerging patterns social media in the bid to develop and acquire entrepreneurial skills to change the present day psychic to soar like eagles.



**Figure 2: The author’s model of the dependency syndrome in the Diocese**

The model in figure 2 is self explanatory and was developed by the author to show the abuse of the other side of the emerging patterns of social media manifesting in dependency syndrome in the diocese. Evidently, the outburst of Obierika in his accusation of the white man in Achebe’s in epic novel, Things Fall Apart can be likened to the social media:

*The white man is very clever. He came quietly and peaceably with ..... We were amused at his foolishness and allowed him to stay. Now he has won our brothers, and our clan can no longer act like one. He has put a knife on things that held us together and we have fallen apart*

But from Obierika’s standpoint, it can be argued that the emergence of social media, a modernity tool, was not meant to disorient us. The inappropriate use is what this study addresses; development and entrepreneurship, but young people rather use it profitably, spend

hours glued to Lotto and Baba Ijebu stands daily gambling away their tomorrow and expecting the cargo ships laden with all niceties to berth. Gabriel Okara illustrates this further with his “piano and the drum”:

*I hear a wailing piano solo speaking of complex ways in tear-furrowed concerto; of faraway lands and new horizons with coaxing diminuendo, counter point, crescendo. But lost in the labyrinth of its complexities, it ends in the middle of the phrase at a dagger point.*

What is truly surprising when one reflects on these unfortunate occurrences occasioned by the inapt usage of the social media is the speed with which young people in the diocese switched over to these mundane values of no consequence, while abandoning its true self-identity. This quick transition puzzles any mind which recounts how they could have resisted the influence of the inappropriate values while furnishing them with whatever good things are grasped from without.

Admittedly, while Figure 2 is discomfoting, Martin Luther King Junior’s famous speech: ‘*I have a dream*’ can also be dreamt in the diocese. In all this, the argument still remains that we cannot continue to be sleeping and snoring when efforts are required to halt the inappropriate use of the social media as a weapon of distrust. All the emerging patterns of social media are for necessary good and Emperor Haile Selassie of Ethiopia rightly observes that: “*throughout history, it has been the inaction of those who could have acted; the indifference of those who should have known better; the silence of the voice of justice when it mattered most; that has made it possible for evil to triumph*”

#### **4. Discussion of findings**

From the reviewed literatures, social media has become a very special meal served in all homes in contemporary Nigerian society either consciously or unconsciously. The inability of parents and guardians to acknowledge the sudden change in conduct by the younger generations have left them frustrated and disillusioned. As a result, moral decadence appears to be a permanent feature of the present day Nigerian society. In the face of this challenge, large proportion of materials being passed on through social media channels to hundreds of thousands of homes have not decreased but rather continued to increase geometrically and insulating the real Nigerian family value system devoid of foreign influence from being indoctrinated into the young generations, but substituted them with moral decadence. Despite the unrelenting effort of parents, psychologists and critical stakeholders including government at different levels to change the downbeat influence of social media on the decline of family values, the Nigerian society is becoming an unspeakable society where moral decadence not only thrives, but is accorded a pride of place by teenagers and even adults in the community.

Despite this anomaly, the different patterns of social media which is basically a vast set of online technologies, sites and practices are constructively being utilized to share opinions, perspectives and experiences and fundamentally it is about the conversation/communication

that has brought revolutionary change for promoting entrepreneurship by bringing together populace from across the globe into one a single platform. In order to promote entrepreneurship, an entrepreneur must have to communicate with the folks, suppliers, customers and distributors. Starting up an entrepreneurship requires lots of researches and an entrepreneur can find information on almost each and every subject rapidly with the help of social media. In the present scenario, many government agencies, private organizations, business, universities are offering information on the social media, usually at no cost social media can share it to promote entrepreneurship. It is the safest, easiest and a user friendly way present to find information while promoting entrepreneurship via social media (Zerovec&Bontenbal, 2011).

Websites, visual information and pages of print which are linked together electronically and provide a platform to the entrepreneurs for the inception of the new business and its services as well as products and promote it in the social media to reach huge market audience. Websites can be created and updated more frequently than that of printed promotional material in general. Entrepreneurship can also offer information about their products and services via social media websites and promote their business over therefore free of cost (Zerovec&Bontenbal, 2011). Most of the social media will promote an entrepreneurship websites whenever a selected set of search terms is being used. Online shoppers for example, often seek the help of Face book, Twitter and You Tube to find business that offers specific products and services as well as can promote their online shopping business by utilizing the concept of social media.

After a thorough analysis, the paper found that 78% of the respondents interviewed agreed that social media have made innovation of their products in their creativity and marking of their entrepreneurial skills. It is evident that the emerging patterns of social media have been able to facilitate the gathering of intelligence from customers to come up with innovative products. This could be in the way of conducting business or offering innovative products and services which can also be communicated to customers through the same social media. Product and service innovation are expected to translate into financial growth of the business.

Since accessing new markets is one of the advantages of the emerging patterns of social media, this tends to agree with the postulation by Goel (2008) that businesses with online presence have access to international markets and therefore tend to increase their market share. However, this is one area that needed to be evaluated in order to take full advantage of such an opportunity as few had ventured into different geographical regions. Since internationalization process has become easier, Social media has enabled businesses to get customers not only from Nigeria but also from abroad. This position tends to align with findings by Simon (2012) that social media has significantly expanded the global reach of networking, making geographical location far less important than before. In the same vein, Goel (2008) argues that people can do business all over the world as easily as they can from their own neighborhood since social media does not know any national boundary.

## 5. Conclusion

This study has situated the importance of the various emerging patterns of social media for development and entrepreneurship with the intent of redirecting the abuse they have undergone with users in Ogoja diocese. It is in this light that the social cognitive theory was employed because of its entrepreneurial opportunity recognition that is influenced by cognitive, environmental and behavioural factors to boost entrepreneurial alertness. The ability to recognize a hidden and unknown opportunity may come from experience and practice. Second, social media could muddle prior planning and a business model built upon the entrepreneur's own experience and knowledge. Social media can bring people information that can help them find new opportunities and business. From the foregoing, the emerging social media patterns in today's world has become most efficient effective tools for advertising and publicizing products and also make fan pages for the followers whose suggestions and opinions help in improving the business. Therefore, if small business entrepreneurs use social media tools with right approach and clear goals they can easily reach their target customers and build a long term relationship with them. Since social media provides an opportunity to both consumers and business entrepreneurs to communicate effectively, small businesses can be helped to spread out their businesses with clear strategic goals to maximize profit.

## 6. Recommendations

1. The leadership of Catholic diocese should organize workshops to redirect the flock on the proper usage of the emerging patterns of social media. Further, they should be trained in entrepreneurship skills and tutored in establishing small medium enterprises (SMEs).
2. Youths who have embraced the development of entrepreneurial skills should be rewarded and offered funds and technological gadgets such as mobile phones, and computers to assist them grow their enterprises
3. Further, youth should keenly re-evaluate the emerging social media patterns and their business needs, including their environments in order to choose the most apt tools for their development. Also, entrepreneurs should also note that customers have become increasingly knowledgeable on social media networks and are therefore more informed and educated and therefore, make concerted efforts to win them through appropriate service delivery.
4. In addition, parish priests should allow their youths walk them through the various sites they visit online and, who they communicate with as this would help the priests in streamlining their activities in order to develop the latent entrepreneurial spirit in them. By so doing, the different potentials that come with the emerging patterns of social media will be understood better for the growth of their SMEs.



5. Parish priests should establish both formal and informal relationships with all their youths with the sole purpose of helping them to re-educate them on the proper usage of the different social media platforms and make clear the consequences for misuse.
6. There should be keen evaluation of business needs and environment in choosing the social media tools to adopt. Marketers and entrepreneurs should also note that the customers have become increasingly knowledgeable on social media networks therefore they are more scientifically informed or educated consumers.

### **Conflict of interest**

The Author does not have any conflict of interest as far this study is concerned.

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