

**Influence of *Twitter (X)* Ban on Online Businesses Performance in Nigeria: June 2021 and
January 2022**

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**Being a Viva Presentation to the Department of Mass Communication & Media Technology,
Faculty of Communication & Information Science,
Lead City University, Ibadan, Oyo State, Nigeria**

**In Partial Fulfillment of the Requirements for the Award of Master of Science Degree
(MSc) in Mass Communication**

2024

Certification

This is to certify that **Mariam Tolulope OMOTOSHO** with Matriculation number **LCU/PG/002945** carried out this research work titled "**Influence of *Twitter (X)* Ban on Online Businesses Performance in Nigeria: June 2021 and January 2022**" in the Department of Mass Communication & Media Technology, Faculty of Communication & Information Science, Lead City University, Ibadan, Oyo State, for the award of Master of Science (MSc) Degree in Mass Communication and that this has not been previously submitted.

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Date

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(Head of Department)

Date

Dedication

I dedicate this thesis work to Almighty God who has been my helper, strength, wisdom, knowledge and understanding throughout this programme.

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Acknowledgement

I would like to express deep gratitude to God Almighty for sparing my life, for the wisdom he bestowed upon me, the strength, peace, and good health he granted me during this journey.

I am very grateful for being opportune to study in Lead City University, being a great citadel of learning. I want to appreciate all the management of the school for putting together necessary educational facilities. I say a big thank you to Professor A. Oredein, the Provost, College of Postgraduate Studies, and other members of staff of the Postgraduate College Lead City University for providing a conducive learning environment. A big thanks to all the academic and non-academic staff involved in ensuring that this great institution remains a force to be reckoned with in the educational sector.

I am specially and sincerely grateful to my supervisor, Dr. A. Otunla for his assistance, patience and guidance at every stage of the research work. My special gratitude goes to Prof. L. A. Abioye (Dean, Faculty of Communication & Information Science), Dr. Yemi Oginni (Head of Department), Dr. A. Irele (Postgraduate Programme Coordinator) for their guidance and for providing a conducive environment necessary to obtain this degree. I want to greatly appreciate all my lecturers; Prof. L. Ihebuzor, Prof. T. Babaleye, Dr. W. B Busari, Dr. K. Umezurike, Dr. Akintade, Dr. A. Amedu, Mr. Femi Jacobs, Miss. Akinlotan and Mr. Sunday. Thank you all for the knowledge imparted, skills acquired, words of encouragement and unending support. I am extremely grateful to my parents Late Mr. A.O. Omotosho and Mrs. B.A. Omotosho, also thankful to my siblings for their sacrifices, love, prayers, words of encouragement which helped me immensely throughout the duration of this program. Also, I am thankful to my friends and my course mates for their support. I acknowledge the various sources from which materials were gathered for this work. I salute the authors for their contribution to knowledge. I am also grateful to all the Respondents for their honest responses to all questions solicited in the Research Questionnaire.

Although, the institution and supervisors have assisted in the process of this research work, I alone stand responsible for the errors if any found in the work.

Abstract

Businesses are facing unusual challenges as they strive to sustain their online presence and customer relationships amidst the unanticipated shift in the digital economy. During the period of the ban in Nigeria, *Twitter* was unavailable, hence online business engaged in various trials and adopted alternative platforms to compensate for the inability to use *Twitter* in Nigeria. Hence, this research investigates the influence of *Twitter* ban on the performance of online businesses in Nigeria. The study was anchored on Authoritarian Media and Theory Technological Determinism Theory. The study adopted descriptive survey research design with the use of self-designed questionnaire named Online Business *Twitter* Users Questionnaire (OBTUQ). Sample size of four hundred were drawn from active *Twitter* Users who are Online Business Owners. The findings of the study revealed that the majority of respondents have significant experience using *Twitter*, with 123 (30.8%) having been subscribed for five or more years, followed by 115 (28.7%) with three years of use. Other groups include those with four years (75, or 18.8%), two years (65, or 16.3%), and one year (22, or 5.5%). This distribution highlights that most respondents are seasoned *Twitter* users, indicating a stable user base for business-related activities. Thus, all 400 respondents have been on *Twitter* for at least one year. The study concludes that the *Twitter* ban imposed significant challenges, disrupting traffic, sales, and service delivery across various industries. While some businesses adapted by exploring alternative channels, the ban underscored both the digital vulnerability and resilience of online enterprises in Nigeria and recommends that government should provide training in alternative digital strategies like SEO and multi-platform content to help businesses maintain visibility and resilience during platform disruptions and engaging policymakers to ensure stable access to essential social platforms, highlighting the economic risks posed by future restrictions.

Keywords: Digital economy, Influence, Online business, *Twitter*, *Twitter* ban

Word count: 254 words

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Bio-data

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