

Influence Of Social Media Monetization in Promoting Entrepreneurial Communication Through Content Creation Among Undergraduates in Anambra State

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Abstract

Social media has evolved into a crucial tool for modern entrepreneurship, providing undergraduates with opportunities to monetize content creation and strengthen their entrepreneurial communication skills. This study investigated the influence of social media monetization on entrepreneurial communication among undergraduates in Anambra State. The specific objectives were to: evaluate students' awareness of monetization opportunities; identify the most commonly used platforms for monetizable content creation; analyze how monetization activities influence the development of entrepreneurial skills; examine barriers encountered in the monetization process; and assess the economic benefits derived from monetization. A cross-sectional survey design was employed, and data were collected using a structured questionnaire administered to 400 undergraduates selected from Nnamdi Azikiwe University, Federal Polytechnic Oke, and Federal College of Education (Technical), Umunze. Findings revealed a high level of awareness of monetization opportunities, with Instagram and YouTube identified as the most frequently used platforms for revenue-driven content creation. The results further indicated that

engaging in monetization activities significantly enhances entrepreneurial communication skills, although challenges such as limited knowledge and high competition persist. Based on these findings, recommendations were made to strengthen digital skill development initiatives and provide institutional support systems for student content creators.

Keywords: Social Media, Monetization, Entrepreneurship, Communication

Introduction

The growth of social media sites has changed how content is created and how businesses communicate, providing new ways to make money that didn't exist before. As Instagram, YouTube, and TikTok developed, they invite users, including students, to use their creativity for earning. This way of making money often favours content that connects with audiences, thus encouraging a variety of voices to take part in business activities. A study about governance issues in Nigeria, (Adejumo-Ayibiowu, 2018), shows that individual power can benefit local communities, similar to how social media allows young creators to express their views and market their businesses. Furthermore, education systems also show differences in skills and ambitions, as indicated in Demanet (2015), meaning that social media could create similar expectations among student content creators in Anambra State, pushing them towards the same business goals. Therefore, understanding the complex reasons for social media monetization is important for using its potential to support good communication and business among young people.

Good communication is very important in entrepreneurship, serving as a key tool for reaching target audiences and stakeholders. For students in Anambra State using social media, being able to express ideas and value clearly and convincingly can greatly affect how successful content creation efforts are. Based on the need for specific local governance models as shown in (Adejumo-Ayibiowu, 2018), it can be said that the same ideas apply to communication in entrepreneurship; understanding local culture and context can help engage different audiences better. Additionally, the educational frameworks mentioned in (Demanet, 2015) show how official and unofficial learning spaces affect expectations and communication, highlighting that entrepreneurial communication needs to be flexible and sensitive to audience requirements. Thus, focusing on entrepreneurial communication not only builds stronger connections online but also helps young creators to better explore and take advantage of new opportunities.

Content creation has become a key area for students, especially for improving skills in business and communication. With social media platforms providing ways to make money, students are encouraged to create content that showcases their interests and meets market needs. This trend is particularly strong in places like Anambra State, where students use these platforms for promoting themselves and building their brands, which adds to their

chances of getting jobs. Moreover, education often splits into different paths, as shown by studies that say changes in education affect expectations and results in different ways across groups (Demanet, 2015). These factors allow students to be creative and vary how they approach content creation, expressing distinct cultural viewpoints based on ideas that focus on local knowledge rather than global ones (Adejumo-Ayibiowu, 2018). Therefore, the link between making money on social media and content creation helps to promote entrepreneurial communication skills among students.

Recent studies have highlighted the significant impact of social media on entrepreneurial activities. For instance, Troise et al. (2021) found that social media use has a strong positive impact on entrepreneurial opportunities, although it does not significantly affect entrepreneurial orientation. Similarly, Martínez-López, Li & Young (2022) emphasized the importance of strategic models and critical success factors in social media monetization. These findings underscore the potential of social media as a tool for entrepreneurial success but also highlight the need for a deeper understanding of the specific challenges and opportunities faced by undergraduates in Anambra State.

This study aims to investigate the influence of social media monetization on promoting entrepreneurial communication through content creation among undergraduates in Anambra State. By examining the awareness, barriers, and benefits of social media-driven entrepreneurship, this study seeks to provide insights into how undergraduates can better navigate the digital economy and harness the potential of social media for their entrepreneurial endeavour.

In recent years, social media has become an integral part of everyday life, influencing how individuals communicate, share information, and create content. This transformation has given rise to a new wave of entrepreneurial opportunities, particularly through the monetization of social media platforms. For undergraduates in Anambra State, social media monetization presents a unique avenue for promoting entrepreneurial communication and developing content creation skills. Despite the potential benefits, several challenges and issues remain unexplored, necessitating a thorough investigation into the influence of social media monetization on entrepreneurial communication among this demographic. One key issue is the accessibility and awareness of monetization opportunities. While social media platforms such as YouTube, Instagram, and TikTok offer various ways for users to monetize their content, many undergraduates may lack the necessary knowledge and skills to effectively leverage these opportunities. This knowledge gap can hinder their ability to engage in entrepreneurial activities and achieve financial independence. Additionally, the sustainability of social media-driven entrepreneurship is a significant concern. Content creation and monetization require consistent effort, creativity, and strategic planning. Many undergraduates may struggle with maintaining a steady flow of high-quality content, managing their time effectively, and balancing academic responsibilities with

entrepreneurial pursuits. The lack of formal training and mentorship in content creation and digital entrepreneurship further exacerbates these challenges. Moreover, the economic and social impact of social media monetization on undergraduates is not well-documented. While some individuals may achieve significant success and recognition, others may face exploitation, cyberbullying, and mental health issues associated with the pressures of maintaining an online presence. Understanding the broader implications of social media monetization is crucial for developing supportive policies and programs that can help mitigate these risks. Therefore, this research aims to investigate the influence of social media monetization on promoting entrepreneurial communication through content creation among undergraduates in Anambra State. By examining the awareness, challenges, and impact of social media-driven entrepreneurship, this study seeks to provide insights into how undergraduates can better navigate the digital economy and harness the potential of social media for their entrepreneurial endeavors.

Objectives of the Study

The primary aim of this study is to investigate the influence of social media monetization on promoting entrepreneurial communication through content creation among undergraduates in Anambra State. Specifically, the study seeks to:

1. evaluate the level of awareness of social media monetization opportunities among undergraduates in Anambra State.
2. identify the most commonly used social media platforms for content creation and monetization among undergraduates in Anambra State.
3. analyze how engaging in social media monetization influences the development of entrepreneurial skills among undergraduates in Anambra State.
4. investigate the barriers that undergraduates encounter in the process of monetizing their social media content.
5. examine the economic benefits of social media monetization for undergraduates in Anambra State.

Literature Review

In today's digital environment, social media appear to have become an essential tool for emerging entrepreneurs, particularly students in Anambra State. It enables them to create and share content that engages audiences, fosters connections, and strengthens brand identity. Through various platforms, young entrepreneurs can narrate their stories and promote their ventures in ways that traditional media cannot match. Additionally, the ability to reach diverse audiences is especially significant in contexts where educational

exposure and access shape entrepreneurial perceptions. Similarly, just as the tracking system in Flanders creates differing expectations among learners, disparities in students' access to social media resources may also influence their entrepreneurial aspirations. Ultimately, social media not only enhances communication but also expands opportunities, offering new pathways for achievement and self-determination.

Entrepreneurial communication is about sharing information and ideas to promote business activities and new ideas. This type of communication is not just spoken or written; it also includes pictures and online media, greatly shaped by the growth of social media sites. The area of entrepreneurial communication is wide-ranging, covering how to engage stakeholders, build brand identity, and share important business ideas. Additionally, it is essential to understand what different audiences expect, which can change a lot based on various educational settings, as shown in the literature about monitoring systems in education (Demagnet, 2015). In Anambra State, where students use social media to create content, this kind of communication is key for expressing their business goals and dealing with the challenges of the entrepreneurial world, reflecting local cultural aspects and larger market trends. In the end, good entrepreneurial communication can boost not just personal business efforts but also support wider economic growth.

The rise of social media platforms has changed how people communicate, especially among students in Anambra State. These platforms allow for quick communication and sharing content, helping students to connect with various groups and encouraging business discussions. Research using mixed methods shows that students' views on entrepreneurship are greatly affected by their online interactions, with how they feel they can control their actions being important for their entrepreneurial goals (Ita, 2015). Also, using social media to promote creating content fits well with changes in education, indicating that moving towards hands-on courses could boost students' interest in entrepreneurship. Therefore, adding social media into communication methods not only makes entrepreneurial projects more visible but also matches students' goals for practical involvement, leading to a more dynamic approach to entrepreneurship in their studies.

Social media communication for entrepreneurs often depends on using content that connects with the audience, building engagement and brand loyalty. For example, local businesses in Flanders show how important it is to customise content to fit different consumer needs across various social groups. Findings from the International Study of City Youth indicate that having diversity in messaging allows for more focused communication since one approach does not work for all demographic groups (Demagnet, 2015). Likewise, studying Nigeria's local governance systems shows that adding local cultural stories to marketing can boost brand credibility and deepen consumer relationships (Adejumo-Ayibiowu et al., 2018). These examples highlight that using specific context-related insights not only improves communication effectiveness but also greatly aids the money-making

potential for new entrepreneurs in Anambra State, creating a more inclusive economic landscape.

The growing trend of content creation has changed how entrepreneurs communicate, especially for students. By using platforms like YouTube, Instagram, and TikTok, students can show off their creativity, build brand connections, and earn money. This new landscape allows them to rethink regular job ideas and connect with followers directly, building a closer relationship that makes them more appealing in the market. For example, traditional education often leads to strict social roles, but content creation mixes these roles, helping different stories to be told and promoting inclusivity. As mentioned, “the study suggested how the principles that have made traditional governance effective could be used in formal governance” (Adejumo-Ayibiowu, 2018); likewise, old business practices can fit into content creation. This change not only supports financial freedom but also promotes new ways of communicating among young people, matching their goals in a more digital economy.

The area of content creation among university students is varied, showing different interests and social situations of these young creators. This group makes many types of content, like educational videos, lifestyle blogs, and creative works such as poetry and music, often focused on building personal brands or sharing information. The impact of social media payment systems is important, as they push students to make content that not only boosts creativity but also increases their presence online. This situation matches research that indicates that monitoring and expectations in education could guide students’ content creation methods, aiming for alignment with their career paths (Demagnet, 2015). Furthermore, knowing how governance affects students’ empowerment through these channels highlights the need for relevant content that connects with local audiences and tackles important issues (Adejumo-Ayibiowu, 2018). This mix of creativity and social engagement ultimately encourages a more business-minded approach among undergraduates in Anambra State.

In the area of social media money-making, users may devise good methods for creating content that improves their business communication. One key tactic is to use cultural relevance in content, as shown in studies that advocate for a local grasp of governance in Nigeria; this idea can be applied to making content that connects with local people ((Adejumo-Ayibiowu, 2018)). Moreover, including different types of content, like videos, infographics, and interactive elements, can attract a wider audience, highlighting findings from educational research that stress the need for varied expectations in different education paths (Demagnet., 2015). In the end, using these methods not only boosts visibility but also builds a solid bond with the intended audience, thus aiding effective business communication. Therefore, students should adopt these practices to successfully navigate the complex world of social media.

Content creators now have many ways to make money, each designed to make the most of the different platforms. A common method is through advertising revenue, where creators earn money based on the number of views their content gets, motivating them to make interesting content that draws in more viewers. There are also subscription models like Patreon (What year?), where fans can directly support creators in return for special content, creating a closer bond with their audience. Additionally, affiliate marketing offers another way to earn money by allowing creators to earn commissions for promoting products related to their field. As mentioned, tracking methods in education also reflect these monetization strategies, showing a framework that may lead to expected success but can also worsen social inequalities (Demagnet., 2015). Creators have to carefully choose these monetization options, which might result in business ventures that connect with their communities, particularly among students in Anambra State (Adejumo-Ayibiowu, 2018).

In today's digital world, the link between the quality of content and success in making money has become imperative for business communication among students in Anambra State. Good quality content not only captures the attention of audiences but also builds trust, which is essential for creating strong connections between content makers and their audience. Additionally, the ongoing presence of ordinary content often results in disappointment among consumers, pointing to the need for detailed and culturally relevant stories that mirror local experiences ((Adejumo-Ayibiowu, 2018)). Thus, content creators should focus on being original and connecting with local culture to succeed in the competitive game of social media monetization. A strong emphasis on quality can lead to increased engagement rates, which will in turn create more opportunities for aspiring entrepreneurs to make money.

Making money on social media has become an important factor in encouraging a business mindset among students, especially in places like Anambra State. Social Media Platforms now enable content creators to earn money which promotes entrepreneurship. This shift helps individuals to see their talents as valuable, challenging traditional education methods that often focus more on grades than on practical skills. According to research on leadership problems, such as those seen in Nigeria's political scene (Arogbofa, 2022), the ability of social media monetization to provide personal empowerment and financial freedom is clear. Furthermore, as these platforms promote varied voices and enhance community interaction, they can also address the social inequalities pointed out in educational tracking systems (Demagnet, 2015). In the end, the business mindset developed through social media not only aids personal success but also can help achieve wider economic benefits.

A study of the entrepreneurial mindset in university students shows a mix of educational paths and social-economic issues that shape what they want and do. In Anambra State,

more students are using social media to make money, changing their goals and allowing them to find business opportunities. The impact of different educational levels, similar to the tracking system in Flanders, reflects what undergraduates face as they deal with various expectations from friends and teachers. This variety creates different business goals, as those in vocational courses might face other pressures than those in academic tracks (Demagnet, 2015). Additionally, poor leadership affecting Nigeria's growth shows the wider factors that affect these young business people. This lack of trust in leaders might drive students to want to be independent, leading them to come up with new ideas for content creation and online businesses (Arogbofa, 2022). Overall, grasping these factors is key to building a strong entrepreneurial environment for students.

In today's business ventures, the appeal of making money greatly impacts the goals of new entrepreneurs, especially students. Social media sites, often used for creating content, provide various ways to earn income that help undergraduates see their entrepreneurial potential beyond traditional routes. By working with different types of content, students gain skills and creativity while also developing a mindset focused on market viability and self-sufficiency. (Demagnet, 2015) points out that how tracking and performance expectations in schools affect aspirations is similar to how social media frameworks create unique entrepreneurial paths. This connection between accessible money-making options and student involvement creates a setting where entrepreneurial goals can flourish, encouraging inventive strategies that meet market needs. For students in Anambra State, these opportunities could reshape their ambitions, equipping them with the insight needed to transform content creation into viable business models and potentially altering their socio-economic trajectories.

In today's business world, using social media influencers is very important for making brands more visible and trustworthy. Influencers have built audiences and are seen as authentic, which helps link old-fashioned marketing with new buying habits. They can create relatable content that appeals to certain groups, influencing how people see and become interested in new products, especially younger buyers. This sense of authenticity builds trust, making their support valuable for new companies trying to succeed in tough markets. Additionally, influencers can give quick feedback and insights, helping business owners adjust their products swiftly and making their marketing efforts more effective. Thus, the close connection between influencers and new businesses not only boosts brand recognition but also creates a community of excited consumers who are keen on innovation and digital content (Arogbofa, 2022).

In the quickly changing world of making money through content, ethical concerns have become very important, especially for students using platforms to build business communication. Creators often struggle to find a balance between being real and making money, which raises doubts about the honesty of their content. As seen in the wider picture

of educational systems, where students are sorted into different paths based on what is expected of them and their skills (Demagnet, 2015), similar rankings can appear in content creation. Here, well-known influencers may eclipse new creators. This difference creates an ethical issue: should content makers focus on making money instead of having real engagement with their followers? Additionally, the harm caused by dishonest actions, such as spreading false information and taking advantage in the chase for profit, reflects the larger leadership problems in places like Nigeria, where failures in accountability lead to a disconnect in society (Arogbofa, 2022). Therefore, it is crucial to create a space that emphasises ethical values to maintain trustworthy entrepreneurial communication.

Review of Empirical studies

Komera (2025), in the study titled “An Empirical Study on Social Media Entrepreneurship: Opportunities, Challenges & Strategies” published in the *International Research Journal of Modernization in Engineering Technology and Science (IRJMETS)* (Vol. 7, Issue 9, September 2025), investigated the evolving landscape of social media entrepreneurship with the primary objective of identifying motivating factors, emerging opportunities, prevailing challenges, and strategic approaches adopted by individuals building businesses through social media platforms. The study sought to generate empirical insights into how entrepreneurs navigate and sustain ventures within digitally mediated environments. The research adopted a mixed-methods design, combining quantitative and qualitative approaches to provide a more comprehensive understanding of the phenomenon. Data were collected through a structured survey administered to 52 social media entrepreneurs, primarily based in Bangalore and Hyderabad, India. While the abstract does not specify reliability coefficients or statistical tests employed, the integration of mixed methods suggests the use of descriptive statistical analysis alongside interpretive insights to examine patterns of motivation, opportunity recognition, and operational challenges. Findings revealed that financial independence was the dominant motivating factor driving engagement in social media entrepreneurship. However, intrinsic motivations such as passion for content creation and the desire for work flexibility also played significant roles. In terms of opportunities, respondents identified global reach, accessibility, and the ability to connect with geographically diverse audiences as key competitive advantages of social media platforms. These affordances enable entrepreneurs to bypass traditional market barriers and establish direct communication channels with customers. Despite these advantages, the study identified several critical challenges, including unpredictable algorithm changes, concerns about maintaining authenticity, and time management constraints. A significant proportion of respondents reported experiencing burnout, highlighting the psychological and emotional pressures associated with continuous content production and audience engagement. Strategically, successful entrepreneurs were found

to focus on niche specialization, community building, integration of multiple marketing approaches, and the automation of processes to enhance scalability. The importance of self-care practices and boundary-setting was emphasized as essential for long-term sustainability. The study concluded that social media entrepreneurship presents substantial economic and creative opportunities but requires strategic adaptability, resilience, and sustainable work practices. It offered practical recommendations directed at entrepreneurs, policymakers, and support organizations, advocating for ecosystem-level support mechanisms that foster sustainable growth and mitigate burnout risks. The research provides timely and relevant empirical evidence on the dynamics, pressures, and growth strategies characterizing contemporary social media-driven ventures.

Nwabuatu (2024) in the study titled “The Effects of Social Media on Entrepreneurial Relationships (Study of Online Reputation Management in Nigeria)” published in the *Research Journal of Management Practice* (Vol. 4, Issue 10, pp. 33–48), examined the influence of social media on entrepreneurial relationships in Nigeria, with particular emphasis on online reputation management (ORM). The primary objective of the study was to explore how social media platforms reshape the establishment, maintenance, and sustainability of entrepreneurial networks, while assessing the reputational opportunities and risks embedded within digital interactions. The study adopted a mixed-methods approach, integrating secondary data analysis, thematic literature reviews, and case studies to generate a comprehensive understanding of social media’s impact on entrepreneurial relationships. Rather than relying solely on primary survey data, the researcher synthesized documented cases, conceptual insights, and contextual analyses to evaluate how Nigerian entrepreneurs utilize platforms such as Facebook, Instagram, Twitter (X), and LinkedIn for relationship building and market expansion. Findings revealed that social media plays a dual role in entrepreneurial ecosystems. On one hand, it fosters trust, strengthens customer engagement, facilitates market expansion, and supports the formation of strategic partnerships. Entrepreneurs who employ proactive engagement strategies, transparent communication, and content-driven branding were found to build stronger stakeholder relationships, resulting in increased customer loyalty and investor confidence. On the other hand, the study identified significant risks, including misinformation, negative reviews, digital backlash, and reputational crises capable of undermining trust and eroding market positioning. The absence of effective online reputation management was shown to exacerbate vulnerability to brand crises. The study emphasized the strategic importance of real-time responsiveness, transparency, and adaptability in managing digital interactions. It further highlighted the growing relevance of AI-driven reputation management tools and the need for diversified content strategies to remain competitive in Nigeria’s dynamic digital space. Emerging platforms such as TikTok were identified as valuable avenues for expanding reach and engagement among evolving audience demographics. The study concluded that social media is a critical determinant of

entrepreneurial relationship sustainability in Nigeria's interconnected business environment. Effective online reputation management was identified as a central pillar in fostering resilient stakeholder networks and sustaining competitive advantage. The research recommended that Nigerian entrepreneurs integrate crisis management training, adopt ethical AI practices in digital monitoring, diversify platform usage, and institutionalize proactive engagement mechanisms to strengthen trust and credibility.

Ide and Nwonsu (2024), in their study "Social Media Monetisation and Socio-Economic Development among Youths in Bayelsa" published in the *IMSU Journal of Communication Studies*, examined youths' awareness, motivating factors, and perceptions of social media monetisation and its influence on socio-economic development in Bayelsa State, Nigeria, with the objective of determining how monetisation activities contribute to economic opportunities for young people; grounded in Technological Determinism Theory, the researchers adopted a survey design, projecting a youth population of 1,533,586 (ages 15–35) using the Geometric Population Projection Formula, selecting a purposive sample of 385 active social media youths via Survey Monkey's calculator (95% confidence level, 5% margin of error), and collecting quantitative data through a structured, face-validated questionnaire administered face-to-face, which achieved a reliability coefficient of 0.87 (Cronbach's Alpha), with analysis conducted using descriptive statistics (frequencies and percentages); findings revealed that 67.34% of respondents were aware of social media monetisation, that economic motives—particularly the desire for additional income and entrepreneurial opportunities—were the primary drivers of engagement, and that monetisation significantly contributes to youths' economic opportunities, especially through money-making avenues (40.40%); the study concluded that social media monetisation positively influences socio-economic development among youths in Bayelsa and recommended that the Ministry of Youth and Sports Development, the Ministry of Communications and Digital Economy, and the Bayelsa State Government intensify awareness campaigns, provide training and skills development programmes, facilitate access to technical resources, promote entrepreneurship, and leverage social media platforms for broader socio-economic initiatives.

Praveen, Sudha, and Punithavathy (2024), in their study titled "Social Media Marketing and Its Influence on Entrepreneurship" published in *Humanities and Social Science Studies* (Vol. 13, Issue 1, No. 19, January–June 2024), examined the transformative impact of social media marketing on entrepreneurial activities, with the primary objective of elucidating how social media platforms reshape business establishment, market communication, customer engagement, and overall entrepreneurial ecosystem development. The study sought to explore the multidimensional effects of social media marketing on both startup ventures and established businesses, particularly in the context of expanding digital

economies. The study highlighted that the proliferation of social media platforms has democratized marketing opportunities by enabling entrepreneurs to reach global audiences in a cost-effective manner. It found that social media marketing enhances entrepreneurs' ability to conduct targeted campaigns, leverage user-generated content, and build direct, interactive relationships with customers, thereby fostering brand loyalty and trust. Furthermore, the integration of social media analytics was identified as a major strategic advantage, providing entrepreneurs with actionable insights into consumer behaviour, preferences, and market trends. Beyond marketing functions, the study emphasized that social media serves as a catalyst for innovation, collaboration, and networking within entrepreneurial communities. Platforms were identified as spaces for idea generation, mentorship, knowledge sharing, and professional networking, thereby strengthening the entrepreneurial ecosystem. The authors thus portrayed social media not merely as a promotional tool but as an infrastructural enabler of entrepreneurial growth and sustainability. The authors concluded that social media marketing significantly enhances entrepreneurial capacity by expanding market access, improving customer engagement, enabling data-driven strategic decisions, and fostering collaborative innovation networks. They implied that entrepreneurs should strategically integrate social media analytics, targeted marketing tools, and community engagement mechanisms to optimize business growth and sustainability in the contemporary digital environment.

Sanusi, Okoji, Adesoji, and Odesola (2024), in their study titled "Impact of Social Media on Entrepreneurship and Corporate Social Responsibility in Nigeria" published in *Sapientia Global Journal of Arts, Humanities and Development Studies (SGOJAHDS)* (Vol. 7, No. 1, March 2024, pp. 451–461), examined the multifaceted relationship between social media, entrepreneurship, and corporate social responsibility (CSR) within Nigeria's evolving business environment. The primary objective of the study was to explore how social media coverage, representation, and usage influence entrepreneurial activities and CSR initiatives, particularly in shaping public perception, consumer behaviour, and strategic business decisions. The study was anchored on Stakeholder Theory, which posits that organizations must consider the interests and expectations of various stakeholders—including customers, employees, communities, and investors—in their operations and decision-making processes. This theoretical framework was considered appropriate given the participatory and interactive nature of social media, which amplifies stakeholder voices and engagement. The research was presented as a seminar paper and adopted a qualitative, exploratory approach, drawing insights from relevant literature and existing empirical studies. Rather than collecting primary quantitative data, the authors synthesized secondary data sources to examine emerging patterns and relationships between social media usage, entrepreneurship, and CSR practices in Nigeria. Findings revealed that social media entrepreneurship represents a transformative phenomenon in Nigeria's business landscape, altering traditional modes of business operation by providing entrepreneurs

with expanded access to resources, audiences, and online visibility that were previously restricted under mainstream media systems. The study identified several entrepreneurial benefits associated with social media usage, including increased market access, greater patronage, improved customer service delivery, enhanced product and service innovation, job creation, and the adoption of more competitive pricing practices. In relation to CSR, the study found that social media coverage of corporate social responsibility initiatives enhances corporate reputation, strengthens consumer trust, improves brand image, and fosters differentiation in competitive markets. Thus, social media functions not only as a marketing tool but also as a strategic platform for stakeholder engagement and corporate accountability. The study concluded that social media has profound implications for both entrepreneurship and CSR in Nigeria, particularly for organizations that strategically harness its communicative and relational capacities. It emphasized that businesses that effectively utilize social media platforms can achieve sustainable growth, strengthen stakeholder relationships, and enhance corporate legitimacy. The authors recommended that business owners and marketers should establish and maintain an active presence on social media platforms as part of their communication and marketing strategies. They further advised that organizations should integrate social media into their CSR frameworks to ensure transparent engagement with their publics and to maximize reputational and developmental benefits.

Isibor, Ewim, Ibeh, Adaga, Sam-Bulya, and Achumie (2021), in their study titled “A Generalizable Social Media Utilization Framework for Entrepreneurs: Enhancing Digital Branding, Customer Engagement, and Growth” published in the *International Journal of Multidisciplinary Research and Growth Evaluation* (Vol. 2, Issue 1, January–February 2021, pp. 751–758), proposed a comprehensive and adaptable framework designed to guide entrepreneurs in strategically leveraging social media for digital branding, customer engagement, and sustainable business growth. The primary objective of the study was to develop a generalizable model that integrates core social media strategies capable of being customized across industries and market environments. The study is conceptual and model-driven in orientation. Rather than employing primary empirical data collection, the authors adopted a theoretical and integrative research approach, synthesizing existing literature and best practices in digital marketing, branding, and entrepreneurial growth to construct the proposed framework. Although no explicit theoretical underpinning is stated in the abstract, the framework aligns conceptually with Relationship Marketing Theory and Digital Branding Models, emphasizing sustained engagement, customer-centric communication, and data-informed strategic adaptation. The absence of specified research design elements such as sampling procedures, instrument validation, or statistical analysis indicates that the study is primarily prescriptive and theoretical in nature. The proposed framework integrates several key strategic components for effective social media utilization. These include structured content creation tailored to target audiences,

community building to foster interactive relationships, and data-driven decision-making through analytics to refine marketing strategies. The authors emphasize the importance of consistent engagement and personalized communication as mechanisms for cultivating long-term customer relationships. The framework highlights that effective social media utilization enhances digital visibility, strengthens brand identity, fosters customer loyalty, and stimulates customer advocacy—factors that collectively contribute to measurable business growth. Furthermore, the study underscores that social media platforms function as strategic growth enablers rather than mere promotional tools. By leveraging analytics and engagement metrics, entrepreneurs can optimize campaign performance, adapt to market trends, and improve scalability. The model is presented as adaptable, enabling entrepreneurs across different industries to tailor the framework according to their unique operational contexts and competitive landscapes. The study concluded that a structured and strategic approach to social media utilization significantly enhances entrepreneurs' capacity to build strong digital brands, maintain meaningful customer engagement, and achieve sustainable business expansion. It advocates for intentional planning, consistent interaction, and performance measurement as essential components of entrepreneurial success in the digital era.

Mukolwe and Korir (2016), in their study titled “Social Media and Entrepreneurship: Tools, Benefits, and Challenges. A Case Study of Women Online Entrepreneurs on Kilimani Mums Marketplace on Facebook” published in the *International Journal of Humanities and Social Science* (Vol. 6, No. 8, August 2016), investigated how social media platforms function as entrepreneurial tools for women operating online businesses, with the primary objective of evaluating the benefits, challenges, and strategic applications of social media in promoting women entrepreneurship in Kenya. The study particularly focused on women entrepreneurs operating within the Kilimani Mums Marketplace on Facebook, situating the research within the broader discourse of digital entrepreneurship and economic development aligned with Kenya's Vision 2030. The research was qualitative in nature and adopted a case study design. The authors focused on small and micro businesses at the individual entrepreneur level of analysis. Facebook business pages served as both the research context and primary tool of investigation. Data were collected through open-ended telephone and email interviews, allowing participants to provide in-depth responses regarding their experiences. The methodology emphasized depth over breadth, though specific details regarding sample size, data saturation, or coding procedures were not explicitly outlined. Findings revealed that social media—particularly Facebook—provides women entrepreneurs with opportunities to connect with customers in personal and meaningful ways. The interactive nature of social media enables prompt responses to customer inquiries, the sharing of feedback and testimonials, promotional offers, and the cultivation of trust-based relationships. Unlike traditional media, social media allows user participation and content propagation, creating both opportunities (e.g., word-of-mouth

marketing and peer referrals) and challenges (e.g., reputational risks and negative feedback). The study further found that although entrepreneurs on Kilimani Mums Marketplace had significantly benefited from Facebook, many had not fully exploited the broader potential of other platforms such as Twitter, LinkedIn, and Google+. A majority relied heavily on Facebook alone, thereby limiting cross-platform visibility and digital expansion. The study concluded that while social media presents immense economic opportunities for women entrepreneurs, its effective use requires strategic consistency, patience, audience engagement, and continuous adaptation. It emphasized that entrepreneurs must listen, measure performance, learn from feedback, and refine their strategies accordingly. The participatory nature of social media was identified as its defining characteristic and both its greatest strength and challenge. The researchers recommended that Kenyan policymakers—including the Ministry of Trade, Ministry of Finance, Ministry of Information and Communication, and the Communications Commission of Kenya—formulate favorable internet pricing structures and supportive e-business policies to encourage technological adoption and SME growth. Additionally, women entrepreneurs were advised to diversify across platforms, maintain regular and engaging content, respond promptly to customers (preferably within 24 hours), leverage contests and promotional incentives, encourage audience participation, and tailor content uniquely to each platform rather than duplicating posts. Emphasis was placed on harnessing word-of-mouth marketing and peer referrals, given their higher credibility compared to sponsored advertisements. The research makes a significant empirical contribution by foregrounding women's digital enterprise experiences in an emerging economy and highlighting both the strategic and policy dimensions of social media-driven entrepreneurship.

While previous empirical studies have established that social media enhances entrepreneurship through branding, engagement, market expansion, and socio-economic development, they have not sufficiently examined how monetization mechanisms specifically promote entrepreneurial communication through content creation among undergraduates in Anambra State. Therefore, the present study fills a significant empirical, and contextual gap by situating social media monetization within the framework of communication-driven student entrepreneurship, thereby advancing scholarship in digital entrepreneurship, media studies, and youth economic empowerment.

Theoretical Framework

The study was grounded on the Uses and Gratifications Theory (UGT) which posits that individuals actively seek out media and content to satisfy specific needs and desires. In the context of social media, UGT helps to understand why undergraduates engage with social media platforms and how they use these platforms to achieve their entrepreneurial goals. Key gratifications that might drive social media use for content creation and monetization

include information seeking, entertainment, social interaction, and personal identity (Katz, Blumler, & Gurevitch, 1974). In the context of social media monetization and entrepreneurial communication among undergraduates in Anambra State, UGT provides a valuable framework for understanding the motivations behind social media use and how these motivations influence entrepreneurial activities. This theory provides a lens through which to examine the motivations and behaviour of undergraduates as they navigate social media for entrepreneurial purposes.

Recent studies have applied UGT to investigate the role of social media in various contexts (For example, Hossain (2019) explored the effects of gratifications on social media use, finding that gratifications significantly influence usage intention and are mediated by factors such as habit and subjective norms. This research highlights the importance of understanding the specific gratifications that drive social media use among undergraduates and how these gratifications can be leveraged for entrepreneurial communication. Another study by Gogan, Zhang, and Matemba (2018) integrated UGT with the Stimulus-Organism-Response theory to examine the impact of gratifications on users' emotional states and continuance use intention on Weibo, a popular social media platform in China. The results revealed that social gratification is the most important factor influencing users' satisfaction and emotional commitment, which affects their intention to continue using the platform. This study underscores the relevance of UGT in understanding the emotional and motivational aspects of social media use for entrepreneurial purposes.

Thus, Uses and Gratifications Theory provides a comprehensive framework for analyzing the motivations behind social media use and its impact on entrepreneurial communication among undergraduates in Anambra State. By understanding the specific gratifications sought by users, educators, policymakers, and entrepreneurs can develop strategies to support and enhance the entrepreneurial potential of social media platforms.

Methodology

The study adopted a survey research design. This design was considered appropriate because it enables the researcher to systematically collect data from a large sample of undergraduates on their experiences with social media monetization and entrepreneurial communication. The study was conducted in Anambra State, focusing on three major tertiary institutions: Nnamdi Azikiwe University (NAU), Federal Polytechnic Oko, and Federal College of Education (Technical), Umunze. These institutions were selected for their large student populations and vibrant social media culture. The study population comprised all undergraduate students at the three selected institutions who actively use social media for content creation and entrepreneurial engagement. The total estimated undergraduate population across the institutions is approximately 75,000). This

population estimate was derived from institutional enrolment statistics provided by the respective academic planning units. A total sample of 400 undergraduate students was selected from the three institutions. The sample size was determined using basic sampling guidelines for large populations to ensure adequate representation. Purposive sampling was used to select respondents who met the inclusion criteria. Students were considered eligible if they: Actively used at least one social media platform for content creation; Had attempted or engaged in any form of social media monetization (e.g., influencer activities, ad revenue, brand partnerships). A structured questionnaire was used for data collection. The questionnaire was subjected to face and content validation by experts in mass communication and entrepreneurship. Their reviews ensured that all items adequately measured the variables under study. A pilot test was conducted using 30 students from a non-sampled institution. The reliability coefficient obtained using Cronbach's Alpha was 0.82, indicating that the instrument was internally consistent and reliable. The researcher, with the assistance of trained research aides, distributed the questionnaires physically across the selected institutions. Data collected were analyzed using descriptive and inferential statistics. Frequency tables and percentages were used to describe demographic characteristics and responses to the research questions. Inferential statistics were applied where necessary to interpret relationships between variables.

Data Presentation

Table 1: Return rate of Questionnaire

Item	Frequency	Percentage
Returned and found usable	382	95.5
Not usable	10	2.5
Not Returned	8	2
Total	400	100

Table 1 shows that out of the 400 questionnaires distributed, 382 were returned and found usable, representing a return rate of 95.5%. Ten (10) questionnaires (2.5%) were returned but found not usable, while eight (8) questionnaires (2%) were not returned at all. This gives a total non-usable/non-returned rate of 4.5%, which is relatively low compared to the return rate of 95.5%. The high return rate indicates a strong response level and suggests that the data obtained are adequate and representative of the study population. Therefore, the presentation and analysis of data were based on the 382 questionnaires that were returned and found usable.

What is the level of awareness of social media monetization opportunities among the respondents?

Table 2: Respondents Level of Awareness

Level of Awareness	Frequency	Percentage (%)
Very Aware	150	39.3
Somewhat Aware	120	31.4
Not Very Aware	70	18.3
Not Aware at All	42	11.0
Total	382	100

The table shows that a majority of respondents are either very aware (39.3%) or somewhat aware (31.4%) of social media monetization opportunities, indicating that most undergraduates have a reasonable understanding of these opportunities. However, 18.3% of respondents are not very aware, and 11.0% are not aware at all, highlighting the need for targeted awareness-raising initiatives for this segment of the population and that awareness-raising efforts could be beneficial for a portion of the population. This suggests that most undergraduates have a good understanding of these opportunities.

What are the most commonly used social media platforms for content creation and monetization among undergraduates?

Table 3: Mostly Used Social Media Platforms

Social Media Platform	Frequency	Percentage (%)
YouTube	120	31.4
Instagram	140	36.6
TikTok	90	23.6
Facebook	25	6.5
Others	7	1.8
Total	382	100%

The table shows that Instagram (36.6%) and YouTube (31.4%) are the most commonly used social media platforms for content creation and monetization among undergraduates in Anambra State. TikTok is also a popular choice (23.6%), while Facebook (6.5%) and other platforms (1.8%) are less frequently used. This indicates a preference for visually-oriented and video-based platforms for monetization.

How does engaging in social media monetization influence the development of entrepreneurial skills among undergraduates?

Table 3: Impact on Entrepreneurial Skills

Influence on Skills	Frequency	Percentage (%)
Strongly Positive	140	36.6
Positive	160	41.9
Neutral	60	15.7
Negative	15	3.9
Strongly Negative	7	1.8
Total	382	100%

The majority of respondents believe that engaging in social media monetization has a positive (41.9%) or strongly positive (36.6%) influence on the development of their entrepreneurial skills. A smaller portion of respondents are neutral (15.7%), while very few see it as having a negative (3.9%) or strongly negative (1.8%) influence. This suggests that social media monetization is generally beneficial for developing entrepreneurial skills.

4. What are the barriers that undergraduates encounter in the process of monetizing their social media content?

Table 4: Challenges Faced by Undergraduates:

Barriers	Frequency	Percentage (%)
Lack of Knowledge	110	28.8
High Competition	80	20.9
Technical Challenges	60	15.7
Inconsistent Content Quality	70	18.3
Lack of Time	40	10.5
Others	22	5.8
Total	382	100%

The primary barriers encountered by undergraduates in monetizing their social media content include lack of knowledge (28.8%) and high competition (20.9%). Other notable barriers are technical challenges (15.7%), inconsistent content quality (18.3%), and lack of time (10.5%). These findings highlight the need for targeted support and resources to address these challenges.

What are the economic benefits of social media monetization for undergraduates in Anambra State?

Table 5: Economic and Social Impacts

Economic Benefits	Frequency	Percentage (%)
Significant Income	90	23.6
Supplemental Income	160	41.9
Networking Opportunities	70	18.3

Skill Development	45	11.8
Others	17	4.5
Total	382	100%

Social media monetization provides various economic benefits to undergraduates. The most common benefit is supplemental income (41.9%), followed by significant income (23.6%). Other benefits include networking opportunities (18.3%) and skill development (11.8%). This indicates that while not all undergraduates earn significant income from social media, many still benefit economically in various ways.

Discussion of Findings

The study revealed that a substantial proportion of respondents are very aware (39.3%) or somewhat aware (31.4%) of social media monetization opportunities, indicating that a majority of undergraduates possess a reasonable understanding of these avenues for economic and entrepreneurial engagement. Nonetheless, 18.3% are not very aware, and 11.0% are entirely unaware, suggesting that targeted awareness initiatives could enhance participation and benefit a significant minority of students. This finding corroborates the work of Troise et al. (2021), who reported that social media use has a strong positive impact on entrepreneurial opportunities, emphasizing the critical role of awareness in leveraging digital platforms for business. Similarly, Dwivedi (2021) highlighted the significance of social media in business-to-business contexts, underscoring the importance of knowledge dissemination and exposure to maximize benefits. However, this finding partially contrasts with Hossain (2019), who argued that while awareness is important, behavioral factors such as habits, social norms, and motivational drivers also shape engagement with social media, implying that awareness alone may not guarantee active participation.

Regarding platform preference, Instagram (36.6%) and YouTube (31.4%) emerged as the most frequently used platforms for content creation and monetization, followed by TikTok (23.6%), Facebook (6.5%), and other platforms (1.8%). This trend reflects a clear preference for visually-oriented and video-based platforms, which align with Martínez-López (2022), who emphasized the strategic importance of Instagram and YouTube due to their large user base, engagement potential, and monetization infrastructure. Likewise, Gogan, Zhang, and Matemba (2018) highlighted that visual and video content is highly effective in capturing audience attention, reinforcing why these platforms dominate among undergraduate content creators. Nevertheless, this finding diverges from the projections of Schjoedt, Brännback, and Carsrud (2020), who noted the growing relevance of emerging platforms like TikTok, suggesting that as its user base expands, TikTok may play an increasingly prominent role in social media monetization.

The analysis of entrepreneurial skill development indicates that social media monetization has a predominantly positive impact, with 41.9% of respondents reporting a positive influence and 36.6% a strongly positive influence. This suggests that engagement in monetization activities can cultivate entrepreneurial competencies, such as innovation, strategic thinking, and digital business management. The finding aligns with Troise et al. (2021), who reported that social media use enhances entrepreneurial orientation and provides opportunities for skill acquisition and practical learning. While the literature broadly supports the positive influence of social media on entrepreneurship, Hossain (2019) notes that the impact can vary depending on individual motivations, engagement intensity, and usage patterns, highlighting the need for personalized strategies to maximize skill development.

Concerning barriers to monetization, respondents identified lack of knowledge (28.8%), high competition (20.9%), inconsistent content quality (18.3%), technical challenges (15.7%), and lack of time (10.5%) as the main constraints. These findings corroborate Dwivedi et al. (2021), who emphasized that bridging knowledge gaps and addressing technical limitations are essential for effective social media engagement in business contexts. Similarly, Troise et al. (2021) highlighted high competition as a critical barrier that can hinder entrepreneurial success on social media platforms. While these challenges are significant, research by Gogan, Zhang, and Matemba (2018) suggests that they can be mitigated through structured training, mentorship, and access to resources, indicating that with appropriate support, undergraduates can overcome these obstacles.

Finally, the study revealed that social media monetization delivers tangible economic benefits. The majority of respondents derive supplemental income (41.9%), while 23.6% earn significant income. Additional benefits include networking opportunities (18.3%) and skill development (11.8%). These results support the findings of Martínez-López et al. (2022), who reported that social media monetization provides multiple economic and professional advantages, from income generation to enhanced networking. Troise et al. (2021) also emphasized that engagement with social media can expand entrepreneurial opportunities and foster economic empowerment. However, as Hossain (2019) notes, the extent of these benefits is contingent on factors such as the level of engagement, platform choice, content quality, and market responsiveness, suggesting that while many undergraduates benefit, outcomes may vary.

The discussion highlights that undergraduates in Anambra State demonstrate significant awareness of social media monetization, favor platforms conducive to visual and video content, experience positive development in entrepreneurial skills, encounter identifiable challenges, and derive measurable economic benefits. These insights underscore the transformative potential of social media as a platform for entrepreneurial communication

and economic empowerment, while also pointing to areas where targeted interventions can enhance outcomes.

Conclusion

The study reveals several key insights. A majority of undergraduates demonstrate a high level of awareness of social media monetization opportunities, with Instagram and YouTube emerging as the most popular platforms for content creation. Engagement in social media monetization positively contributes to the development of entrepreneurial skills, despite challenges such as lack of knowledge, high competition, and technical issues. Additionally, undergraduates derive notable economic benefits, including supplemental and significant income, networking opportunities, and skill development. These findings underscore the potential of social media as a powerful tool for entrepreneurial communication and economic empowerment. To fully harness this potential, targeted interventions and resources are essential to address existing barriers and support young content creators.

Recommendations

Based on the findings of this study, the following recommendations are proposed:

Recommendations

1. Universities, colleges, student unions, and other relevant educational stakeholders should organize workshops, seminars, and short courses on social media monetization to enhance undergraduates' knowledge and understanding of these opportunities.
2. University administrations, digital entrepreneurship centers, technology partners, and experienced content creators should provide access to essential content creation resources, such as cameras, editing software, and stable internet, while also offering mentorship to guide undergraduates in developing practical skills.
3. Student associations, campus clubs, and online peer networks coordinated by institutions should facilitate collaborative communities where undergraduates can share experiences, exchange ideas, and provide mutual support.
4. Universities, digital media training organizations, industry professionals, and online learning platforms should offer targeted training programs to help undergraduates overcome challenges such as high competition, technical difficulties, and inconsistent content quality.

5. University entrepreneurship centers, business schools, government entrepreneurship agencies, and professional trainers should implement programs designed to strengthen entrepreneurial competencies, including negotiation, financial management, and business planning.

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