The Role of Social Media in Advocating for Increased Minimum Wage for Workers in Nigeria: A Case Study of Etsako West Local Government Area, Nigeria.

Jonathan Ebube Jibunor[1]*, Olamotse Roland Igbape[2], Iyobosa Sandra Nana[3]

[1] Department of Physics, National Open University of   Nigeria (NOUN), Jabi, Abuja.

[2] Department of Computer Science, Georgia Institute of Technology, Atlanta, USA.

[3] Department of Peace Studies and Conflict Resolution, National Open University of Nigeria (NOUN), Jabi, Abuja

*Corresponding author

ABSTRACT

The ongoing issue of insufficient minimum wage in Nigeria intensified by inflation, pervasive poverty, and escalating living costs, has prompted workers and labor unions to advocate for wage reform. Traditionally, these efforts manifested through physical protests and media outreach. However, the rise of social media has revolutionized labor advocacy, offering innovative platforms for mobilization, awareness, and interaction with policymakers and the public. Despite this shift, empirical research evaluating the impact of social media on wage-related policy decisions in Nigeria remains limited. This study explores the role of social media in advocating for an increased minimum wage among workers in Etsako West Local Government Area, Auchi, Edo State, Nigeria. It investigates how labor unions and workers leverage digital platforms to amplify their demands amid economic challenges. The research focuses on several key areas: the extent of social media usage in advocacy, its effect on public opinion, its influence on policymaking, and the obstacles faced by activists. Utilizing a quantitative research design, data were gathered from 400 respondents and analyzed through chi-square goodness-of-fit tests across four hypotheses. Findings reveal that while social media is significantly utilized for advocacy via content sharing and online discussions, participation in structured digital campaigns remains limited. Social media dialogue significantly impacts public opinion, acting as an essential source of information and fostering broad engagement on wage-related matters. Respondents also perceived social media as enhancing policymakers' awareness and responsiveness to public sentiments regarding wage reform. Nonetheless, the study identifies considerable challenges, including online harassment, misinformation, censorship, and low engagement rates that may impede effective digital advocacy. These findings underscore the dual nature of social media as both a powerful mobilization tool and a space rife with challenges. In conclusion, while social media possesses transformative potential for labor advocacy in Nigeria, its effectiveness depends on strategic engagement, digital literacy, platform accountability, and supportive policy frameworks. The study advocates for initiatives focused on capacity building, collaborative campaigns, and protective digital policies to fully harness the advantages of social media in the quest for an enhanced minimum wage.

Keywords: Social Media, Agitation, Minimum Wage, Digital Advocacy, Policy Influence.

INTRODUCTION

The discourse on minimum wage in Nigeria has long been a critical issue in the country's socio-economic landscape, reflecting the persistent struggles of workers and labor unions to secure fair and livable compensation amidst volatile economic conditions. Nigeria, like many developing economies, continues to grapple with inflationary pressures, widening income inequality, currency depreciation, and a rising cost of living, all of which

have exacerbated the vulnerability of the working class. These challenges have intensified calls for a meaningful review and enhancement of the national minimum wage, which many argue is no longer reflective of prevailing economic realities or sufficient to meet the basic needs of the average Nigerian worker.

Historically, labor agitations for better wages and improved working conditions in Nigeria have been characterized by conventional methods of advocacy, such as organized strikes, street protests, union-led negotiations, and engagement with traditional media outlets. While these methods have yielded periodic wage adjustments, they are often constrained by bureaucratic inertia, political resistance, and limited reach to broader segments of society. However, the advent and proliferation of digital communication technologies—particularly social media platforms—have fundamentally reshaped the landscape of socio-political engagement and activism.

Social media platforms have emerged as powerful tools for communication, mobilization, and advocacy. In the context of labor movements, these platforms offer unique opportunities for real-time dissemination of information, virtual mobilization of supporters, amplification of marginalized voices, and direct engagement with policymakers and the broader public. Labor unions and worker advocacy groups increasingly exploit these digital spaces to galvanize support, raise awareness on wage-related grievances, and exert pressure on government institutions.

Despite this growing trend, there remains a paucity of empirical research that critically examines the use and impact of social media in labor-related agitation, particularly in the Nigerian context. Questions persist regarding the extent to which these platforms are effectively utilized by workers and labor unions, the strategies employed to navigate digital advocacy, and the challenges encountered in leveraging social media for sustained engagement. Additionally, the influence of online discourse on public opinion and policy formulation concerning minimum wage legislation remains underexplored.

This study is situated within this emerging discourse, seeking to bridge the gap in knowledge by interrogating the intersection between social media and labor advocacy in Nigeria. It aims to assess how social media is used as a tool for agitating enhanced minimum wage, the effectiveness of such digital campaigns, the barriers faced by activists, and the extent to which online narratives shape legislative outcomes. In doing so, the study contributes to a deeper understanding of the evolving dynamics of labor activism in the digital age, offering understanding into the potential and limitations of social media as a transformative force in the struggle for economic justice.

In recent years, the demand for an enhanced minimum wage in Nigeria has intensified amidst rising inflation, widespread poverty, and increasing cost of living. Workers and labor unions have persistently agitated for wage reform to improve their standard of living and ensure economic justice. Traditionally, such agitations have been driven through physical protests, media campaigns, and negotiations. However, the advent of social media has introduced new dynamics into labor advocacy, offering platforms for mobilization, awareness creation, and engagement with broader audiences, including policymakers and the public.

Despite the growing use of social media in advocacy efforts, there is limited empirical research examining its effectiveness in influencing wage-related policy decisions in Nigeria. The extent to which workers and labor unions utilize social media to agitate for improved minimum wage remains unclear. Moreover, the strategies, challenges, and overall impact of these digital campaigns on public discourse and governmental action have not been sufficiently explored. This gap in knowledge raises critical questions about the role of social media in labor activism: Are these platforms being effectively utilized by key stakeholders? What barriers hinder their usage? And, most importantly, do social media conversations significantly shape public opinion or influence policy outcomes on minimum wage?

This study, therefore, seeks to investigate the usage, strategies, challenges, and impact of social media in the agitation for an enhanced workers' minimum wage in Nigeria, providing understanding into its potential as a tool for modern labor advocacy. The objectives of this study are as follows: to assess the extent to which workers in Nigeria utilize social media platforms to advocate for an enhanced minimum wage and mobilize support; to evaluate how social media discussions influence public opinion regarding minimum wage issues in Nigeria; to

evaluate the impact of social media on policymakers' decisions related to minimum wage legislation; and to identify the key challenges faced by labor activists in using social media for wage advocacy.

The authors sought to answer the following research questions: to what extent do workers in Nigeria utilize social media platforms to advocate for an enhanced minimum wage and mobilize support? How do social media discussions influence public opinion regarding minimum wage issues in Nigeria? What impact do social media have on policymakers' decisions related to minimum wage legislation? What are the key challenges faced by labor activists in using social media for wage advocacy?

Based on the research questions, the following hypotheses were proposed for this study: Null Hypothesis (H_{01}): Workers in Nigeria do not significantly utilize social media platforms to advocate for an enhanced minimum wage or to mobilize support. Null Hypothesis (H_{02}): Social media discussions have no significant influence on public opinion regarding minimum wage issues in Nigeria.; Null Hypothesis (H_{03}): Social media has no significant impact on policymakers' decisions related to minimum wage legislation in Nigeria; and Null Hypothesis (H_{04}): Labor activists do not face significant challenges in using social media for wage advocacy in Nigeria.
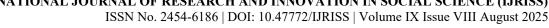
The study will focus on examining how social media platforms are used in the agitation for an enhanced minimum wage by workers and labor unions in Nigeria. It will investigate how these platforms are utilized to mobilize support, create awareness, and influence public discourse and policy decisions related to wage reforms. The study will involve collecting data from members of selected employees in Etsako West Local Government Area, Auchi, where labor activities and digital engagement are significantly concentrated. Surveys will be employed to gather primary data on how social media is used, the challenges encountered, and the perceived impact on minimum wage advocacy.

However, there are some limitations to this study that should be acknowledged. Firstly, the study will only focus on Auchi, in Etsako West Local Government Area of Edo State, which, although prominent, may not fully represent the diverse experiences and practices of labor unions and workers across Nigeria's geopolitical zones. Therefore, the results may not be generalizable to the entire country. Secondly, the study will focus exclusively on the role of social media in minimum wage advocacy and will not consider other traditional or offline advocacy methods in depth. As such, other important factors such as political lobbying, economic indicators, or legislative processes that may also influence wage policy outcomes will not be the primary focus. Lastly, the research will rely on self-reported data from respondents, which may be subject to social desirability bias, nonresponse bias, or inaccuracies due to memory recall. Consequently, the reliability of some responses may be affected by participants' willingness to disclose accurate and honest information.

Despite these limitations, the findings of this study will offer valuable understanding into the contemporary dynamics of labor activism in Nigeria. It will inform labor unions, policymakers, scholars, and civil society on the potentials and constraints of using social media for wage-related advocacy, and contribute significantly to the growing body of literature on digital activism and labor movements in the Global South. The findings of this study are expected to contribute significantly to the body of knowledge on digital advocacy, labor movements, and public policy in Nigeria. Specifically, the study will inform labor unions and activists by providing knowledge in the effective use of social media for mobilization and advocacy, thereby enabling them to adopt more strategic approaches in their campaigns for wage reforms. It will also aid policymakers and government institutions by illustrating how public discourse on social media influences policy directions, helping agencies engage more effectively with citizen concerns and labor demands. Furthermore, the study contributes to academic literature by filling a critical gap through an empirical examination of the intersection of social media and labor activism in the Nigerian context, serving as a valuable resource for future researchers. Additionally, it enhances public awareness by helping the general populace appreciate the role of digital platforms in promoting democratic processes, social justice, and economic reforms.

LITERATURE REVIEW

The role of social media in contemporary political and social advocacy has become increasingly significant, especially within developing democracies like Nigeria. In recent years, platforms such as Facebook, Twitter, and

WhatsApp have emerged as powerful tools for amplifying marginalized voices, mobilizing public opinion, and influencing policy decisions. These platforms have become instrumental in shaping public discourse around critical socioeconomic issues, including labor rights and minimum wage advocacy. This literature review explores scholarly contributions that intersect with the dynamics of digital communication and grassroots activism, particularly as they relate to the push for increased minimum wage in Nigeria, using Etsako West Local Government Area (LGA) of Edo State as a case study.

In the process, several studies (Abada, Okafor, & Omeh, 2019; Adam, Emílio, & Kristina, 2018; Adedokun, 2022; Adegoke, 2019; Adeola & Muhyideen, 2020; Adewuyi & Ogunleye, 2019; Afolaranmi, 2024; Akinyetun, 2021; Alegu, Maku, Adélàjá, & Raheel, 2020; Aliede & Ofei, 2023; Aliede, 2015; Aliede & Saliu-Yusuf, 2023; Anakwuba & Collins, 2025; Aronson, 2005; Ayeni & Esan, 2018; Balakrishnan & Loo, 2012; Bartlett & Reynolds, 2015; Bauer & Herder, 2009; Bello & Biyebi, 2019; Benaiah & Osuntoki, 2024; Bradshaw & Howard, 2019; Büchi et al., 2020; Cantril, 1942; Carlos et al., 2022; Chatora, 2012; Chidozie, Aje, & Ogunnowo, 2020; Chiluwa, 2019; Chinedu-Okeke & Obi, 2016; Chitukutuku, 2022; Chukwudi et al., 2019; Cooper, 1997; Datar portal, 2023; Dollarhide, 2021; Dunu, 2018; Duruji et al., 2021; Egbunike & Olorunnisola, 2015; Ekoh & George, 2021; Fukuyama, 2021; Gberevbije et al., 2018; Guanah & Bebenimibo, 2025; Hunter, 1998; ILO, 2022; Jha & Kodila-Tedika, 2019; Kakungulu-Mayambala & Rukundo, 2019; Kaplan & Haenlein, 2010; Kehinde, Kehinde, & Ezugwu, 2023; Kline, 2001; Kothari, 2004; Krejcie & Morgan, 1970; Maduka, 2023; Mahmud & Amin, 2017; Markus, 1994; Martinelli, 2005; Mehrad & Taker, 2016; Metaxas & Mustafaraj, 2012; Mojoed-Sanni, 2015; National Bureau of Statistics, 2023; Nebife, Arun, & Okoli, 2021; Ngwu, 2024) were examined. Although a range of literature has been reviewed, only a few empirical studies have been highlighted here to provide a focused analysis of the interplay between social media and labor advocacy.

By examining these empirical studies and theoretical perspectives, this study aims to provide a comprehensive understanding of how social media is leveraged to build collective identity, amplify workers' demands, and stimulate government accountability. Aliede (2015) provides a foundational understanding of how mass media influences public perception and societal narratives. By emphasizing the representation of marginalized groups and the transformative power of digital communication, the study highlights the media's role in shaping public opinion and policy discourse—an important consideration for understanding how social media frames the minimum wage conversation.

Kehinde et al. (2023) offer a critical examination of digital activism in Nigeria's Fourth Republic, revealing that while social media platforms enable civic engagement and political participation, they can also present challenges such as disorganization and ineffective messaging. This knowledge is particularly relevant to labor movements that depend on coordinated and sustained advocacy efforts. Similarly, Benaiah and Osuntoki (2024) analyze the Obedient Movement as a case study of successful political mobilization via social media. Their findings underscore the capacity of digital platforms to empower grassroots voices, facilitate crowd funding, and build strategic alliances—tactics that wage advocates in Etsako West could adapt to enhance their campaigns.

Uwalaka (2017), in his doctoral research, examines the role of mobile internet in the 2012 Occupy Nigeria protests, showing that platforms like Facebook significantly increased youth participation in protests. This relevance is further extended in Uwalaka's 2019 study, which emphasizes the importance of interpersonal networks and community ties in sustaining digital activism, suggesting that social media advocacy for better wages must be deeply rooted in local relationships. Adedokun (2022) provides additional depth by applying Social Network Theory to the #EndSARS movement, demonstrating how emotional engagement and shared identities fostered through social media can sustain protest movements. This is critical for understanding the emotional and symbolic power of digital platforms in wage advocacy.

Ngwu (2024) also explores the dual nature of social media in mobilizing youth while cautioning against its potential for misuse. His findings advocate for regulatory frameworks that balance empowerment with responsibility—an important consideration for any sustained advocacy movement. Ekoh and George (2021) trace the digital roots of the #EndSARS protests, underscoring how online outrage was translated into real-world action. Their work highlights the potential of social media to transform digital discourse into tangible outcomes, a dynamic that can be leveraged by labor activists in Etsako West.

In a similar vein, Afolaranmi (2024) uses a quantitative approach to confirm that individuals who actively engage on social media are more likely to participate in physical protests. His study also acknowledges the challenges posed by misinformation and censorship, which wage advocates must navigate carefully to maintain credibility and momentum. Lastly, while not focused specifically on social media, the study by Abada et al. (2019) offers essential context by examining the financial challenges faced by Nigerian states in implementing the national minimum wage. This background is crucial for framing the policy environment within which social media-based advocacy efforts operate and helps clarify the systemic constraints that digital campaigns aim to address.

Taken together, these studies provide a rich empirical foundation for understanding the multifaceted ways in which social media can be employed to advocate for increased minimum wages. They collectively highlight how digital platforms serve not only as tools for communication but also as catalysts for political action and instruments of social change, particularly in local contexts like Etsako West LGA.

METHODOLOGY

This study employed the survey research method, which involves the systematic collection and analysis of data to address specific research questions. This approach was considered suitable for investigating the role of social media in the agitation for enhanced minimum wage among Nigerian workers, as it allows for the collection of diverse information from a large and varied population. Survey research is widely recognized in the social sciences for its ability to capture data on opinions, attitudes, behaviors, and socio-demographic characteristics, all of which are essential for understanding how social media is utilized in labor-related advocacy.

To collect relevant data, a structured questionnaire was developed as the primary instrument. The questionnaire was designed to elicit honest and informed responses from participants and included both open-ended and close-ended questions. This combination allowed for the collection of both qualitative knowledge and quantitative data. The instrument was divided into two sections: the first captured demographic information such as age, gender, educational background, and occupation, while the second focused on the respondents' use of social media, awareness of minimum wage issues, participation in online labor movements, and perceptions of social media's effectiveness in advocating for wage reforms.

The research population comprised Nigerian workers and active social media users across various sectors of the economy. These included individuals in both formal and informal employment, members of labor unions, and other stakeholders engaged in or affected by the agitation for better minimum wage policies. Given the digital nature of the study, the population also consisted of individuals active on platforms such as Twitter (now X), Facebook, WhatsApp, and Instagram. Special attention was given to urban and semi-urban areas with higher internet penetration, as these locations are more likely to have individuals who engage in digital advocacy.

In selecting participants, a stratified random sampling technique was adopted to ensure adequate representation across different sectors and regions. The population was first divided into strata based on geographic zones (North, South, East, and West), employment sectors (public, private, informal), and levels of social media usage (low, moderate, high). From each stratum, a proportionate number of respondents were selected using simple random sampling. Eligibility criteria required participants to be 18 years or older, currently employed or self-employed, and active on at least one social media platform. This ensured that all respondents had both the occupational relevance and digital exposure necessary for meaningful participation in the study.

A total of 400 respondents were selected from Etsako West Local Government Area in Edo State, a region with an estimated population of approximately 250,000. This sample size was determined based on factors such as the population size, acceptable margin of error, confidence level, and resource availability. Although the calculated sample size using the standard formula for finite population correction was approximately 383, a slightly larger sample was chosen to increase the precision of the results and accommodate potential non-responses. This decision was also supported by scholarly recommendations, such as Krejcie and Morgan (1970) and Kothari (2004), who suggest that a sample size above 300 is sufficient for most social science research.

For the actual data collection, trained research assistants administered the questionnaire in person across various communities within the local government area, including Auchi, Uzairue, and Agbede. The questionnaire was

self-administered to reduce researcher influence and allow participants to respond freely. Before full administration, the instrument was pre-tested with a small group of respondents to ensure clarity and relevance. Feedback from the pre-test informed necessary revisions to remove ambiguity and enhance respondent understanding.

Upon completion of data collection, the responses were analyzed using **PSPP software**. Descriptive statistics such as frequencies, percentages, means, and standard deviations were used to summarize the demographic characteristics and social media usage patterns of the respondents. To test the research hypotheses and explore relationships between key variables—such as the level of social media engagement and perceptions of its effectiveness in wage-related advocacy—**inferential statistical methods**, including chi-square tests, were employed. The results were presented in tabular form to enhance readability and interpretation.

To ensure the validity of the instrument, both **content validity** and **construct validity** were rigorously assessed. Content validity was established through a thorough review of literature and consultation with experts in media studies, labor relations, and public policy. Additionally, a pilot test conducted in a similar locality confirmed the instrument's relevance. Construct validity was evaluated using **factor analysis**, which helped verify that the questionnaire items aligned with the theoretical constructs of the study. Convergent validity was also examined through correlations between items designed to measure similar concepts, such as the perceived impact of social media on labor policy change.

Through the adoption of a robust survey methodology, careful sampling, validated instrumentation, and rigorous data analysis, this study provides a reliable and comprehensive examination of how social media influences the agitation for an enhanced minimum wage among Nigerian workers.

RESULTS

Data Presentation, Analysis and Interpretation

The study employed a quantitative research design to analyze data collected from respondents. The data are presented using tables and analyzed utilizing simple percentage and frequency distributions. A total of 400 questionnaires were distributed, and all were successfully retrieved, yielding a 100% response rate. This high response rate was achieved through an on-site data collection approach, where only those respondents willing to complete the questionnaire immediately were provided with the instrument.

This section presents 21 tables summarizing both demographic data and responses collected from a questionnaire designed to explore participants' perceptions and behaviors regarding minimum wage advocacy through social media. The data are crucial for understanding the context in which individuals engage with wage issues and how their backgrounds may influence their advocacy efforts.

The first set of tables focuses on demographic characteristics, including gender, age, educational qualifications, occupation, and marital status. These variables provide a foundational understanding of the participants and allow for the identification of trends and patterns that may correlate with their responses to the questionnaire items.

The subsequent tables detail responses to specific questions regarding social media usage and its role in advocating for enhanced minimum wage. Questions range from the use of social media platforms for advocacy to perceptions about public opinion, policymaker responsiveness, and challenges faced in digital advocacy, such as misinformation and harassment. These items are designed to capture the multifaceted relationship between social media engagement and political activism related to minimum wage issues.

By analyzing both the demographic data and the responses to the questionnaire, the authors provide a comprehensive overview of how various factors influence individuals' engagement in wage advocacy. The knowledge gained will contribute to a deeper understanding of the dynamics at play in contemporary social movements, particularly in the context of labor rights and minimum wage discussions.

The use of tables to display the data allows for clear and concise presentation of the results, facilitating the interpretation and understanding of the findings. The application of simple percentage and frequency analysis provides a straightforward and easily interpretable means of summarizing the data, enabling the identification of patterns and trends within the responses.

To effectively link the last paragraph to the following tables, you can introduce the tables as the practical illustration of the methodological approach discussed. Here's a revised version of the paragraph with an appropriate transition:

Overall, the methodological approach utilized in this study, including data collection procedures and analytical techniques, aligns with established scholarly standards and practices, contributing to the rigor and credibility of the research (American Psychological Association, 2020). The following 21 tables provide a detailed presentation of both demographic data and responses to the questionnaire items. Each table serves to illustrate the findings and knowledge derived from the quantitative analysis, facilitating a clearer understanding of the relationships between demographic factors and participants' engagement in minimum wage advocacy through social media.

Table 1: Gender distribution of the respondents

Variables	Frequency	Percent
Females	206	51.5%
Males	194	48.5%
Total	**400**	**100.0%**

Source: Field Survey, 2025

Table 2: Age distribution of the respondents

Variables	Frequency	Percentage
18-25	47	11.8%
26-30	33	8.3%
31-35	46	11.5%
36-40	79	19.8%
41-45	104	26.0%
46-50	48	12.0%
51-55	27	6.8%
56-60	13	3.3%
60 and above	3	0.8%
Total	**400**	**100%**

Source: Field Survey, 2025

Table 3: Educational Qualification distribution of the respondents

Variables	Frequency	Percentage
FSLC	3	0.8%

WAEC	60	15.0%
NCE	53	13.3%
BSC	211	52.8%
MSC	55	13.8%
PhD	12	3.0%
Total	**400**	**100.0%%**

Source: Field Survey, 2025

Table 4: Occupational distribution of the respondents

Variables	Frequency	Percent
Public Sector Employee	293	73.3%
Private Sector Employee	107	26.7%
Total	**400**	**100.0%**

Source: Field Survey, 2025

Table 5: Marital Status distribution of the respondents

Variables	Frequency	Percentage
MARRIED	315	78.8%
SINGLE	85	21.2%
Total	**400**	**100.0%**

Source: Field Survey, 2025

Table 6: Social media use for enhanced minimum wage advocate

Variables	Frequency	Percentage
YES	176	43.8%
NO	225	56.3%
Total	**400**	**100.0%**

Source: Field Survey, 2025

Table 7: Respondents' usage of social media to share post related to minimum wage advocacy

Variables	Frequency	Percent
YES	154	38.5%
NO	246	61.5%
Total	**400**	**100.0%**

Source: Field Survey, 2025

Table 8: Respondents' participation in online campaigns or petitions aimed at increasing the minimum wage

Variables	Frequency	Percent
YES	182	45.5%
NO	218	54.5%
Total	**400**	**100.0%**

Source: Field Survey, 2025

Table 9: Respondents' participation in discussions about minimum wage issues in social media groups or forums

Variables	Frequency	Percent
YES	262	65.5%
NO	138	34.5%
Total	**400**	**100.0%**

Source: Field Survey, 2025

Table 10: Respondents' believe in the ability of social media discussions to shape public opinion about minimum wage issues

Variables	Frequency	Percent
YES	338	84.5%
NO	62	15.5%
Total	**400**	**100.0%**

Source: Field Survey, 2025

Table 11: Respondents' perception that social media is a primary source of information about minimum wage issues for the public

Variables	Frequency	Percent
YES	348	87.0%
NO	52	413.0%
Total	**400**	**100.0%**

Source: Field Survey, 2025

Table 12: Respondents' observed changes in public sentiment regarding minimum wage as a result of social media discussions

Variables	Frequency	Percent
YES	313	78.3%

NO	87	21.8%
Total	**400**	**100%**

Source: Field Survey, 2025

Table 13: Respondents' opinion on whether social media campaigns on minimum wage issues attract public attention and engagement?

Variables	Frequency	Percent
YES	363	90.8%
NO	37	9.3%
Total	**400**	**100.0%**

Source: Field Survey, 2025

Table 14: Respondents' believe that social media discussions influence policymakers' awareness of public opinion regarding minimum wage issues

Variables	Frequency	Percent
YES	355	88.8%
NO	45	11.3%
Total	**400**	**100.0%**

Source: Field Survey, 2025

Table 15: Respondents observation of changes in minimum wage legislation attributable to social media campaigns or discussions

Variable	Frequency	Percent
YES	304	76.0%
NO	96	24.0%
Total	**400**	**100.0%**

Source: Field Survey, 2025

Table 16: Respondents' perception that policymakers actively monitor social media to gauge public sentiment on minimum wage issues

Variable	Frequency	Percent
YES	291	72.8%
NO	109	27.3%
Total	**400**	**100.0%**

Source: Field Survey, 2025

Table 17: Social media effect on increasing the responsiveness of policymakers to wage advocacy efforts in recent years

Variables	Frequency	Percent
YES	315	78.8%
NO	85	21.3%
Total	**400**	**100.0%**

Source: Field Survey, 2025

Table 18: Respondents' experience on issues such as censorship or content removal when advocating for wage issues on social media

Variables	Frequency	Percent
YES	226	56.5%
NO	174	43.5%
Total	**400**	**100.0%**

Source: Field Survey, 2025

Table 19: Respondents' believe that misinformation on social media hinders their advocacy efforts regarding minimum wage

Variables	Frequency	Percent
YES	264	66.0%
NO	136	34.0%
Total	**400**	**100.0%**

Source: Field Survey, 2025

Table 20: Respondents' experience as to whether or not labor activists face harassment or negative backlash when discussing wage issues on social media

Variables	Frequency	Percent
YES	328	82.0%
NO	72	18.0%
Total	**400**	**100.0%**

Source: Field Survey, 2025

Table 21: Effects of lack of engagement from followers on the effectiveness of social media campaigns for wage advocacy

Variables	Frequency	Percent
YES	333	83.3%

NO	67	16.8%
Total	**400**	**100.0%**

Source: Field Survey, 2025

Analysis of Hypotheses

Hypothesis 1: Use of Social Media by Workers for Wage Advocacy

Null Hypothesis (H_{01}): Workers in Nigeria do not significantly use social media to advocate for better minimum wages.

Findings:

- Workers significantly use social media for advocacy (SM_ADV), post sharing (POST_MW), and group discussions (GRPDISC_MW).
- Participation in online campaigns or petitions (OL_CAMPMW) was *not statistically significant*.

Tables:

Table 22: SM_ADV

Value	Observed N	Expected N	Residual
NO	225	200.00	25.00
YES	175	200.00	-25.00

Table 23: POST_MW

Value	Observed N	Expected N	Residual
NO	246	200.00	46.00
YES	154	200.00	-46.00

Table 24: OL_CAMPMW

Value	Observed N	Expected N	Residual
NO	218	200.00	18.00
YES	182	200.00	-18.00

Table 25: GRPDISC_MW

Value	Observed N	Expected N	Residual
NO	138	200.00	-62.00
YES	262	200.00	62.00

Table 26: Chi-Square Test Statistics

Variable	Chi-square	df	p-value
SM_ADV	6.25	1	0.012

POST_MW	21.16	1	0.000
OL_CAMPMW	3.24	1	0.072
GRPDISC_MW	38.44	1	0.000

Hypothesis 2: Influence of Social Media on Public Opinion

Null Hypothesis (H₀₂): Social media discussions have no significant influence on public opinion.

Findings:

1. All variables (SM_OPINION, SM_SOURCE, CHANGE_SENT, SM_ENGAGE) were statistically significant.
2. Social media is widely seen as shaping public opinion and engagement.

Tables:

Table 27: SM_OPINION

Value	Observed N	Expected N	Residual
NO	62	200.00	-138.00
YES	338	200.00	138.00

Table 28: SM_SOURCE

Value	Observed N	Expected N	Residual
NO	52	200.00	-148.00
YES	348	200.00	148.00

Table 29: CHANGE_SENT

Value	Observed N	Expected N	Residual
NO	87	200.00	-113.00
YES	313	200.00	113.00

Table 30: SM_ENGAGE

Value	Observed N	Expected N	Residual
NO	37	200.00	-163.00
YES	363	200.00	163.00

Table 31: Chi-Square Test Statistics

Variable	Chi-square	df	p-value
SM_OPINION	190.44	1	0.000

SM_SOURCE	219.04	1	0.000
CHANGE_SENT	127.69	1	0.000
SM_ENGAGE	265.69	1	0.000

Hypothesis 3: Impact on Policymakers

Null Hypothesis (H₀₃): social media has no significant effect on policymaker decisions.

Findings:

1. All variables (SM_AWARE, LEG_CHANGE, PM_MONITOR, PM_RESPOND) showed significant influence.
2. Respondents believe social media affects policymaker awareness, monitoring, and responsiveness.

Tables:

Table 32: SM_AWARE

Value	Observed N	Expected N	Residual
NO	45	200.00	-155.00
YES	355	200.00	155.00

Table 33: LEG_CHANGE

Value	Observed N	Expected N	Residual
NO	96	200.00	-104.00
YES	304	200.00	104.00

Table 34: PM_MONITOR

Value	Observed N	Expected N	Residual
NO	109	200.00	-91.00
YES	291	200.00	91.00

Table 35: PM_RESPOND

Value	Observed N	Expected N	Residual
NO	85	200.00	-115.00
YES	315	200.00	115.00

Table 36: Chi-Square Test Statistics

Variable	Chi-square	df	p-value
SM_AWARE	240.25	1	0.000
LEG_CHANGE	108.16	1	0.000

PM_MONITOR	82.81	1	0.000
PM_RESPOND	132.25	1	0.000

Hypothesis 4: Challenges Faced by Labor Activists

Null Hypothesis (H₀₄): Labor activists do not face significant challenges using social media.

Findings:

- All variables (CENSOR, MISINFO, HARASS_SM, LOW_ENGAGE) were statistically significant.
- Major concerns include harassment, misinformation, and low engagement.

Tables:

Table 37: CENSOR

Value	Observed N	Expected N	Residual
NO	174	200.00	-26.00
YES	226	200.00	26.00

Table 38: MISINFO

Value	Observed N	Expected N	Residual
NO	136	200.00	-64.00
YES	264	200.00	64.00

Table 39: HARASS_SM

Value	Observed N	Expected N	Residual
NO	72	200.00	-128.00
YES	328	200.00	128.00

Table 40: LOW_ENGAGE

Value	Observed N	Expected N	Residual
NO	67	200.00	-133.00
YES	333	200.00	133.00

Table 41: Chi-Square Test Statistics

Variable	Chi-square	df	p-value
CENSOR	6.76	1	0.009
MISINFO	40.96	1	0.000

HARASS_SM	163.84	1	0.000
LOW_ENGAGE	176.89	1	0.000

FINDINGS

The findings of this study have shown the multifaceted role of social media play in wage advocacy efforts in Nigeria. The four hypotheses tested offer a comprehensive understanding of how workers, the public, policymakers, and labor activists engage with and are influenced by social media in the context of minimum wage issues.

Utilization of Social Media by Workers for Advocacy

Hypothesis 1 indicates that social media is a significant tool for wage advocacy among workers in Nigeria, although its use varies across different forms of engagement. The rejection of the null hypothesis for variables such as SM_ADV, POST_MW, and GRPDISC_MW suggests that workers actively use social media platforms to advocate for an enhanced minimum wage, share related content, and participate in discussions. However, the failure to reject the null hypothesis for OL_CAMPMW points to lower participation in structured online campaigns or petitions, indicating a gap in organized digital activism. This may be due to limited awareness, digital literacy, or perceived effectiveness of such campaigns.

Influence of Social Media on Public Opinion

Hypothesis 2 strongly supports that social media plays a pivotal role in shaping public opinion on minimum wage issues. The rejection of the null hypothesis across all four variables (SM_OPINION, SM_SOURCE, CHANGE_SENT, and SM_ENGAGE) highlights the public's perception of social media as a primary source of information and a powerful tool for influencing attitudes. High chi-square values and low p-values indicate a consensus on social media's effectiveness in shaping discourse, affirming its role in disseminating information and amplifying voices.

Impact on Policymakers' Decisions

Findings from **Hypothesis 3** reveal that social media significantly influences policymakers' awareness and responsiveness to wage-related advocacy. The rejection of the null hypothesis for all four variables (SM_AWARE, LEG_CHANGE, PM_MONITOR, and PM_RESPOND) indicates a perceived link between social media activity and tangible policy outcomes. Respondents believe that social media discussions raise awareness among policymakers and contribute to legislative changes, reflecting the growing acknowledgment of digital platforms as arenas where public opinion is formed.

Challenges Faced by Labor Activists

The analysis of **Hypothesis 4** presents the challenges labor activists encounter when utilizing social media for wage advocacy. The rejection of the null hypothesis for all four challenge-related variables (CENSOR, MISINFO, HARASS_SM, and LOW_ENGAGE) indicates that these issues significantly impact advocacy effectiveness. Harassment and low engagement were particularly pronounced, discouraging sustained activism, while misinformation undermines the credibility of advocacy messages.

Synthesis and Implications

The study revealed a dynamic interaction between social media and wage advocacy in Nigeria. Social media platforms are widely used by workers and are perceived as influential in shaping public opinion and affecting policy decisions. However, the effectiveness of social media advocacy is moderated by considerable challenges, particularly for labor activists.

RECOMMENDATIONS

To enhance the effectiveness of social media as a tool for minimum wage advocacy, the study suggests:

1. **Digital Advocacy Training** for workers and activists.

2. **Strengthening Collective Campaigns** to increase organized digital advocacy.

3. **Combating Misinformation** through partnerships for accurate information.

4. **Increasing Engagement** by using interactive content strategies.

5. **Protection Against Harassment** through advocacy for digital rights.

6. **Policy Engagement** by creating channels to translate online advocacy into offline dialogue.

CONCLUSION

This study has contributed significant evidence to the discourse on social media and labor activism in Nigeria, particularly concerning the advocacy for an enhanced minimum wage. Social media has transformed into a dynamic platform for civic engagement and public mobilization. However, addressing challenges like misinformation and harassment is essential to realize its full potential in labor advocacy.

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