

IMPACTS OF TWITTER BAN OPERATION ON SMALL SCALE BUSINESS OPERATIONS IN NIGERIA

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Abstract

This study investigates the impacts of Twitter ban on the operations of small scale business operations in Lagos Nigeria. In conducting the study, survey research method was employed to reach 250 sampled respondents. The Social Responsibility Theory of the Media and the Libertarian Theory of the Media were used as theoretical base for the study. After the analysis, it was found that the interest exhibited by the respondents evidently shows that the business performance after Twitter ban has dropped the volume of business, and (90.5%) indicated that it has affectability to serve client effectively. This therefore caused a lot of reaction locally, nationally and globally. The findings also revealed that majority of respondents were against the idea of the Twitter ban. Based on these findings, it was recommended that government as a matter of urgency develop a public relation campaign strategy to transfer the perceived negative image of Nigeria government on the issue of freedom of expression and free speech.

Keywords: Twitter ban, SMEs, Press Freedom, Lagos State, Image problem

INTRODUCTION

On June 5, 2021, the President of Nigeria, Major-General Mohammadu Buhari, in reaction to the disturbing state of insecurity in the South East Geo-political zone of the country, blamed the Eastern Security Network (ESN), a Pro-Biafran secessionist movement and the Indigenous People of Biafra (IPOB). To make his point known, the President, had tweeted, that:

“Many of those misbehaving today are too young to be aware of the destruction and loss of life that occurred during the Nigeria civil war. Those of us in the field for 30 months, who went through the war, will treat them in the language they understand.”

The President's Tweet which was considered a direct violation of Twitter's rules and operational regulation was deleted within 24 hours and immediately replaced with a message stating that it was removed for violating Twitter rules which stated that,

“We prohibit targeting individuals or group with contents or violent events where a protected category was the primary target or victim, where the intent is to harass. This includes, but is not limited to media or text that refers to or depicts genocide (e.g. Holocaust), including. We prohibit content that wishes, hopes, promote, incite or expresses a desire for death, serious bodily harm or serious disease against an entire protected category and/or individual who may be member of that category. This includes, but is not limited to: saying that a group of individuals deserve serious physical injury. Example if this group don't shut up, they deserve to be shot”

Friday, October, 2021, Nigeria's President, in a nationwide broadcast to mark Nigeria's 61st independence anniversary, announced a conditional lifting of the ban placed on the operations of the microblogging site, Twitter in Nigeria. In the nationwide broadcast, Buhari, redirected and

acknowledged “the fact that, social media, no doubt is a very useful platform that has enabled millions of Nigeria to connect with loved ones, businesses, socialize and access news and other information.

However, for the Socio-Economic Rights and Accountability Project (SERAP), the, “conditional lifting of the ban on Twitter operation in Nigeria, was not acceptable. “That rejection was validated in SeunOpejobi (2021) reports in Daily Post.ng, in which SERAP urged the President to immediately and unconditionally lift the suspension of twitter operation in Nigeria.

In reaction, SERAP twitted that:

“We reject conditional lifting of ban on Twitter in Nigeria by the Buhari administration. “President Buhari must immediately and unconditionally lift the illegal suspension of twitter, and allow Nigerians to freely exercise their right to freedom of expression.”

According to Twitter latest figure from the fourth quarter of 2020, the platform boast 192 million daily active users.

To further validate twitter’s leading status in the social media platform, Ying (2021), asserts that the 192 million daily active users of twitter globally, Twitter, a leading social media platform globally has arguably justify its existence as a tool for actualizing, “global village ideology” and has affected tremendously and sets the global agenda for a global communication particularly in politics, sciences, business, journalism, relationships and celebrity culture.

Sharon, (2016) further validates twitter global status and ranking thus:

“After 10years of documenting the world in 140 characters, twitter now has more than 300million active users. This might be far fairer than Facebooks1.5billion, but arguably has a disproportionate influence on the world, partly because it attract a significant number of politicians, journalists and celebrities”

HOW TOP COUNTRIES AFRICA TWEET

S/N	COUNTRIES	TWEET PER MILLION
1.	Egypt	500
2.	Nigeria	360
3.	South Africa	325
4.	Kenya	125
5.	Ghana	70

Source: Portland Communication 2016

The decision of the Government of President Mohammadu Buhari, in June 5, 2021 to join the club of countries that have suspended and blocked twitter operations like China, Turkey, Egypt, Iran, North Korea, Saudi Arabia, Turkmenistan, UAE was sequel to twitter deleting of a controversial tweet he made. The action was shocking and immediately condemned globally.

The wide condemnation of the government’s directive to block twitter operations was sequel as a result of negative impact on business and social interaction of over 40million twitter users in Nigeria.

A watchdog organization, Net Blocks, also remarked that each hour of the Nigeria government decisions cost \$250,000 (N102.5million) bringing the daily loss to N2.5billion minus Covid-19’s impact on small and medium scale enterprises (SMEs), the e-commerce market in three days lost an estimated \$12billion.

For Simones, (2021), the decision of the Nigerian government to ban twitter might have severe economic cost per day; the ban is estimated to have an impact of around six million U.S dollars.

In 2020, Nigerians of all categories utilized Twitter with other social media platforms to launch the #EndSars movement to ventilate their frustrations on the Police for it alleged brutality. Twitter was undisguised on its support for the Nigerian people with Twitter Chief Executive Officer (CEO), Jack Dorsey, openly identifying with the protesters. This eventually led to the government bowing to public pressure and finally banned SARS operations all over Nigeria. SARS (Special Anti -Robbery Squad) was a special unit within the Nigeria Police known for brutality and abuse of human rights.

A press statement from the presidency on Twitter warning Nigerians to desist from causing violence or risk violent resistance as the government threatened to “deal with such persons in the language they understand”. This generated massive dissent and outcry from Nigerians claiming the statement was capable of fuelling genocide and precipitating a civil war in the nation.

This led to Nigerians reporting the Tweet to Twitter for removal based on its distasteful and undemocratic nature. Twitter acceded to public pressure and subsequently the tweet, citing violation of the media platform's rules. Irked by this action, the Federal Government, through the Ministry of Information and Culture, announced on its official Twitter handle on 4th June, 2021 that the government was placing a temporary ban and later indefinite ban on Twitter based on “activities capable of undermining Nigeria’s corporate existence”. The ban came into effect on 5th June, 2021 making individuals, organizations and public institutions unable to access their Twitter accounts.

Statement of the Problem

Twitter has been a viable platform for business activities in Nigeria functioning as an enabler and promoter of people, products and services. The ban has unfortunately worsened online economic engagements with massive losses in financial investments and returns.

This study aims to proffer solutions to the dialogue stalemate and address challenges that may emerge going forward. It will also recommend strategies to restore buoyancy to online economic businesses in cushioning effects of the ban.

Research Questions

1. What were the political reasons for the ban on Twitter?
2. Was Twitter right to have deleted the Federal Government’s Tweet?
3. What are the effects of Twitter ban on Nigeria’s democracy and press freedom
4. What has been the public perception of the Government since the ban on Twitter?
5. What are the impacts of Twitter ban on business operations in Nigeria?

Research Hypothesis

H1 Twitter ban was politically motivated.

Ho Twitter ban was not politically motivated.

H2 Twitter was right to have deleted the Federal Government’s Tweet.

Ho Twitter was wrong to have deleted the Federal Government’s Tweet.

H3 Twitter ban has negative effects on Nigeria's democracy and press freedom.

Ho Twitter ban has positive effects on Nigeria’s democracy and press freedom.

H4 Twitter ban has grossly worsened public perception of the Government.

Ho Twitter ban has greatly boosted public perception of the Government.

H5 Twitter ban has dwindled business operations in Nigeria.

Ho Twitter ban has enhanced business operations in Nigeria.

Literature Review

The Economic and Financial Effects of the Twitter Ban in Nigeria

The June, 2021, suspension of twitter operation in Nigeria, by the government of President Mohammed Buhari, had multiple implication. One of such costly implications, was the daily financial

and economic cost implications. Varrella, (2021) validated this assertion when he stated that, *“The decision of the Nigeria government to ban twitter might have severe economic cost. Per day, the ban is estimated to have an impact of around six within U.S Dollar”*The above assertion ban is further validated by statistics.com statistically.

CHARACTERISTIC	COST IN THOUSAND U.S DOLLARS
Day 1	6,014
Day2	12,029
Day3	18,043
Day4	24,058
Day5	30,072
Day6	36,086
Day7	42,101
Day8	48,115
Day9	54,130
Day10	60,144

Source: statistic.com

The costly economic and financial implication of the ban on the leading micro blogging is equally revealed by in vanguardngr.com by in a news feature by Prince Osuagwu (2021), Hi Tech Editor. In its report, *“100Days of twitter Ban; Twitter Drops markets share to 2.88, Face, Instagram gain”*

Osuagu, submitted that,

“100days after Nigeria branded twitter in the country, the micro blogging platform has lost about 23.44% out of it 25.52 percent market share before the ban. This is as other social media platforms like facebook and Instagram gain massively from Twitters losses. According to State committee, a global social media statistics platform, as of May 2021, Twitter had a market share of 25.52% in Nigeria, but this has drastically reduced to 2.8% as at August 2021.”

Another evidence of the unpopular decision of twitter ban operation in Nigeria is captured by QUARTZ AFRICA.com. According to them: *“Nigeria’s Twitter Ban is Proving Costlier Than just A Regular Internet Shutdown.”*

Interestingly, Nigeria is not the only country that has shutdown a social media operation advertising one and several reasons for their actions that memberships if countries have shutdown one elements of social media operation includes, Myanmar, India, Nigeria, Uganda, Syria, Cuba, Armenva, China, Eswanti, Colombia.

The cost of internet shutdown in some of these countries empirically shows that in 2021, only Myanmar and India suffered worse financial lost than Nigeria, according to Top VPN estimate.

COST OF INSTAGRAM SHUTDOWN IN TOP 10 MOST AFFECTED COUNTRIES

COUNTRY	COST IN MILLION	SHUTDOWN HOURS	PEOPLE AFFECTED IN MILLION
Myanmar	\$2,500	5.446	22
India	\$368	1,032	17
Nigeria	\$367	1,464	104
Uganda	\$52	692	11
Syria	\$47	176	6
Iran	\$44	41	3

Cuba	\$33	176	7
Armenia	\$18	41	2
Eswanti	\$16	216	1
Colombia	\$15	24	2

Sources: QUARTS AFRICA.COM

The Twitter Ban in Nigeria: What the People Say

Although it seemsthere isa conflicting information on the twitter users in Nigeria. However, the fact is that twitter is well grounded as a validated leading social media platform that enjoys a wide user population in Nigeria.

Those conflicting issues about twitter users status in Nigeria is validated by Ikoro, (2018), when he explains that,

“While there is no formal data, we can inter. Nigeria internet users is put at over 86million knowing that most Nigeria have more than one phone with active internet. We can assume that there are actually 43million individuals (50% is safe). If we assume again that 15% of the subscriber were registered on twitter and considering that Nigeria is not on the list countries with most twitter users 2016 statistic. And putting it on this other list internet users by country 2016. We can arrive at a safe guess of about 7million to twitter users.

For the former Governor of Ekiti state Governor, Ayodele Peter Fayose,

“The twitters action shows how powerless now Buhari is on social media. When is Mr. President Buhari using his power as commander-in-Chief to show twitter pepper for deleting his tweet. Nigeria is boiling everywhere and all that the president can do is to be threatening genocides up and down. Now that twitter has dealt with our almighty president Buhari, won’t he deal with twitter too? Like trump, like Buhari.

For Alhaji Lai Mohammed

Explaining why the Federal Government suspended twitter operations in Nigeria, Nigeria’s information and culture Minister, Lai Mohammed announced that because of the persistent use of the platform for activities that are capable of undermining Nigeria’s corporate existence. The Federal Government of Nigeria has suspended indefinitely the operation of microblogging and social network services twitter in Nigeria. The Minister of Information and culture, Alhaji Lai Muhammed announced the suspension in a statement issued in Abuja, on Friday, citing the persistent use of the platform for activities that are capable of undermining Nigeria’s corporate existence.

The Four Major Western Nation and the European Union (CANADA, IRELAND, UK, U.S)

“The diplomatic mission of Canada, the European Union, the Republic of Ireland, United Kingdom and the United State of America, convey our disappointment over the government of Nigeria’s announcement suspending twitter and proposing registration requirement for other social media. “We strongly support the fundamental human rights of free expressions and access to information as a pillar of democracy in Nigeria as around the world and these rights apply online as well as offline.

Source: Premium Time, June 6, 2021

For Emmanuel Alimona, a Lagos based web developer,

“I thought it was a joke. I didn’t expect the government to go so low as to actually banning twitter operation in Nigeria. Twitter is like my newspaper. Whenever I want to check what’s happening in the country, I refresh my timeline. Sadly, when I woke up on Saturday, my homepage wasn’t loading”

Source: Aljazeera.com, June 7, 2021

Chairman, Association of Licensed Telecom Operators Of Nigeria (Alton), Gbenga Adebayo, reacted that,

“This means that we will be party disconnected from the rest of world which has become a global village” While the Nigeria coordinator or alliance for affordable interne (A 4A) OlusolaTeniola, said the suspension would backfire badly just watch what will happen in the coming days. Moreover, it can be circumvented that is where the people can use VPN to it.

Kelechi, Okoriesays :

“They have just justified twitter decision to set up its Africa office in Ghana ahead of Nigeria. This same minister blame the media for making twitter choose Ghana”.

Sat June 5, 2021 Pg. 2 Guardian Newspaper

Theoretical Framework

Libertarian Theory of the Media

The Libertarian theory, propounded by Joseph Dejacque posits ideals converse to tenets of authoritarianism. It is of the view that information is knowledge and knowledge is power. Libertarianism is free from any authority or any control or censorship. It believes that the media should be free from undue government interference.

The theory posits that the function of the media is to protect the people’s liberties and rights, and to inform the public so they can participate as citizens in democratic self-government. The liberal theory prefers a privately owned news media that is maximally free to inform citizens and criticize public policy, as well as act as a watchdog on authorities.

The right to publish and express oneself freely is not a prerogative of the state or a government. It is a fundamental right of free individuals. The liberal theory argues that a free marketplace of ideas, while it may cause harm over the short term, is the best safeguard in the long run for a free and liberal society.

Social Responsibility Theory of the Media

The Social Responsibility Theory of the media was propounded by Siebert Peterson and Wilbur Schramm. They posit that the goal of the social responsibility system is that media as a whole is pluralized, indicating a reflection of the diversity of society as well as access to various points of views.

Different from the libertarian theory, the social responsibility principle is to provide an entrance to different mass media to minority groups. The journalist is responsible to his audience as well as to the government. It attempts to balance tenets of liberalism with responsibility to the society.

It posits that the freedom of the media must be balanced by social responsibilities. Journalists have a duty to provide well-contextualized news in a comprehensive manner. They have a duty to provide a diverse forum of views and values.

Research Design

The research design specifically is considered a plan of action for collecting data necessary and suitable for answering to research questions under specified conditions. In this research survey (questionnaire) was employed. The population of the study comprised the residents of West Senatorial district of Ifako-Ijaiye. The sample size is simply the number of units in the sample. A total sample size of 250 individuals was drawn.

Presentation of Results

250 questionnaires were administered from which 220 were completely filled and returned. This gave response rate of 95.7% response rate.

Exposure to Internet Access**Table 1: Respondents that had internet access**

Have internet access	Frequency	Percentage (%)
Yes	220	100.0
No	0	0.0
Total	220	100.0

From the above table, all the respondents indicated to have access to internet connection.

Table 2: Respondents that use social media

Use of social media	Frequency	Percentage (%)
Yes	220	100.0
No	0	0.0
Total	220	100.0

The above table showing all (100.0%) the respondents indicated to have used social media

Table 3: Duration of time spent on social media daily by respondents

Time approximately spent on social media daily	Frequency	Percentage (%)
< 1hour	24	10.9
1-2hrs	56	25.5
2-3hrs	76	34.5
More than 3hrs	64	29.1
Total	220	100.0

From the table above, (10.9%) of the respondents indicated to spent less than 1hour on the social media daily, (25.5%) spend between 1-2hrs, while (29.1%) spent more than 3hrs on social media daily.

Effect of Government Ban Online Businesses

The government ban on Twitter affected online businesses in the following ways

Table 4: Effect on Business sales/conversions

Variable	Frequency	Percentage (%)
Affected the use Twitter as sole storefront		
Yes	198	90.0
No	22	10.0
Total	220	100.0
Limited Twitter as an alternative to sourcing and renting a physical store		
Yes	179	81.4
No	41	18.6

Total	220	100.0
Affected updating customers on new products		
Yes	188	85.5
No	32	14.5
Total	220	100.0
Stopped addressing immediate concerns about product or service		
Yes	175	79.5
No	45	20.5
Total	220	100.0
Businesses were cut off from loyal users as well as potential markets		
Yes	194	88.2
No	26	11.8
Total	220	100.0

The above table showing how Twitter ban affected business sales and conversions. Majority (90.0%) of the respondents indicated that Twitter ban by Nigerian government affected the use Twitter as sole storefront, (81.4%) indicated that it limited Twitter as an alternative to sourcing and renting a physical store.

Majority (85.5%) indicated that Twitter ban affected online business by stopping updating customers on new products, (79.5%) indicated that it stopped addressing immediate concerns about product or service, and (88.2%) indicated that the ban caused businesses to be cut off from loyal users as well as potential markets.

Table 5: Job opportunities affected by government ban on Twitter operations

Variable	Frequency	Percentage (%)
Limit job placement in Lagos		
Yes	168	76.4
No	52	23.6
Total	220	100.0
Stopped appreciative referrals		
Yes	155	70.5
No	65	29.5
Total	220	100.0
Restricted Job search		
Yes	149	67.7
No	71	32.3
Total	220	100.0
Increase in youth unemployment		
Yes	188	85.5
No	32	14.5
Total	220	100.0

The above table showing how job opportunities were affected by government ban of Twitter operations. Majority (76.4%) of the respondents indicated that Twitter ban has limited job placement in Lagos, (70.5%) indicated that it has stopped appreciative referrals, (67.7%) indicated that it has restricted Job search, and (85.5%) indicated that Twitter ban by Nigerian Government has increased youth unemployment.

Table 6: Effect of Government ban on visibility of Twitter operations to online businesses

Visibility	Frequency	Percentage (%)
Stopped group use of Twitter to discuss issues that affect businesses		
Yes	145	65.9
No	75	34.1
Total	220	100.0
Stopped help from random strangers on the internet		
Yes	178	80.9
No	42	19.1
Total	220	100.0
Disconnected pictures of products and services		
Yes	189	85.9
No	31	14.1
Total	220	100.0

From the above table, majority (65.9%) of the respondents indicated that government ban of Twitter operation in Nigeria has stopped group use of Twitter to discuss issues that affect businesses, (80.9%) indicated that it has stopped help from random strangers on the internet, and (85.9%) indicated that Twitter ban has disconnected pictures of products and services.

Table 7: Effect of Government ban of Twitter operations on Business Information

Variable	Frequency	Percentage (%)
Cut Twitter as a source of news for online products		
Yes	183	83.2
No	37	16.8
Total	220	100.0
Disconnected Twitter from passing information about new products across the country		
Yes	181	82.3
No	39	17.7
Total	220	100.0
Makes government more or less out of touch with its people		
Yes	129	58.6
No	91	41.4
Total	220	100.0

On the effect of Government ban of Twitter operations on Business Information, (83.2%) of the respondents indicated that the ban has cut Twitter as a source of news for online products, (82.3%) indicated that it has disconnected Twitter from passing information about new products across the country, and (56.6%) indicated that it has made government more or less out of touch with its people.

Table 8: Respondents business performance after Twitter ban by the Nigerian Government

Business performance	Frequency	Percentage (%)
Dropped the volume of business		
Yes	211	95.9
No	9	4.1
Total	220	100.0
Affect ability to serve clients effectively		
Yes	199	90.5
No	21	9.5
Total	220	100.0

On the business performance after the Twitter ban by the Nigerian Government, majority (95.9%) indicated that it has dropped the volume of business, and (90.5%) indicated that it has affect ability to serve clients effectively.

Table 9: Effect of Twitter ban by the Nigerian Government on the Competitive Intelligence in online business in Lagos State.

Competitive Intelligence	Frequency	Percentage (%)
Stopped Twitter from keep a tab on what competitors are doing or tweeting to their customers.		
Yes	103	46.8
No	117	53.2
Total	220	100.0
Inability to calls for concern with rapid respond in online businesses		
Yes	112	50.9
No	108	49.1
Total	220	100.0

From the above table, (46.0%) of the respondents indicated that Twitter ban by Nigerian Government has stopped users from keeping a tab on what competitors are doing or tweeting to their customers. And (59.9%) indicated that they were unable to calls for concern with rapid respond in online businesses.

Table 10: Effect of Government ban of Twitter on the Boost of Brand Awareness

Variable	Frequency	Percentage (%)
Stopped Boosting of brand awareness online		
Yes	213	96.8
No	7	3.2
Total	220	100.0

Inability to tweeting about developments within business		
Yes	196	89.1
No	24	10.9
Total	220	100.0

From the above table, almost all (96.8%) of the respondents indicated that Twitter ban has stopped the boosting of brand awareness online, and (89.1%) indicated that they have been unable to tweeting about developments within business since Twitter ban.

Table 11: Other areas in online businesses affected by Government ban of Twitter operations

Variable	Frequency	Percentage (%)
Disconnected with other businesses in a direct manner		
Yes	187	85.0
No	33	15.0
Total	220	100.0
Stopped increase relationship with customers and followers		
Yes	209	95.0
No	11	5.0
Total	220	100.0
Stopped keeping personal touch with customers		
Yes	182	82.7
No	38	17.3
Total	220	100.0
Stopped keeping in touch with business associates, partners, suppliers, investors, employees and team mates		
Yes	171	77.7
No	49	22.3
Total	220	100.0
Affected managing reputation easily and faster		
Yes	152	69.1
No	68	30.9
Total	220	100.0
Stopped using twitter to monitor sales in real-time.		
Yes	166	75.5
No	54	24.5
Total	220	100.0

From the above table, majority (85.0%) of the respondents indicated that government ban of Twitter's operation has disconnected them from other businesses in a direct manner, (95.0%) indicated that it has stopped increase in relationship with customers and followers, (77.7%) indicated that it has stopped keeping in touch with business associates, partners, suppliers, investors, employees and team mates, (69.1%) indicated that it has affected managing reputation easily and faster. And (75.5%) of

the respondents indicated that Government ban of Twitter's operations has stopped using twitter to monitor sales in real-time.

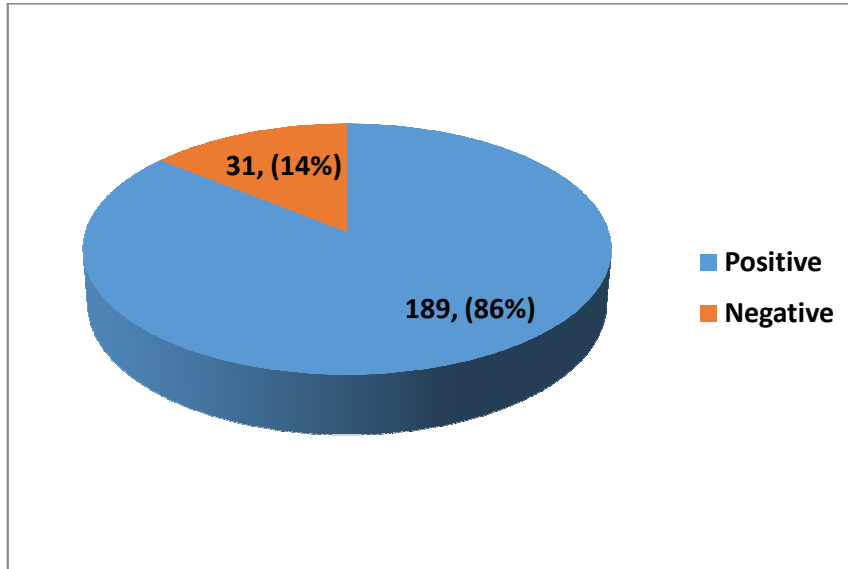


Fig. 1: Overall Effect of Twitter Ban By President Buhari Government On Online Businesses In Lagos, Nigeria

From the above table, majority (86.0%) rated Twitter's ban by the Nigerian government to have negative effect on the online businesses.

Hypothesis Testing

H₁: Twitter ban was politically motivated

H₀: Twitter ban was not politically motivated

Politically motivated	Twitter ban		Total
	Yes	No	
Yes	145	28	173
No	33	14	47
Total	178	42	220

chi-square = 4.407 P = 0.036

From the above chi-square analysis, it was shown that twitter ban was associated with political motives. There the analysis accepted the hypothesis that twitter ban was politically motivated.

H₂: Twitter was right to have deleted the federal government's tweet

H₀: Twitter was wrong to have deleted the federal government's tweet

Twitter right to delete	Federal government tweet		Total
	Yes	No	
Yes	104	60	164
No	32	24	56
Total	136	84	220

chi-square = 0.693 P = 0.405

From the above table, the chi-square analysis showed that there was no association between twitter right to delete tweet and federal government tweet. The analysis rejected the hypothesis that Twitter was right to have deleted the federal government's tweet

H₃: Twitter ban has negative effect on Nigeria's democracy and press freedom

H₀: Twitter ban has positive effect on Nigeria's democracy and press freedom

Negative effect	Effect on democracy and press freedom		Total
	Negative	Positive	
Yes	149	32	181
No	20	19	39
Total	169	51	220

chi-square = 17.279 P = 0.000

From the above table, the chi-square analysis shows twitter ban has negative effect on Nigeria's democracy and press freedom ($p < 0.05$). Therefore, the hypothesis Twitter ban has negative effect on Nigeria's democracy and press freedom is accepted.

H₄: Twitter ban has grossly worsened public perception of the government

H₀: Twitter ban has boosted worsened public perception of the government

Twitter ban	Public perception of government		Total
	Negative	Positive	
Yes	131	34	165
No	13	42	55
Total	144	76	220

chi-square = 56.458 P = 0.000

From the above table, the chi-square analysis shows Twitter ban has grossly worsened public perception of the government ($p < 0.05$). Therefore, the hypothesis that Twitter ban has grossly worsened public perception of the government is accepted.

H₄: Twitter ban has dwindled business operations in Nigeria

H₀: Twitter ban has enhanced business operations in Nigeria

Twitter ban	Dwindled businesses		Total
	Yes	No	
Yes	112	26	138
No	53	29	82
Total	165	55	220

chi-square = 7.457 P = 0.006

From the above table, the chi-square analysis shows Twitter ban significantly dwindled business operations in Nigeria ($p < 0.05$). Therefore, the hypothesis that Twitter ban has dwindled business operations in Nigeria is accepted.

Discussion of Findings

RQ1: What were the political reasons for the ban on Twitter?

There were a total of 220 questionnaires recovered and 173 respondents believed that twitter ban was politically motivated this constitutes 78.63% of the population while 47 respondents which is 21.37% of the population believed that twitter ban was not politically motivated. The study shown that twitter ban was associated with political motives. There the analysis accepted the hypothesis that twitter ban was politically motivated.

RQ2: Was Twitter right to have deleted the Federal Government's Tweet?

Findings from this study revealed that 74.5% of respondent were of the opinion that twitter have right to delete tweets but 59% believed that twitter have the right ti delete federal government's tweet. This showed that there was no association between twitter right to delete tweet and federal government tweet.

RQ3: What are the effects of Twitter ban on Nigeria's democracy and press freedom

For many, Twitter platforms have become the go to channels to obtain real-time updates and unfiltered information about events going on around the world. Ironically, even the Nigerian government relied on the use of Twitter to announce the ban. On the effect of Government ban of Twitter operations on Information, (83.2%) of the respondents indicated that the ban has cut Twitter as a source of news for online products, (82.3%) indicated that it has disconnected Twitter from passing information about new products across the country, and (56.6%) indicated that it has made government more or less out of touch with its people. Therefore, Twitter ban has negative effect on Nigeria's democracy and press freedom is accepted .

RQ4: What has been the public perception of the Government since the ban on Twitter?

According to the findings of the study, the government's ban on Twitter operations had a negative impact on job opportunities. The vast majority of respondents (76.4 percent) stated that the Twitter ban has limited job placement in Lagos, 70.5 percent stated that it has stopped appreciative referrals, (67.7 percent) stated that it has restricted job search, and 85.5 percent stated that the Nigerian government's Twitter ban has resulted in increased youth unemployment. According to the data presented above, the government's public image has been significantly harmed as a result of the Twitter ban. As a result, the hypothesis that the Twitter ban has had a significant negative impact on public perception of the government is accepted.

RQ5: What are the impacts of Twitter ban on business operations in Nigeria?

The study's findings on how Twitter's ban affected business sales and conversions revealed that while the majority (90.0 percent) of respondents indicated that the Nigerian government's Twitter ban affected the use of Twitter as a sole storefront, the majority (81.4 percent) indicated that it limited

Twitter's use as a substitute for sourcing and renting a physical store.

The majority (85.5 percent) indicated that the Twitter ban harmed online businesses by preventing them from informing customers about new products, (79.5 percent) indicated that it prevented businesses from responding to immediate customer concerns about a product or service, and (88.2 percent) indicated that the ban isolated businesses from loyal users and potential markets. Additionally, the majority (65.9 percent) of respondents indicated that the government's ban on Twitter operation in Nigeria has halted group discussions about business-related issues on the platform, (80.9 percent) indicated that the ban has halted assistance from random strangers on the internet, and (85.9 percent) indicated that the ban has disconnected images of products and services.

Concerning the effect of the government's ban on Twitter operations on business information, 83.2 percent of respondents indicated that the ban eliminated Twitter as a source of news for online products, 82.3 percent indicated that the ban prevented Twitter from spreading information about new products across the country, and 56.6 percent indicated that the ban left the government more or less disconnected from its citizens.

Concerning business performance following the Nigerian government's Twitter ban, the majority (95.9 percent) indicated that volume of business has decreased, while 90.5 percent indicated that ability to serve clients effectively has been impacted.

Additionally, 46.0 percent of respondents indicated that the Nigerian government's Twitter ban has prevented users from monitoring what competitors are doing or tweeting to their customers. And (59.9 percent) indicated that they were unable to respond quickly to customer service inquiries in online businesses. As a result of the foregoing, it is clear that Twitter's ban significantly impacted business operations in Nigeria. As a result, the hypothesis that Twitter's ban has harmed Nigerian business operations is accepted.

Summary

The study was on impact of twitter ban operation and its effects on small business scale operation in Lagos Nigeria a total of 250 questionnaire were administered and out of this 220 were collated and returned. The interest exhibited by the respondents evidently shows that the business performance after twitter ban has dropped the volume of business, and (90.5%) indicated that it has affectability to serve client effectively. This therefore caused a lot of reaction locally, nationally and globally..The findings from the study also reveals the fact that majority of respondents were against the idea of the twitter ban.

Conclusion

In conclusion, it is obvious that twitter ban as a policy promoted by the President Buhari administration has multiple effects not only on small scale business but on generality of new media.

Recommendations

From the study, researcher wishes to make the following recommendation.

1. Government as a matter of urgency develop a public relation campaign strategy to transfer the perceive negative image of Nigeria government on the issue of freedom of expression and free speech.
2. A compensational package should be put in place to compensate all the twitter users 39 million that have suffered the consequence of that ban.
3. Lastly, an economic stimulus should be put in place for the small scale business operators so that the impact of twitter ban operation will not be too drastic.

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