

Title of Article: How Sociable are women on Social Media? An experiential Study on Nigerian women

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Abstract

This study explores the how women utilize the social media for social engagement and empowerment. Also, this study is anchored on the uses and gratification theory, which stipulates how women use the social media and the gratification they seek and derive from the media. The method adopted was survey and the instrument was a questionnaire. Five research questions were raised and answered in the study. This study found out that the social media empower and encourage women in diverse ways, one of which is that the social media encourage women to engage in economic activities that build networks with colleagues, business partners, workers and clients. This study concludes that women make use of the social media as a veritable source of empowerment in different spheres of life.

Keywords: Social media, women, empowerment and Nigeria