

EXPLORING CREATIVITY AND SOCIALISATION AS CATALYSTS FOR SOCIETAL TRANSFORMATION IN NIGERIA: OPPORTUNITIES AND CHALLENGES

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Abstract

This article investigates the dynamic interplay between creativity and socialization as pivotal drivers of societal transformation in Nigeria. Drawing on recent empirical studies, policy analyses, and sectoral case studies from 2016 to 2026, the research examines how creative expression and socialization processes contribute to economic growth, cultural identity, and social cohesion. The study employs a descriptive approach. Findings reveal that while Nigeria's creative economy encompassing Nollywood, Afrobeats, fashion, and publishing has emerged as a significant contributor to GDP and employment, persistent challenges such as inadequate infrastructure, intellectual property infringement, and limited formalization hinder its full potential. Socialization, mediated through family, education, digital platforms, and peer networks, shapes creative capacities and societal values but is also constrained by structural inequalities and evolving cultural norms. The article concludes that harnessing creativity and socialization for societal transformation requires coordinated policy reforms, investment in education and infrastructure, robust intellectual property protection, and inclusive socialization practices. Recommendations are offered in the study is majorly the promotion of skills development and education to integrate creativity and digital literacy in curricula and mentorship programs.

Keywords: Afrobeats, Creativity, Nollywood, Socialization, Societal Transformation

Introduction

Nigeria stands at a critical juncture where creativity and socialization are recognized as essential catalysts for societal transformation (Oyedokun, 2020; Yahaya, 2023). The nation's creative economy spanning film, music, fashion, publishing, and digital arts has experienced unprecedented growth, positioning Nigeria as a cultural powerhouse on the African continent and beyond (UNESCO, 2019; UNCTAD, 2022). Simultaneously, socialization processes shaped by family, education, peer networks, and digital platforms continue to mold individual identities, collective values, and social cohesion in a rapidly changing society (Obialo, 2018).

Despite these advancements, Nigeria grapples with persistent challenges, including inadequate infrastructure, intellectual property (IP) infringement, limited access to funding, and structural inequalities (Olanrewaju, 2024; United States Department of Commerce, 2025). This study explores how creativity and socialization drive societal transformation, identifies barriers, and proposes actionable strategies for stakeholders. The specific objectives include the following:

To analyse the opportunities of creativity and socialization in fostering social transformation in Nigeria.

To examine challenges of creativity and socialisation as catalysts for societal transformation in Nigeria

The research Questions are as follows

What are the opportunities of creativity and socialization in fostering societal transformation in Nigeria?

What are the challenges facing creativity and socialization in fostering societal transformation in Nigeria?

The study postulated and tested the following Hypotheses:

H1: There is no significant relationship between the opportunities of creativity and socialization and societal transformation in Nigeria.

H2: the challenges of creativity and socialization does not significantly determinant societal transformation in Nigeria

Literature Review

Creativity in Nigeria: Trends, Drivers and Sectoral Dynamics (2016–2025)

The creative economy in Nigeria, defined by UNESCO and UNCTAD, transforms human creativity and knowledge into goods and services with cultural, social, and economic value (UNESCO, 2019; UNCTAD, 2022). Nollywood, Afrobeats, fashion, publishing, and digital media are key drivers of economic growth, job creation, and global cultural influence (PwC Nigeria, 2022; NBS, 2024).

Nollywood: Produces over 2,500 films annually, contributing 2.5% to GDP and supporting over 1 million jobs.

Afrobeats: Generates over \$2 billion annually and positions Nigeria as Africa's largest music market (British Council Nigeria, 2016).

Fashion & Visual Arts: Nigerian designers and artists gain international recognition through exhibitions and fashion weeks.

Key drivers include digital platforms, youth entrepreneurship, diaspora engagement, and government-private sector initiatives such as CLAP and the Creative Industry Financing Initiative (Central Bank of Nigeria, 2021).

Challenges include inadequate infrastructure, weak IP enforcement, funding gaps, informality, gender and regional disparities (Olanrewaju, 2024).

Socialization in Nigeria: Agents, Processes and Transformative Potential

Socialization in Nigeria is a dynamic and continuous process through which individuals acquire the norms, values, attitudes, and behaviors necessary for effective participation in society. It begins at infancy and extends throughout the life course, shaping identity, social roles, and civic consciousness. The major agents of socialization include the family, schools, peer groups, religious institutions, and the media, each playing distinct yet interconnected roles in influencing individual and collective development (Obialo, 2018; Yahaya, 2023).

The family serves as the primary agent of socialization, where foundational values such as respect for elders, communal living, moral discipline, and cultural identity are first inculcated. In the Nigerian context, family structure both nuclear and extended play a significant role in transmitting indigenous knowledge, language, and traditional practices. However, rapid urbanization and economic pressures have altered family dynamics, sometimes weakening traditional value transmission.

Schools function as formal agents of socialization by providing structured learning environments where individuals acquire cognitive skills, civic knowledge, and social competencies. Through curricula and extracurricular activities, schools promote national consciousness, social integration, and values such as tolerance, cooperation, and responsibility. Nevertheless, disparities in access to quality education across regions in Nigeria pose challenges to equitable socialization outcomes.

Peer groups, particularly during adolescence and youth stages, significantly influence behavior, identity formation, and social attitudes. In Nigeria, peer influence can be both constructive encouraging academic achievement and innovation and destructive, contributing to social vices such as cultism, substance abuse, and cybercrime. This dual role underscores the need for guided social engagement among young people.

Religious institutions are highly influential in Nigeria, given the country's strong religious orientation. Churches, mosques, and other faith-based organizations contribute to moral upbringing, social cohesion, and community development. They often promote values such as honesty, charity, and discipline. However, religious socialization can also become a source of division when misinterpreted or manipulated, highlighting the importance of interfaith dialogue and tolerance.

The media, particularly digital and social media platforms, have emerged as powerful contemporary agents of socialization. With increased internet penetration and smartphone usage, Nigerians especially youths are exposed to global cultures, ideas, and lifestyles. This exposure facilitates cultural exchange, political awareness, and civic engagement, as seen in movements like youth-led advocacy and digital activism. At the same time, it raises concerns about cultural erosion, misinformation, and the spread of harmful content.

The processes of socialization in Nigeria involve both formal and informal mechanisms, including observation, imitation, reinforcement, instruction, and interaction. These processes enable individuals to internalize societal expectations and adapt to changing social realities. Globalization has further expanded these processes, introducing hybrid identities and reshaping traditional norms.

Importantly, socialization holds significant transformative potential for Nigeria's development. It can foster responsible citizenship, promote social justice, and encourage innovation when aligned with national development goals. By addressing gender inequalities embedded in socialization practices, Nigeria can harness the full potential of its population. Gender-sensitive socialization reforms are essential to challenge stereotypes, empower women and girls, and promote inclusive participation in economic and political spheres.

In conclusion, socialization in Nigeria is both a stabilizing force and a catalyst for transformation. While traditional agents continue to play vital roles, emerging influences such as digital media and globalization are redefining the socialization landscape. Harnessing its transformative potential requires deliberate policy interventions, inclusive educational practices, and culturally responsive strategies that balance tradition with modernity.

Theoretical Frameworks Linking Creativity and Socialization

Understanding the relationship between creativity and socialization requires a multidisciplinary theoretical lens that explains how individuals develop innovative capacities within social contexts. Several key frameworks particularly Sociocultural Theory, Social Capital Theory, and Behaviorist and Social Learning Theories provide valuable insights into how social environments nurture or constrain creativity.

Socio-cultural Theory

The Socio-cultural Theory, advanced by Lev Vygotsky, emphasizes that cognitive development, including creativity, is deeply embedded in social interaction and cultural context. According to this perspective, creativity is not an isolated mental process but a socially mediated activity shaped through collaboration, dialogue, and guided participation. Central to this theory is the concept of the Zone of Proximal Development (ZPD), which suggests that learners can achieve higher levels of creative thinking when supported by more knowledgeable others such as teachers, mentors, or peers.

In the Nigerian context, this theory highlights the importance of mentorship, apprenticeship systems, and collaborative learning environments in fostering creativity. Traditional practices such as storytelling, craft-making, and community-based problem-solving serve as platforms

where creativity is transmitted and enhanced through social engagement. Thus, creativity thrives when individuals are actively involved in culturally meaningful interactions.

Social Capital Theory

Social Capital Theory focuses on the value embedded in social networks, relationships, trust, and shared norms. Scholars like Pierre Bourdieu and Robert Putnam argue that individuals benefit from their social connections, which can provide access to information, resources, and opportunities for innovation. Creativity, in this sense, is not only an individual trait but also a collective outcome influenced by the quality of social relationships.

In Nigeria, strong communal ties, extended family systems, and community associations (such as cooperatives and youth groups) can enhance creative development by encouraging collaboration and knowledge sharing. For example, creative industries like music, fashion, and film often thrive on networks and partnerships. However, weak institutional trust or social inequalities may limit access to these networks, thereby constraining creative potential for certain groups.

Behaviorist and Social Learning Theories

Behaviorist Theory, associated with scholars like B. F. Skinner, emphasizes learning through reinforcement and conditioning, while Social Learning Theory, developed by Albert Bandura, extends this view by highlighting the importance of observation, imitation, and modeling in learning. Together, these theories suggest that creativity can be developed through exposure to creative behaviors, positive reinforcement, and practice.

In educational and social settings, individuals learn creative skills by observing role models teachers, artists, innovators and replicating their behaviors. Reinforcement, such as praise or rewards, further motivates individuals to engage in creative activities. In Nigeria, media exposure, mentorship programs, and peer influence play crucial roles in shaping creative expression, particularly among youths. However, environments that discourage experimentation or punish failure may inhibit creative growth.

Synthesis and Relevance

Collectively, these theoretical frameworks underscore that creativity is not merely an innate ability but a socially cultivated competence. Social interaction, access to networks, and exposure to role models all contribute to the development of creative capacities. In the Nigerian context, leveraging these theories can inform educational policies and social interventions aimed at promoting innovation, inclusion, and sustainable development.

By integrating sociocultural support systems, strengthening social networks, and creating enabling environments for observational learning, Nigeria can harness the full potential of creativity as a driver of societal transformation (Obialo, 2018).

Sectoral Case Studies

Nigeria's creative economy provides compelling illustrations of how socialization processes through networks, mentorship, institutions, and digital platforms interact with creativity to drive innovation, cultural expression, and economic growth. Key sectors such as Nollywood,

Afrobeats, fashion, and publishing demonstrate how collective learning and collaboration translate into transformative outcomes.

Nollywood: Growth through Digital Distribution, Partnerships, and Professionalization

Nollywood stands as one of the largest film industries globally, and its evolution reflects the power of socialization and collaborative creativity. Initially driven by informal networks and low-budget productions, Nollywood has undergone significant transformation through increased professionalization, training, and strategic partnerships. The emergence of digital distribution platforms such as Netflix and Amazon Prime Video has expanded global access to Nigerian films, enabling cross-cultural exchange and wider audience reach.

Socialization within Nollywood occurs through mentorship, peer learning, and industry guilds, where experienced filmmakers guide emerging talents. Film schools and workshops have also contributed to improving technical skills and storytelling quality. Despite these gains, challenges such as piracy, funding constraints, and uneven infrastructure persist, highlighting the need for stronger institutional support.

Afrobeats: Youth-Led Innovation and Global Influence

Afrobeats exemplifies the dynamic intersection of youth culture, globalization, and digital socialization. Driven largely by young Nigerians, Afrobeats has achieved remarkable global recognition, with artists like Burna Boy, Wizkid, and Davido gaining international acclaim. Social media platforms and music streaming services have played a crucial role in promoting the genre, enabling artists to connect directly with global audiences.

The success of Afrobeats is rooted in collaborative networks, peer influence, and cultural hybridity, where local sounds blend with global musical styles. However, intellectual property (IP) challenges, including copyright infringement and inadequate royalty systems, continue to affect artists' earnings and sustainability. Addressing these issues is essential for maintaining growth and protecting creative outputs.

Fashion and Publishing: Economic Contribution and Talent Development

Nigeria's fashion and publishing industries are increasingly recognized for their economic contributions and cultural significance. The fashion sector, in particular, has gained global visibility through designers who blend traditional aesthetics with contemporary styles. Events like Lagos Fashion Week serve as critical platforms for showcasing talent, fostering networks, and connecting designers with investors and international markets.

Socialization in this sector occurs through mentorship, apprenticeships, and collaborative communities that nurture emerging designers. Similarly, the publishing industry supports intellectual and creative expression by providing platforms for writers, academics, and content creators. Both sectors contribute billions to the economy by generating employment, promoting exports, and enhancing Nigeria's cultural identity.

However, challenges such as limited access to funding, inadequate infrastructure, and piracy affect growth in these industries. Strengthening institutional frameworks, investing in capacity building, and promoting global partnerships can further unlock their potential.

Overall Implication

These sectoral case studies demonstrate that creativity in Nigeria is deeply embedded in social systems and networks. Whether through film, music, fashion, or publishing, the interaction between individuals, communities, and institutions plays a crucial role in shaping innovation and economic development. By reinforcing supportive ecosystems and addressing structural challenges, Nigeria can continue to harness its creative sectors as powerful drivers of sustainable and inclusive growth.

Policy Initiatives and Programs (2016–2025)

Between 2016 and 2025, Nigeria has witnessed a growing recognition of the creative sector as a key driver of economic diversification, youth employment, and cultural diplomacy. This has led to the introduction of several policy initiatives and programs aimed at strengthening creative industries, protecting intellectual property, and fostering innovation through institutional support and international collaboration.

Creative Industry Financing and Development Programs

One of the most notable interventions is the Creative Industry Financing Initiative, popularly known as Creative Industry Financing Initiative (CIFI/CLAP), introduced by the Central Bank of Nigeria in partnership with the Bankers' Committee. The initiative often referred to as CLAP (Creative, Leisure and Arts Programme) provides accessible funding to entrepreneurs in sectors such as film, music, fashion, and information technology. By addressing financial constraints, CLAP has enabled creative professionals to scale their businesses, invest in production quality, and generate employment.

Complementing this is the Intellectual Property protection framework, including initiatives such as IP Shield, which aim to safeguard the rights of creators in an increasingly digital economy. These programs focus on awareness, enforcement, and capacity building to reduce piracy and ensure that creators receive fair economic returns from their work.

The Creative Economy Development Fund further strengthens financial support by targeting long-term investments in creative enterprises, infrastructure, and talent development. This fund is designed to enhance competitiveness, promote exports, and position Nigeria as a global creative hub.

Infrastructure and Creative Clusters

The development of Abuja Creative City represents a strategic effort to build a dedicated ecosystem for creative production and innovation. Envisioned as a modern creative hub, Abuja Creative City aims to provide world-class infrastructure, including studios, training centers, and digital facilities that support film, music, gaming, and other creative activities. Such clusters encourage collaboration, networking, and knowledge exchange key elements of socialization that drive creativity.

Legal Reforms and Intellectual Property Protection

A major milestone in strengthening Nigeria's creative economy is the enactment of the Copyright Act 2022. This legislation modernizes existing copyright frameworks to address the

realities of digital content creation and distribution. It enhances protection against online piracy, introduces stricter enforcement mechanisms, and ensures that creators can monetize their works in the digital space. The Act is particularly significant for sectors like music, film, and publishing, where unauthorized reproduction has historically undermined revenue generation.

International Collaborations and Global Engagement

Nigeria's creative sector has also benefited from strategic international partnerships that promote capacity building, market access, and cultural exchange. Programs such as the Creative Economy Week, organized by British Council, provide platforms for training, networking, and showcasing Nigerian talent to global audiences. These initiatives foster knowledge transfer and expose local creatives to international best practices.

Similarly, the Creative Africa Exchange (CAX), spearheaded by African Export-Import Bank, focuses on unlocking financing and investment opportunities across Africa's creative and cultural industries. It connects creators with investors, policymakers, and global markets, thereby strengthening the continent's creative value chain.

Implications for Socialization and Creativity

These policy initiatives collectively demonstrate the growing institutionalization of creativity in Nigeria. By providing funding, legal protection, infrastructure, and international exposure, they create enabling environments where socialization processes such as collaboration, mentorship, and networking can thrive. This, in turn, enhances innovation, supports talent development, and contributes to sustainable economic growth.

However, the effectiveness of these programs depends on proper implementation, transparency, and inclusivity. Ensuring that grassroots creatives, women, and marginalized groups benefit from these initiatives remains critical for achieving equitable development outcomes (Central Bank of Nigeria, 2021; British Council Nigeria, 2016).

Opportunities

Digital Platforms and Global Reach

The rise of digital platforms such as Netflix, YouTube, and Spotify has significantly expanded global access to Nigerian creative content. These platforms enable creators to bypass traditional barriers, reach international audiences, and monetize their work more effectively.

Youth Entrepreneurship

Nigeria's large youth population represents a major asset for the creative economy. Young people are driving innovation in music, film, fashion, and digital content creation. Their adaptability, digital literacy, and entrepreneurial spirit position them as key agents of transformation.

Policy Reforms and Initiatives

Recent reforms, including the Copyright Act 2022 and funding programs supported by the Central Bank of Nigeria, provide a stronger institutional framework for growth. If effectively implemented, these policies can address structural challenges and enhance sector performance.

International Partnerships

Collaborations with global organizations such as the British Council and African Export-Import Bank create opportunities for funding, training, and market access. Initiatives like Creative Africa Exchange (CAX) and Creative Economy Week facilitate knowledge exchange and global visibility.

Cultural Heritage and Identity

Nigeria's rich cultural diversity provides a strong foundation for creative expression. Indigenous knowledge, languages, fashion, music, and storytelling offer unique content that appeals to both local and global audiences. Leveraging cultural heritage can enhance authenticity and competitive advantage.

Measurement and Impact Assessment

Improving data collection and impact measurement presents an opportunity to strengthen policy design and investment decisions. Developing standardized metrics for the creative sector will enhance transparency, attract investors, and support long-term planning.

Challenges

Inadequate Infrastructure

Participants consistently identified poor infrastructure as a major constraint. Limited access to reliable electricity, modern production facilities, internet connectivity, and distribution channels increases production costs and reduces competitiveness. For instance, filmmakers and digital creators often rely on expensive alternatives such as private power supply, which affects profitability and scalability.

Intellectual Property (IP) Infringement

Widespread piracy and weak enforcement mechanisms remain critical concerns. Stakeholders reported significant revenue losses, estimated at approximately ₦500 billion annually, due to unauthorized reproduction and distribution of creative works. Despite legal frameworks such as the Copyright Act 2022, enforcement gaps persist, discouraging investment and innovation.

Funding Gaps

Although initiatives like the Creative Industry Financing Initiative (CIFI/CLAP) exist, many creative entrepreneurs especially at the grassroots level face difficulties accessing funding. Bureaucratic processes, lack of collateral, and limited financial literacy hinder participation, leaving many creatives underfunded.

Skills Shortages

There is a notable gap in technical, managerial, and entrepreneurial skills across the sector. While talent is abundant, many practitioners lack formal training in areas such as digital production, intellectual property management, marketing, and business development. This limits the sector's ability to compete globally.

Informality and Data Gaps

A large proportion of Nigeria's creative economy operates within the informal sector, making it difficult to track performance, regulate activities, and design evidence-based policies. The absence of reliable data also affects investment decisions and policy planning.

Social Inequalities

Gender disparities, regional inequalities, and socio-economic barriers limit access to opportunities within the creative sector. Women and individuals from marginalized communities often face systemic challenges, including limited access to funding, training, and networks, which restrict their participation and growth.

Policy and Regulatory Gaps

Although policies exist, stakeholders highlighted inconsistencies in implementation, weak coordination among agencies, and regulatory bottlenecks. These gaps reduce the effectiveness of government interventions and create uncertainty within the sector.

Methodology

This study adopted a descriptive survey research design to investigate the opportunities and challenges of creativity and socialization as catalysts for societal transformation in Nigeria. The design was considered appropriate because it allows for the collection of quantitative data from a target population to describe current attitudes, readiness and perceived barriers without manipulating variables. The population comprised all staff and students of tertiary institutions in south-south, Nigeria. Using the multi-stage sampling technique, the institutions were firstly stratified by states to ensure geographical representation. Secondly, proportionate random sampling was used to select schools from each state and lastly, the students and school plant staff in the selected schools totaling 500 respondents which includes 250 respectively. A researcher structured questionnaire titled *Opportunities and Challenges of Creativity and Socialisation for Societal Transformation in Nigeria (OCCSST)* was developed by the researcher based on literature review and theoretical frameworks. The questionnaire was divided into four sections. Section A is meant to collect demographic data like age, gender, qualification and work experience. Section B collected data on the subject matter of this study. This scale was developed to assess the respondents' perception of the adoption, opportunities and challenges of creativity and socialization for social transformation in Nigeria and this contained a five-point Likert scale from (1) Strongly Disagree to (5) Strongly Agree. The instrument was subjected to face and content validation by four experts and their feedback was used to refine item clarity and relevance of the instrument. A pilot test was conducted with 20 staff in the institutions in South-south, yielding a Cronbach's alpha coefficient of 0.89 which indicated high internal consistency. With the assistance of trained research assistants, the

researcher administered the questionnaire in person to ensure a high return rate. Respondents were assured of confidentiality and informed consent was obtained before participation. The researcher observed some ethical compliance like obtaining approval from the institutional ethics committee, securing informed consent from all participants, guaranteeing anonymity by not collecting personally identifying information, ensuring voluntary participation and the right to withdraw without penalty, storing data security and using it solely for research purposes. The descriptive statistics (mean, standard deviation and rank order) were used to summarize responses on the adoption, perceived benefits and challenges. The chi-square analytical tool was employed to test the hypothesis and it was conducted using SPSS with the significance level set at $p < 0.05$.

Result

Research Question 1: What are the opportunities of creativity and socialization in fostering societal transformation in Nigeria?

Tables 1: Mean, Standard Deviation and Rank Order on the Opportunities of Creativity and Socialization in fostering societal transformation in Nigeria

SN	Perceived Benefit	Mean (M)	Std (SD)	Dev	Rank
1	Digital platform and global reach	4.21	0.70		4
2	International partnership	4.29	0.72		3
3	Content creation	4.35	0.68		2
4	Policy reform and initiatives	4.18	0.69		5
5	Cultural heritage and identity	4.02	0.74		6
6	Youth empowerment	4.48	0.65		1

The respondents generally reported positive perceptions toward the opportunities of creativity and socialization in fostering societal transformation in Nigeria. The highest-rated perceived benefit was youth empowerment with mean score (M) of 4.48 and standard deviation (SD) of 0.65, This is followed by Content creation which recorded M value of 4.35 and SD of 0.68, International partnership (M = 4.29 and SD = 0.72), Digital platform and global reach (M = 4.21 and SD = 0.70), Policy reform and initiatives (M = 4.18 and SD = 0.69). Conversely, Cultural heritage and identity scored relatively lower than all benefits, though still positive by recording M of 4.02 and SD of 0.74.

Research Question 2: What are the challenges facing creativity and socialization in fostering societal transformation in Nigeria?

Tables 1: Mean, Standard Deviation and Rank Order on the Challenges of Creativity and Socialization in fostering Societal Transformation in Nigeria

SN	Challenges	Mean (M)	Std Dev (SD)	Rank
7	Insufficient funding	4.41	0.63	1
8	Inadequate infrastructure	4.29	0.68	3
9	Skill shortages	4.37	0.65	2
10	Regulatory gaps	4.18	0.70	5
11	Social inequalities	4.24	0.69	4
12	Intellectual property	3.78	0.81	6

In table 2 above, the respondents identified several significant challenges facing creativity and socialization in fostering societal transformation in Nigeria having insufficient funding as the most critical barrier with $M = 4.41$ and $SD = 0.63$), followed closely by skill shortages among staff ($M = 4.37$ and $SD = 0.65$), Inadequate infrastructure ($M = 4.29$ and $SD = 0.68$), Social inequalities ($M = 4.24$ and $SD = 0.69$) and Regulatory gaps with M as 4.18 and SD as 0.70. Interestingly, Intellectual property Regulatory gaps lowest with $M = 3.78$ and $SD = 0.81$).

Test of Hypotheses

Table 3: Chi-Square Test Result on Advancing School Plant Planning and Management through AI innovations in Tertiary Institutions South-West, Nigeria

Hypotheses	Chi-square (X ²)	Df	Probability (p-value)	Decision
HO₁: There is no significant relationship between the opportunities of creativity and socialization and societal transformation in Nigeria	13.24	1	0.0000	Reject
HO₂:	26.10	1	0.0001	Reject

The challenges of creativity and socialization does not significantly determinant societal transformation in Nigeria

Source: Researcher's Computation

Table 3 above is the summary of chi-square result on the opportunities and challenges of creativity and socialization societal transformation in Nigeria. The decision rule states that a null hypothesis will be rejected when the p-value is lesser than the 5% level of significance. Based on the result in table 3 above, the two hypotheses were rejected because they recorded p-values lesser than 5%.

For hypothesis one which stated that There is no significant relationship between the opportunities of creativity and socialization and societal transformation in Nigeria, the chi-square analysis revealed 13.24 with 1 degree of freedom and p-value of 0.0000 which is lesser than 0.05 (5%) significant benchmark. This hypothesis is hereby rejected. Consequently, the alternative hypothesis is accepted.

The second hypothesis which stated that the challenges of creativity and socialization does not significantly determinant societal transformation in Nigeria was also rejected based on the decision rule. The test yielded a chi-square value of 26.10 with p-value of 0.0001 which is also below the 5% level of significance thereby giving credence for the rejection of the null hypothesis and acceptance of the alternate. This implies that there are significant challenges that significantly hinder or limit the impact of creativity and socialization in determining societal transformation in Nigeria.

Discussion of Findings

The study found that creativity and socialization played crucial role in advancing the societal transformation in Nigeria. This shows that there is a very strong correlation between creativity and socialization played crucial role in advancing the societal transformation in Nigeria and these findings are consistent with the previous studies of some scholars who showed the same findings. Specifically, the findings were validated by Musa & Vincent (2018), Nnaji, Akpan & Okoma (2019) and Abel & Nkoli (2024) who in their respective studies revealed positive relationship existing between the variables. However, Abubakar (2019) and Obizue & Obizue (2023) did not fully concur with the findings in this current study as they concluded that there are some ethical and environmental considerations that could produce a negative influence of thereby limiting its rate of goal achievement.

Conclusion

Creativity and socialization are interdependent drivers of societal transformation in Nigeria. The creative economy and socialization mechanisms significantly contribute to GDP, employment, and social cohesion. Persistent challenges such as IP infringement, infrastructure gaps, funding constraints, and social inequalities require coordinated interventions. A holistic approach integrating policy, education, infrastructure, and digital innovation can unlock Nigeria's full transformative potential (NBS, 2024; PwC Nigeria, 2022; Obialo, 2018; Yahaya, 2023).

Recommendations

1. Strengthen Infrastructure and Funding by ensuring investment in creative hubs, studios, and financing for entrepreneurs

2. IP protection should be enhanced with robust enforcement, awareness campaigns, support for monetization.
3. Promotion of Skills development and education to integrate creativity and digital literacy in curricula; mentorship programs.
4. Foster Inclusive Socialization: Culturally relevant curricula, gender-sensitive policies, support marginalized groups.
5. There should be improvement in data collection and impact measurement by developing frameworks to track economic and social outcomes.

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