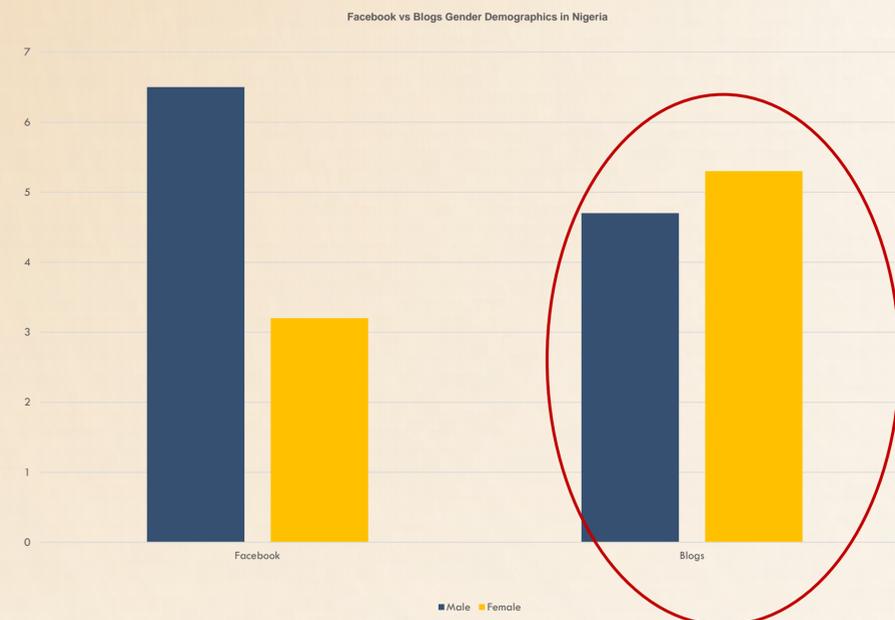


# The Role of Female Blogs in Nigerian Democracy – A Netnographic Approach

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## Introduction

- Even though Nigerian women constitute **49.4%** of the country's population, they make up only **25%** of its internet population.
- The internet provides an 'unrestricted' platform for Nigerian women to blog about gender inequality and discrimination in contemporary times.



- While the number of Nigerian male bloggers more than doubles that of women on social media such as Facebook, it is interesting to see the number of female bloggers surpassing that of men.
- **53%** of the estimated 6,481 single blog authors in Nigeria are women.
- There is a huge readership of Nigerian female blogs too. Popular blogs record over **200,000** visitors daily, with each blog post generating an average of **400** comments from readers daily.

## Case Study

This research examines five Nigerian female blogs that posted articles or held discussions about the rejection of the Gender and Equal Opportunity Bill by the Nigerian senate from the 15<sup>th</sup> of March to the 15<sup>th</sup> of May 2016.

The rejection of the bill was primarily based on the belief that it infringes on the religious and traditional beliefs of the African society. The bill tackles issues such as:

- Gender discrimination in political and public life
- Prohibition of violence against women.
- Establishing women's freedom of movement and economic activity and,
- Girls' access to education.



Figure 1

## Research Questions

1. What motivates the blogging practices of Nigerian women?
2. Do discussions held on Nigerian female blogs involve proposing solutions organising action to address such issues, or is it a platform where women meet to register discontentment?
3. Is it possible for female blog users to dialogue with professional media producers, such as online journalists, or policy-makers (or at least their representatives)?
4. Do Nigerian women perceive blogs as having the potential to hold discussions that can allow their interests to be heard or legislated in governance?



Figure 2

## Method

- Netnography is used in this research as a method of careful prolonged observation and discourse participation in online forums. This long participation is necessary to allow deeper insight into the online cultural and behavioural patterns of Nigerian women. This will be combined with interviews.

## This Research is key because:

- **Locally** it bridges the critical literary gap on women in Nigeria.
- **Globally** it provides information on blog readers; a population neglected by global researchers dwelling mainly on blog authors.

## References

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