

INFORMATION AND COMMUNICATION TECHNOLOGY AS A TOOL FOR CREATING INCOME OPPORTUNITIES ON SOCIAL MEDIA PLATFORMS

Luisa O. Akingbade¹, Babajide A. Ojo²

¹Computer Engineering Department, The Federal Polytechnic Ilaro, Ogun State, Nigeria.

²Electrical Engineering Department, The Federal Polytechnic Ilaro, Ogun State, Nigeria.

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ABSTRACT

Information and Communication Technology (ICT) has experienced rapid progress which wholly transformed how people generate income through social media platforms. The research examines computer technology and computer science methods to develop new sources of revenue for users. The proposed device functions as a smart analytics platform with various capabilities to improve social media content production and connect users with their audience while tracking their revenue metrics. The device operates through machine learning algorithms coupled with real-time data monitoring functions to generate its work. The system produces programmed analysis elements together with solutions for action. Strategic content suggestions stem from the analysis of audience behaviors and trends that this smart device performs. The device detects peak engagement hours alongside its self-operating scheduling system to lighten the social media workload requirements. The device integrates e-commerce features which enable users to generate money directly through social media platforms. This research evaluates how innovative ICT technology helps people and businesses to maximize their income potential through social media networking platforms.

1. INTRODUCTION

Too many social media users who attempt money-making from social media lack fundamental skills needed to perform effective monetization strategies. Digital marketing alongside social media trends fast-changing state makes this problem more severe because they continuously evolve. Users struggle to generate compelling content and to effectively use optimization tools that would boost their income potential. Young freelancers along with entrepreneurs face lost opportunities and inefficient resource allocation because of this knowledge gap when they want to join the digital economy. Users lack adequate social media analytics solutions alongside content optimization features that would enable them to understand their audience better. The absence of these insights prevents users from creating content which delivers significant profits thus leading to both disengagement and user frustration. (Agboola and Afolabi, 2022)

The fast growth of social media platforms exists alongside many users who lack advantageous survey systems to evaluate and improve their content production results. The absence of suitable analytic tools blocks entrepreneurs and small businesses from earning revenue through their content. Users encounter severe difficulties in identifying crucial performance indicators and checking audience engagement because proper analytics systems are not available for them to monitor or make changes to their approach. The unfulfilled potential to generate income from content remains unknown because of inadequate analytics tools making content creators feel helpless in their work (Ojo and Alabi, 2021).

Users who try to earn money through their online content face difficulties with manual social media account management because it leads to both time-consuming efforts and suboptimal outcomes. Users who struggle to automate their content sharing approach struggle to capitalize on current trends and viral moments through their social media activities. Online users who lack efficient manageability tend to reduce their online presence and encounter limited revenue possibilities because of reduced user engagement (Khalid and Ali, 2020).

2. LITERATURE REVIEW

Okeke (2022) examines Information and Communication Technology (ICT) use in Nigeria particularly through an investigation of how social media supports youth job development. This research demonstrates that social media transformation has shifted conventional work patterns to generate multiple employment options for Nigerians in their youth. Young individuals can use Instagram Facebook and Twitter platforms to sell products while conducting e-commerce activities and delivering digital services that include graphic design content creation and social media management according to Okeke. The research demonstrates why implementing ICT represents a crucial element for enhancing digital literacy skills which support young people to succeed in online business operations. The research

establishes that when ICT adoption grows more widespread social media platforms become major drivers of new employment possibilities available to youth in Nigeria.

Through Martinez (2021) the author analyzes the ways social media along with Information and Communication Technology (ICT) tools facilitate Mexican e-commerce development. The study demonstrates that business success on e-commerce requires social media usage for customer interactions and product marketing which enhances the platform's operation at every level. According to Martinez digital payment systems together with customer relationship management software and Information and Communication Technology tools simplify e-commerce operations which allows businesses to run effective sales management and inventory control and customer communication.

According to Abdoulaye (2020) ICT plays a vital role in youth entrepreneurial development in West Africa through social media which serves as a vital source for business promotion and audience expansion. Social media operating as vital tools for youth business owners provides low-cost advertising that extends product visibility to expand market reach.

The research by Eze et al. (2019) investigates the substantial ICT effects on Nigerian Small and Medium-Sized Enterprises while focusing on the function of social media platforms. Social media stands as an efficient tool that helps SMEs boost their publicity levels while linking them to their target audience for higher revenue generation.

3. PROPOSED METHODOLOGY

The proposed methodology includes:

1. The Automated Content Generation Tool
2. Social Media Performance Optimization Algorithms
3. Artificial Intelligence (AI) Chatbot for Engagement
4. Integrated E-Commerce Solution

3.1 The Automated Content Generation Tool

The Automated Content Generation Tool establishes an advanced approach to utilize Information and Communication Technology (ICT) for earning profits through social media platforms. The tools employ complex computational techniques derived from computer engineering and science which utilize NLP and machine learning to generate quick and superior written and visual content. The automation aspect allows entrepreneurial youth to develop continuous online presence through essential audience engagement that attracts prospects but frees them from developing time-intensive content by hand. The Automated Content Generation Tool enables users to integrate analytics tools that utilize user engagement statistics for enhancing social media strategical optimisation.



Fig 3.1a Hootsuite Platform



Fig 3.1b Content Studio

3.2 Social Media Performance Optimization Algorithms

Using current computer engineering advances the suggested approach creates a technical solution that maximizes social media income potential. The approach develops a complex software program that implements real-time analysis between machine learning models and data analytic methods to assess user behavior and content performance. A wide scope of social media platform metrics related to engagement rates and follower growth as well as demographic data will be collected through big data technologies by this application for processing. Users will get better reach and monetary returns through machine learning models which determine the optimum time to post along with the best content approaches for targeted audiences. The market-ready software solution identified as "SocialBoost Pro" will integrate straightforward graphical analytics which experts and business owners can easily translate into useful strategy improvements regardless of their technical skill level.

3.3 Artificial Intelligence (AI) Chatbot for Engagement

The AI Chatbot for Engagement serves as the proposed solution because it improves social media engagement alongside generating financial opportunities using computer engineering and computer science capabilities. The chatbot incorporates artificial intelligence to deliver real-time social media service by utilizing natural language processing (NLP) together with machine learning approaches. The program exchanges messages with customers to advise them about products and makes individualized recommendations while processing user-specific information and behaviors. The automated nature of these processes enables businesses to maintain continuous feedback interaction with their audience base while keeping human supervision constant so potential buyers get quick helpful replies leading to higher revenue and consumer loyalty. This new chatbot solution will operate as a scalable software platform that should link without issues to Facebook and Twitter together with Instagram.

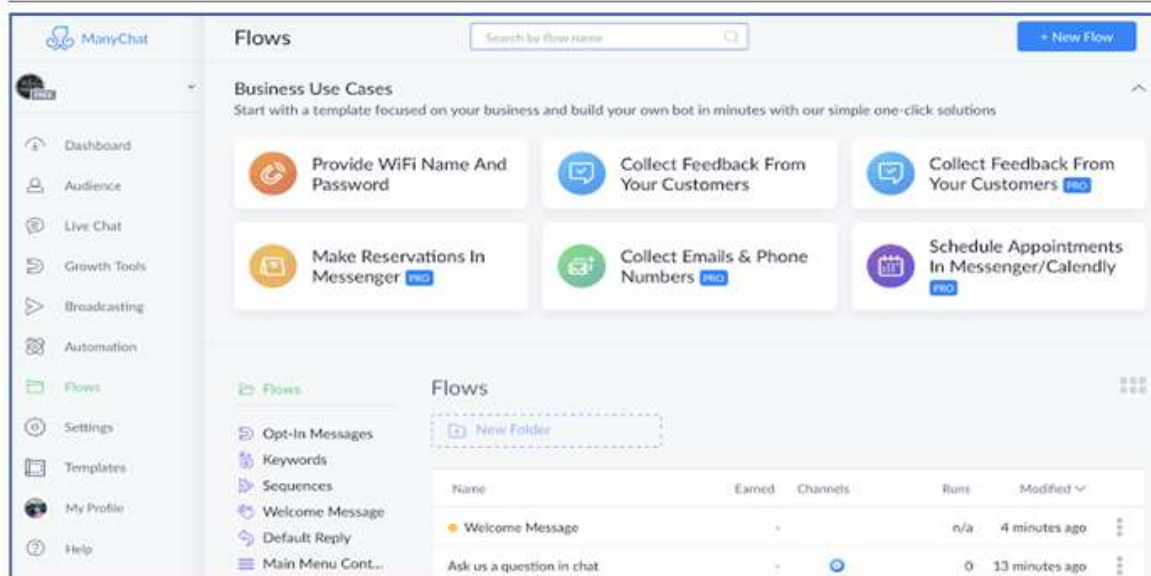


Fig 3.3a Many Chat ChatBot

3.4 Integrated E-Commerce Solution

This high-end system called Integrated E-Commerce Solution creates business income potential through its ability to unite e-commerce capabilities with social platform connections. This integrated system blends concepts from computer engineering and computer science to place payment gateways together with product catalogs and order management directly inside social media accounts thus allowing users to purchase from inside their social media space. Scientists developed algorithms that serve to improve social media engagement while determining individual consumer behavior for tailored item recommendations thus converting social media platforms into extensive e-retail outlets. The system exists either as an all-in-one software platform or mobile application to streamline social commerce operations. The platform offers three principal features for automated inventory handling and AI-recommended marketing a secure payment system that ensures fluid transactions. The product can be promoted as a scalable e-commerce solution for entrepreneurs and small business owners, requiring no technical skills or additional online store oversight. This integrated model alleviates the complexities of managing multiple platforms, optimizing workflows while boosting income through direct social media sales. The user-friendly design of the system would allow individuals to easily establish their social commerce, positioning it as a forward-looking product with notable market potential. One example of this proposed system is a Shopify E-Commerce Platform.

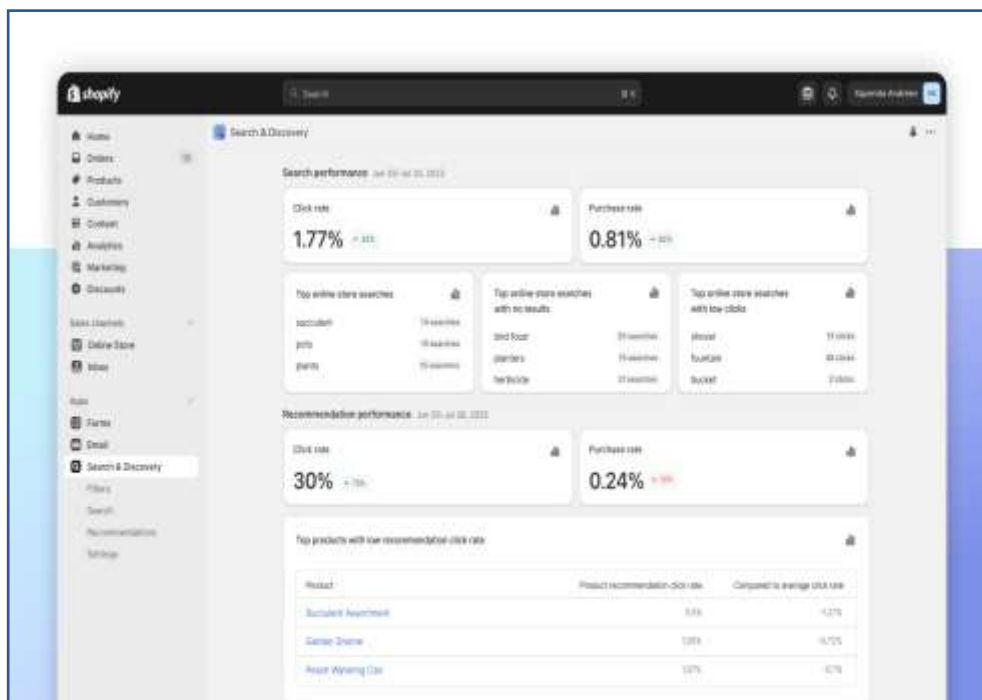


Fig 3.4 Shopify E-Commerce Platform

4. INFORMATION COMMUNICATION TECHNOLOGY

Information and Communication Technology can be described as infrastructures and components that enable modern computing, data processing, and transmission. It is a general term referring to arrays of technologies applied in handling and management pertaining to the creation, sharing, storage, transmission, and collection processes of information. It covers hardware-like computers, servers, routers, and smartphones-software involving applications, operating systems, and databases. It is also said to refer to all varieties of digital means for communication, including the internet, social media, and telecommunications. This helps effectiveness reach a whole new level in the fields of education, business, healthcare, and government. More precisely, it extends avenues of access and communication.

4.1 The Impact of Information Communication Technology on Creating Income

The role of ICT in generating an income is huge in one way; it is transformational as it opens up newer avenues for earning an income along with changing the old ways of generating it. Certain ways in which ICT has been able to facilitate income generation include :

- (i) **E-commerce and Online Marketplaces:** Apart from the fundamentals, ICT has allowed a business enterprise and even people to create an online outlet for their merchandise and services aimed at reaching the global markets. For example, these platforms, such as Amazon, Etsy, and the many other localized virtual marketplaces, have created avenues for small businesses and entrepreneurship to operate virtually, hence reducing costs incurred in maintaining physical stores in addition to reaching a wider clientele base.
- (ii) **Freelancing and the Gig Economy:** Similarly, with the help of ICT, freelance and gig jobs have become available through different platforms like Upwork, Fiverr, and Freelancer among others where individuals can provide services ranging from graphic design, writing, software development to even virtual assistance. It opens up the opportunity to earn anywhere, irrespective of geographical boundaries.
- (iii) **Social Media and Digital Marketing:** The creation on social media platforms like Instagram, YouTube, and TikTok allows following and monetizing through ads, sponsorships, and affiliate marketing. Digital marketing, whether through SEO, online content creation, or influencing, is another avenue for income through many versatile niches.
- (iv) **E-learning and Online Courses:** E-learning is popularized through ICT, whereby educators and experts develop online courses they sell through systems such as Udemy, Coursera, and Teachable. This enables instructors to reach people all over the world and make passive incomes through course sales.
- (v) **Work-from-Home Opportunities:** Development in ICT and facilitation of working from home through applications such as video conferencing, project management applications, and cloud collaboration have increased so that many people can work from anywhere. This has increased opportunities for finding work, especially among people located in places that have limited local job prospects.
- (vi) **Innovative Technology Start-ups:** At all levels, ICT encourages innovation in the development of applications, software as a service, and technology solutions that can help solve problems at the local and global levels. Entrepreneurs in the technology sector can raise investments, scale their operations, and employ people who earn incomes.
- (vii) **Financial Inclusion Technology:** This involves the use of ICT-driven Fintech in innovatively revolutionizing the way people, especially the unbanked and underbanked, conduct financial transactions in savings, obtaining loans, and investing in various investment instruments. It has opened opportunities for small businesses in mobile banking and digital payment systems such as PayPal, Cash App, and M-Pesa with increased access to capital.

5. RESULT AND DISCUSSION

Users leverage improved opportunities to earn income through social media after adopting Information and Communication Technology because a multifunctional smart analytics device manages content effectively. This device applies NLP and machine learning automation for content creation that develops personalized engaging posts for targeted audience segments thus both minimizing user workloads and improving content material quality. The inclusion of an AI-powered chatbot improves audience interaction because it deals with customer questions in real time to make transactions smoother.

5.1 Result

This progress in income generation through social media utilizes Information and Communication Technology (ICT) to produce a sophisticated analytics device that specifically supports content creators and small enterprises. Users benefit from this device because its integrated technology solutions provide NLP-based natural language processing tools which generate appealing content related to trends for optimal interaction while shortening content development

time. The recommendations from social media performance optimization algorithms derive from user information analysis to optimize posting times while generating appropriate content that boosts audience interaction and revenue gain. An AI chatbot system added for customer interaction enhances both real-time communication abilities as well as customer service quality and conversion rates.

5.2 Discussion

Progress in computer engineering together with computer science created a transformative environment that allows content creators and small businesses to generate income on social media through Information and Communication Technology (ICT). A multifunctional smart analytics device serves as the major innovation by combining various extensive technological options. These technological solutions show how information and communication technology enables users to handle social media monetization challenges so they achieve better income outcomes without much effort.

6. RECOMMENDATIONS AND CONCLUSIONS

Social media platforms generate income through Information and Communication Technology (ICT) implementation which leads to the development of a versatile smart analytics device that advances computer engineering and computer science capabilities. The solutions consist of an automated content generator using NLP technology for high-quality content output and performance analytics inspecting user engagement for better reach and a direct social media e-commerce system and an AI-powered chatbot for both user interaction and perpetuating real-time communications. Developers who focus on building simple interfaces along with social platform compatibility will benefit the most from these business opportunities. Users will better leverage ICT potentials for social media-based income generation when developers provide ongoing training and assistance which leads to improved adoption rates of these technologies.

7. CONCLUSIONS

Information and Communication Technology (ICT) stands as a vital income generation force on social media after innovative technological solutions entered the market. A versatile smart analytics device can be developed through the combination of computer engineering and computer science to help users achieve their monetization goals through its multiple features. Users gain access to an apparatus with automated content generation and performance optimization modules using natural language processing (NLP) technology and e-commerce functionality for direct sales on social media.

8. RECOMMENDATION

The following recommendations are proposed for further research on the developed system;

- (i) Multifunctional Smart Analytics Device
- (ii) Promoting awareness of digital marketing

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