

Globalization and Emerging Youth Culture in Nigeria

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Abstract: *This paper discusses the nexus of globalization on emerging youth culture in Nigeria from sociological and economic perspectives. To a degree, globalization forces have integrated the Nigerian economy with the rest of the world by opening doors to foreign investments in some sectors of the economy. However, no link has been found in literature to justify a nexus between investments coming into sectors of the Nigerian economy and economic growth. Thus, there is no evidence that Nigerian youths benefit from more job opportunities on account of globalization. Furthermore, globalisation has done more harm than good for young people in Nigeria. After first viewing globalisation as a positive trend that would lead to more economic possibilities due to the elimination of trade barriers, young people in Nigeria now find themselves enmeshed in its social repercussions.*

Keywords: Globalization, Youth Culture, National Economy

Introduction

Undoubtedly, a major trend that cannot be wished away in the global political economy today is the phenomenon of globalization. Despite the fact that the first signs of globalisation can be traced back to roughly the year 1870, the rate and extent of globalisation in the past two (2) decades have been unparalleled (Onimode, 2000). The collapse of the Soviet Union by 1990; the subsequent adoption of economic liberalization programmes by past Communist States, the efforts of China to join the main stream of market-led economies of the Capitalist West, all of these combined as factors that propelled economic globalization process (Babawale, 2007).

More so, urban youth in Africa have long been active discussers in global popular culture, utilizing images, fashion, music and language to fashion their identities (Barber, 2017). There is no doubt that the proliferation of new communications technologies, especially the pervasive cellphone and numerous social media platforms has greatly expanded this African youth engagement with global popular culture.

Large portions of the continent's population are under the age of 30. (Ntsabane & Ntau, 2016). In fact, sixty percent of Africa's one billion people are under the age of thirty-five, making up the biggest demographic (Ntsabane & Ntau, 2017). The United Nations defines youth as "a period of transition from the dependence of childhood to the independence of adulthood," with an age range of "fifteen to twenty-four years, without prejudice to other Member States." The Youth African Union Commission defines youth as individuals aged fifteen to thirty-five years (United Nations, 2017).

Globalization is a very uneven process, with unequal distribution of benefits and gains costs and losses. This imbalance leads to polarization between the countries and groups that gain that are mostly in the North (more developed countries) and the many countries and groups in society that lose out or are marginalized, mostly in the South (less developed countries). Because of this, globalisation, polarisation, concentrations of wealth, as well as poverty and marginalisation, are all intertwined. Globalization has been both a mixed gift and a curse for Nigeria, which is considered to be one of the least developed nations (LDCs) in the South.

This study is an effort to comprehend the modern African youth in the context of globalisation and the emergence of new realities that have affected their way of life. Part of the study's overarching goal is to provide light on the special place that young people occupy in African cultures across cultural domains including language, religion, food production, and sports, all of which are influenced by the globalisation of Africa and its diaspora. Specifically, this study sets out to investigate the impact of globalization on cultural disposition of the Youths.

Globalization

Since the 1970s, many different kinds of change have taken place all across the world, including in Nigeria. It was at this time that a number of different global systems for measurement, such as the system international unit (S.I.U.), the World Geodetic System (WGS 72), and the International System of Units (S.I.U.), were developed. Globalization is becoming a common topic of discussion in academic studies, as well as in seminars, conferences, and research on international development. The concept of globalisation is

able to encapsulate what some may consider to be the defining characteristic of this century. The integration of economies, the movement of policies across national boundaries, the dissemination of knowledge, the maintenance of cultural stability, the reproduction of power relations and discourse, a revolution, and the creation of a global market that is independent of socio-political control are all aspects of globalization (Popoola, 2020). It has contributed to the liberalisation of national economy by assisting in the establishment of a global market in which direct participation is required from all nations (Tănăsescu et al., 2012). The presence of global markets results in an increase in the number of activities and foreign investments carried out in a variety of nations.

The rate at which the consequences of globalisation spread is rising by the day, and no country can afford to fall behind if it wants to retain its present rate of growth and development if they want to keep up with the rest of the world. It was also observed that two major global trends, which are distinct from one another and have profound implications for the economy of the world as a whole, are the rapid growth of information technology and increased global trade integration. Both of these trends are having an increasingly significant impact (Dani, 1999). At this point in time, information technology has developed to the point where it has rendered distance irrelevant. One can currently reside in Nigeria and communicate with any part of the world using telephone or internet services. This is made possible by the fact that information technology has advanced to this point.

Over the past five years, activities in the global economy have demonstrated a difficulty in the use of the opportunities provided by globalisation while simultaneously handling the issues and tensions that it creates. While some authors are in favour of globalisation and see its potential benefits, others are expressing concern about its effects. Because the people of the globe were anticipating that they would experience terror, the World Trade Organization scheduled a conference in December 1999 in Seattle, United States of America. The gathering was disrupted many times by rioting (Garry, 1998). The protesters voiced their concern that globalisation may have unintended consequences for individuals as well as for the expansion of the economy. This article focuses on an analysis of the ways in which globalisation has affected young people in Nigeria as well as the country's economy. It recognised both the good and bad effects that globalisation has had on the general population, and more specifically on younger generations.

The Goals of Globalization

Globalization has brought about shrinkage of the world into global village, revolution in information technology, the collapse of boundaries between different worlds, expanding connectivity of all forms of interactions. According to Scholte (1997), globalisation makes it easier to remove obstacles that exist between nations, which paves the way for unlimited access to social ties. Globalization frequently results in increasing capital mobility as well as a drop in the costs of transportation, computers, and communications. These are two of the distinctive aspects of globalization. According to Marak (2000), other objectives of globalisation from an economic point of view include the following:

- i. Alterations to the structure of production go hand in hand with the internationalisation of production.
- ii. Increases in both the volume and depth of international capital flows, as well as
- iii. An expansion of international trade and service industries.

However, the primary objective of globalisation is to bring about a sense of conformity by means of the widespread dissemination of the cultures, commercial practises, and forms of communication of nations all over the world. Because of the expanding social, economic, and political networks, as well as the education, information, and communication technology of various groups of people, globalisation demonstrates the connectivity inside and across areas of the world. It indicates the degree to which the behaviour of one group of individuals can have either a positive or negative effect on the actions of another group of people.

Globalization, the National Economy and Youths

Nigeria, with its around 202 million inhabitants, is Africa's most populous country and largest economy (World Bank, 2020). In 2016, Nigeria's economy was estimated by the World Bank to be worth \$405 billion, while Egypt and South Africa ranked second and third on the continent, with GDPs of \$336 billion and \$295 billion, respectively (Ghafar, 2018; ADB, 2018). As of 2016, the World Bank estimated that the GDP per person in Nigeria was \$2,177, Egypt was \$3514, and South Africa was \$5273. The National Bureau of Statistics reports that in 2017, agriculture accounted for 29% of GDP in Nigeria, followed by industry at 23% and services at 48%. Despite only accounting for roughly 10% of GDP, crude oil accounts for 90% of the country's foreign exchange profits (Monday & Salihu, 2017).

Researchers and policymakers agree that increasing openness to foreign direct investment is one of globalization's most potent drivers of economic growth and development (Agenor, 2002). Additionally, capital mobility between national economies is made feasible by globalisation, which allows for greater portfolio risk diversification and more nuanced consumption smoothing via lending and borrowing than is allowed inside the domestic economy (Obstfeld, 1994). The intermediation process between lenders

and borrowers may also be simplified by the introduction of novel concepts that foreign banks can bring to the domestic banking sector. According to Baldwin and Forslid (2000), the cost of banking and investment are both reduced when financial intermediaries do a better job of matching up borrowers and lenders. Those with little or no other options for obtaining loans or putting their money in the bank are able to gain access to capital and investment opportunities, boosting the growth rate of the domestic economy. These are concrete benefits of globalisation that increase people's opportunities to participate in the regulated financial sector.

Nigeria's banking industry has benefited greatly from international trade. Local branches of international banks including Stanbic IBTC, Citibank, and Standard Chartered Bank reportedly accounted for 70% of capital importation into Nigeria in the second quarter of 2017. Most of the capital infusions were traded for shares on the Nigerian stock market, although oil and gas, telecommunications, servicing, production, and banking all got investments. When it comes to industries that the public views as safe, freer trade flows can have a significant positive impact. Therefore, investment gaps in such fields are helped to be filled by globalisation.

More people in the poorest segments of society having access to the official financial system deepens the economy and fosters more inclusive growth. Since the cost of accessing financing has decreased, small-scale businesses and investors may now pursue more investment possibilities. By making it easier for the underprivileged to have access to credit, the economy grows. Because of the potential negative impact on economic interests, more equitable development may help prevent certain disputes from escalating. Unemployment and resentment among the young are two possible sources of conflict that might be mitigated by inclusive economic growth.

Globalization brings about Openness to Trade

It is common knowledge that freer trade results in both long-term and short-term benefits. When trade barriers are removed, factors of production are free to pursue a larger range of possibilities, resulting in a reallocation; as a result, these productive resources are used in more effective ways. Considered to be the static benefit from trading. Regarding the dynamic benefits of trade, manufacturers might obtain inputs that were not utilised or were not needed when manufacturing for the local market in order to suit the demands of customers outside their boundaries. When trade barriers are lowered, more efficient technologies may be transferred to local industries, further stimulating economic development.

Romer (1994) shows that trade restrictions prevent the full utilisation of technical capabilities by limiting producers to a smaller selection of items for the domestic market. Additionally, the rowe frontier of production options for the local economy is shifted when inputs that are not locally available are made available. And as Agenor (2002) points out, there is also the transfer of information, which incorporates new and improved manufacturing methods. Those kinds of knowledge exchanges, according to Romer (1992), might end up being more consequential than the benefits of imported goods.

The early enthusiasm for open trade was moderated, however, by a better knowledge of how it affects Nigeria and other less developed nations. It is now established, for instance, that the magnitude of such advantages, if any, might rely on the distortions already present in the local economy prior to trade starting.

The theoretical and empirical research conducted by Swiecki (2017) showed that models which fail to account for distortions in factor allocations in the domestic economy tend to exaggerate profits from trade. As he investigated more, he found that such inefficiencies in home economies are often exacerbated by international commerce. Specifically, the findings indicate that models which fail to account for labour misallocations tend to overestimate the profits that accrue to a disadvantaged sector while underestimating those made by net exporters. The study demonstrates, for instance, that the benefits of trade to Ethiopia's agricultural sector are inflated if they are calculated without taking into account the distortion against that industry.

The Effect of Globalization on the Economy of Nigeria

There are positive and negative influences of globalization on the Economy of Nigeria.

The positive influence includes:

- i) The opportunities to create wealth through the export-led growth, to expand international trade in goods and services and to gain access to new ideas, technologies and institutions.
- ii) Globalization has reduced the barrier existing in international trade. The reduction in those barriers has opened the door for export led growth.
- iii) Since globalization entails trade liberalization, it means that there is free and unrestricted movement of trade, finance and investment across the international border.
- iv) Nigeria may now freely import and export commodities, money, and investment thanks to globalisation.

- v) Rapid rise in output, which raises national income and, in turn, improves the standard of life in emerging nations like Nigeria, is facilitated by globalisation.
- vi) Economic growth, scientific advancement, and cultural exchange are only few of the ways in which globalisation has improved the globe. This is due to the fact that globalisation opens markets to a wider variety of consumer items, cutting-edge technologies, and specialised expertise.
- vii) Through the ICT, globalization allows the access to ideas on new things and best practices in all area of human endeavor. New designs, production technology, new managerial practices, etc. are made available to people, thereby helping them to change their old practices. These may lead to acquisition or imitation of foreign products, technologies and cultural practices.

Globalization creates global market places, which, with the development in communication technology, can be accessed by any person from any location. This opens up a world of opportunities for business and also links them to market.

Globalization encourages research, since through the Internet; one can access websites of different authors, organizations, and companies in different countries of the world.

The Negative Influences include:

The widening gap between the wealthy and everyone else is the biggest cause for alarm in this age of globalisation. A few nations and people have amassed a disproportionate share of the world's wealth, despite the fact that overall wealth has grown. When considering the entire world, we can agree that wealth distribution has never been equitable. While nations like India, Asia, the United Kingdom, etc., have gained by joining the global economy, most countries in Africa, notably Nigeria, have seen their incomes fall and are now experiencing instability and discontent as a result (Salimono, 1999).

Any adverse global shock in an interdependence world economy affects Nigeria. The propagation mechanism of the oil glut of 1982, 1998 and even 2015 brought decline in the import volume and change in the real price of commodities (oil). Since Nigeria depends heavily on crude oil as the main source of income or foreign exchange earnings, her revenue suffers when there is a global shock.

The effect of globalization is the fear of uncertainty and volatility on capital formation and productivity growth with its negative consequence on economic growth. There is economic instability as a result of tax on growth and prosperity (CBN, 2000). This problem of uncertainty is not from within but externally generated and Nigeria has not evolved a good mechanism that can absorb the shocks.

The social effect of globalization is another fear considered, since globalization is associated with instability of output and employment. Thus there could be fear of job security, which can bring industrial conflicts if any attempt is made to disengage employee. Globalization tends to transmit the cultural pattern of developed countries to the rest of the world. Young people in modern-day Nigeria frequently adopt Western cultural norms—including musical styles—in terms of their buying habits, means of transportation, modes of dress, and techniques of communication. They are very close to ignoring our history.

Effects of Globalization on Nigerian Youth

The positive effects of globalization in Nigeria are: The advancement in technology such as the provision of telecommunication infrastructure, cross border data flow, the Internet, satellite networks and wireless telephone. Computers, mobile telephones, and the Internet have brought about major transformation in world communication.

There is great improvement in transportation of goods by air, land and water.

The major negative effects of globalization through ICT are the exposure of the Youth to negative Western culture.

Most dangerous amongst them are:

Pornography, money laundering, cultism, international terrorism, child abuse and Yahoo.com boys (419); it is extremely difficult for Nigeria with strong Christian and Islamic cultures to tolerate the level of pornographic activities that go on in the Internet. In many Nigerian Universities, polytechnics, Colleges of Education and urban centers, nudity has become a rich and elegant dressing style. Mode of dressing expressed through the exposure of various parts of the body is now a common occurrence among the Youth. Sagging is a fashion trend among teenage boys in which pants are not belted at the waist but instead sag to the buttocks, revealing the wearer's briefs. Ladies wear clothes that expose their breasts in order to conform to their newfound culture. The use of abuse of drugs, uses of arms and ammunitions, promiscuity, exposure to pornography and various other negative life styles are often a fall out of accessibility to the Internet and cable channels.

The Internet provides the opportunity for the proliferation of cyber-crime, which is global phenomenon, and Nigeria Youths is global phenomenon, and Nigeria Youths are not free from these crimes. The perpetrators of this crime, which is often referred to as '419', 'yahoo' or Yahoo Plus' are usually the criminal minded Youths and many unemployed Nigerian. A large number of cyber criminals

spend their nights in internet cafés sending scam emails to unwary victims and surfing the web. Fundraising, illicit business, partnerships, and marriages are just some of the many ways they make money. These Yahoo boys have deceived foreign women who are seeking for spouses through the Internet. Some of the duped foreigners report their ugly experiences to the security agencies who sometimes succeed in apprehending and prosecuting the suspects.

Trafficking in persons, whom the international labor Organization (ILO, 2001) describes as the underside of globalization”, is one of the greatest human rights challenges of our time. Some of our young girls are Kidnapped or lured into following the perpetrators abroad of no defined destination with the plan to position the girls as sex machine with little remuneration. For instance these trafficked persons, women and girls are placed in brothels, streets corners, tourist establishments and private homes where they are forced to offer sexual activities for money.

Conclusion

From the discussion so far, it is clear that globalization is a welcome development not minding the problems inherent from it. It has both positive and negative impacts as discussed in this work but should be an irreversible process in Nigeria in accordance with natural laws. In this article, we have looked at globalization and its effect on Nigeria Youths and the economy. It is unbearable and shameful that many Nigeria children cannot speak their dialect or understand any of their cultures. It is also unfair that the girls do not cover their breasts and other private part properly, and this should be condemned. The cyber café crime should also be condemned in its entirety.

The advantages of globalization for Nigeria lie in the capacity for wealth creation through export led growth and the gains of expanded international trade of goods, services, and access to new products. Despite the fact that globalization provided opportunities for development and growth, there are associated serious problem that can be managed using appropriate fiscal policies. The macro-economic instability that had characterized Nigeria Government is as a result of globalization. The falls in price of crude oil, which is the major source of Nigeria revenue, affects the exchange rate of Naira, and as well affects both federal and states budgets.

Recommendations

In this work, it is stated that globalization is good and should be handled in such a way to improve the life of every inhabitant of global neighborhood including Nigeria. For globalization to succeed, the inequality between the poor and the rich should be minimized. The global economy should be regulated and should not be dominated by organizations that recognize money as the only way to life. Nigeria government should find the best method to counter the harmful effects of globalization.

Nigeria should not rely solely on what the developed foreign countries are handling down to us, but should consider and encourage local production and industry. The country should be proud of her heritage and way of life, instead of accepting all aspects of Western way of life. She should think of diversification to other sources of revenue, instead of depending on crude oil.

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