

# **Social media analysis of the UK's prospective international students**

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## **Nigeria deep dive**

July 2022

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Nigeria deep-dive

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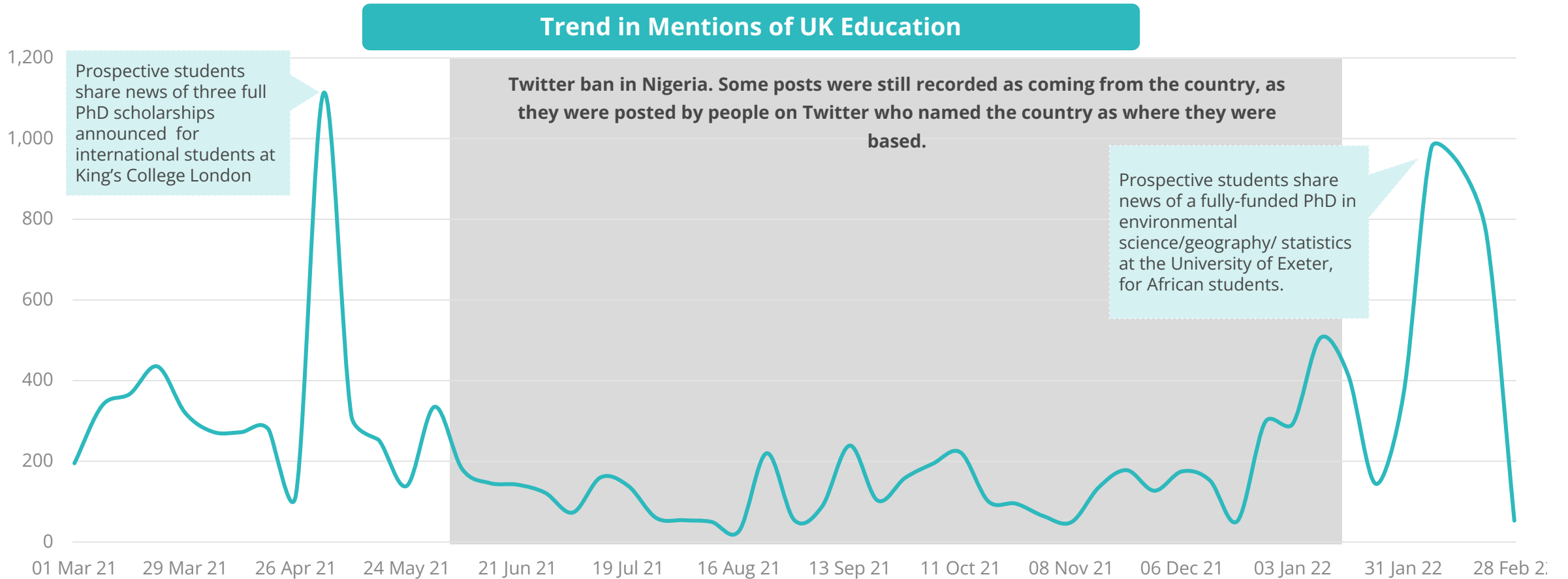
# **NIGERIA DEEP-DIVE**



# **1. Social media listening: NIGERIA**



# Peaks in the Nigerian social media conversation are driven by news-sharing around new scholarships



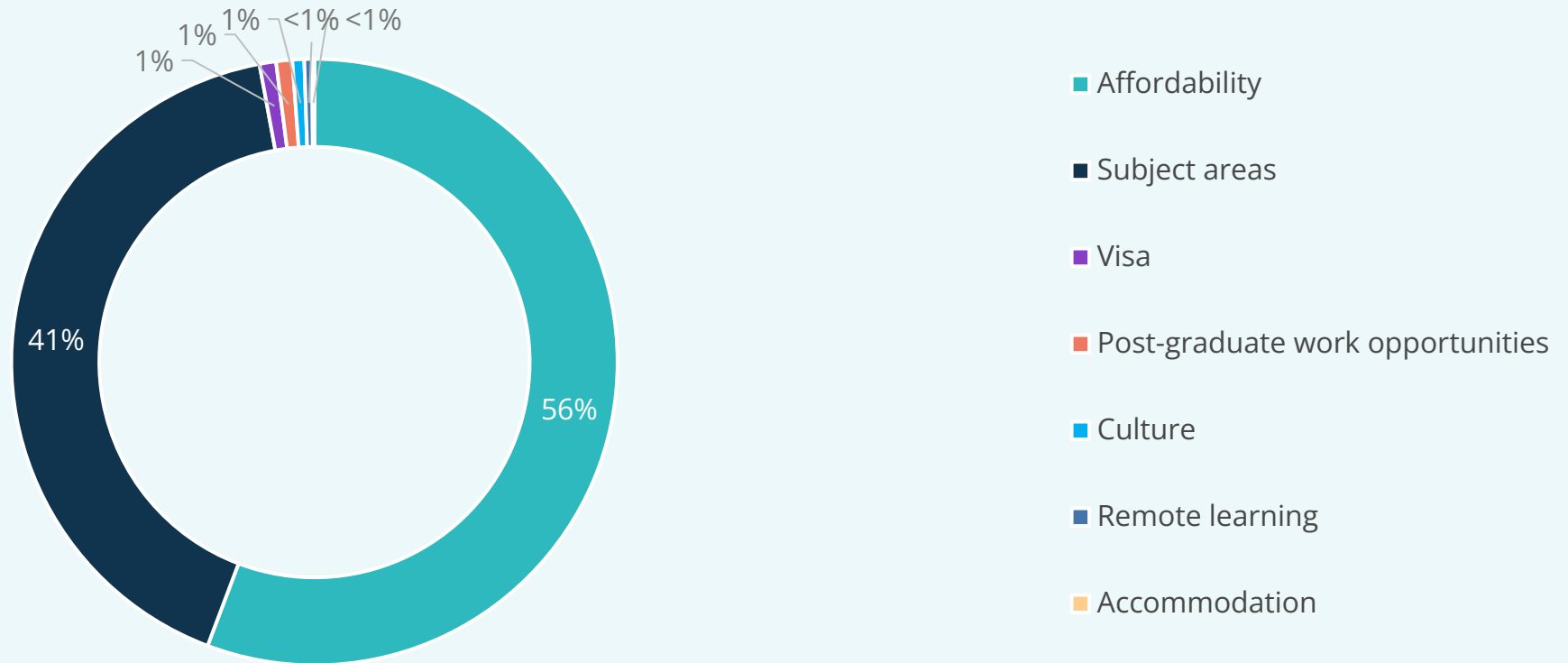
Prospective students share news of three full PhD scholarships announced for international students at King's College London

Twitter ban in Nigeria. Some posts were still recorded as coming from the country, as they were posted by people on Twitter who named the country as where they were based.

Prospective students share news of a fully-funded PhD in environmental science/geography/ statistics at the University of Exeter, for African students.

# The costs involved in applying to and attending UK universities are a significant financial barrier for Nigerian students

## KEY TOPICS SHARE OF CONVERSATION



# Affordability is the primary discussion topic for prospective students from Nigeria

## AFFORDABILITY & ACCOMMODATION

- Prospective international students find studying in the UK expensive, therefore often seek financial aid such as scholarships or student loans, or fundraise online to finance their studies.
  - Information about scholarship opportunities dedicated to young Africans or offered by individual universities for postgraduates is shared on Twitter.
  - One prospective student sought information about student loans potentially covering the costs of visa applications and flight tickets to the UK.
  - Some prospective students are waiting for results of their scholarship application.
- Fees required for the student visa application process (e.g., Immigration Healthcare Surcharge, visa application fee, costs to take IELTS and Tuberculosis tests) cause concerns and are a financial burden for prospective students.
- Funding to study in the UK is considered to be even more of a challenge than getting an admission. The required fees to study are described “outrageous”, and some prospective students look for fully funded education or drop out after being accepted to an university.
- A handful of mentions of accommodation are also associated with scholarship benefits covering tuition fees and accommodation.

“ Must I live there before I know that the UK is an expensive place? I applied and got admission to a Welsh University but couldn't continue because of the outrageous fees associated with it. ”

“ I've been able to achieve 3 different unconditional admission offer in 3 different universities in the UK with partial scholarships for Master's program. But I need fully funded scholarship. [...] ”

## Prospective students share information on student visa application costs and process

### VISA

- Prospective students discuss visas from two perspectives; cost and application process.
  - The fees required to obtain student visas are considered expensive, as prospective students need to pay fees for the application itself and other requirements.
  - They also retweeted informational content about visa application process, such as a tuition fee deposit required before a visa application.
- Information about free visa consultation services is also retweeted by prospective students.

“

*I am in your shoes brother. I also got a fully funded PhD at the University of Warwick and I have been struggling with raising funds to cover IHS and visa.*

”

### POST-GRADUATE WORK OPPORTUNITIES

- Retweets of a post from the University of Essex promoting their African Regional Scholarship and employability support are driving most mentions of the post-graduate work opportunity topic.
- Prospective students also retweet posts sharing tips on obtaining post-graduate work permits and their journey from university application to post-graduate career development.

“

*If you're a postgraduate student in the UK and you've been thinking of the post-study work visa & what you need to do. Here's what you should know: - You must have valid a Student visa when you apply and must be in the UK*

”



# They appreciate cultural diversity in the UK, and sometimes discuss 'distance learning' scholarships

## SUBJECT AREAS

- Subject areas are mostly mentioned in association with scholarship opportunities for postgraduates.
- MBA, applied mathematics, computer science, data science, arts and design are subject areas that prospective students mention in posts about scholarship offerings.

“  
*I need a scholarship for my master's degree in Applied Mathematics in the UK. I've got admitted and already have a 5,000 pounds partial fund.*

”

## CULTURE

- The cultural diversity of universities in the UK is highlighted in posts discussing scholarships.
- Prospective students retweeted a post that values a high-quality education alongside diverse communities for universities in the East Midlands.

“  
*Thinking of coming to the UK to do your masters or PHD, you can search for schools around East Midlands (Leicester, Nottingham, Sheffield, Derby). Universities around these areas are top notch with diverse communities for easy integration.*

”

## REMOTE LEARNING

- Prospective students mainly shared 'distance learning' opportunities aligned with scholarships in universities across the UK (e.g., Edinburgh, Birmingham, Liverpool).

“  
*I'm currently studying this online with Liverpool John Moores University. My scholarship only covers online [...]*

”

# The US, Canada and Australia are the competitor countries most mentioned alongside the UK

## UK LOCATIONS

- Prospective students tend not to discuss their preferences of where to study within the UK, or whether locations influence their choice of institutions.
- Location is usually mentioned as the places where the universities that offer scholarships or which have made them offers are based.
- There are a few posts mentioning locations in the context of criteria for English proficiency proof (e.g., Swansea University) and cultural diversity (e.g., universities in Midlands).

“  
*Swansea university accept waec too, at least C6 in English. I made Enquiry and got email from them but haven't applied. They have scholarships going on as well.* 🙏🙏

”

## COMPETITOR COUNTRIES

- English speaking countries, such as the US, Canada and Australia are most often mentioned along side the UK.
- Most posts mentioning competitor countries are informative sharing list of universities and academic or English proficiency requirement (e.g., English test for the UK, GRE and TOEFL for the US) in the UK and US.
- There is a post sharing tips on making a choice among the UK, U.S. and Canada. The UK is mentioned has having easier admission to universities, the US for better scholarship options and Canada for better chances of gaining permanent residency.

“  
*Applying to Universities in the UK and Canada without any form of Funding 🙏 only faith. God biko 🙏*

”

# Questions raised on social media are usually related to scholarship opportunities

## KEY QUESTION TYPES

- Graduated with a 3rd class from a private university in Nigeria (Banking & Finance). Is it possible to apply for a Masters programme in the UK or US?
  - Are there loan platforms that can cover visa application fees and ticket for a prospective international PhD student in the UK?
  - Please can I apply for the scholarship first before applying to the University of Edinburgh ?
  - I just got a chance to study in the UK on scholarship but I'm in my final year in the University of Ilorin. What do you think I should do?
  - Can I apply for a scholarship after I'm done with my BSc here?
  - Please which school in the UK will allow me do PhD straight with my Bachelor's degree? I need advice!!!
  - I'm a Nigerian. Can I please get a scholarship to study in university of Birmingham?
- The key themes of questions raised on social media are financial. Prospective students hope to receive advice from those with experiences of studying in the UK, or from consultants assisting prospective international students.
  - They also ask for information and advice on their eligibility to study in the UK, such as whether they could apply for a postgraduate study with lower grade, or whether they could apply for a PhD without a Master's degree.
  - A question related to student loans covering visa applications and travel costs implies that these are also financial barriers for prospective students.

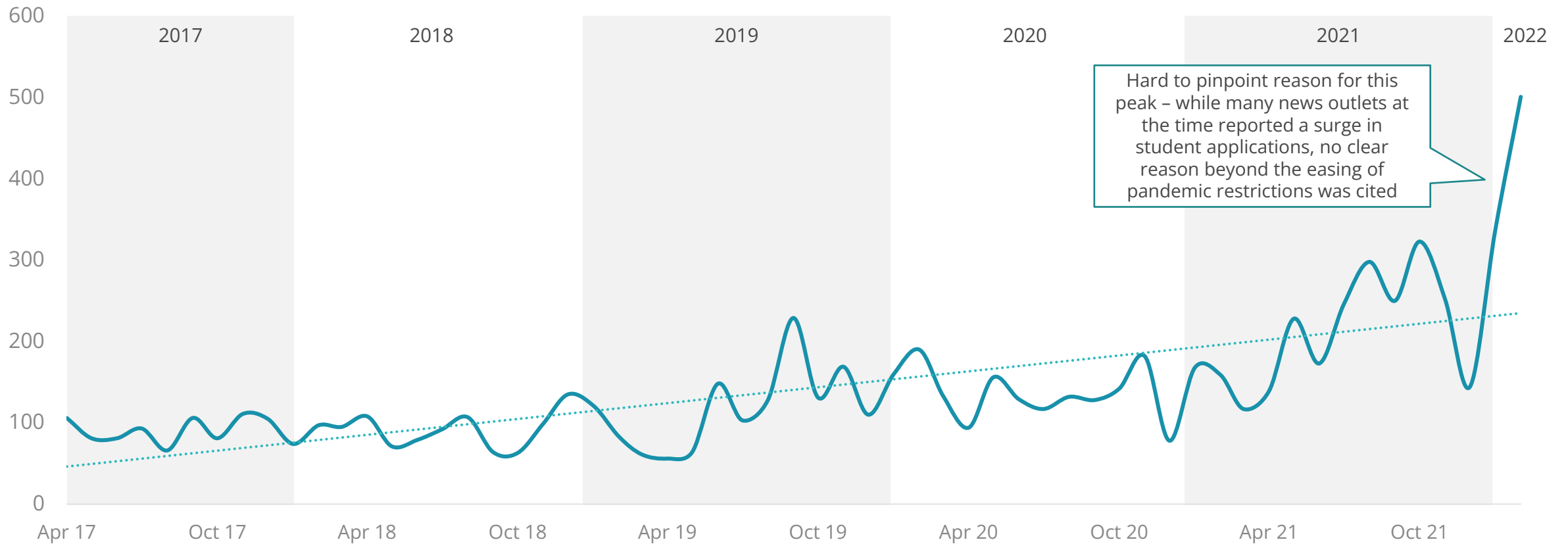
## **2. Search & website traffic analysis: NIGERIA**



## Search trend analysis

Searches have increased gradually over the past five years, with a sudden increase at the start of 2022.

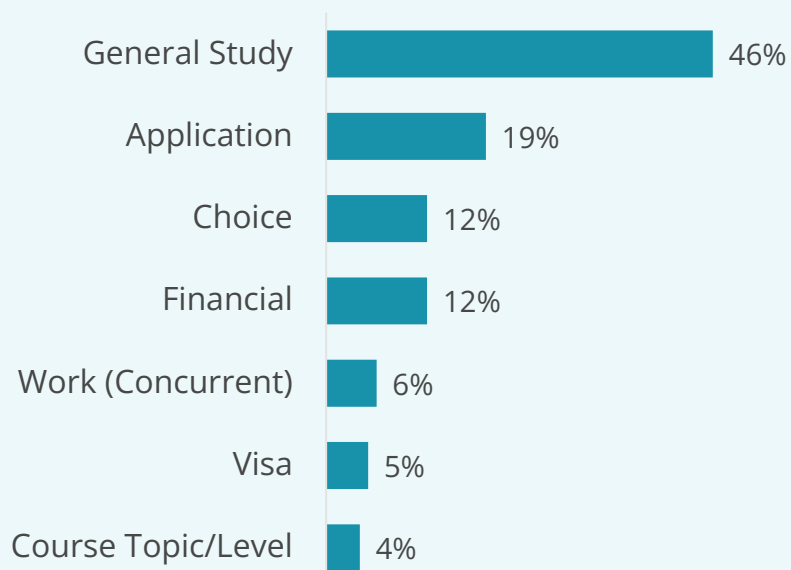
### Monthly searches for 'Study in UK' over the past 5 years



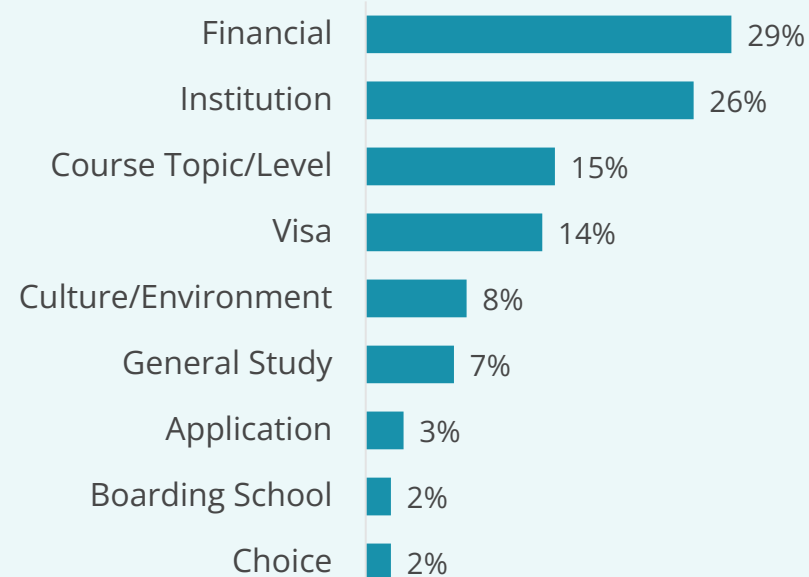
## Search & website traffic analysis

A healthy share of website traffic is driven by searches around scholarships and funding opportunities, as well as questions about specific institutions. However, there is not much traffic from people asking questions around general study (e.g. 'how to study in UK') and university applications (e.g. 'what are the requirements to study nursing in the UK'), both of which are popular search topics.

### Most Common Search Topics



### Search Topics Driving Website Traffic



General search topic data is from the last 12 months, while search topic data for website traffic is from February 2022. Because multiple topics may be included in a single search, percentage data may not equal 100%.

# Search Analysis

'Why' and 'how to' study in the UK in general are the key topics driving searches on Google. The information needed to prepare applications and access funding also drive searches

## General Study (46%)

- Searches for 'why' and 'how to' study in the UK
- Looking for information on whether a pregnant woman can study in the UK and statistics about Nigerian students studying in the UK
- Information about relocation to Australia and U.S. is also searched for

## Application (19%)

- Seeking information in to help prepare for interviews, personal statements and scholarship applications
- Requirements on what is needed to study a specific subject, or in the UK in general are also looked for

## Financial (12%)

- Searches for scholarships, student funding opportunities and the costs associated with studying in the UK

## Choice (12%)

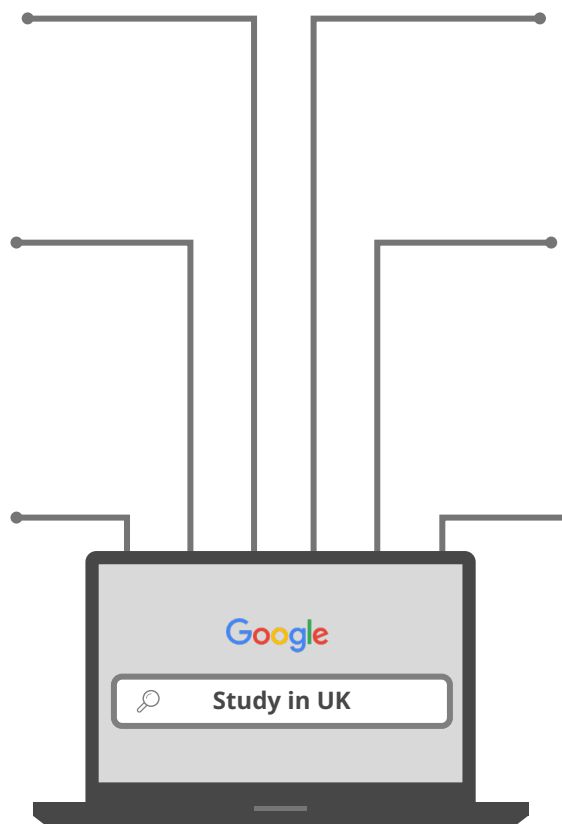
- Searches around the benefits of studying in the UK, sometimes in comparison to other English-speaking countries

## Work (Concurrent) (6%)

- Trying to find out whether international students can work while studying in the UK

## Visa (5%)

- Seeking information about the visa types required to study, post-graduate work permits, visa switching and extensions, and possibility of attaining permanent UK residency after studying
- Searches for family visas and the visa holder's eligibility to work



Search Data: Google.

Search volume (%) by topic is based on the average number of monthly searches of related keywords over a 12-month period. Because multiple topics may be included in a single search, percentage data may not equal 100%.

# Search Analysis: Sample Searches

## General Study

- *Why study in UK*
- *Why do you want to study in UK*
- *How to study in UK*
- *Can pregnant woman go study in UK*
- *How do I relocate to Australia after studying in UK*
- *How to move to America after studying in the UK*
- *How many Nigerian students are currently studying in the UK*

## Choice

- *What are the benefits of studying in the UK*
- *What should I study in UK*
- *What are the advantages of studying economics in UK*
- *What is unique about studying in the UK*
- *Why study in UK over USA*

## Application

- *Why I want to study in UK personal statement*
- *Why did you choose to study in the UK*
- *How to answer Chevening studying in the UK question*
- *What exams are required to study in UK*
- *Do I need IELTS to study in UK*
- *How to apply for scholarship to study in UK*
- *What are the requirements to study nursing in UK*

## Work (Concurrent)

- *Can I work and study in UK*
- *Can you work while studying in UK*
- *How can somebody work and study in UK*

## Financial

- *Can I get a scholarship to study in UK*
- *How much does it cost to study in UK*
- *What is the cost of studying in UK*
- *How can I study in UK for free*
- *How do students fund their studies in UK*
- *How much to study medicine in the UK*

## Visa

- *Can Tier-4 dependants study in the UK*
- *How can I get PR in UK after study*
- *Are post graduate allowed to stay in UK after study*
- *Can I apply with family for study in UK*
- *Can spouse on student visa study in UK*
- *How does UK study visa work in Nigeria*
- *How to extend visa after studies in the UK*
- *Which visa needed to study in UK*

Search Data: Google.

Search volume (%) by topic is based on the average number of monthly searches of related keywords over a 12-month period. Because multiple topics may be included in a single search, percentage data may not equal 100%.

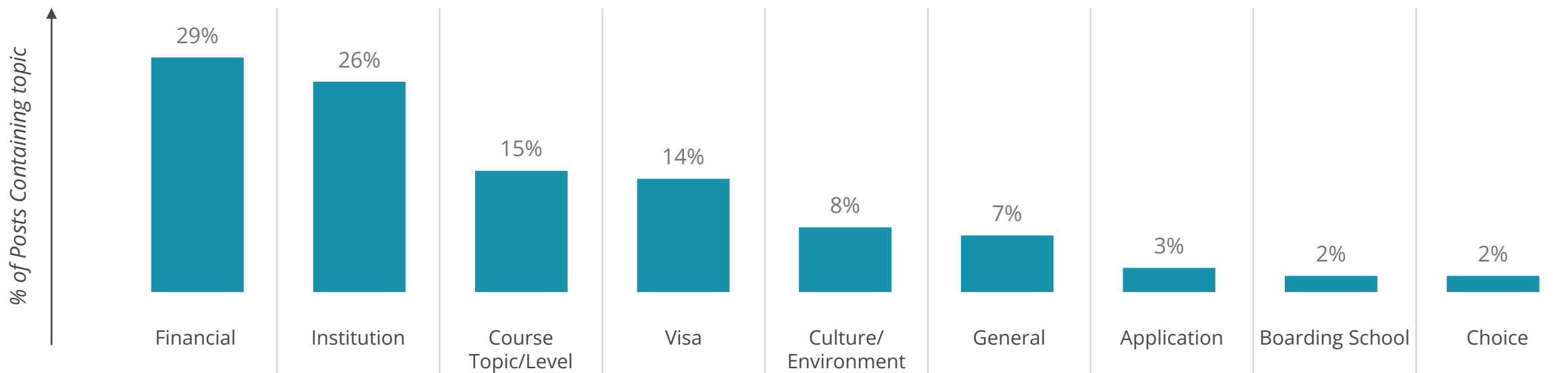


## Website Traffic Analysis

People based in Nigeria visited [study-uk.britishcouncil.org](https://study-uk.britishcouncil.org) **5.9K** times in February 2022.

There are 210 key search terms leading people to visit the website, and we conducted an analysis of the **top 100 search terms** (driving 99.6% of website visits). Within this data, we identified 9 search topics that lead people to visit the site:

### Topic Footprint in Website Traffic Search Data



*Data covering February 2022. Because multiple topics may be included in a single search, and searches consisting of single, unrelated words such as 'great' or 'commonwealth' were not included in the data reviewed for these slides, percentage data may not equal 100%.*

## Website Traffic Analysis: Sample Searches

Understanding how to afford to study in the UK – especially the availability of scholarships – is a key driver of website traffic from Nigeria. This population is also relatively likely to seek information about specific universities via the Study UK website.

Financial	Institution	Course Topic/Level	Visa	Culture/Environment
<ul style="list-style-type: none"><li>• <i>UK scholarships for Nigerian students</i></li><li>• <i>Commonwealth scholarship 2021</i></li><li>• <i>Available scholarships</i></li><li>• <i>Chevening scholarship</i></li><li>• <i>Cheap universities in UK</i></li><li>• <i>International scholarships for Nigerian students</i></li></ul>	<ul style="list-style-type: none"><li>• <i>Cheap universities UK</i></li><li>• <i>BPP University</i></li><li>• <i>Queen Mary University of London</i></li><li>• <i>University of Sunderland UK</i></li><li>• <i>UK university ranking</i></li><li>• <i>Universities in England</i></li><li>• <i>Glasgow Caledonian University</i></li></ul>	<ul style="list-style-type: none"><li>• <i>Political science</i></li><li>• <i>Undergraduate scholarships</i></li><li>• <i>Science and technology</i></li><li>• <i>Why do we study economics</i></li><li>• <i>Universities in UK for Master's</i></li><li>• <i>Creative arts</i></li><li>• <i>Masters scholarships</i></li></ul>	<ul style="list-style-type: none"><li>• <i>F1 visa</i></li><li>• <i>UK visa fees</i></li><li>• <i>How to apply for UK visa</i></li><li>• <i>UK visa types</i></li><li>• <i>UK visa application</i></li><li>• <i>UK visa requirements</i></li><li>• <i>UK student visa fee</i></li><li>• <i>UK work visa</i></li><li>• <i>Gov UK visa</i></li><li>• <i>Tier 4 visa</i></li></ul>	<ul style="list-style-type: none"><li>• <i>What is winter</i></li><li>• <i>What is summer</i></li><li>• <i>Religion</i></li><li>• <i>Summer season</i></li><li>• <i>What's the weather</i></li><li>• <i>When is summer</i></li><li>• <i>Weather in UK now</i></li><li>• <i>UK weather</i></li></ul>

Data covering February 2022. Because multiple topics may be included in a single search, and searches consisting of single, unrelated words such as 'great' or 'commonwealth' were not included in the data reviewed for these slides, percentage data may not equal 100%.

## Website Traffic Analysis: Sample Searches

Some potential students visit the website in the hopes of understanding clearing, and how to answer university application questions.

General	Application	Boarding School	Choice
<ul style="list-style-type: none"><li>• <i>Who is an undergraduate</i></li><li>• <i>What is study</i></li><li>• <i>University</i></li><li>• <i>UK schools</i></li><li>• <i>Study</i></li><li>• <i>UK college</i></li><li>• <i>Study in UK</i></li></ul>	<ul style="list-style-type: none"><li>• <i>Why do we study economics</i></li><li>• <i>Reasons why we study economics</i></li><li>• <i>Clearing</i></li></ul>	<ul style="list-style-type: none"><li>• <i>Boarding school</i></li><li>• <i>What is boarding school</i></li></ul>	<ul style="list-style-type: none"><li>• <i>UK university ranking</i></li><li>• <i>Why study in UK</i></li></ul>

*Data covering February 2022. Because multiple topics may be included in a single search, and searches consisting of single, unrelated words such as 'great' or 'commonwealth' were not included in the data reviewed for these slides, percentage data may not equal 100%.*

## Leading Study UK Subdomains

Subdomain	Traffic
<a href="https://study-uk.britishcouncil.org/scholarships/commonwealth-scholarships">https://study-uk.britishcouncil.org/scholarships/commonwealth-scholarships</a>	1,812
<a href="https://study-uk.britishcouncil.org/">https://study-uk.britishcouncil.org/</a>	1,443
<a href="https://study-uk.britishcouncil.org/scholarships">https://study-uk.britishcouncil.org/scholarships</a>	1,069
<a href="https://study-uk.britishcouncil.org/scholarships/great-scholarships">https://study-uk.britishcouncil.org/scholarships/great-scholarships</a>	387
<a href="https://study-uk.britishcouncil.org/moving-uk/student-visas">https://study-uk.britishcouncil.org/moving-uk/student-visas</a>	252
<a href="https://study-uk.britishcouncil.org/find/university">https://study-uk.britishcouncil.org/find/university</a>	208
<a href="https://study-uk.britishcouncil.org/scholarships/great-scholarships/nigeria">https://study-uk.britishcouncil.org/scholarships/great-scholarships/nigeria</a>	172
<a href="https://study-uk.britishcouncil.org/moving-uk/student-life/weather">https://study-uk.britishcouncil.org/moving-uk/student-life/weather</a>	91
<a href="https://study-uk.britishcouncil.org/find/study-options/boarding">https://study-uk.britishcouncil.org/find/study-options/boarding</a>	90
<a href="https://study-uk.britishcouncil.org/why-study">https://study-uk.britishcouncil.org/why-study</a>	64

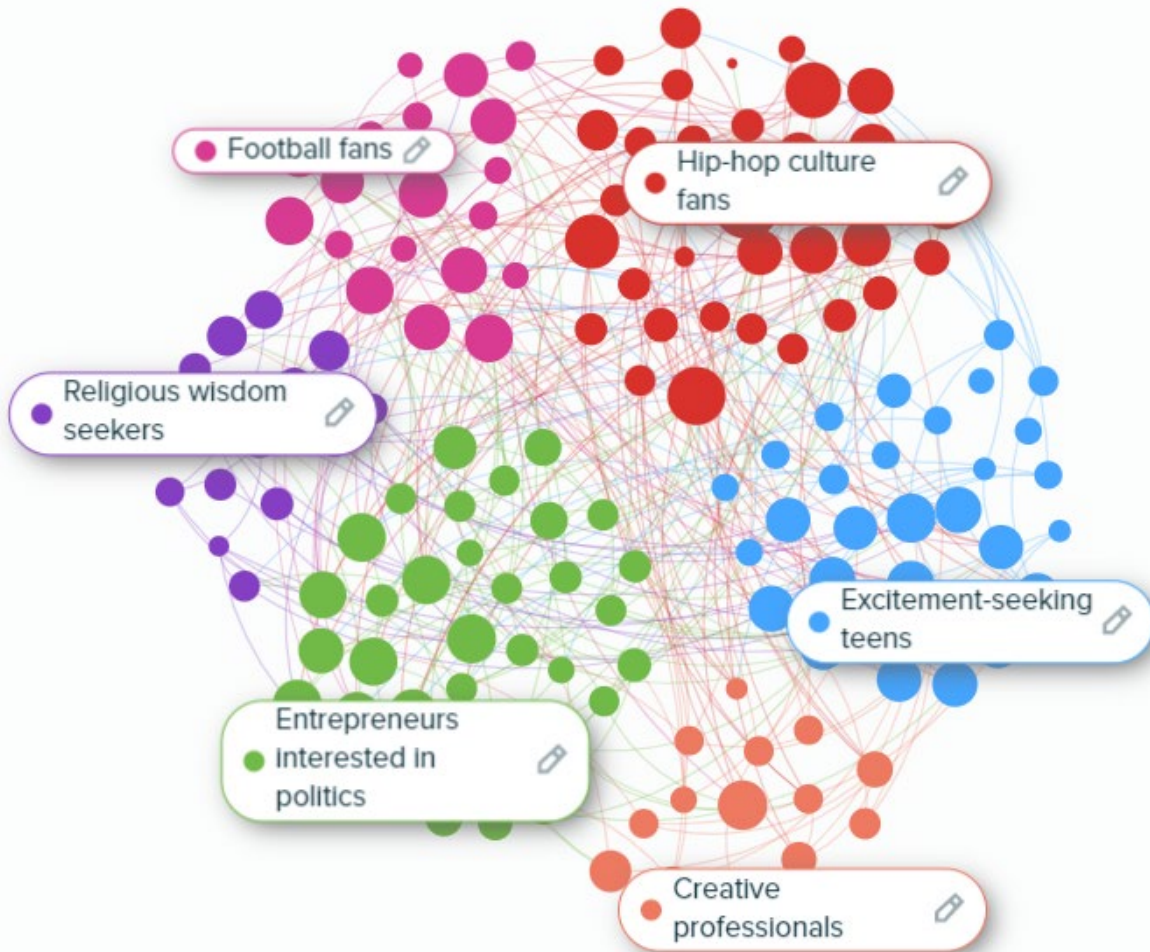
Subdomain	Traffic
<a href="https://study-uk.britishcouncil.org/find/how-to-apply">https://study-uk.britishcouncil.org/find/how-to-apply</a>	57
<a href="https://study-uk.britishcouncil.org/scholarships/great-scholarships/nigeria">https://study-uk.britishcouncil.org/scholarships/great-scholarships/nigeria</a>	49
<a href="https://study-uk.britishcouncil.org/scholarships/chevening-scholarships">https://study-uk.britishcouncil.org/scholarships/chevening-scholarships</a>	43
<a href="https://study-uk.britishcouncil.org/scholarships/great-scholarships/university-of-derby">https://study-uk.britishcouncil.org/scholarships/great-scholarships/university-of-derby</a>	27
<a href="https://study-uk.britishcouncil.org/find/study-options/free-online-courses">https://study-uk.britishcouncil.org/find/study-options/free-online-courses</a>	24
<a href="https://study-uk.britishcouncil.org/find/study-options/postgraduate">https://study-uk.britishcouncil.org/find/study-options/postgraduate</a>	21
<a href="https://study-uk.britishcouncil.org/after-your-studies/post-study-work">https://study-uk.britishcouncil.org/after-your-studies/post-study-work</a>	19
<a href="https://study-uk.britishcouncil.org/scholarships/great-scholarships/edinburgh-napier-university">https://study-uk.britishcouncil.org/scholarships/great-scholarships/edinburgh-napier-university</a>	19
<a href="https://study-uk.britishcouncil.org/moving-uk/student-life/religion">https://study-uk.britishcouncil.org/moving-uk/student-life/religion</a>	12
<a href="https://pk.registration.study-uk.britishcouncil.org/institution/university-of-chester">https://pk.registration.study-uk.britishcouncil.org/institution/university-of-chester</a>	5

Data covering February 2022. Because multiple topics may be included in a single search, and searches consisting of single, unrelated words such as 'great' or 'commonwealth' were not included in the data reviewed for these slides, percentage data may not equal 100%.

**3. Student profile  
estimation:  
NIGERIA**



## Audience segmentation of young Nigerian twitter users



### Hip-hop culture fans (19%)

This group appreciates hip-hop culture and follows Nigerian musicians and influencers in the art and entertainment sectors. They keep up-to-date with music concerts and new album releases and are likely to use SoundCloud and Spotify.

### Entrepreneurs interested in politics (19%)

This group consists of professionals working in hospitality, finance, business and IT sectors, who are interested in Nigerian politics. They discuss social issues, such as inequality and used tech-related hashtags, such as #ai, #machinelearning.

### Excitement-seeking teens (17%)

This group values joy in life and building relationships. They follow well-known celebrities such as Lady Gaga and appreciate entertainment TV shows and music awards. They are more likely to use Twitch than other segments.

### Football fans (11%)

This group shows a high interest in sports, particularly football. They follow football leagues, such as Premier League, UEFA Champions League, clubs and famous footballers and Nigerian athletes.

### Creative professionals (8%)

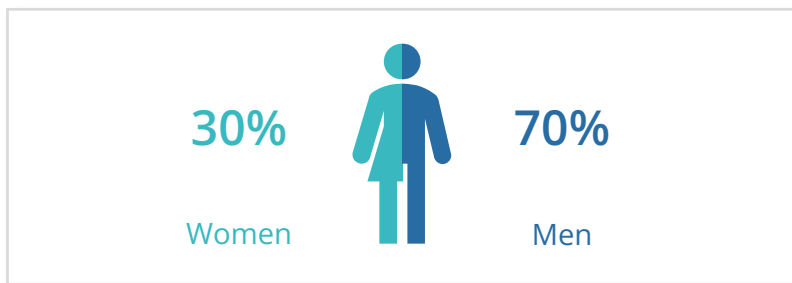
This group follows young local entrepreneurs in creative and tech industries. They are interested in education and most likely to use Telegram, WhatsApp and Spotify.

### Religious wisdom seekers (8%)

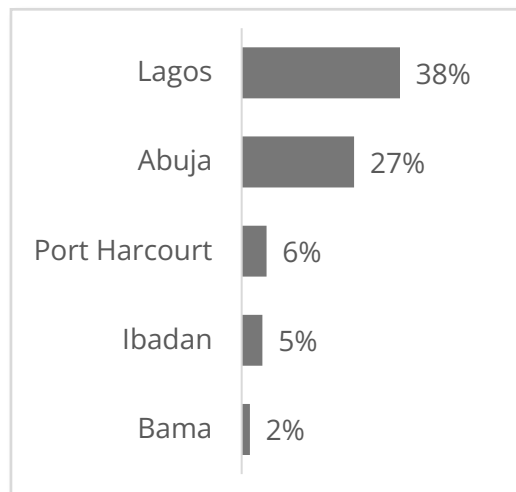
This group is interested in family and religion and follows religious and inspirational speakers. They engage with content containing motivational quotes and stories of overcoming difficulties.

# Who are young Nigerian Twitter users?

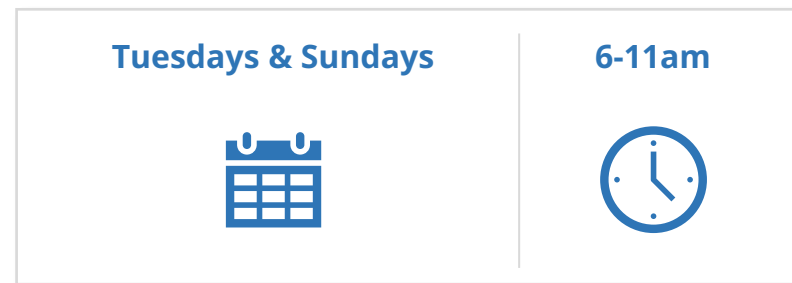
## GENDER



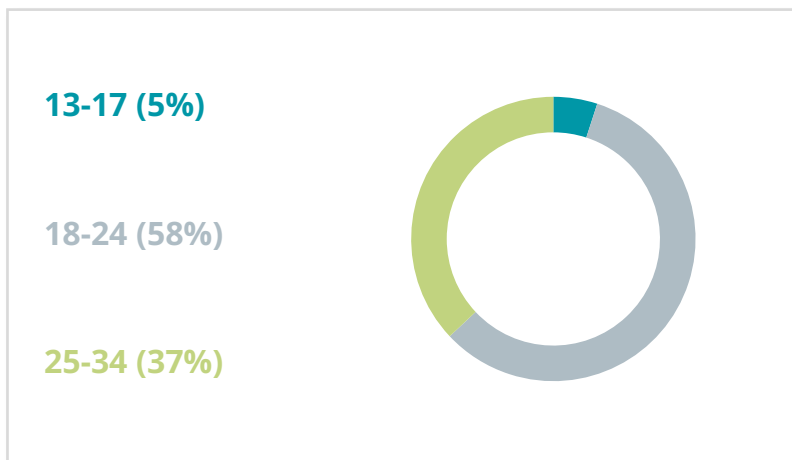
## WHERE THEY LIVE



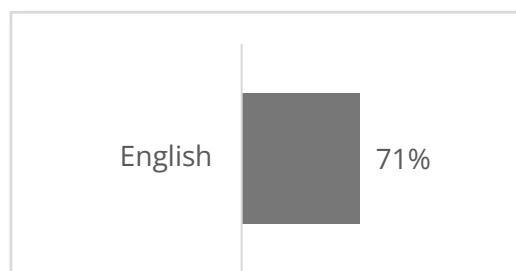
## WHEN THEY GO ONLINE (local time, based on last 30 days of data)



## AGE



## LANGUAGES USED\*



## PREFERRED SOCIAL MEDIA PLATFORMS\*



\*Of Twitter users <35

The platforms listed are those for which this audience displays the strongest propensity to use in comparison to the country average. They are not the platforms with the highest penetration of platform usage among the audience analysed. Other platforms (e.g. YouTube will command higher penetration, but the audience does not significantly over-index on these compared to the average. Twitter does not feature as the sample is derived from users of the platform.

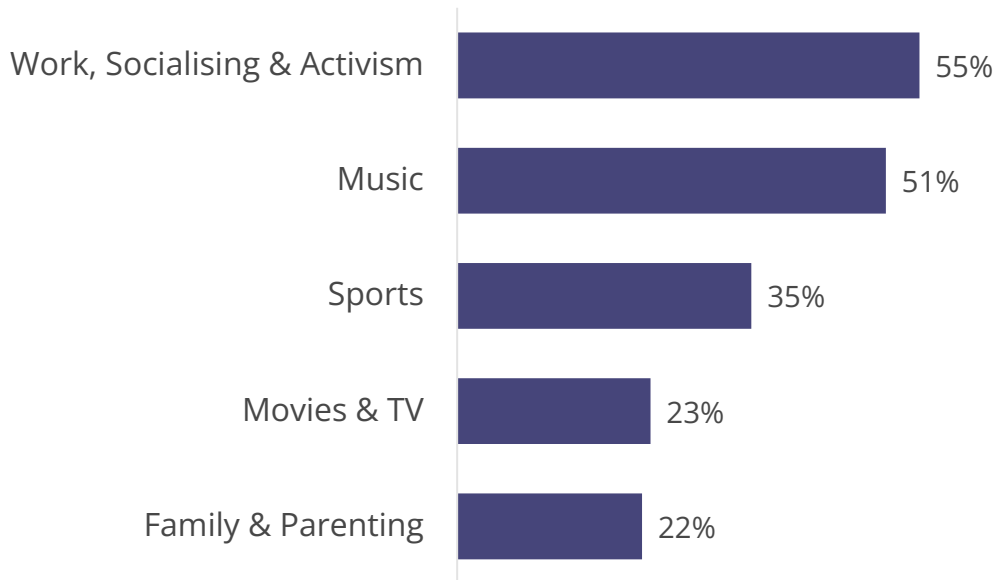
\*Language use may not equal 100% as posts which consist only of links, user tags, emojis, pictures or videos have no language indicated. Languages are identified through machine learning algorithms which review user posts and bios.

# What are young Nigerian Twitter users interested in?

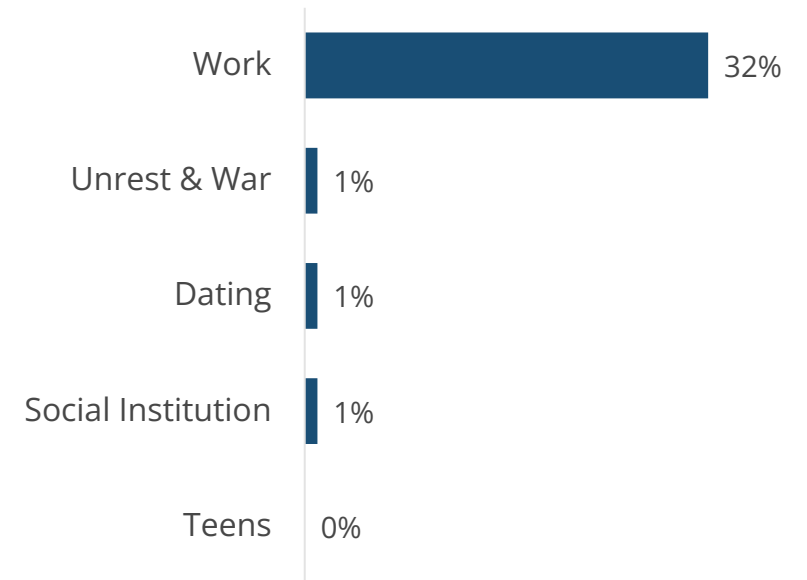
Society and entertainment, such as music, sports and movies, are the key interests for Nigerians aged below 35 years. Discussion of work opportunities drives interest in Society.

## Interests

### Areas of Interest













### Deep Dive on Top Interest















## Accounts that influence young Nigerian Twitter users

	<b>Dr. Sanjay Gupta</b>	Associate Professor of Neurosurgery, Emory University Hospital; CNN Chief Medical Correspondent
	<b>Lagos Business School</b>	Official Twitter Account of Lagos Business School. Developing Responsible Leaders for Africa and the World.
	<b>C. S. Lewis</b>	Inspiring Quotes From C. S. Lewis
	<b>David Schuman</b>	NUC Sports Football Showcases   Coach   Recruiting Guru   Motivator   NUC Boardwalk Beasts 7v7   register at <a href="http://myfootballcamps.com">http://myfootballcamps.com</a>
	<b>Coursera</b>	#LearnWithoutLimits on Coursera. Access online courses and degrees from world-class universities and companies. Visit <a href="https://bit.ly/2YneIXQ">https://bit.ly/2YneIXQ</a> for support.
	<b>World Education Serv</b>	World Education Services (WES) is a nonprofit social enterprise dedicated to helping international students, immigrants, and refugees achieve their goals.
	<b>edX</b>	The education movement for #RestlessLearners. Find learning to support you at any stage at <a href="http://edX.org">http://edX.org</a> . Need support? Visit <a href="http://support.edx.org">http://support.edx.org</a>
	<b>Dictionary.com</b>	The official Twitter feed for <a href="http://Dictionary.com">http://Dictionary.com</a> , the world's leading digital dictionary. Home to #WordOfTheDay and place to indulge your inner #WordNerd.
	<b>Microsoft Learn</b>	The official account for #MicrosoftLearn. Follow us to discover how you can arrive at your goals at your own pace with confidence.
	<b>Urban Dictionary</b>	Mention @urbandictionary and this bot will tweet you the Urban Dictionary definition (if it's in there) ?











# Media enjoyed by young Nigerian Twitter users

People visit global platforms for their news, but show a preference for local entertainment and lifestyle channels

## Most Popular TV

	<a href="#">Big Brother Africa</a>	The African version of the international reality television franchise Big Brother
	<a href="#">E! News</a>	News channel for entertainment news, celebrities and pop culture
	<a href="#">DStv Nigeria</a>	Digital satellite service offering TV content, including sports, movies, religion, news
	<a href="#">SuperSport</a>	A provider of paid television sports coverage across the continent of Africa
	<a href="#">NBC Breaking News</a>	Breaking news, videos, and the latest top stories in world news provided by NBC
	<a href="#">ChannelsTV</a>	24-hour news and media organization
	<a href="#">CNN Africa</a>	African news platform for CNN
	<a href="#">Sky News Breaking</a>	Sky TV's breaking news channel
	<a href="#">Al Jazeera English</a>	English-language version of Al Jazeera
	<a href="#">SOUNDCITY AFRICA!</a>	A Nigerian 24-hour music and lifestyle channel

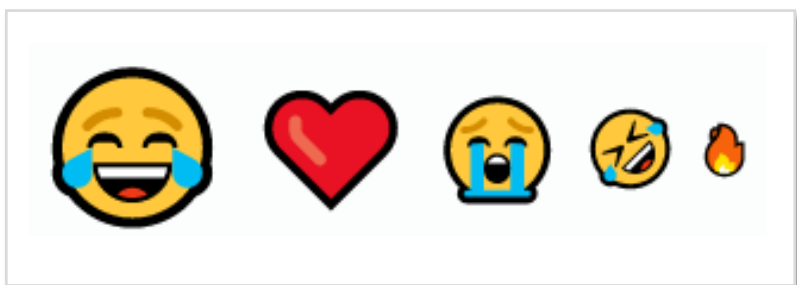
## Most Popular Digital Magazines

	<a href="#">Y! Online</a>	Online platform covering politics, technology, lifestyle, culture, comedy and more
	<a href="#">The Associated Press</a>	A non-profit news agency
	<a href="#">BBC News Africa</a>	Africa news platform for the BBC
	<a href="#">BBC News (UK)</a>	News platform for the BBC
	<a href="#">BellaNaija</a>	Online entertainment portal for fashion, entertainment, wedding and music
	<a href="#">BBC News (World)</a>	World news platform for the BBC
	<a href="#">Sahara Reporters</a>	An online community of international reporters and social advocates dedicated to share news from a Nigerian-African perspective
	<a href="#">TMZ</a>	Online entertainment news platform
	<a href="#">Digital Trends</a>	Online platform publishing news, reviews, guides, how-to articles, videos and podcasts about technology and consumer electronics products
	<a href="#">Yahoo News</a>	A news website aggregated by Yahoo

# Content posted by young Nigerian Twitter users

Hashtags related to football and technology are frequently used, and young Nigerians are likely to engage with content containing Instagram, YouTube and news outlet links

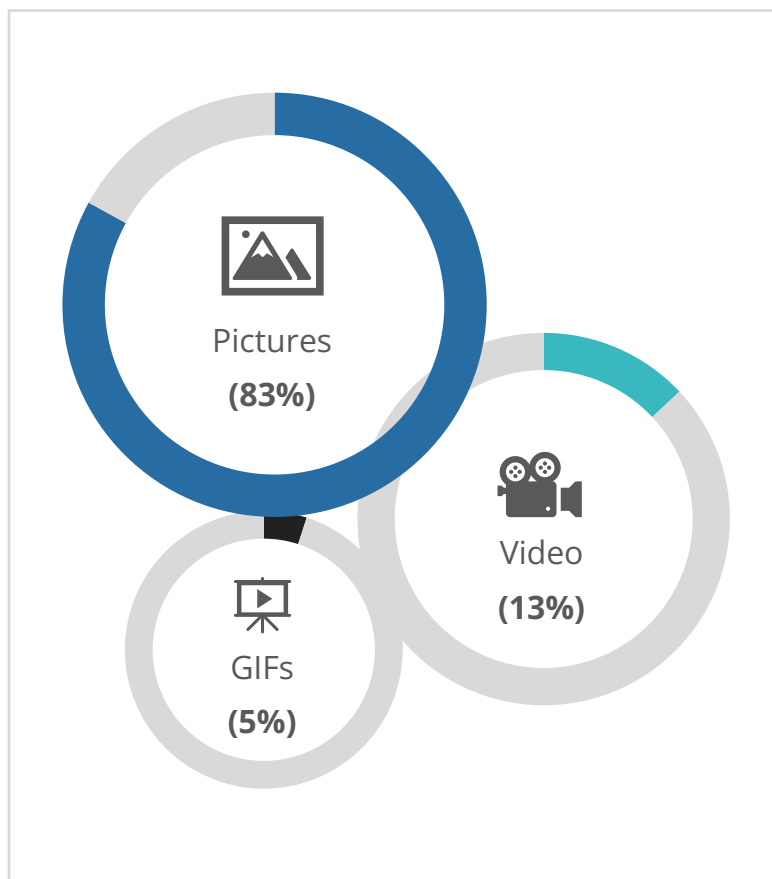
## POPULAR EMOJI



## POPULAR HASHTAGS

Hashtag	Meaning
#afcon2021	Used in posts mentioning 2021 Africa Cup of Nations matches and results
#ai	Used in posts mentioning AI technology applications and usage in NFTs
#mufc	Used in posts mentioning the Manchester United Football Club
#nft	Used in posts mentioning new NFTs minted and airdrop events
#ukraine	Used in posts mentioning Russia's invasion of Ukraine and supporting Ukraine and anti-war

## MEDIA FORMAT



## DOMAINS THEY SHARE LINKS TO

- [instagram.com](https://www.instagram.com)
- [niyitabiti.net](https://www.niyitabiti.net)
- [youtube.com](https://www.youtube.com)
- [naijanews.com](https://www.naijanews.com)
- [usa366.com](https://www.usa366.com)
- [lindaikejisblog.com](https://www.lindaikejisblog.com)
- [t.me](https://t.me)
- [besthinditech.com](https://www.besthinditech.com)
- [reuters.com](https://www.reuters.com)
- [easy-ac5.xyz](https://www.easy-ac5.xyz)

**3. Student profile  
estimation – exploratory  
profiling:  
NIGERIA**



# Audience: Profile

This audience is constructed of Twitter users who participated in the social media listening conversation, as well as under 35s from Nigeria who on Twitter follow the British Council (Nigeria or Global accounts), Study UK, or one of several accounts we identified as offering information or support to prospective international students

## Personality Traits

### Personality

They are expressive, excitable and particular. They are assertive: they tend to speak up and take charge of situations, and they are comfortable leading groups. They are empathetic: they feel what others feel and are compassionate towards them. And they are philosophical: they are open to and intrigued by new ideas and love to explore them.

### Needs

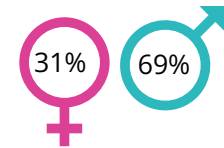
Their choices are driven by a desire for well-being.

### Values

They consider both independence and tradition to guide a large part of what they do. They like to set their own goals to decide how to best achieve them. And they highly respect the groups they belong to and follow their guidance.

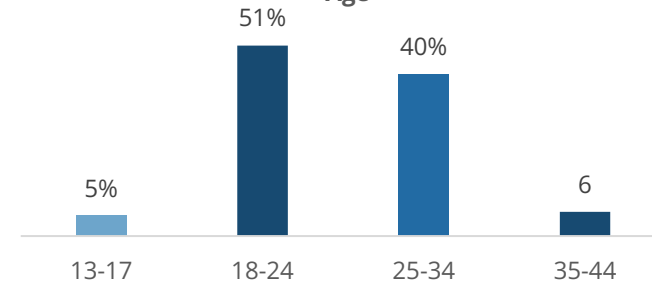
## Demographics

### Gender



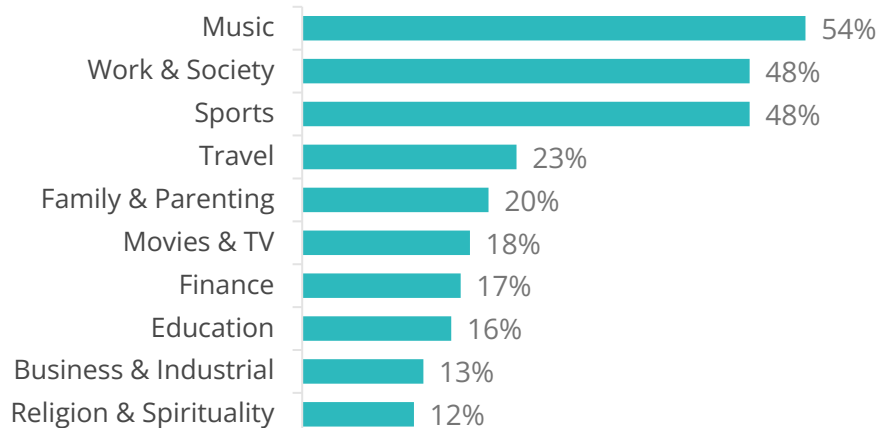
Vs 28% Av. Vs 72% Av.

### Age



## Interests

(More likely to follow accounts about the following compared to the national average)



## Top Content Engaging With

Peoples Gazette Temitope Musowo



JUST IN: Tension in Tinubu camp as John Oyegun says only 'youthful aspirants' cleared for APC convention

Tension on Friday enveloped the camp of Bola Tinubu after John Oyegun announced that his screening committee had screened out 10 aspirants for only those considered youthful. Mr Oyegun said 13 out of 23 aspirants seeking the ruling party's ticket for the 2023 presidential election were cleared to run at the convention on June 6.

[Read the full article on gazettengr.com](#) →

Sahara Reporters



Nigerian Leaders Spend Dollars To 'Buy' Delegates But Owe Workers, Pensioners - Peter Obi Lambasts Political Aspirants

The Presidential Candidate of the Labour Party (LP) and former Governor of Anambra State, Peter Obi, has decried the retrogression of the country, saying that those elected to manage her resources have abandoned the national currency and are living in opulence and like kings.

[Read the full article on saharareporters.com](#) →

Sahara Reporters



I Made You Ogun Governor - Boastful Tinubu Knocks Dapo Abiodun For Backing Osinbajo

A presidential aspirant and national leader of the All Progressives Congress, Bola Tinubu, has claimed that he made Dapo Abiodun the governor of Ogun State. Tinubu disclosed this on Thursday in Abeokuta during a meeting to woo APC delegates ahead of the forthcoming presidential primary, fixed for 6th June this year.

[Read the full article on saharareporters.com](#) →


# Who Influences them?

## Nigerian News Media

 Vanguard Newspapers

 Daily Trust


 Premium Times

 The Guardian Nigeria

 ARISE News Feed

 TheCable

 Sahara Reporters

 PUNCH Newspapers

## International News Media


 BBC Breaking News

 CNN

## Drivers of Social Change and Int. Development

 Dr Joe Abah

 Dr. Chinonso Egemba


 Dr. Kelechi Okoro #A

 Aisha Yesufu


 Rinu Oduala

 Comrade Deji Adeyanj


## Political Figures & Accounts

 Prof Yemi Osinbajo


 Nasir Ahmad El-Rufai


 Muhammadu Buhari

 Senator Shehu Sani

 Presidency Nigeria

 Atiku Abubakar


 Dr. Abubakar Bukola

 Goodluck E. Jonathan

## Successful Entrepreneurs

 Elon Musk


 Femi Ote\$

 Pamilerin Adegoke

 JJ. Omojuwa

 Tony O. Elumelu, CON

## University Application Advice

 Scholarship Region

 Oludayo Sokunbi (Dee)

 'Tunde Omotoye

# Who Influences them?

## Musical Artists & DJs

Wizkid   Olamidé   Bop Daddy   Cuppy

Tiwa Savage 🐝   Laycon??   AG BABY

Simi   Burna Boy   Rihanna   Burna Boy

Iceprince   The Peruzzi   Fireboy DML

TEMS   EZEGE 1   Runtown   REMA

Asa   ENISA   Justin Bieber

## Football Players & Football-Focused Accounts

?? Super Eagles   GOAL   Arsenal

UEFA Champions League   Premier League

Cristiano Ronaldo   Chelsea FC

Manchester United

## Comedians & TV Presenters

MrMacaroni   Basket Mouth   Ebuka Obi-Uchendu

Frank Edoho   MÓNKELE ❤️   AY COMEDIAN

Oprah Winfrey