

## **Showcasing Creativity in Home Economics through Utilization of Social Media for Entrepreneurship Development**

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### **Abstract**

The entire principle of Home Economics is to help persons acquire valuable life skills through different means for creativity that will lead to sustainable livelihood through improved economy for the individual, family and the society. Interestingly, methods and times are changing due to the engagement of information communication technology (ICT) via social media on a personal or professional level, or both. This paper focuses on the social media as a feasible tool to showcase the creativity in areas of Home Economics. It covers: technology impacting creativity; some issues in Home Economics; social media concept; types of social media to be utilized in Home Economics; areas of Home Economics that can be promoted via social media; constraints to promotion of Home Economics activities via social media; ameliorating strategies for challenges to enhancing the showcasing of creativity in Home Economics through social media. It made seven recommendations for showcasing creativity in Home Economics through utilization of social media for entrepreneurship development. These recommendations include, among others, social media should be added to the Home Economics school curriculum, teachers should integrate social media learning into existing projects and activities in a more ad hoc basis by individual teachers who have media know-how.

**Keywords:** Technology, Social, Media, Home Economics, Creativity, Entrepreneurship

### **Introduction**

Sustainable Development Goals (SDGs) started as a result of the fact that Millennium Development Goals (MDGs) were not fully achieved at the set time in 2015. The SDGs constitute gallant commitment to finish what was started by the MDGs, and tackle some of the more pressing challenges currently facing the world. All 17 Goals

are interconnected. This means success in one affects success of others. Dealing with the family challenges impact show to manage the fragile natural resources, achieve gender equality or better health, eradicate poverty, and fostering peace and inclusive societies will reduce inequalities and help economies prosper (Food and Agriculture Organization of the United Nations (FAO, 2018). The

national and international Non-Governmental Organisations (NGOs) through the sustainable development goals partners are committed to ending poverty, hunger, good nutrition, promoting good health, well-being and gender equality, providing water and sanitation for all, promoting and developing sustainable consumption and production patterns.

Globally, the introduction of information and communication technologies (ICTs) has brought huge changes in the approach of idea and responsibility at home and in business circle, in education institutions and in the society especially in developing countries. There had been the introduction of various types of information systems and the implementation of policies to facilitate the integration of new technologies in teaching and administration of new curricula (Karen, 2009; Jaffar, Jaffar, Mohammad and Shaher, 2019). Sustainable development is a national and global commitment to assist many countries especially the under developed and developing countries achieve sustainable life. This requires that information on global evolution and its evolving strategies made available for people and especially for the Home Economist to understand the rights, responsibilities, strength, weaknesses, opportunities and threats (SWOT) for the ever emerging goods and services. The emerging technologies are making the world to be on "information super high way" (ISHW), that is digitalization. The Home Economist must possess the ability and capability to operate on the ISHW. The

information super high way requires deep knowledge of information communication technology (ICT) for the Home Economist to soar high using digitalization to make immense impact on research, teaching, goods and services and influence better consumption patterns and practices. It has been emphasized that the use of computers, internet, geographical information systems (GIS), mobile phones, as well as traditional media such as radio or TV can promote creativity, innovations and research for sustainable development (Rahman, and Fong, (2016; Technical Centre for Agricultural and Rural Cooperation (CTA) (2016). The world is a global village where information flows 24/7. Some of the sources and information may be traps, but there can be no current and timely information for promoting creativity, innovation and research findings for sustainable development without the use of ICTs. This calls. It is thus very important for Home Economists to embrace ICT as a tool in social media for discussing all the potential areas of Home Economics. Technology can help the right person become more creative and open up more possibilities (Pippa, 2017). The actual creativity is still up to the person using the technology. Technology is a great thing that has helped the world in many ways (Afërdita, 2015). Many people believe that the epoch of technology has changed many mindsets in different approaches (Gudanowska, 2017; Sakovich, 2018). One of the most commonly asked questions is, has technology affected creativity? Technology does not suppress

creativity, in fact, technology enhances creativity. The difference between the two is that creativity comes from observing the world, interpreting it and bringing new concepts and ideas. Technology enables one to see the world differently, accessing information from anywhere in the world. Interestingly, the truth is that technology and creativity go hand in hand, and complement each other, enabling people to be more creative and productive. Home Economists ought to be creativity. They also need to be aware of technology with all it makes available in terms of social media and utilize same most appropriately.

This paper therefore focuses on:

- ❖ Technology impacting creativity;
- ❖ Issues in Home Economics
- ❖ Social media concept;
- ❖ Types of social media to be utilized in Home Economics
- ❖ Area of Home Economics that can be promoted via social media;
- ❖ Constraints to promotion of Home Economics actives via social media.
- ❖ Ameliorating strategies for challenges to enhancing the showcasing of creativity in Home Economics through social media.
- ❖ Recommendations.

#### **Technology impacting creativity:**

**Innovation:** Innovation happens by continuously improving a process or product and technology has contributed in improving many of these. Technology is changing the face of innovation. However, as a business, it is important not to place technology at the forefront of innovation, since relying on technology solutions can, at times,

hinder innovation, especially with challenges of under development.

**Emerging Tools:** It is important to highlight the different tools that have emerged through technology, such as 3D printing, digital content creation and other forms of digital interaction. These give individuals opportunities to explore new things and to express themselves in various ways.

**Accessibility:** Technology has enabled the world to have high vision. Thus technology has supported creativity in many ways. It promotes progressive desire to invent and to create. With technology people can enter new opportunities easily and connect with information and people around the world.

#### **Some Issues Relating to Home Economics**

**Concept of Home Economics:** Home Economics can be conceptualized as the combination of human development, social responsibility, a healthy life-style, sustainable use of scarce resources and cultural diversity. Home Economics, as a field of study that deals with the relationship between individuals, families, communities, and the environment in which they live, which teaches people of all genders important life skills for sustainable living (Aburime and Uhomuibh. 2010). Home economics has a wide scope in the areas which go beyond Food and Nutrition, Home Management and Clothing and Textile and cover all areas of human life. The overabundance of names proposed included Domestic Science, Living Science, Home Science, Home Science Education, Human Ecology,

Human Sciences, Practical Life Studies, Household Technology, Science of Living, Family and Household Education, Family and Nutrition Studies, family and Consumer Education (Anyakoha, 2013). Home Economics is so verse in scope of areas including globalization, food security, local food systems, sustainability, technology, ethical consumption, quality of life, food and nutrition, textiles and clothing, shelter, health and wellbeing for individuals, families and within communities. Home Economics continues to evolve as issues relating to individuals, families and society evolve. It is a borderless field of study to build up a unique multidisciplinary body of knowledge that relates to family and related issues. The bordlessness of Home Economics and it consequent multidisciplinary nature has be extensively explored (Anyakoha 2013). All these areas can be projected to the world through social media.

**Importance of Home Economics:** The importance of Home Economics as an entrepreneurship skill acquisition to the family and the society cannot be overemphasized (Meludu and Njoku 2009; Meludu and Ewebiyil, 2010). It teaches the family consumer economics, how to plan, cook, serve and eat healthy food based on the transdisciplinary nature Meludu, (2014). It helps members of the family prepare for their expected roles in the society, helps the family to manage their homes and resources effectively and also train family members in child care. As the world is becoming dynamic as a village, it requires the application of ICTs skills to go virtual online through the use of

social media and this has been embraced by the Home Economics for sustainable living. The following contemporary issues can be tackled from Home Economics perspective through social media:

- ❖ Poverty alleviation issues and challenges;
- ❖ Resources development, decision making and management;
- ❖ Food security and nutrition, malnutrition and hidden hunger;
- ❖ Food safety, hygiene and sanitation;
- ❖ Capabilities in consumer education and consumerism;
- ❖ Hospitality and tourism dynamics issues;
- ❖ Life style, grooming, non-communicable diseases and family health issues;
- ❖ Textile for industry and fashion merchandizing;
- ❖ Shelter, housing and interior decoration;
- ❖ Environmental and climate change issues
- ❖ Value addition development and Commercialization of agriculture
- ❖ Communication for development and use of ICT
- ❖ Rural development issues and challenges
- ❖ Capabilities for Entrepreneurship development
- ❖ Gender and generational issues
- ❖ Curriculum development and education for industry participation and
- ❖ Peace and conflict resolution

#### **Social media concept**

Social media allows relationship forming between users from distinct

backgrounds, resulting in a tenacious social structure (Hyesun, Kee-O, 2015). A prominent output of this structure is the generation of massive amounts of information, offering users exceptional service value proposition. However, a drawback of such information overload is sometimes evident in users' inability to find credible information of use to them at the time of need (Hyesun, Kee-O, 2015). Social media sites are already so deeply embedded in everyday lives that people rely on them for every need, ranging from daily news and updates on critical events to entertainment, connecting with family and friends, reviews and recommendations on products/services and places, fulfillment of emotional needs, work place management, and keeping up with the latest in fashion. Also, consumer and consumption issues, health and related issues, entrepreneurship development and general life challenges. The social networks are considered as another communication channels that enables people especially the younger generation communicate, share ideas and resources, become creative and acquire skills. The features that are included in these social networks which can add benefits for educational environment and encourage teachers and students for more interactive and value added for academic performance and entrepreneurship development. The idea is to show why these social media catch the attention of universities' students, so quickly. Social network sites get more attractive to join as more people use them. There are several reasons why people are expect to see

digital social networks adopted in the creative domains, relating to common characteristics of creative activity for sustainable living.

### **Research, entrepreneurship and social networking**

Research revealed that both entrepreneurship and social networking significantly promote regional economic growth in China. Additionally, the effect of entrepreneurship is significantly enhanced after introducing the joint effects of entrepreneurship and social network. Entrepreneurship and social networking exhibit the strongest potential for economic development of the respective areas. Besides entrepreneurship, social networks also play an important role in economic theories. Research has focused on the impact of individual social networks or corporate social networks on output, performance and efficiency on a resource-based view (Yin, Li, Yang, 2015; Li, Zhao, Xue, 2018). Research has shown that social networks comprise a valuable resource, including the construction of valuable connections (Feng-Wen, Long-Wang, KaiWang, Sang-Bing and Ching-Hsia, 2018) and the management and resources sharing in rigorous networks, which revolve to assist the associates, accomplish their individual or organizational goals. In general, social network postulation focuses on the vigor and interaction of relationships among network associates. With the attractiveness of mobile internet and the development of information technology, researchers start to pay more attention to social networks at the macro- or regional level.

Social networks are expected to include trust, regulation, and relationship networks, which, when combined, promoted the operational efficiency of social organizations.

### **Importance of social media**

The use of social media is increasing in society which is reflecting the human expression and recognition. According to Feng-Wen, Long-Wang, KaiWang, Sang-Bing and Ching-Hsia, (2018), the social interaction with educational process have been influenced by the availability of modern techniques of social media. These techniques of social media results to a high-quality learning outcomes among students because it provides more than one channel to communicate with other party to gain and enhance the knowledge, therefore it has a great function to develop the educational progression. Social media have contributed in recent years a revolution, both for its fast generalization and by extension its successive utilization (Feng-Wen, Long-Wang, KaiWang, Sang-Bing and Ching-Hsia, 2018). It is a revolution that is similar only with the introduction and acceptability of e-mail, due to its power to alter human relationships through the network. Therefore, social media have increasingly become powerful interaction between different spaces, some increasingly specialized social groups, where it is possible to get to know people who share the same interests or reacquainted with them (Alwagait, Shahzad, Alim, (2015).

### **Types of social media that can be utilize in Home Economics**

Interestingly, there is a wide range of social media in which Home Economic activities could be demonstrated. Social media, applications such as Facebook, WhatsApp, Twitter, YouTube, LinkedIn, Pinterest, and Instagram are the most commonly used. These applications are driven by user-generated content, and are highly influential in a myriad of settings, from purchasing/selling behaviours, entrepreneurship, political issues, to venture capitalism (Greenwood and Gopal, 2015). As of April 2017, Facebook enjoys the exalted position of being the market leader of the social media world, with 1.97 billion monthly users (Statista, 2017). In addition to posts, social media sites also have a lot of photo and video uploads and according to the recent numbers, about 400 million snaps a day have been recorded on Snap chat, with around 9000 photos being shared every second. While 50 million businesses are active on Facebook business pages, two million businesses are using Facebook advertising. Apparently, 88% businesses use Twitter for marketing purposes (Pippa, 2017). In 2019 Facebook is still enjoying the exalted position of being the market leader of the social media world, with more 2.97 billion monthly users. Many of these domains relate to create activity, for example, the world's largest photo sharing site, Instagram, the music sharing site, Sound Cloud, the online publishing site Medium and the Chinese social network, Douban, which

is related to film, books and music (Fritsch, and Wyrwich, 2017). There is also GitHub, the largest open source collaboration and code sharing site, Thingiverse, the largest 3D printer design community for discovering and sharing 3D models, and Open Processing, the algorithmic design sharing site - all of which have social network functionality. Ello, a privacy-centred social network, has become a home for individuals showcasing creative projects, and there is also the Dots social network, focused on creative workers and companies (Fotopoulos, and Storey, 2017).

#### **Areas of Home Economics that could be promoted via social media**

The use of social media to showcase what the Home Economists are doing in promoting creativity, innovation and research for sustainable development is very crucial in this digital age. Goods and services are well presented and sold on social media. Such as YouTube, Facebook, Instagram, Twitter, WhatsApp, WeChat, Qzone and Tumblr. It is used to create awareness on functional food, recipe development, new clothing designs, consumer education, market and shop for products, promote brands, connected to current customers and foster new business which can promote sustainable development. Therefore, Fashion merchandising, food preparation, menu/catering services, diet therapy, cosmetology, nutrition education, food processing and preservation are the areas of Home Economics that are already promoted via social media to showcase creativity and

entrepreneurship, which should continue.

#### **Constraints to promotion of Home Economics activities via social media**

There are many security risks with social media and youth may think they know it all, some people thought, but adulthood has set straight on many issues. Interestingly, it may be people's children that are helping them set up their new device, but that still does not mean these children know how to manage the information they encounter and how to protect themselves. This is why some people are confused as to why mandatory social media classes have not been implemented in public and private schools.

Academics and practitioners have explored and examined the many sides of social media over the past years. Organizations engage in social media mostly with the aim of obtaining feedback from stakeholders. Consumer reviews are another big part of social media, bringing issues of information quality, credibility, and authenticity to the forefront. To a large extent, online communities have been successful in bringing together people with similar interests and goals, making the concept of micro blogging very popular. While most messages exchanged on social media sites are personal statuses or updates on current affairs, some posts are support seeking, where people are looking for assistance and help. Interestingly, these have been recognized as socially exhausting posts that engender social overload, causing other members to experience negative behavioural and psychological

consequences, because they feel compelled to respond. Given the relevance of social media to various stakeholders, and the numerous consequences associated with its use, social media has attracted the attention of researchers from various fields, including information systems and Home Economics.

There is also an additional barrier that needs to be overcome, as many teachers themselves are not social media knowledgeable (inclined) and would need to be better educated on the topics and how to integrate social media lessons into the curriculum. There are other limitations with social media which include high cost of data subscription to operate, poor network, lack of power supply (electricity), illiteracy/operation skills, hacking and defrauding of the operators of the social media outfits and lack of awareness on the existence of social media site opportunities by the Home Economist.

**Ameliorating strategies for challenges to enhancing the showcasing of creativity in Home Economics through social media**

There are many challenges to enhancing the showcasing of creativity in Home Economics through social media. These include, among others, that many of the practitioner may not be aware and knowledge in social media and related issues. Others may not even be interested. Other challenges may include, high cost of data subscription to operate; poor network; lack of power supply (electricity; illiteracy/operation skills; hacking and defrauding of the operators of the social media outfits;

privacy fraud/scam; lack of awareness on the existence of such site opportunity by the Home Economists with social media.

Ameliorating strategies could include:

- ❖ Buying data in bulk and if there will be reduction in the cost of data;
- ❖ Upgrading the individuals system, and locating where the internet access is high;
- ❖ Using alternative energy sources, such as solar energy to facilitate the business/activity;
- ❖ Training on how to be social media mobile and acquiring skills to operate ICTs that are used to facilitate the operations in social media;
- ❖ Being able to relate to the beneficiaries of the activities being performed in the social media;
- ❖ Acquiring necessary capabilities that could be applied to prevent being scammed or be defrauded;
- ❖ Putting in place policies that could improve the legal system for venture capital investment and promote the development of information technology protection;
- ❖ Training and awareness creation for Home Economists on awareness on the existence of social media site opportunities to engage in for several activities including entrepreneurship.

**Conclusion**

The main contribution of this paper is to showcase the creativity in Home Economics through utilization of social media. It explored the different areas of Home Economics already on social media that can impact on



entrepreneurship and social networks on regional, national, family and individual economic growth. There are many online activities especially in the areas of food preparation, clothing construction and fashion merchandising, interior decoration, cosmetology and many others which anybody can tap for self development. The following social networks, such as Instagram, Facebook, Twitter, WhatsApp, Zoom and YouTube have affected the behavior, academic performance of the Home Economics students, social and entrepreneurial development in Home Economics. Therefore, the Home Economists are now utilizing the social media to showcase creativity in the different areas and play a significant role in promoting economic growth and sustainable development of an individual, family and the nation. Hence, the Home Economists should consciously make the most of the different social media to function.

### Recommendations

Eight recommendations for showcasing creativity in Home Economics through utilization of social media for entrepreneurship development:

1. Policy makers should establish and improve the legal system for venture capital investment. They should also promote the development of information technology as well as carry out multi-level training. Challenges facing the use of social media should be addressed.
2. There is the need to offer cyber security training for the prospective users of social media to be more secured.

3. Prospective users should stop using some platforms that they do not have faith in to avoid financial risks
4. Social media should be added to the Home Economics school curriculum. This will equip students to be well aware of how their actions and posts now could affect them in the future and how they can best protect themselves.
5. Teachers should integrate social media learning into existing projects and activities in a more ad hoc basis by individual teachers who have media know-how.
6. Home Economics teachers themselves should be knowledgeable of social media capabilities. They need to be better educated on the topic and how to integrate social media lessons into the curriculum.
7. Government should provide enabling environment (electricity, lower cost data) for business to thrive on social media.

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