
*this is
nigeria*

GAMBINO'S CREATION, NOW
NIGERIA'S WAKE UP CALL?

Background.

I created #thisisNigeria to heighten the level of **social consciousness and political awareness.** - Falz

1. Childish Gambino broke the internet on 05/05/2018 with 'This is America' and has dominated conversations across platforms since then.

2. The song/video's popularity can be attributed to the message embedded in the content.

3. It has since spun different covers, some satirically trolling, others not so much. The three most popular covers so far are; 'This is Jamaica', 'This is Canada' and the focus of this report 'This is Nigeria'.

4. 'This is Nigeria' is making waves for the same reason 'This is America' has been making waves — bemoaning national issues. Although each guy's communication style was very different.

While 'Bino played with symbolism.



Falz poured his heart out into the lyrics.

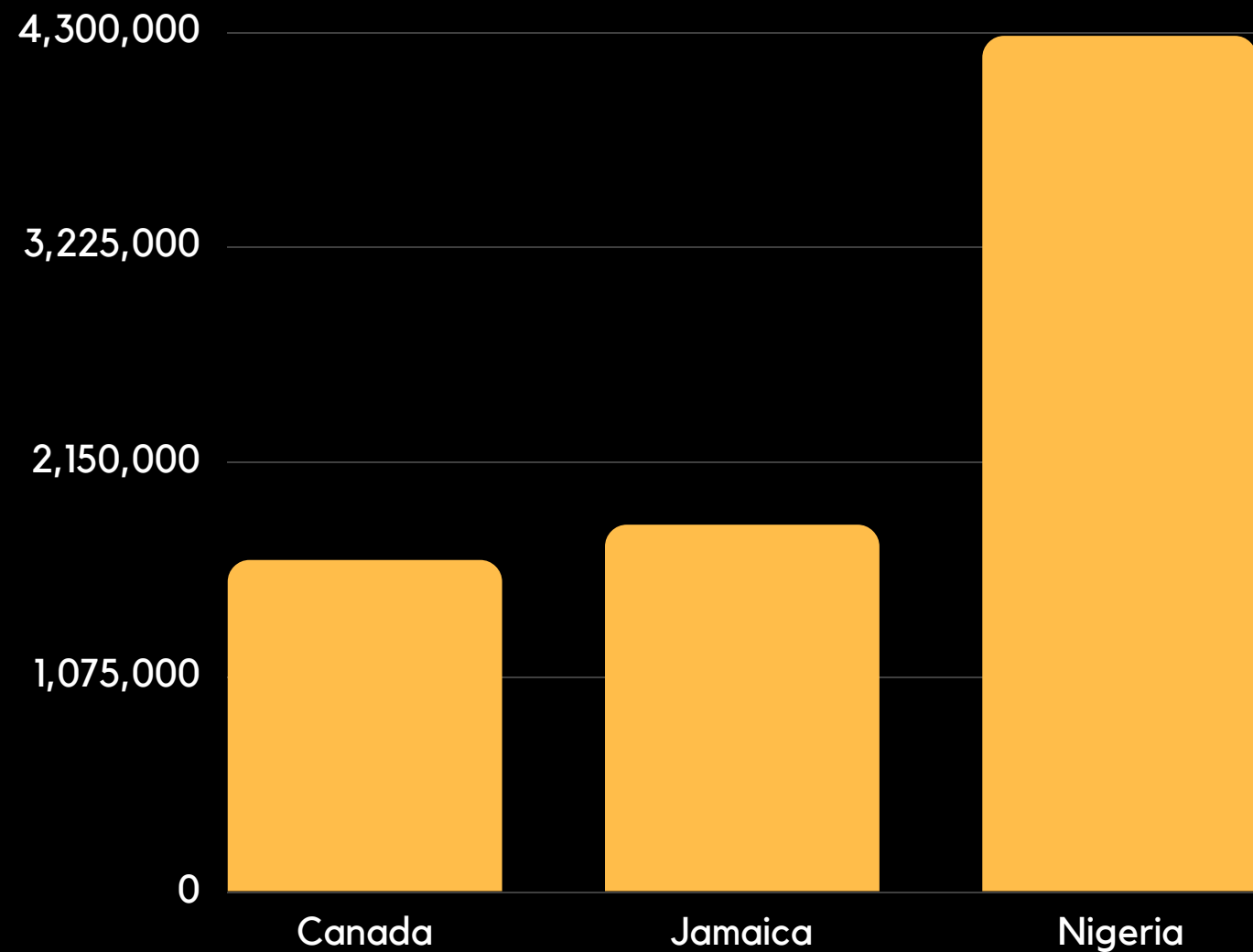


Popularity.

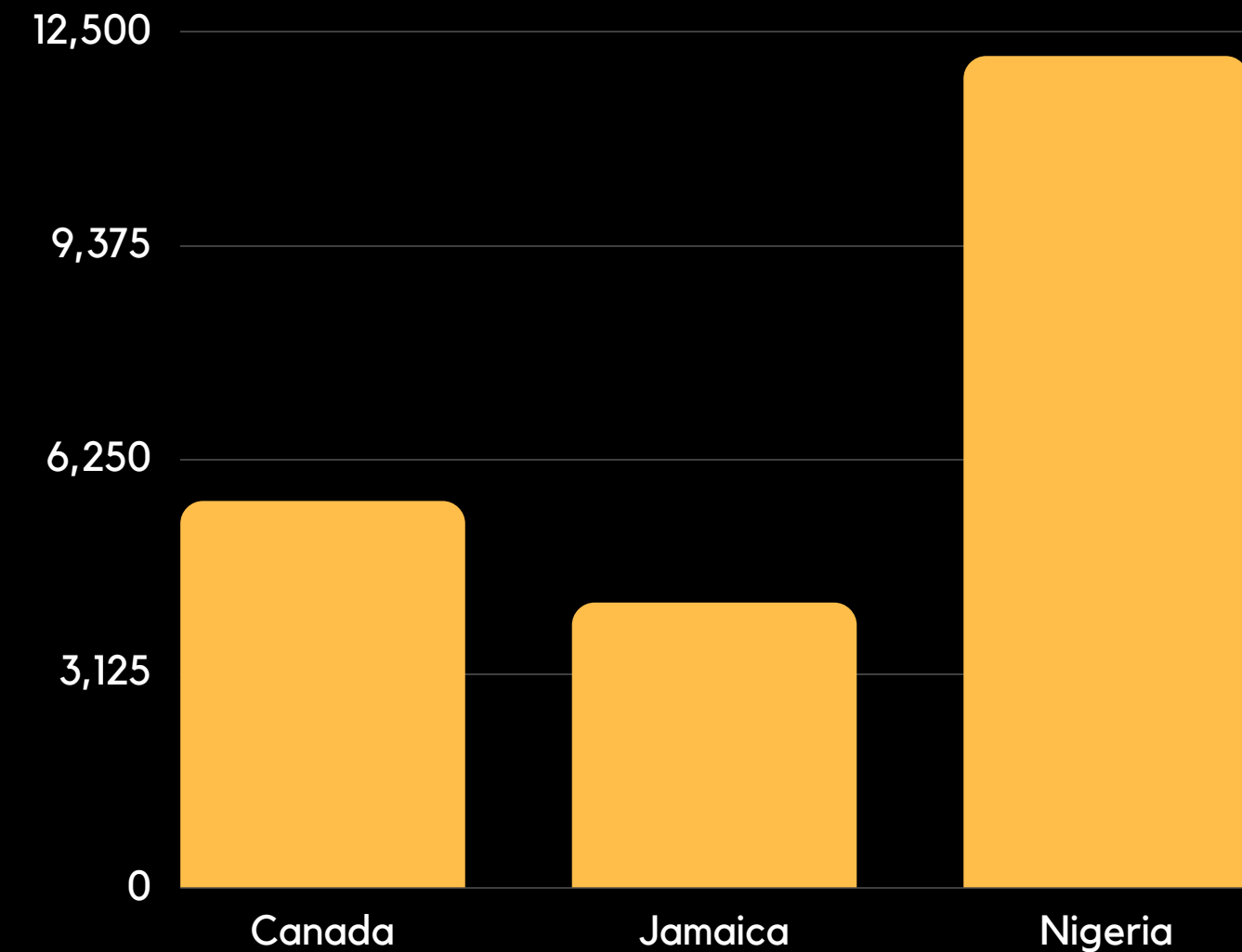
Why are we even talking about [#thisisNigeria](#)?

Stats as at 01/06/18

Views.



Comments.



Important to note is; 'This is Canada' was released 3 weeks ago, 'This is Jamaica' was released 2 weeks ago. In comparison to the other two covers, the response to 'This is Nigeria' in just 1 week shows how heavily people f*ck with it.

The video views racked on both Falz and Diddy's Instagram page totals 4,327,317 and comments came to 42,103. Although the views on Diddy's page (2,305,002) was higher than Falz's page (2,022,315), the comments on Falz's page (29,608) though were significantly higher than Diddy's (12,500). Logically, Diddy's page should have more comments, but this discrepancy could be because Falz's audience could relate more to the content. thus speak on it.

Since the first post appeared on Falz's page around noon on May 25th, the hashtag #thisisNigeria has since appeared almost a billion times (92,397,169) on Social.

Falz's Youtube stats since #thisisNigeria release.

Cash

Youtube estimates that from the views in just 3 days Falz could make **N5,432,625 (\$14,487).**

Subscribers

Starting from 25/05 when the video was released, Falz's Youtube page has added an extra **20,868 subscribers**

Views

During that same time, his video views jumped up an extra **3,708,487**

#thisisNigeria was talked about in 46 countries, majority of that discussion came from Nigeria, it also trended number 1 on Youtube for 6 days after it's release.

The users with the most Klout have 6,090,204 combined followers, that's the population of Abuja, Ibadan and Port Harcourt combined alone, and that's just the users with the most Klout.

Abuja



Ibadan



Port-Harcourt



Hypothetically speaking, if Falz wanted to start a political revolution, with Abuja, Port-Harcourt and Ibadan behind him. Who gonn' check him?!

Impact.

Has [#thisisNigeria](#) made any kind of dent?

As at 17/01/18, the population of active internet users on Twitter was 330,000,000 and as at 29/05/18, 1 week after its release **#thisisNigeria** had reached 42,922,702 unique users. **#thisisNigeria** reached 13% of unique Twitter users in 46 countries.

Falz created **#thisisNigeria** to create a "heightened level of social consciousness and political awareness", the hashtag has so far been shown almost a billion times (92,397,169), this and the numbers we've seen so far reveals that at least half of the target audience got the message in terms of share volumes between Nigerian/International celebrities and 2779 independent influencers.

Reactions.

Who said what? **What** did they say? **How** did they say it?

With over 40,000 comments (on both Falz and Diddy's page alone) and 20,244 posts from 10,828 users, people had a LOT to say. It seemed like the reactions to #thisisNigeria were generally positive right?, well data shows that the reactions (positive, negative and neutral) were vary varied and almost balanced across board.

Neutral
46%



Positive
32%

32% of the posts were championing the message #thisisNigeria is trying to pass across, and probably hailing Falz.

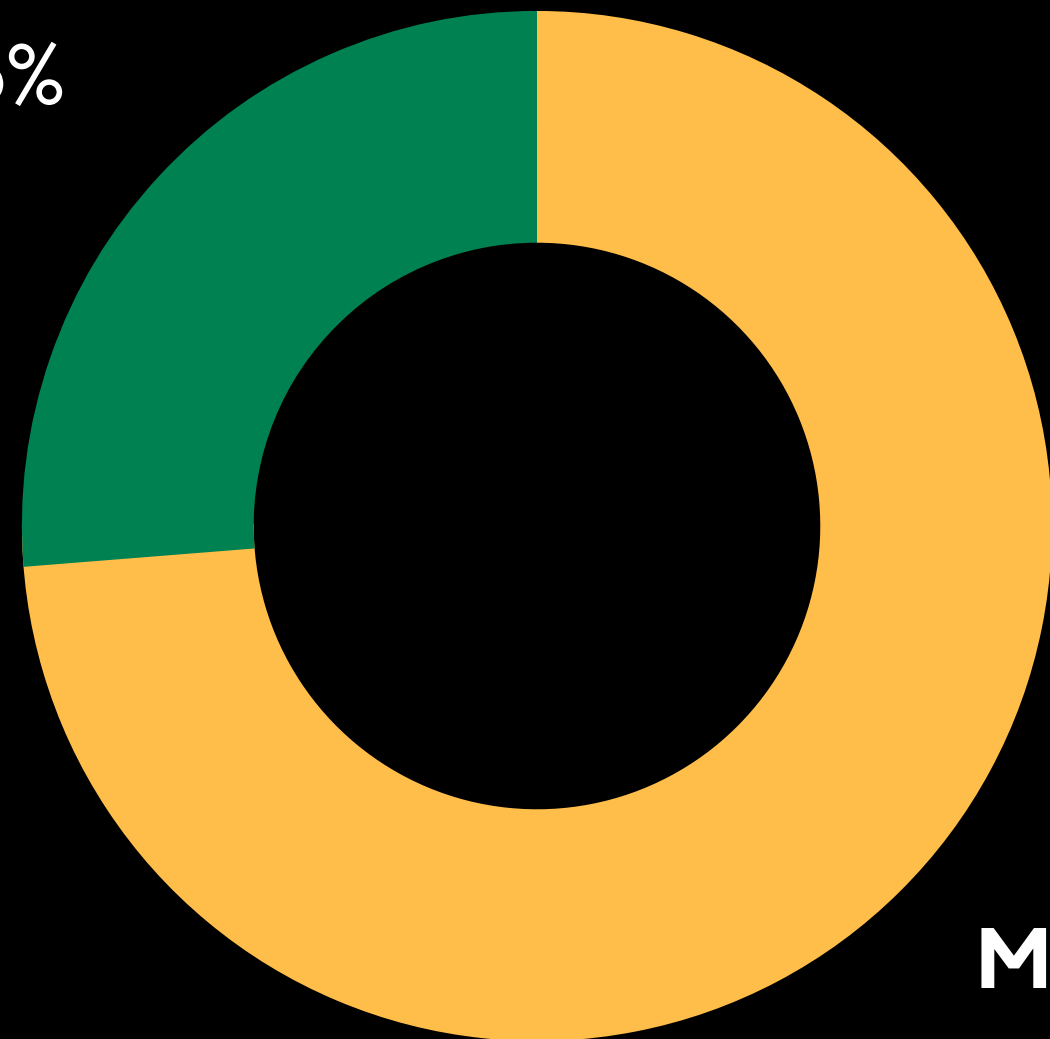
46% were neutral in their #thisisNigeria posts, it could either be because they don't have the range to discuss these topics thus have no opinion or they are probably in the memes and jokes section.

Negative
21%

21% of the posts were not with #thisisNigeria though. We posit that these are probably the Yahoo boy band-wagon that keep screaming about how people want to "collect food from (their) mouth"

Men had a LOT more to say on **#thisisNigeria** than the women. Why could this be?

Female
26%



Male
74%

Android users (10,780 posts) seemed to be the loudest noisemakers on **#thisisNigeria**, iPhone users (4,633) were a bit more chill.

