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YOUTH AND PARALYSED DIGITAL ECONOMY ON SUSTAINABLE ECONOMIC DEVELOPMENT: CONCEPTUAL UNDERSTANDING, A CASE STUDY OF AFRICA.

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ABSTRACT

The new development of technology and global innovation has changed the world economic view and perspective. This redefines that every country has its own stability and effect on digital economy and technology depending on its investments and readiness of available human resources. Many African countries are trying to boost and push up their economic development in order to get in middle economy. However, youth always gets more challenge in adopting and using technology or digital platform hence they found in a paralysed and muted situation. In this competitive era and globalized world, every country needs and wants smart people who can run and utilize well digital devices for its global economic competition and development. This research paper has used qualitative and document analysis method in collecting data. Furthermore, the result of this paper demonstrates that more than 70% of African youth have been paralysed by digital devices because they always use digital devices in searching and sharing bad news, such as, gossiping, terrorism, internet hacking, playing games and unnecessary discussions while failing to use it in searching important things like market, new innovation and creativity. Hence the opportunity of digital economy has remained paralyzed and growing slowly. The main objective of this study is to demonstrate the role and contribution of youth on the development of sustainable digital economy.

Keywords: Youth, Paralysed, Digital, Economic, Development.

INTRODUCTION

The development of digital technology and innovation have created both positive and negative aftermath particularly in most of developing countries. In any country youth are potential group in national economy because most of them have access to digital technology in their daily life. Therefore, they have a big contribution on national economy development if they can use well digital technologies. Moreover, Digital and online service have been mostly used by youth for non-economic gain like terrorism, greetings, playing games, unnecessary discussions and other non-economic benefits hence the opportunity of digital economy remain paralyzed and muted. Many youth in African has not utilized well digital economy simply because they have little knowledge and education on new technology as well as digital education. Therefore, African government needs to train its people on proper use and utilization of technology and digital devices in order to be more global economic competitive and creative. However, the government must also create good internet infrastructure, good digital policies as well as good education curriculum in order to support and guide its users and their people.

Digital economy refers to an economy that is based on digital computing technologies. Recently the expansion of the digital zone has been a key driver of economic growth and development in general, and the shift towards a digital biosphere has effects on society that extend far beyond the digital technology. This means that modern economy needs modern technology. However, digital qualified and educated manpower are very potential tools toward global digital competition because they always use technology accordingly. In Africa and most developing countries the use of technology is not much based on positive gain this is because of poor government policies, poor internet, poor leadership, poor planning on technology national development poor digital infrastructures and lack of proper education among the users. Likewise, digital technology requires digital and educated society who are ready and able to change and move forward. In this digital and globalized world, economic competition and innovation is higher compared to other past centuries, every nation needs to use this opportunity to enrich and become economic giant. In order to win



this game and economic war the government must handle and utilize well the available youth, because 80% of youth have access and ability to use digital internet hence it is easy for them to get involved in productions and service. This mean that the new era we are living need new and modern technology to solve its challenges and problems as well economic competition. Hence youth are supposed to be great change makers on this situation because they are many and most of them they have access and able to use internet devices but unfortunately many Africa youth has been paralyzed or changed the use of digital technology basing on their perspectives.

In this study we have demonstrated the factors which paralyses youth in economic thinking when they are using digital accessories and internet services. Furthermore, any country depends on youth economic contributions as the key and backbone of economic development.

Furthermore, young generation today are more connected and informed than any previous generation. They are believed to have fresh idea, innovative, quick, and eager for change hence young entrepreneurs are quick to explore available opportunities offered in a changing world, in particular in the rapidly changing digital economy landscape. Youth have a great influence and contribution in economic development through finding and searching e-business market and customer or products as well as getting more innovations.

Sustainable Economic Development is referred as the process of supporting something over time or continuously. Here there should be progression and growth. Communities that attain social cohesiveness and are stable with viable institutions, sustainable economies and universal access to social amenities will contribute towards economic development (Hojeghan & Esfangareh, 2011)

Scope of the study

The coverage of this study is in Africa countries because every county has youth generation, likewise everywhere in the world youth are greater user and operator of digital technology in their daily life. Therefor youth are the greater victims of paralysed digital economy particularly in this innovative and technological era. Hence, this research was proposed to be in Africa countries simply because African population is dominated by youth and are greater use of digital services however they use differently.

Statement of the problem

In this study, misuse of digital technology done by youth in African is the statement of the problem because it paralyses economic development thinking ideas. The world needs youth to rethink and bring new and fresh ideas through the use of internet or digital technology but youth have changed the use, currently most of youth use digital technology in non-economic issues. Likewise, African use has been impacted by technology. This research aims to investigate on the impact of technology on youth toward sustainable economic development.

Objective of the study

The main objective of this study is to investigate the roles and contributions of youth on the development of digital economy also to access the challenges which faces youth when using digital technology and its impact on economy. Moreover, this research demonstrate the impacts of technology on youth basing on their contribution on individual and national development.

Significance of the Study

This study has significant in awaking and reminding youth on their duty to their national and individual economic development. The study provides education to all youth about the positive utilization of internet products and services for economic gain particularly in this digital era.



Youth with Paralyzed Digital Economy



Figure 1. Paralyzed youth in thinking about economic by

According to Zhan, (2017), currently the world is surrounded by many youth who uses online service and digital devices. Recently, there are many children who are going and applying online services at younger ages, however, digital technology is becoming a frustrating and time misuse platform which always confuse youth. Unfortunately, youth found them paralyzed and looking many things from internet such pornography videos even if they are under 18 years hence, they forget to find economic opportunities and gain. The development of digital economy needs capable and strategic human manpower who can copy and adopt any new changes in technology. Likewise, global economic competition needs missioned and creative people who always use their brain to think on innovation and creative by applying the new existing technology. Furthermore, in many developing countries particularly in Africa youth are not utilizing well their brain toward digital advantage, most of them they use digital devices on family, friend, gossiping and unnecessary communication while living behind market and innovation issues that results from proper utilization of technology. Hence technology has paralysed African youth toward sustainable development and global economic competition.

RESEARCH METHODOLOGY

In collecting our research data various methods, we applied and used in this research paper in order to define and explain the research question like “Is youth can contribute to the development of digital economy? In what extend? Data was collected through both qualitative and quantitative methods like the use of numbers, statistic, as well as interview was conducted practically to few youths in order to get the exactly and accurate data as the youth group concern, questioner and data analysis which describe the research framework in general.

Qualitative method.

This research has used qualitative research approaches in collecting data and describing how youth in Africa continent has been paralyzed by digital devices. The study applied qualitative and descriptive tools based on focused deep interview and questionnaires. Bricki (2007) described that the qualitative research methodology is future by its aims which relate to understanding some aspects of social life and its methods. Likewise, Qualitative research seeks to interpret behaviour with the intention of assigning meaning to the particular actions of an individual or a group. According to Cohen (2013) qualitative study has an orientation to social context, and the participants usually focus on human subjectivity. This research has applied both primary and secondary data in the sake of conducting research, answering research questions and attaining research goal (Kothari, 2002)

The observation is supported by the interview of African youth from different countries. Mack et al (2005) explained that an interview is a technique designed to real picture of what is happened during the setting of the study. The information collected by this instrument helped the researchers to cross- examine some key issues in the research.



Document Analysis.

Likewise, data collection method in this study has been supported by document analysis methods that is done by collecting data from social media, publications, articles, book, and news broadcasting. According to Bowen (2009) document analysis is a systematic procedure to review or evaluate document that can be taken from both printed and electronic materials.

In this study all materials related with digital or technology and sustainable development were used in getting enough information from previous authors and researches who tried to explain the situation and development of technology in the world in relation to the speed and quick development of technology and application of digital services.

Narrowing the method to the use of social media as document analysis methods, Lai & to (2015) found that social media is very suitable to be a part of document study for supporting a research. It is because social media have already become the most essential part that cannot be separated with human life because it succeeds to affects all elements of human life such as the beliefs, values, behaviors, plans, vision and attitudes of people, as well as their intentions and life style concerned with technology.

Furthermore, the research has also benefited from secondary sources such as books, journals, articles, online archival collections and online newspapers. The primary data was collected through the means of in-depth semi structured telephone interviews and a focused group discussion from different African youths. These groups were seemed to be addicted and good users of technology and digital devices. It included students and non-students group hence the research have non biased results.

Data Analyses

In this study three analysis techniques have been used to examine the study, Descriptive statistics, scope and Situation have been applied. Here the effects of digital economic on youth and the role of youth on economic development have been demonstrated and analyzed while the situation shows that 80% of youth uses digital technology while only 20% contributes and think about economic service and products, this shows that how youth generation have been paralyzed by digital technology toward sustainable development and economy thinking.

Through this analysis it real and clear shows that there are many youths who can access and use digital economy but the statistic shows that only 20% utilize well they digital service on economy while the remaining group get involves in non- economic services like watching games, and pornography. The World today is swimming in complex innovative and competitions therefore the government needs to utilize and use well youth group through reminding and teaching them about the use and proper utilization of digital technology toward sustainable development.

RESULTS AND FINDINGS

Through having and living in digitalized world or era, most of youth have invested more in personal and leisure life as well as personal enjoyment like watching music, live chat, watching phonograph, conducting unnecessary online discussion, playing games and sharing unethical information like terrorist issues this is very dangerous in the development of digital economy hence the economy is real paralyzed and paused, Currently every state or national depends on youth to boost and enlarge its economy.

This study has demonstrated how the role and contribution of youth can contribute more development in innovation and development of technology as well common development. In another side, when youth does not contribute and use their time and digital skills particularly in economic line they turn and change to be wound of brain because it threatens economic development particularly in this technological and competitive era.



In order to remove this challenge of parlayed economy caused by youth the government should provide friendly education to youth reminding them about the benefits of digital economy when used properly and efficiently. The development of technology is growing together with innovations and digital or internet market therefor this is the collective opportunity which need extra brain use for more individual and national gain.

According to (*Hojeghan & Esfangareh, 2011*), Digital economy is based on electronic goods and services produced by an electronic business and traded through electronic commerce, a business with electronic production and management processes and that interacts with its partners and customers and conducts transactions through Internet and Web technologies.

The 'millennial' that are entering business today have the possibility to determination rapid development of more sustainable ways of delivering products and services. To hit this potential, policy makers need to stay ahead of the game and ensure that policies, infrastructure and financing sources meet the needs of budding young entrepreneurs in the new digital economy (*Nations et al., 2017*) and (*UNCTAD, 2015*).

In this digital and globalized world, economic competition and innovation is higher compared to other past centuries, every nation needs to use this opportunity to enrich and become economic giant. In order to win this game and economic war the government must handle and utilize well the available youth, simply because 80% of youth have access and ability to use digital internet hence it is easy for them to get involved in productions and service. There is a great need to protect the competitive structures that drive innovation and to deter exclusionary behavior that prevents legitimate competition (*Unold, 2003*).

In this paper, we have outlined many of issues involved in improving our measurement of the digital economy. However, while policymakers and researchers have an ravenous taste for data, concerns about respondent burden and the resource costs of collecting data cannot be ignored (*Hojeghan & Esfangareh, 2011*)

In order to win the global digital economy competition youth and other groups must cooperate and work together so that economic development can be achieved. It is clear that the sharing economy is creating enormous amounts of wealth, and that it has been using a socially progressive feel good bombast to do so (*Frenken & Schor, 2017*).

Advantage and benefits of digital economy on economic development.

In recent time most of decision making are conducted through digital technology for stance the use of BVR in sports and games. Likewise, most of government plans and decision have been decide and handed by the use of digital statistics data. All these actions aim to deliver quality, efficient and quickly provision of services. The digital economy refers to both the digital access of goods and services, and the use of digital technology to help businesses.

Technology is going to revolutionize, business, transforming virtually all aspects of the economy gains. Through the course of inquiry, we have received evidence about various aspects of the digital economy, including: digital aspects of disruptive technology, an innovation that disrupts an existing market; the sharing economy, a model that relies on the sharing of goods, intellectual resources, labour, and property using a digital platform: and flourishing digital sectors, including financial services whose business model relies on software and an algorithm-based approach to assessing risk and the gaming industry (*Martens. 2012*).

Digital technology encourages innovation and quick development. Proper and effective use of digital economy encourages innovation, new and existing players, choice and competition, in different sectors of the economy, regardless of the means of delivery or the infrastructure. The sharing economy is a term for an



emerging set of business models, platforms and exchanges (Alen & Berg, 2014) (Daunoriene, Draksaite, Snieska, & Valodkiene, 2015).

In this study we realized that Government should keep and continue to support digital innovation to the youth in order to promote productivity and growth. A crucial aspect of this support is the need to measure properly the digital economy, in order to inform its digital strategy (Martens, 2012).

Currently, the Internet is the greatest vigorous medium of information exchange in world history. Approximately more than two billion people are now connected, and at current growth rates everyone with Internet access will join the Internet community. The global medium can provide economic growth and beneficial social change (Hanieh, 2015).



Figure 2. Advantage of digital economy by (Hanieh, 2015)

The Risks Of Digital Economy When Not Used Properly Led To Paralyse Digital Economy

The risk of digital technological to the people and government in generally very high. Digital technology causes addition effect to the people, misuse of time, Lack of patriotism, the effect of globalization, Internet effect disease among others. In another side the power of internet has caused and awoken many governments to create regulations to deal and to protect the negative of digital economy particularly in protecting government data and ethical or moral information, this rapid change has produced a counter-revolutionary response among many political and business interests. In numerous countries, leaders have called for government to interrupt the free flow of data (the essence of the Internet) at state borders and to create within political boundaries unique national regimes for regulating the Internet (Hanieh, 2015)

Way Forward In Removing Paralyse Digital Economy

In this study we have propose some basic ways which can remove the paralyzed situation to the youth so that they can focus and get involved effectively in economic issues. The first vital aspect is provision of education to all youth, education is very essential aspect in creating awareness on digital use particularly in this economic competitive and technological era. Youth generation uses digital and modern technology like e-service, laptop, and phone in their daily life activities as well as in providing products and services, hence there is a great need to educate them on digital beneficiaries.

The government should allow the free flow of information globally. Through allowing information to move freely and be stored globally it permits the capture of economies of scale and makes it possible to win the economic benefits associated with the Internet. Governments should not artificially or geographically restrict facilities and information storage (Hanieh, 2015)

Building a trusted environment. World-wide Internet policy and practice must promote a functioning “trusted environment” with respect to issues such as security; privacy; intellectual property rights; protection of children, consumers and personal data online; and free expression (Hanieh, 2015)

Every aspect of the growing sharing economy business models has been affected by the growing technology



importance (*Daunoriene et al., 2015*)

Emphasize the use of personal social media definitely blogs, website, Facebook, twitter, wikis, podcasts and virtual environments does not of itself result in new approaches to education (*OECD, 2012*)

Another way is the use of digitized information as a strategic economic resource. Its enormous potential in terms of economic growth which has been highlighted by many experts, even though a general consensus is still missing, as will be discussed below in connection with productivity and economic development in general (*Mansell, 2009; Weygand, 2008*) (*Barefoot et al., 2018*)

The government should emphasize on interactivity and communication among all people. Different scholars believe that no one can dispute that the development of the Internet deposited a whole new level of communication and interactivity amongst the younger group (*Unold, 2003*).

Provision and implementation of laws and acts on digital economy in order to avoid overcoming risk and to influence youth to utilize well digital economy. In this concept there is digital skills training for adults Section 114 commits the Government to providing publicly-funded basic digital skills training free of charge to adults in England who need it. Courses will be delivered by colleges and other adult education providers, and training will be funded from the existing £1.5 billion Adult Education Budget (AEB) (*Act, 2017*)

Digital Economy and Development

Digital Economy have a great connection with development because the major motives of the use of digital economy is to boost economic development. Economic development needs positive platform as well as it requires improved competitiveness and employment creation across many sectors of the economy. Economic development is the constant increase in income of all members of society so as to be free from material need. One aspect of that challenge is to achieve development in an interdependent world, that is a world in which goods, services, people, capital and knowledge flow relatively easily across national borders with large net benefits to economies (*Department of Economic Development and Tourism, 2006*)

Digital economy, open economy, participations, creativeness and innovation, and modularity are very essential on-going development. This is according to the NDE research, to them the linkages between innovation and production is greater (*Timothy J. Sturgeon, 2017*).

Furthermore, Youth can be a positive force changer for economic development when given and provided with the knowledge and opportunities need to succeed. In addition to that, young people should acquire the education and skills needed to contribute in a productive economy, and they need access to a job market that can absorb them into its labour force. Among the greatest challenges facing many countries today are inadequate human capital investment and high unemployment rates among youth (*United Nations Population Division, 2015*).

CONCLUSIONS

All in all currently, the invention of digital technology have affected many youth around the world, most of youth uses their time in digital service but for non-economic gain, most of them they keep their time on looking and accessing movies, pornography, cheating, politics and spreading bad morals to many youth leaving behind economic service and products which can benefits them and national in general such as looking market, service, products and innovations. This situation leaves the youth brains and mind paralyzed.

Likewise, the current time digital technology and innovation have globalized and influenced the world to enter in economic competition and innovation where by the currently rate is higher compared to other past centuries, every nation need to use this opportunity to enrich and become economic giant. In order to win this



game and global economic war the government must handle and utilize well the available youth, because 80% of youth have access and have ability to use digital internet hence it is easy for them to get involved in productions and service.

Recommendation

This research recommend that, African country and its people need to understand the game and direction of modern technology. Likewise, African country they are supposed to create good and friendly technology policies to their people, provide education to their people on how to utilize digital devices positively with great advantage. Furthermore, global economic competition need digital society, well trained and innovative people, hence African countries they have no another option instead of utilizing and using well their people or manpower and apply technology accordingly.

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