



Effectiveness Evaluation of Online Job Platforms on Youth Employment in Lagos: An Analytical Framework for Nigerian Policy Context

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Abstract

Online job platforms have become increasingly popular in Nigeria, particularly in Lagos where a significant portion of the youth population is unemployed or underemployed. A mixed-methods approach incorporating quantitative data analysis from platform usage metrics and qualitative interviews with stakeholders, including youth and employers. Online job platforms have shown a positive impact in connecting over 70% of the surveyed youths to potential employment opportunities within Lagos, though challenges such as skill mismatch persist. The analytical framework reveals that while online platforms facilitate access to jobs, they also highlight systemic issues that require policy intervention to enhance youth employability and job matching efficiency. Policymakers are encouraged to integrate vocational training programmes with online platforms to bridge the skill gap and support sustainable employment outcomes for young people in Lagos.

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