



Designing and Assessing Mobile Apps Adoption Among Urban Youth in Lagos: A Methodological Framework

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Abstract

The rapid proliferation of mobile devices has led to a surge in mobile app usage among urban youth globally. In Lagos, Nigeria, where smartphone penetration is high and digital literacy varies, understanding how these apps are adopted by young users is crucial for developers and policy makers. A mixed-methods approach combining surveys, focus groups, and app analytics was employed. Quantitative data on app downloads and usage metrics were analysed using a linear regression model to predict app adoption rates based on socio-economic indicators. The study found that socioeconomic status (SES) significantly influenced the likelihood of app adoption, with users in higher SES brackets being more likely to engage actively with apps. This trend was observed across all age groups within the youth population studied. This research provides a robust framework for understanding and improving mobile app adoption among urban youth in Lagos. Future studies could expand this model by incorporating additional demographic factors and evaluating different types of apps. Developers should tailor their apps to meet the needs of various SES levels, while policy makers can use these insights to design interventions that enhance digital literacy and engagement among young people. Mobile Apps Adoption, Urban Youth, Lagos, Mixed-Methods Approach, Linear Regression Model estimation used $\hat{\theta} = \operatorname{argmin}\{\theta\} \sum_{i=1}^n (y_i - f\theta(\xi))^2 + \lambda \|\theta\|_2^2$, with performance evaluated using out-of-sample error.

Keywords: Mobile, Apps, Youth, Urban, Lagos, Contextual, Qualitative

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