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# Digital Skills for Entrepreneurs

## Topic 1 Digital Competence NITDA Harmonised

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### 1 Digital Competence NITDA Harmonised



The topic offers awareness and understanding of the foundational practices and tools) of digital literacy including the knowledge, skills, and attitude for each competency blocks in line with NITDA’s harmonized digital literacy framework for Nigeria. Participants will learn the fundamental principles of digital literacy which include devices and software within which the digital skills and solutions are anchored. Participants will also learn how to look for the right information within the digital space, collaborate with others digitally and the importance of staying safe while creating, sharing or utilising online content, avoid cybercrimes (scams and malwares), and being critical of fake news. Finally, they are guided on how to diagnose basic challenges associated with devices and software (including browsing, AI, and learning to learn) in preparation for their digital journeys.

# Topic 1: Digital Competence NITDA Harmonised

## Learning Objectives

On session completion, the learners will be able to:

1. Know and become familiar with the importance of achieving digital literacy and competencies
2. Understand the history, background and harmonization of NITDA's Digital Literacy Competencies Framework (NDLF)
3. Define the scope of the 6 basic digital literacy competencies
4. Demonstrate willing to comply with the 6 basic digital literacy competencies

## 1. Background and Harmonization

The quest for digital literacy began with the coming of the PCs in Nigeria. At that time, various federal agencies wanted to protect the country from becoming the dumping ground for obsolete devices and software. On their own, these agencies adopted international guidelines like ICDL, IC3 Digital Literacy, Microsoft, CISCO, Google, and UNESCO. Since its founding in April 2001, NITDA adhered to these PC-centric frameworks.

By November 2021, NITDA noted a shift: Nigeria's mobile market share rose from 15.76% to 83.55%, with 80% of adults owning mobile phones. So, NITDA adopted a mobile-first approach, promoting the EU's Digital Entrepreneurial Competences (EntComp) and the Digital Competence Framework for Citizens (DigComp 2.2) for the 2023 National Digital Literacy Framework (NDLF).<sup>1</sup> But the technology developments and disruptions continue unabated. Changes and updates to devices and software are introduced (and withdrawn) to Nigeria's digital space almost on weekly (some even daily like Artificial Intelligence).

Due to rapidly evolving digital ecosystem, formulating a harmonized digital literacy standards for the country remains a major challenge. The process is a loop consisting of regular reviewing, baselining, publishing, training, and updating.

Digital competence<sup>2</sup> is a **demonstrated** ability to apply knowledge, skills, and attitudes for achieving observable results." It is a concrete concept that expresses an individual's ability to perform a specific activity. To be digitally competent, you need concepts and facts (i.e. knowledge), descriptions of skills (e.g. the ability to carry out processes) and attitudes (e.g. a disposition, a mindset to act).

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<sup>1</sup> [NITDA, National Digital Literacy Framework, July 2023.](#)  
[NITDA, Nigeria ICT Innovation and Entrepreneurship Vision \(NIIVA\).](#)

<sup>2</sup> See: [European e-competence framework and its usage.](#)

## 2. Digital Literacy Competencies of Nigeria

### what is DIGITAL LITERACY?

The NDLF consists of 6 competence blocks: (a) Devices and Software Operation, (b) Information & Data Literacy, (c) Communication and Collaboration, (d) Digital content Creation (e) Safety, and (f) Problem Solving. These are briefly

described below:

*Video 1: What is digital Literacy? (Click the image to watch).*

### (a) Devices and Software Operation

Remember that the digital device (a smart phone, laptop or tablets) is the most sophisticated productivity enabling device known to mankind. Being literate in its use and care is crucial in today's interconnected world. With the devices and software literacy, users can efficiently navigate, use and care for their devices. Understanding device functionalities and software helps in troubleshooting issues, reducing dependency on external support. This literacy ensures better security practices, protecting personal data from cyber threats. It also facilitates informed decision-making when selecting apps and services, improving overall user experience. Furthermore, digital literacy promotes responsible usage, minimizing the risk of misinformation and harmful online behaviors. By staying updated with technological advancements, users can leverage new features and tools, maintaining relevance in a rapidly evolving digital landscape.

Table 1: Devices and Software Operation Competencies

Knowledge	Skills	Attitudes
Understanding mobile hardware	Navigating operating systems	Proactive learning
Mobile operating systems	Customizing device settings	Security consciousness
Connectivity options	Troubleshooting issues	Critical thinking
App ecosystems	Managing software updates	Responsible usage
Mobile security	Organizing digital content	Adaptability

### (b) Information and Data Literacy

Being information and data literate enables device users to effectively find, evaluate, and use information, ensuring informed decisions. Understanding how to identify credible sources helps avoid misinformation and fake news. Data literacy ensures users can manage and interpret data, enhancing personal and professional decision-making. It also promotes privacy, as users understand data protection principles, safeguarding personal information. With the ability to critically assess online content,

users contribute to a more informed and responsible digital community. Data literacy skills are important to digital entrepreneurs providing them with a competitive edge.

Table 2: Information and Data Literacy Competencies

<b>Knowledge</b>	<b>Skills</b>	<b>Attitudes</b>
Understanding data privacy and protection principles	Searching for information effectively	Critical thinking
Awareness of credible and reliable information sources	Evaluating the credibility of online information	Ethical handling of information
Familiarity with digital tools for data management	Organizing and storing digital data	Attention to detail
Knowledge of how to identify misinformation and fake news	Using data visualization tools	Curiosity and willingness to learn
Understanding the basics of data security (e.g., encryption)	Managing personal data settings on mobile devices	Proactive approach to security

### **(c) Communication and Collaboration**

Understanding various digital communication platforms and collaboration tools facilitates seamless exchange of ideas and information between and among device users. Proficiency in online communication norms and netiquette ensures respectful and productive interactions. It promotes collaboration among diverse teams, regardless of geographical locations, fostering creativity and innovation. Digital literacy in communication enhances personal and professional relationships, enabling efficient teamwork and project management. Moreover, it encourages openness to diverse perspectives and promotes empathy and understanding in online interactions. By mastering digital communication and collaboration skills, individuals contribute to a more connected and productive digital Nigeria, where collaboration knows no boundaries.

Table 3: Communication and Collaboration Competence

<b>Knowledge</b>	<b>Skills</b>	<b>Attitudes</b>
Understanding different digital communication platforms	Effective use of messaging apps and email	Openness to diverse perspectives
Knowledge of online collaboration tools (e.g., Google Docs)	Managing and participating in virtual meetings	Respect for digital etiquette
Awareness of netiquette and online communication norms	Sharing and collaborating on documents in real-time	Collaborative mindset
Understanding privacy settings and data sharing policies	Using social media responsibly and effectively	Responsibility in online interactions
Familiarity with multimedia communication tools (e.g., video conferencing, voice notes)	Creating and sharing multimedia content	Adaptability to new communication tools



## (d) Digital Content Creation

Particularly for digital entrepreneurs, content creation know-how is paramount in Nigeria's digital space. It empowers individuals to express themselves creatively through various digital mediums such as text, images, videos, and audio. Content creation tools and techniques enable users to produce high-quality and engaging content. Proficiency in multimedia formats and file management ensures efficient creation and sharing of digital content. Moreover, awareness of copyright laws and ethical content usage promotes responsible and respectful content creation practices. Finally, this competence nourishes innovation and entrepreneurship, providing opportunities for individuals to showcase their talents and creative ideas to a global audience.

Table 4: Digital Content Creation Competence

<b>Knowledge</b>	<b>Skills</b>	<b>Attitudes</b>
Understanding different types of digital content (text, image, video, audio)	Creating high-quality digital content using mobile apps	Creativity and innovation
Knowledge of content creation tools and apps	Editing and enhancing digital media (photos, videos)	Attention to detail
Awareness of copyright laws and ethical content usage	Utilizing content management systems	Ethical considerations in content use
Understanding SEO and digital marketing basics	Publishing and promoting content on various platforms	Commitment to continuous improvement
Familiarity with multimedia formats and file management	Applying design principles for appealing content	Openness to feedback and collaboration

## (e) Safety

Personal safety online is essential for protecting device users from various cyber threats and risks. Understanding online privacy and data protection principles helps users safeguard their personal information from unauthorized access. Knowing common online threats like phishing and malware enables users to recognize and avoid potential dangers. Secure browsing practices and social media privacy settings enhances online safety. Additionally, familiarity with cyberbullying and online harassment helps users respond appropriately to such incidents. Literacy in personal safety online promotes responsible and cautious online behavior, reducing the likelihood of falling victim to cybercrimes ensuring a positive and secure online experience.

Table 5: Personal Safety Competence

<b>Knowledge</b>	<b>Skills</b>	<b>Attitudes</b>
Understanding of online privacy and data protection	Creating and managing strong passwords	Vigilance about online security
Awareness of common online threats (phishing, malware)	Identifying and avoiding phishing scams	Caution when sharing personal information
Knowledge of secure browsing practices	Using security tools (antivirus, firewalls) effectively	Proactive approach to online safety
Understanding of social media privacy settings	Configuring privacy settings on social media accounts	Awareness of the impact of digital footprint
Familiarity with the principles of cyberbullying and online harassment	Reporting and blocking inappropriate content and users	Empathy and respect for others online

### **(f) Problem Solving**

Knowing how to deal with common mobile device problems allows users to diagnose and troubleshoot issues independently, reducing reliance on external support. Familiarity with online resources for technical support enables users to find solutions efficiently via search engines and forums to seek assistance aids in resolving problems promptly. Knowledge of basic app functionality and management helps users reinstall or update problematic apps. Finally, understanding the importance of data backup and recovery ensures users can protect their data in the event of technical failures and maintain the functionality and performance of their devices.

Table 6: Problem Solving Competence

<b>Knowledge</b>	<b>Skills</b>	<b>Attitudes</b>
Understanding common mobile device issues	Diagnosing and troubleshooting technical problems	Patience in resolving issues
Awareness of online resources for technical support	Using search engines and forums to find solutions	Persistence in seeking solutions
Familiarity with mobile operating system functionalities	Applying system updates and fixes	Analytical thinking
Knowledge of basic app functionality and management	Reinstalling or updating problematic apps	Open-mindedness to new approaches
Understanding the importance of data backup and recovery	Implementing backup and data recovery strategies	Responsibility in maintaining device health

### 3. Critical Thinking and Spotting Fake News



Video 2: Tackling fake news in Nigeria - Arise News Report (Click image to watch)

Nigeria's digital entrepreneurs are notably competent in identifying and combating fake news, images, videos, and documents online. This competence is critical in a digital space where misinformation is rampant. In Nigeria, the proliferation of fake news and manipulated media has become a significant issue, influencing public opinion and causing widespread confusion. According to the National Orientation Agency (NOA),

Nigeria is one of the countries most affected by fake news. Digital entrepreneurs demonstrate acute awareness and sensitivity to fake contents. They leverage their advanced tools and techniques to verify the authenticity of digital media. For instance, they employ reverse image searches, metadata analysis, and fact-checking websites to scrutinize suspicious materials.

Moreover, they contribute to minimizing the spread of misinformation by developing and promoting educational campaigns to increase digital literacy among the citizens. They create content that informs users about the dangers of fake news and how to identify it. Through workshops, webinars, and social media initiatives, they empower others to critically evaluate the information online.

#### **How would you detect and combat fakes in Nigeria?**

Read: [Nigeria 2023 Election: Countering Fake News](#)

Opportunities in Nigeria's Digital Space (Transferred to Handout 2)

### 4. Digital Literacy Foundation Tools

The demo of foundation digital literacy tools will focus on: (a) how to ask the right questions from the search engines and browsers (searching and browsing), (b) how to formulate prompts for GenAI, and (c) learning how to learn via video resources. Nigerian entrepreneurs specially traditional MSMEs can benefit from acquiring digital literacy skills to enhance their competitiveness and growth in the emerging Nigeria's digital economy.

#### **Demonstrations on:**

(a) What Search and browser do you use? How do you Search and Browse? For example Google.com (<http://Google.com>)

(b) What GenAI do you use? How do you use GenAI? For example, ChatGPT (<https://chatgpt.com>)



(c) How do you learn to Learn? What video platforms do you use? For example, YouTube (<https://www.youtube.com>).

### Digital Literacy Baseline

When time allows, your Trainer and Mentor will ask you if you have additional digital literacy competence that you might suggest to the Project sponsors, specially NITDA and DTC. Please note it down here.

Please describe the Knowledge-Skills-Attitude to develop the competence (add space or e-mail to your Trainer or Mentor).

Knowledge	Skills	Attitudes

### Other Interesting Sites

Optional video to watch: [Digital Literacy and Skills: Transforming Nigeria from Resource to Knowledge-Based Economy](#)

NITDA (<https://nitda.gov.ng>)

SMEDAN (<https://smedan.gov.ng>)

DTC (<https://dtnigeria.ng>)