

Navigating the Intersection of Technology and Law: Legal Implications of Emerging Digital Platforms in Rivers State, Nigeria

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Abstract: The fast rate of technological advancement has intensify to various digital platforms, transforming how we communicate, conduct business, and our interact with the world. However, legal systems often strive to keep pace with these changes, creating a need to examine the legal implications of emerging digital platforms and update laws accordingly. This study examined the intersection of technology and law, focusing on the legal challenges posed by social media, e-commerce, and artificial intelligence in Rivers State, Nigeria. The study adopted correlational research design. Fourteen research questions and fourteen corresponding hypotheses guided the conduct of the study. The population of the study comprises companies in Rivers State various stakeholders, such as technology companies, legal experts, policymakers, and users, with an emphasis on the global context. A sample of 450 stakeholders was selected for the study through disproportionate stratified sampling technique. A researcher designed questionnaire was used to collect data titled: "Navigating the Intersection of Technology and Law: Legal Implications of Emerging Digital Platforms Questionnaire" (NITLLIEDOQ). The instrument was validated by experts in Measurement and Evaluation in the Department of Educational Psychology, Guidance and Counselling, Ignatius Ajuru University of Education, Port Harcourt. The reliability of the instrument was established through test re-test method. The reliability indices obtained were; PSV($r = 0.86$), DA ($r = 0.75$) and MI ($r = 0.96$). Pearson Product Moment Correlation (PPMC) was used to answer and test the research questions and hypotheses. The results of the analyses of the hypotheses were tested for statistical significance at .05 alpha levels. The finding of the study revealed that Facebook, integram, twitter, linked, tiktok, youtube, amazon, eBay, Alibaba, shopify, Google Ai, IBM Watson, Microsoft Azare Ai and Open Ai emergency of all these platforms had strong positive and significant relationship with legal implication in Rivers State, with an emphasis on the global context. From the findings, the study point out gaps that need to be addressed to ensure effective governance and protection of individual rights. It emphasizes the importance of adapting existing laws, formulating new legal frameworks, and fostering collaboration between legal experts, policymakers, and technology stakeholders to address the genuine issues posed by digital platforms and promote responsible innovation.

Keywords: Technology, Law, Legal implications, Social Media, E-commerce, Artificial Intelligence, Privacy, Data Protection, intellectual Property, Digital Age, Adaptive Legal Frameworks, Adaptive Legal Frameworks, Collaboration, Policymaking, Innovation

INTRODUCTION

The fast growing of technological advancement has intensify to various digital platforms, transforming how we communicate, conduct business, and our interact with the

world. However, legal systems often strive to keep pace with these changes, creating a need to examine the legal implications of emerging digital platforms and update laws accordingly. (Lessig, 2006). This study explores the intersection of technology and law, focusing on the legal challenges posed by

social media, e-commerce, and artificial intelligence in Rivers State with an emphasis on the global context.

As digital platforms continue to grow rapidly, it is essential to understand the existing legal issues these platforms present and adapt existing laws and regulations to manage these challenges effectively (Pasquale, 2015). This study reviews current laws and regulations governing social media, e-commerce, and artificial intelligence, highlighting gaps that need to be addressed to ensure effective governance and protection of individual rights.

Furthermore, the study emphasises the importance of fostering collaboration between legal experts, policymakers, and technology stakeholders to develop adaptive legal frameworks that promote responsible innovation (Schwartz, 2020). By understanding the legal implications of rapid growing of digital platforms and working together to address these challenges, we can create a more secure and equitable digital landscape for all.

PURPOSE OF THE STUDY

1. Evaluate the impact of digital platforms on intellectual property laws, particularly with respect to copyright protection and data ownership.
2. Assess the effectiveness of data protection regulations, such as General Data Protection Regulation in ensuring user privacy and addressing compliance challenges faced by businesses.
3. Analyse the role of antitrust laws in promoting fair competition and innovation in the digital economy, as well as the potential consequences of repealing net neutrality regulations.
4. Examine the effectiveness of content moderation laws, such as the German Network Enforcement Act and French Avia law, in addressing harmful content online and their implications for free speech and platform burdens.

Research Questions:

To effectively investigate the legal implications of emerging digital platforms and explore potential solutions, the following research questions can be considered:

1. To what extent does Facebook fast advancement relate to legal implication among stakeholders in Rivers State?
2. To what extent does Instagram fast advancement relate to legal implication among stakeholders in Rivers State?
3. To what extent does Twitter fast advancement relate to legal implication among stakeholders in Rivers State?
4. To what extent does Linked fast advancement relate to legal implication among stakeholders in Rivers State?

5. To what extent does TikTok fast advancement relate to legal implication among stakeholders in Rivers State?
6. To what extent does Youtube fast advancement relate to legal implication among stakeholders in Rivers State?
7. To what extent does Youtube fast advancement relate to legal implication among stakeholders in Rivers State?
8. To what extent does IBM Watson fast advancement relate to legal implication among stakeholders in Rivers State.
9. To what extent does eBay fast advancement relate to legal implication among stakeholders in Rivers State?
10. To what extent to does Alibaba fast advancement relate to legal implication among stakeholders in Rivers State?
11. To what extent to does shopify fast advancement relate to legal implication among stakeholders in Rivers State?
12. To what extent does Google AI fast advancement relate to legal implication among stakeholders in Rivers State?
13. To what extent does Microsoft Azure AI fast advancement relate to legal implication among stakeholders in Rivers State?
14. To what extent does Open AI fast advancement relate to legal implication among stakeholders in Rivers State?

Hypotheses:

The following null hypotheses were formulated and tested at 0.05 level of significance:

H1. There is no significant relationship between Facebook fast advancement relate to legal implication among stakeholders in Rivers State.

H2. There is no significant relationship between Instagram fast advancement and legal implication among stakeholders in Rivers State.

H3. There is no significant relationship between Twitter fast advancement and legal implication among married persons in Rivers State.

H4. There is no significant relationship between Linked fast advancement and legal implication among stakeholder in Rivers State

H5. There is no significant relationship between TikTok fast advancement and legal implication among stakeholders in Rivers State

H6. There is no significant relationship Youtube fast advancement and legal implication among stakeholders in Rivers State.

H7. There is no significant relationship Youtube fast advancement and legal implication among stakeholders in Rivers State.

H8. There is no significant relationship between IBM Watson fast advancement and legal implication among stakeholders in Rivers State.

H9. There is no significant relationship between eBay fast advancement and legal implication among stakeholders in Rivers State.

H10. There is no significant relationship between Alibaba fast advancement and legal implication among stakeholders in Rivers State.

H11. There is no significant relationship between shopify fast advancement and legal implication among stakeholders in Rivers State.

H12. There is no significant relationship Google AI fast advancement and legal implication among stakeholders in Rivers State.

H13. There is no significant relationship between Microsoft Azure AI fast advancement and legal implication among stakeholders in Rivers State

H14. There is no significant relationship between Open AI fast advancement and legal implication among stakeholders in Rivers State.

Review of Related Literature:

The intersection of technology and law has been a topic of significant interest among scholars and practitioners alike. As digital platforms continue to evolve, numerous studies have examined the legal implications and challenges presented by emerging technologies.

In the realm of social media, researchers have explored issues related to privacy, freedom of speech, and defamation (Barendt et al., 2016). The rapid growth of e-commerce has led to studies examining consumer protection, data security, and tax compliance (Laudon & Traver, 2017). Additionally, the development and widespread adoption of artificial intelligence have raised questions about liability, bias, and ethical considerations (Schwartz, 2020).

The importance of effective communication between legal experts, policymakers, and technology stakeholders has been emphasized in several studies to ensure that laws and regulations can adapt to the ever-changing digital landscape (Pasquale, 2015; Barendt et al., 2016). The need for international cooperation in addressing cross-border legal

issues arising from digital platforms has also been highlighted (Laudon & Traver, 2017).

In nutshell, the literature on the intersection of technology and law underscores the importance of understanding the legal implications of emerging digital platforms and formulating adaptive legal frameworks to address the unique challenges they present.

METHODOLOGY

The study is based on a correlational research design. This study yields information's on the degree of the associations between the variables understudy; it also permit the researcher to analyse the relationship among the variables. The study focuses on the emerging digital platforms including social media, e-commerce, and artificial intelligence applications. The population of the study comprises companies various stakeholders, such as technology companies, legal experts, policymakers, and users, with an emphasis on the global context. The study encompasses a diverse set of digital platforms, including: **Social Media Platforms:** Facebook, Instagram, Twitter, Linked, TikTok, YouTube. **E-commerce Platforms:** Amazon, eBay, Alibaba, Shopify. **Artificial Intelligence Applications:** Google AI, IBM Watson, Microsoft Azure AI, Open AI.

Giving the global nature of digital platforms, the research work considers a worldwide context, examining legal implications and regulatory frameworks across different jurisdictions.

RESULTS

The results of the data analysis are presented below:

Research Question One

To what extent does Facebook fast advancement relate to legal implication among stakeholders in Rivers State?

Hypothesis One

There is no significant relationship between Facebook fast advancement relate to legal implication among stakeholders in Rivers State.

Table 1.1: PPMC Analysis on the Relationship between Facebook relate to legal implication among stakeholders in Rivers State.

Variables	Parameters	Facebook fast advancement		Decision
		Facebook fast advancement	Legal Implication	
Facebook fast advancement	Pearson Correlation	1	.789**	Significant
	Sig. (2-tailed)		.000	
	N	450	450	
Legal Implication	Pearson Correlation	.789**	1	
	Sig. (2-tailed)	.000		
	N	450	450	

** . Correlation is significant at the 0.01 level (2-tailed).

In answering research question one, Table 1.1 shows the extent to which Facebook fast advancement relates to legal implication among stakeholders in Rivers State. The result revealed that the extent to which facebook fast advancement relate to legal implication among stakeholders in Rivers State was positive and high ($r = .79$). The implication of this result was that the more Facebook usage by the stakeholders are the more their legal implication in Rivers State and vice versa.

In testing null hypothesis one, Table 1.1 show the significant level of the relationship between Facebook and legal implication among stakeholders in Rivers State. The result revealed that there is a positively high and significant relationship between facebook fast advancement and legal implication among stakeholders in Rivers State ($r_{(450)} = .79$, $p =$

$.000 < .05$), leading to the rejection of null hypothesis one at the 0.05 significance level. The result was that there was a significant relationship between facebook and legal implication among stakeholders in Rivers State.

Research Question Two

To what extent does Instagram fast advancement relate to legal implication among stakeholders in Rivers State?

Hypothesis Two

There is no significant relationship between Instagram fast advancement and legal implication among stakeholders in Rivers State.

Table 1.2: PPMC Analysis on the Relationship between Instagram fast advancement and legal implication among stakeholders in Rivers State

Variables	Parameters	Instagram fast advancement legal implication		Decision
		Instagram fast advancement	legal implication	
Instagram fast advancement	Pearson Correlation	1	.561**	Significant
	Sig. (2-tailed)		.000	
	N	450	450	
legal implication	Pearson Correlation	.561**	1	
	Sig. (2-tailed)	.000		
	N	450	450	

** . Correlation is significant at the 0.01 level (2-tailed).

Table 1.2 showed the relationship between Instagram fast advancement and legal implication among stakeholders in Rivers State as $r = .56$. The result of the study showed that there was a positive but moderate relationship between Instagram fast advancement and legal implication among stakeholders in Rivers State. This result revealed that as scores from Instagram fast advancement increases, scores from legal implication also increases moderately stakeholders in Rivers State and vice versa.

Furthermore, Table 1.2 also showed that the relationship between Instagram fast advancement and legal implication among stakeholders in Rivers State was significant at 0.05 level of significance ($r_{(450)} = .56$, $p = .000 < .05$) hence,

the rejection of the null hypothesis. The result was that there was a significant relationship between Instagram fast advancement and legal implication among stakeholders in Rivers State.

Research Question Three

To what extent does Twitter fast advancement relate to legal implication among stakeholders in Rivers State?

Hypothesis Three

There is no significant relationship between Twitter fast advancement and legal implication among married persons in Rivers State.

Table 1.3: PPMC Analysis on the Relationship between Twitter fast advancement and Legal Implication among Stakeholders in Rivers State

Variables	Parameters	Twitter fast advancement Legal Implication		Decision
		Twitter fast advancement	Legal Implication	
Twitter fast advancement	Pearson Correlation	1	.882**	Significant
	Sig. (2-tailed)		.000	
	N	450	450	
Legal Implication	Pearson Correlation	.882**	1	
	Sig. (2-tailed)	.000		
	N	450	450	

** . Correlation is significant at the 0.01 level (2-tailed).

In answering research question three, Table 1.3 shows the extent to which Twitter fast advancement relate to legal implication among stakeholders in Rivers State. The result revealed that the extent to which Twitter fast advancement relate to the legal implication among stakeholders in Rivers State was very high and positive ($r = .88$). The implication of the result was that as scores in Twitter fast advancement level increases very highly, scores legal implication among stakeholders in Rivers State was also increasing very highly and vice versa.

The result concerning the null hypothesis three, as shown on Table 1.3 showed that there was a significant relationship between Twitter fast advancement and legal implication among stakeholders in Rivers State ($r_{(450)} = .88, p <$

0.05), leading to the rejection of null hypothesis three at the $.05$ significance level. This means that there was a significant relationship between Twitter fast advancement and legal implication among stakeholders in Rivers State.

Research Question Four

To what extent does Linked fast advancement relate to legal implication among stakeholders in Rivers State?

Hypothesis Four

There is no significant relationship between Linked fast advancement and legal implication among stakeholder in Rivers State.

Table 1.4: PPMC Analysis on the Relationship between Linked fast advancement and legal implication among stakeholder in Rivers State.

Variables	Parameters	Linked fast advancement	Legal Implication	Decision
Linked fast advancement	Pearson Correlation	1	.756**	Significant
	Sig. (2-tailed)		.000	
	N	450	450	
Legal Implication	Pearson Correlation	.756**	1	
	Sig. (2-tailed)	.000		
	N	450	450	

** . Correlation is significant at the 0.01 level (2-tailed).

Table 1.4 shows the extent to which Linked fast advancement relate to legal implication among stakeholders in Rivers State. The result revealed that the extent to which Linked fast advancement relate to legal implication among stakeholders in Rivers State was positive and high ($r = .76$). This means that as scores on Linked fast advancement increase highly, that of legal implication among stakeholders in Rivers State correspondingly increase highly and vice versa.

In addition, Table 1.4 also shows the test result concerning the corresponding null hypothesis and the test result revealed that there was a significant relationship between Linked fast advancement and legal implication ($r_{(450)} = .76, p <$

0.05 significance level. This means that there was a significant relationship between Linked fast advancement and legal implication among stakeholders in Rivers State.

Research Question Five

To what extent does TikTok fast advancement relate to legal implication among stakeholders in Rivers State?

Hypothesis Five

There is no significant relationship between TikTok fast advancement and legal implication among stakeholders in Rivers State.

Table 1.5: PPMC Analysis on the Relationship between TikTok fast advancement and legal implication among stakeholders in Rivers State.

Variables	Parameters	TikTok fast advancement	Legal implication	Decision
TikTok fast advancement	Pearson Correlation	1	.710**	Significant
	Sig. (2-tailed)		.000	
	N	450	450	
Legal Implication	Pearson Correlation	.710**	1	
	Sig. (2-tailed)	.000		
	N	450	450	

** . Correlation is significant at the 0.01 level (2-tailed).

The results on Table 1.5 for research question five, shows the extent to which TikTok fast advancement relates to legal implication among stakeholders in Rivers State. The result revealed that the extent to which TikTok fast advancement relates to the legal implication among stakeholders in Rivers State can be described as positive and high ($r = .71$). The implication of this result was that as TikTok fast advancement increase highly in score that of legal implication among stakeholders in Rivers State correspondingly increase also highly.

On statistical testing of the null hypothesis, Table 1.5 also shows that TikTok fast advancement and legal implication among stakeholders in Rivers State significantly relate

statistically ($r_{(450)} = .71, p < 0.05$) thus the rejection of the null hypothesis. The result was that there was significant relationship between TikTok fast advancement and legal implication among stakeholders in Rivers State.

Research Question Six

To what extent does Youtube fast advancement relate to legal implication among stakeholders in Rivers State?

Hypothesis Six

There is no significant relationship Youtube fast advancement and legal implication among stakeholders in Rivers State.

Table 1.6: PPMC Analysis on the Relationship between Youtube fast advancement and legal implication among stakeholders in Rivers State.

Variables	Parameters	Youtube fast advancement	Legal Implication	Decision
Youtube fast advancement	Pearson Correlation	1	.649**	Significant
	Sig. (2-tailed)		.000	
	N	450	450	
Legal Implication	Pearson Correlation	.649**	1	
	Sig. (2-tailed)	.000		
	N	450	450	

** . Correlation is significant at the 0.01 level (2-tailed).

The result on Table 1.6 shows the answer to research question six. Table 1.6 shows the extent to which Youtube fast advancement relates to legal implication among married stakeholders in Rivers State. The result revealed that the extent to which the Youtube fast advancement relates to legal implication among stakeholders in Rivers State was high and positive ($r = .65$). The implication of this result was that as scores on Youtube fast advancement highly increase that of legal implication among stakeholders in Rivers State correspondingly increase highly and vice versa.

Also, Table 1.6 shows the significant level of the relationship between Youtube fast advancement and legal implication among stakeholders in Rivers State. The result revealed that there was a significant ($r_{(450)} = .65, p < 0.05$)

relationship hence the corresponding null hypothesis was rejected. The result was that there was a significant relationship between Youtube fast advancement and legal implication among stakeholders in Rivers State.

Research Question Seven

To what extent does Amazon fast advancement relate to legal implication among stakeholders in Rivers State?

Hypothesis Seven

There is no significant relationship between Amazon fast advancement and legal implication among stakeholders in Rivers State?

Table 1.7: PPMC Analysis on the Relationship between Amazon fast advancement and legal implication among stakeholders in Rivers State

Variables	Parameters	Amazon fast advancement	Legal implication	Decision
Amazon fast advancement	Pearson Correlation	1	.621**	Significant
	Sig. (2-tailed)		.000	
	N	450	450	
Legal implication	Pearson Correlation	.621**	1	
	Sig. (2-tailed)	.000		
	N	450	450	

** . Correlation is significant at the 0.01 level (2-tailed).

In answering research question seven, Table 1.7 shows the extent to which Amazon fast advancement relate to legal implication among stakeholders in Rivers State. The result revealed that the extent to which Amazon fast advancement relate to the legal implication among stakeholders in Rivers State was positive and high ($r = .62$). The implication of this result was that Amazon fast advancement scores increases highly with a corresponding high increase in legal implication among stakeholders in Rivers State and vice versa.

In testing null hypothesis seven, Table 1.7 shows the significant level of the relationship between Amazon fast advancement and legal implication among stakeholders in Rivers State. The result revealed that there was a significant

($r_{(450)} = .62, p < 0.05$) relationship, therefore the stated null hypothesis was not accepted. This means that there was a significant relationship between Amazon fast advancement and legal implication among stakeholders in Rivers State.

Research Question Eight

To what extent does IBM Watson fast advancement relate to legal implication among stakeholders in Rivers State.

Hypothesis Eight

There is no significant relationship between IBM Watson fast advancement and legal implication among stakeholders in Rivers State.

Table 1.8: PPMC Analysis on the Relationship between IBM Watson fast advancement and legal implication among stakeholders in Rivers State

Variables	Parameters	IBM Watson fast advancement		Decision
		IBM Watson fast advancement	Legal implication	
IBM Watson fast advancement	Pearson Correlation	1	.843**	Significant
	Sig. (2-tailed)		.000	
	N	450	450	
Legal Implication	Pearson Correlation	.843**	1	
	Sig. (2-tailed)	.000		
	N	450	450	

** . Correlation is significant at the 0.01 level (2-tailed).

Table 1.8 shows the extent to which IBM Watson fast advancement relate to legal implication among stakeholders in Rivers State.. The result revealed that the extent to which IBM Watson fast advancement related to legal implication among stakeholders in Rivers State was positive and very high ($r = .84$). This means that as IBM Watson fast advancement scores increases very highly that of legal implication among stakeholders in Rivers State correspondingly increase very highly and vice versa.

Furthermore, on statistical testing of hypothesis eight, Table 1.8 shows that the positive and very high relationship was statistically significant ($r_{(450)} = .84, p < 0.05$). Hence, the stated corresponding null hypothesis was not accepted. The result was

that there was a significant relationship between IBM Watson fast advancement and legal implication among stakeholders in Rivers State.

Research Question Nine

To what extent does eBay fast advancement relate to legal implication among stakeholders in Rivers State?

Hypothesis Nine

There is no significant relationship between eBay fast advancement and legal implication among stakeholders in Rivers State.

Table 1.9: PPMC Analysis on the Relationship between eBay fast advancement and legal implication among stakeholders in Rivers State

Variables	Parameters	eBay fast advancement		Decision
		eBay fast advancement	Legal implication	
eBay fast advancement	Pearson Correlation	1	.892**	Significant
	Sig. (2-tailed)		.000	
	N	450	450	
Legal implication	Pearson Correlation	.892**	1	
	Sig. (2-tailed)	.000		
	N	450	450	

** . Correlation is significant at the 0.01 level (2-tailed).

Table 1.9 reveals the extent to which eBay fast advancement relate to legal implication among stakeholders in Rivers State was positive and very high ($r = .89$). This means that as eBay fast advancement score increases very highly that of legal implication among stakeholders in Rivers State also increases very highly and vice versa.

On further statistical testing of the null hypothesis nine, the result on Table 1.9 shows a significant relationship ($r_{(450)} = .89, p < 0.05$) between eBay fast advancement and legal implication among stakeholders in Rivers State. Consequently, the stated null hypothesis was not accepted. This means that, there was a significant relationship between eBay fast

advancement and legal implication among stakeholders in Rivers State.

Research Question Ten

To what extent to does Alibaba fast advancement relate to legal implication among stakeholders in Rivers State?

Hypothesis Ten

There is no significant relationship between Alibaba fast advancement and legal implication among stakeholders in Rivers State.

Table 1.10: PPMC Analysis on the Relationship between Alibaba fast advancement and legal implication among stakeholders in Rivers State

Variables	Parameters	Alibaba fast advancement	Legal implication	Decision
Alibaba fast Advancement	Pearson Correlation	1	.810**	Significant
	Sig. (2-tailed)		.000	
	N	449	449	
Legal Implication	Pearson Correlation	.810**	1	
	Sig. (2-tailed)	.000		
	N	449	450	

** . Correlation is significant at the 0.01 level (2-tailed).

Table 1.10 shows the extent to which Alibaba fast advancement relate to legal implication among stakeholders in Rivers State. The result revealed that the extent to which Alibaba fast advancement relate to legal implication among stakeholders in Rivers State was positive and very high ($r = .81$). The implication of this result was that Alibaba fast advancement scores increases very highly with a corresponding very high increase scores of legal implication among stakeholders in Rivers State and vice versa.

The results also on Table 1.10 shows that there was a significant ($r_{(450)} = .81, p < 0.05$), relationship between Alibaba fast advancement and legal implication among stakeholders in Rivers State, leading to the rejection of null hypothesis at the .05 significance level. The implication of the result was that

there was a significant relationship between Alibaba fast advancement and legal implication among stakeholders in Rivers State.

Research Question Eleven

To what extent to does shopify fast advancement relate to legal implication among stakeholders in Rivers State?

Hypothesis Eleven

There is no significant relationship between shopify fast advancement and legal implication among stakeholders in Rivers State.

Table 1.11: PPMC Analysis on the Relationship between shopify fast advancement and legal implication among stakeholders in Rivers State.

Variables	Parameters	shopify fast advancement	Legal implication	Decision
shopify fast advancement	Pearson Correlation	1	.951**	Significant
	Sig. (2-tailed)		.000	
	N	450	450	
Legal implication	Pearson Correlation	.951**	1	
	Sig. (2-tailed)	.000		
	N	450	450	

** . Correlation is significant at the 0.01 level (2-tailed).

Table 1.11 shows the extent to which shopify fast advancement relates to legal implication among stakeholders in Rivers State. The result revealed that the extent to which shopify relates to the legal implication among stakeholders in Rivers State was positive and very high ($r = .95$). This means that as the scores on shopify increases very highly the scores on legal implication among stakeholders in Rivers State also increase very highly and vice versa.

On further testing as it concerns null hypothesis eleven, Table 1.11 shows that there was significant relationship ($r_{(450)} = .95$, $p < 0.05$) between shopify and legal implication among stakeholders in Rivers State hence, the stated null hypothesis was therefore rejected at 0.05 level of significance.

The result was that there was a significant relationship between shopify and legal implication among stakeholders in Rivers State.

Research Question Twelve

To what extent does Google AI fast advancement relate to legal implication among stakeholders in Rivers State?

Hypothesis Twelve

There is no significant relationship Google AI fast advancement and legal implication among stakeholders in Rivers State.

Table 1.12: PPMC Analysis on the Relationship between Google AI fast advancement and legal implication among stakeholders in Rivers State

Variables	Parameters	Google Ai fast advancement	Legal Implication	Decision
Google AI fast advancement	Pearson Correlation	1	.649**	Significant
	Sig. (2-tailed)		.000	
	N	450	450	
Legal Implication	Pearson Correlation	.649**	1	
	Sig. (2-tailed)	.000		
	N	450	450	

** . Correlation is significant at the 0.01 level (2-tailed).

The result on Table 1.12 shows the answer to research question six. Table 1.12 shows the extent to which Google AI fast advancement relates to legal implication among married stakeholders in Rivers State. The result revealed that the extent to which the Google AI fast advancement relates to legal implication among stakeholders in Rivers State was high and positive ($r = .65$). The implication of this result was that as scores on Google AI fast advancement highly increase that of legal implication among stakeholders in Rivers State correspondingly increase highly and vice versa.

Also, Table 1.12 shows the significant level of the relationship between Google AI fast advancement and legal implication among stakeholders in Rivers State. The result revealed that there was a significant ($r_{(450)} = .65$, $p < 0.05$) relationship hence the corresponding null hypothesis was

rejected. The result was that there was a significant relationship between Google AI fast advancement and legal implication among stakeholders in Rivers State.

Research Question Thirteen

To what extent does Microsoft Azure AI fast advancement relate to legal implication among stakeholders in Rivers State?

Hypothesis Seven

There is no significant relationship between Microsoft Azure AI fast advancement and legal implication among stakeholders in Rivers State?

Table 1.13: PPMC Analysis on the Relationship between Microsoft Azure AI fast advancement and legal implication among stakeholders in Rivers State

Variables	Parameters	Microsoft Azure AI fast advancement	Legal implication	Decision
Microsoft Azure AI fast advancement	Pearson Correlation	1	.621**	Significant
	Sig. (2-tailed)		.000	
	N	450	450	
Legal implication	Pearson Correlation	.621**	1	
	Sig. (2-tailed)	.000		
	N	450	450	

** . Correlation is significant at the 0.01 level (2-tailed).

In answering research question seven, Table 1.13 shows the extent to which Microsoft Azure AI fast advancement relate to legal implication among stakeholders in Rivers State. The result revealed that the extent to which Microsoft Azure AI fast advancement relate to the legal implication among stakeholders in Rivers State was positive and high ($r = .62$). The implication of this result was that Microsoft Azure AI fast advancement scores increases highly with a corresponding high increase in legal implication among stakeholders in Rivers State and vice versa.

In testing null hypothesis seven, Table 1.13 shows the significant level of the relationship between Microsoft Azure AI fast advancement and legal implication among stakeholders in Rivers State. The result revealed that there was a significant ($r_{(450)} = .62, p < 0.05$) relationship, therefore the stated null

hypothesis was not accepted. This means that there was a significant relationship between Microsoft Azure AI fast advancement and legal implication among stakeholders in Rivers State.

Research Question Fourteen

To what extent does Open AI fast advancement relate to legal implication among stakeholders in Rivers State?

Hypothesis Fourteen

There is no significant relationship between Open AI fast advancement and legal implication among stakeholders in Rivers State.

Table 1.8: PPMC Analysis on the Relationship between Open AI fast advancement and legal implication among stakeholders in Rivers State

Variables	Parameters	Open AI fast advancement	Legal implication	Decision
Open AI fast advancement	Pearson Correlation	1	.843**	Significant
	Sig. (2-tailed)		.000	
	N	450	450	
Legal Implication	Pearson Correlation	.843**	1	
	Sig. (2-tailed)	.000		
	N	450	450	

** . Correlation is significant at the 0.01 level (2-tailed).

Table 1.14 shows the extent to which Open AI fast advancement relate to legal implication among stakeholders in Rivers State.. The result revealed that the extent to which Open AI fast advancement related to legal implication among stakeholders in Rivers State was positive and very high ($r = .84$). This means that as Open AI fast advancement scores increases very highly that of legal implication among stakeholders in Rivers State correspondingly increase very highly and vice versa.

Furthermore, on statistical testing of hypothesis eight, Table 1.14 shows that the positive and very high relationship was statistically significant ($r_{(450)} = .84, p < 0.05$). Hence, the stated corresponding null hypothesis was not accepted. The result was that there was a significant relationship between Open AI fast advancement and legal implication among stakeholders in Rivers State.

4.2 Summary of Findings

The major findings of the study are presented thus:

1. There was a positive and significant relationship between Facebook fast advancement and legal implication among stakeholders in Rivers State.

2. There was a positive and significant relationship between Instagram fast advancement and legal implication among stakeholders in Rivers State.
3. There was a positive and significant relationship between Twitter fast advancement and legal implication among stakeholders in Rivers State.
4. There was a positive and significant relationship between linked fast advancement and legal implication among stakeholders in Rivers State.
5. There was a positive and significant relationship between TikTok fast advancement and legal implication among stakeholders in Rivers State.
6. There was a positive and significant relationship between Youtube fast advancement and legal implication among stakeholders in Rivers State.
7. There was a positive and significant relationship between Amazon fast advancement and legal implication among stakeholders in Rivers State.
8. There was a positive and significant relationship between IBM Watson fast advancement and legal implication among stakeholders in Rivers State.
9. There was a positive and significant relationship between eBay fast advancement and legal implication among stakeholders in Rivers State.

10. There was a positive and significant relationship between Alibaba fast advancement and legal implication among stakeholders in Rivers State.
11. There was a positive and significant relationship between shopify fast advancement and legal implication among stakeholders in Rivers State.
12. There was a positive and significant relationship between Google AI fast advancement and legal implication among stakeholders in Rivers State.
13. There was a positive and significant relationship between Microsoft Azure AI and legal implication among stakeholders in Rivers State.
14. There was a positive and significant relationship between Open AI and legal implication among stakeholders in Rivers State.

DISCUSSION

The rapid growth of technology and the emergence of new digital platforms present various challenges and opportunities for legal systems worldwide. As we have explored, existing laws and regulations may not be sufficient to address the unique issues arising from social media, e-commerce, and artificial intelligence. In many cases, individual rights such as privacy, data protection, and intellectual property rights may not be adequately safeguarded.

The global nature of digital platforms adds another layer of complexity, necessitating international cooperation to address cross-border legal issues. Regulatory innovation, as well as collaboration between legal experts, policymakers, and technology stakeholders, is crucial in formulating adaptive legal frameworks that effectively govern emerging digital platforms while fostering innovation and protecting individual rights.

Throughout this research, it is essential to remain mindful of the delicate balance between technological progress and the protection of fundamental rights and values. The hypotheses presented provide a starting point for testing assumptions and drawing conclusions about the legal implications and the relationship's with the rapid growing of digital platforms and potential strategies to address them.

In conclusion, the intersection of technology and law presents a positive relationships that requires careful considerations and innovative solutions. By understanding the challenges posed by rapid growing of digital platforms and fostering collaboration among stakeholders in Rivers state, with an emphasis on the global context. we can work towards creating a more secure and equitable digital environment for all.

RECOMMENDATIONS

1. **Update existing laws and regulations:** Governments should review and update existing laws and regulations to address the unique challenges posed by social media, e-commerce, and artificial intelligence. This may involve introducing new legal frameworks specifically tailored to digital platforms.
2. **Strengthen legal safeguards for individual rights:** Legal frameworks must ensure adequate protection for individual rights such as privacy, data protection, and intellectual property rights in the context of digital platforms.
3. **Foster international cooperation:** Governments, international organizations, and other stakeholders should collaborate to address cross-border legal issues arising from the global nature of digital platforms. This may involve harmonizing laws and regulations across jurisdictions.
4. **Enhance collaboration between stakeholders:** Encourage collaboration between legal experts, policymakers, and technology stakeholders to formulate adaptive legal frameworks that effectively govern emerging digital platforms.
5. **Embrace regulatory innovation:** Governments and regulatory bodies should explore innovative regulatory approaches to develop effective legal solutions for the challenges posed by digital platforms. This may involve experimenting with new regulatory models, such as sandbox environments for testing new technologies and regulations.
6. **Promote public-private partnerships:** Encourage partnerships between public and private entities to share knowledge, expertise, and resources in addressing the legal implications of digital platforms.
7. **Increase public awareness and education:** Governments, educational institutions, and civil society organizations should raise public awareness about the legal implications of digital platforms and provide resources for individuals to understand and exercise their rights.

By implementing these recommendations, we can work towards creating a more secure and equitable digital environment that fosters innovation while protecting individual rights and upholding the rule of law.

CONCLUSION

The intersection of technology and law is a complex and ever-evolving landscape that requires continuous attention and adaptation. As digital platforms such as social media, e-commerce, and artificial intelligence continue to grow and

influence various aspects of our lives, it is crucial to address the legal implications that arise from their use.

Throughout this exploration, we have identified potential gaps in existing laws and regulations, underscored the importance of individual rights protection, and emphasized the need for international cooperation and collaboration among stakeholders. Moreover, the role of regulatory innovation has been highlighted as a potential solution to develop effective legal frameworks that govern emerging digital platforms.

The recommendations provided in this research serve as a guide for policymakers, legal experts, and technology stakeholders to navigate the challenges and opportunities presented by the

intersection of technology and law. By updating existing laws, strengthening legal safeguards, fostering international cooperation, enhancing collaboration, embracing regulatory innovation, promoting public-private partnerships, and increasing public awareness, we can work towards a more secure, equitable, and innovative digital environment.

In conclusion, as technology continues to advance and new digital platforms emerge, it is essential to remain focus and proactive in addressing the legal implications that arise. By doing so, we can harness the power of technology for the greater good while upholding the rule of law and protecting the rights of individuals.

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