

**VISUAL COMMUNICATION AND UNIVERSAL THOUGHT:  
UNLOCKING THE POTENTIAL OF ARTIFICIAL INTELLIGENCE  
AND ENTREPRENEURSHIP IN NIGERIA  
BY**

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**Abstract**

This paper explores the intersection of visual communication, universal thought, artificial intelligence, and entrepreneurship in Nigeria. Its main argument is that visual communication is essential for conveying complex ideas and emotions, especially in the context of artificial intelligence and entrepreneurship. By applying universal thought principles, we can develop more effective visual communication strategies that overcome linguistic and cultural barriers. The paper raises research questions about how visual communication aids in understanding and adopting artificial intelligence and entrepreneurship concepts. This study uses a mixed-methods approach, combining both qualitative and quantitative data collection and analysis methods. We conducted surveys, interviews, and focus groups with entrepreneurs, AI developers, and visual communication experts to gather insights on the role of visual communication in artificial intelligence and entrepreneurship. The findings indicate that visual communication is crucial for conveying complex artificial intelligence and entrepreneurship ideas to diverse audiences. It was also found that universal thought principles, such as simplicity, clarity, and consistency, are vital for creating effective visual communication strategies.

**Keywords:** Visual Communication, AI, Entrepreneurship, Unlocking.

## Introduction

The rapid advancement of artificial intelligence (AI) and entrepreneurship has transformed the global economic landscape, presenting unprecedented opportunities for innovation, growth, and development. However, the potential of AI and entrepreneurship to drive sustainable development and economic growth in Nigeria remains largely untapped. One major obstacle to harnessing this potential is the lack of effective communication and understanding of AI and entrepreneurship concepts among stakeholders, including entrepreneurs, policymakers, and the general public. The intersection of artificial intelligence (AI), entrepreneurship, and visual communication has the potential to revolutionize the business landscape in Nigeria. In Nigeria, the concept of entrepreneurship is widely accepted as a critical means for breeding economic growth, job creation, and innovation in a developing nation (Iwu & Ezeuduji, 2018).

Though, Nwogu and Nwanaka, (2015), opined that while entrepreneurship education in Nigeria has been emphasized as a means to reduce unemployment and empower the youth with necessary skills for self-reliance, Abubakar, (2018) noted that the conventional methods of teaching entrepreneurship in Nigeria are often characterized by rote learning, lack of practical exposure, and limited access to contemporary technological tools which diminishes its effectiveness. As AI technologies continue to advance and become more accessible, entrepreneurs in Nigeria are increasingly leveraging AI, propelled by a seamless communication medium to drive innovation, growth, and sustainability.

Broadly speaking, visual communication involves the use of visual elements such as images, symbols, and graphics to convey information and ideas, and offers a powerful tool for addressing this challenge. Simply, the word "graphic" refers to any visual representation of data, and includes a variety of forms, including drawings, photographs, line art, graphs, diagrams, numbers, symbols, geometric forms, and others. By leveraging visual communication, it is possible to simplify complex AI and entrepreneurship concepts, making them more accessible and understandable to a wider audience. As Mayahi and Vidrih (2022) noted, this can lead to higher levels of audience satisfaction with communication. Furthermore, visual communication can facilitate the sharing of

knowledge, expertise, and best practices among stakeholders, ultimately driving innovation, entrepreneurship, and economic growth.

Universal thought, which refers to the shared cognitive and emotional processes that underlie human communication and understanding, provides a framework for understanding how visual communication can be used to promote AI and entrepreneurship. By tapping into universal thought processes, visual communication can be designed to resonate with diverse audiences, fostering a deeper understanding of AI and entrepreneurship concepts and their applications.

This article explores the intersection of visual communication, universal thought, artificial intelligence, and entrepreneurship, with a focus on the Nigeria context. By examining the potential of visual communication to promote AI and entrepreneurship, this article aims to contribute to the development of effective strategies for harnessing the potential of these technologies to drive sustainable development and economic growth in Nigeria.

#### Literature Review

The concept of visual communication and its role in promoting artificial intelligence (AI) and entrepreneurship has gained significant attention in recent years. This section reviews existing literature on visual communication, universal thought, AI, and entrepreneurship, with a focus on the Nigerian context.

#### **Visual Communication**

Effective adoption and utilization of AI in entrepreneurship require more than just technical expertise. They also require the ability to communicate complex AI concepts and ideas in a clear, concise, and compelling manner. This is where visual communication comes in. According to Gunay (2021), visual communication creates the same feeling and emotion without it being necessary to speak a certain language among people. Therefore, it can be suggested with certainty that, except for the visually impaired audience, visual expression comes before speaking, especially in a learning environment. The works of influential visual communication theorists such as Rudolf Arnheim (1904 -2007), Marshall McLuhan (1911-1980), Roland Barthes (1915-1980), Stuart Hall (1932-2014), and others

have further shaped understanding of visual communication, its power, and its complexities in knowledge driven endeavour. The important aspect of visual communication design and principles encompasses a wide range of practical and theoretical applications.

When combined with universal thought principles, which emphasize simplicity, clarity and emotional connection, visual communication can become a powerful tool for unlocking the potential of AI and entrepreneurship in Nigeria.

Visual communication refers to the process of conveying information and ideas through visual elements such as images, symbols, and graphics (Dondis, 1973). Visual communication has been shown to be an effective tool for communicating complex information, enhancing learning and understanding, and facilitating decision-making (Lester, 2014).

In the context of AI and entrepreneurship, visual communication can play a crucial role in promoting understanding and adoption of these technologies. For instance, visualizations can be used to illustrate complex AI concepts, making them more accessible to non-technical stakeholders (Borkin et al., 2016).

### **Universal Thought**

Universal thought refers to the shared cognitive and emotional processes that underlie human communication and understanding (Lakoff & Johnson, 1980). Universal thought provides a framework for understanding how visual communication can be designed to resonate with diverse audiences.

In the context of AI and entrepreneurship, universal thought can be used to design visual communication strategies that take into account the cognitive and emotional biases of stakeholders. For instance, visualizations can be designed to appeal to the emotional needs of entrepreneurs, such as the need for autonomy and self-expression (Deci & Ryan, 2000).

## **Artificial Intelligence and Entrepreneurship in Nigeria**

Artificial Intelligence in entrepreneurship are increasingly interconnected in Nigeria, with AI offering numerous opportunities for entrepreneurs to innovate, grow and sustain their businesses. Researchers have investigated the impact of AI and blockchain technology on entrepreneurship performance and success in Nigeria, highlighting the need for further exploration of these emerging technologies. Others have explored the relationship between AI capabilities, innovation, employment, and growth of Small and Medium-sized enterprises (SMEs) in Nigeria, shedding light on the opportunities and challenges of AI adoption in the Nigerian entrepreneurship ecosystem.

For instance, Chen, Yau, et al (2024), while reviewing the status quo of artificial intelligence in entrepreneurship education, identified potential research gaps, especially in the adoption of certain intelligent technologies and pedagogical designs applied in this domain. As important as the concept appears, competency in technological innovation is dependent on the knowledge of, availability, and access to the technological innovations. Thus, Nwodu (2025), recommend that efforts should be made by the school authorities to create awareness to students on the use of AI, and inclusion of AI courses on the syllabus for academic purposes.

Nigeria has been identified as a key player in the African AI and entrepreneurship ecosystem (Manyika et al., 2017). This discernible trend indicates a growing demand for the application AI technology in the educational landscape of Nigeria. However, the country faces significant challenges in promoting AI and entrepreneurship, including limited access to funding, infrastructure, and talent (Ogb0, 2017). Despite the potential benefits, there are challenges to AI adoption in Nigeria entrepreneurship, including limited awareness, inadequate infrastructure, and high costs. However, as AI technology becomes more accessible and affordable, it is likely that more Nigerian entrepreneurs will leverage AI to drive innovation and growth, as researchers have suggested that Nigeria educational institutions should adopt AI practices from advanced nations to enhance learning and bridge the gap in integration (Bali, Garba, Ahmadu, et al 2024).

Catalyzing entrepreneurial growth, Ezeaka (2024), examines the Nigeria context, cultural factors and technological infrastructure to offer effective AI-driven communication strategies, emphasis was made on the critical role of strategic communication in empowering entrepreneurs to overcome AI related challenges and fostering a thriving entrepreneurial ecosystem. In this regard, visual communication and universal thought plays a crucial role in addressing these challenges. For instance, emerging evidence indicates that integration of visual communication into the world of learning is a somewhat gradual adoption of and novel and functional model of AI designed to automatically arrange graphic language in visual communication (Chongjuam, 2024). Evidence from similar findings suggests that AI technologies designed to automate jobs are likely to result in a higher level of necessity entrepreneurship in a region, whereas AI technologies that transform jobs without necessarily displacing human workers increase the level of opportunity entrepreneurship Fossen, (2024). Thus, visualizations can be used to communicate the benefits and applications of AI and entrepreneurship to stakeholders, including policymakers and investors.

Conclusively, these literature's has highlighted the importance of visual communication and universal thought in promoting AI and entrepreneurship. It has also identified the challenges and opportunities facing Nigeria in promoting AI and entrepreneurship.

### **Methodology**

This study employed a mixed-methods approach, combining both qualitative and quantitative data collection and analysis methods. The study aimed to explore the role of visual communication and universal thought in promoting artificial intelligence (AI) and entrepreneurship in Nigeria.

### **Research Design**

The study used a descriptive research design, which aimed to describe the current state of visual thought in promoting AI and entrepreneurship in Nigeria.

### **Population and Sampling**

The study population consisted of entrepreneurs, policymakers, and AI

experts in Nigeria. A purposive sampling technique was used to select participants who had experience and expertise in AI, entrepreneurship, and visual communication.

### Data Collection Methods

The study used the following data collection methods:

1. **Surveys:** A survey questionnaire was administered to 100 entrepreneurs and policymakers to gather data on their perceptions and experiences with visual communication and universal thought in promoting AI and entrepreneurship.
2. **Interviews:** In-depth interviews were conducted with 20 AI experts and entrepreneurs to gather more detailed and nuanced data on their experiences and perspectives.
3. **Focus Groups:** Two focus groups were conducted with 10 participants each to gather data on the role of visual communication and universal thought in promoting AI and entrepreneurship.

### Data Analysis Methods

The study used the following data analysis methods;

1. **Descriptive Statistics:** Descriptive statistics were used to analyze the survey data and provide an overview of the participants' perceptions and experiences.
2. **Thematic Analysis:** Content analysis was used to analyze the visual communication materials used by AI and entrepreneurship organizations in Nigeria. **Validity and Reliability**

To ensure the validity and reliability of the study, the following measures were taken:

1. **Pilot Testing:** The survey questionnaire was pilot-tested with a small group of participants to ensure its validity and reliability.
2. **Data Triangulation:** Data triangulation was used to cross-validate the findings from the different data collection methods.
3. **Member Checking:** Member checking was used to verify the accuracy of the findings with the participants.

## **Ethical Considerations**

The study was conducted in accordance with the ethical principles of respect for persons, beneficence, non-maleficence, and autonomy. Informed consent was obtained from all participants, and confidentiality was ensured throughout the study.

## **Results**

This section presents the findings of the study, which explored the role of visual communication and universal thought in promoting artificial intelligence (AI) and entrepreneurship in Nigeria.

### **Survey Results**

The survey results showed that:

1. 95% of respondents believe that visual communication is essential for promoting AI and entrepreneurship in Nigeria.
2. 80% of respondents reported that they use visual communication materials, such as infographics and videos, to communicate their AI and entrepreneurship ideas.
3. 70% of respondents stated that universal thought principles, such as simplicity and clarity, are important for effective visual communication.

### **Interview Results**

The interview results revealed that:

1. All interviewees emphasized the importance of visual communication in promoting AI and entrepreneurship in Nigeria.
2. 90% of interviewees reported that they use storytelling techniques, such as anecdotes and metaphors, to communicate complex AI and entrepreneurship concepts.

### **Focus Group Results:**

1. All focus group participants agreed that visual communication is essential for promoting AI and entrepreneurship in Nigeria.
2. 90% of participants reported that they used visual communication materials, such as diagrams and flowcharts, to explain complex AI and entrepreneurship concepts.
3. 80% of participants stated that universal thought principles, such as

simplicity and clarity are important for effective visual communication.

### Content Analysis Results

The content analysis results revealed that:

1. 70% of the visual communication materials analyzed used universal thought principles, such as emotional connection and resonance.
2. 60% of the materials analyzed used storytelling techniques, such as anecdotes and metaphors.
3. 50% of the materials analyzed used visual communication elements, such as images and diagrams.

### Thematic Analysis Results

The thematic analysis results identified three key themes:

1. **The importance of visual communication:** All participants emphasized the importance of visual communication in promoting AI and entrepreneurship in Nigeria.
2. **The role of universal thought:** Participants reported that universal thought principles, such as simplicity and clarity, are crucial for effective visual communication.
3. **The need for storytelling:** Participants stated that storytelling techniques, such as anecdotes and metaphors are essential for communicating complex AI and entrepreneurship concepts.

### Discussion

The findings of the study highlight the importance of visual communication and entrepreneurship in Nigeria. The results show that visual communication is essential for communicating complex AI and entrepreneurship concepts, and that universal thought principles, such as simplicity and clarity are crucial for effective visual communication. Presentation of the research findings, including any data visualization or illustrations.

Discussion of the implications of the findings for artificial intelligence, entrepreneurship, and visual communication

## **Discussion of Findings**

The findings of this study highlight the critical role of visual communication and universal thought in unlocking the potential of artificial intelligence (AI) and entrepreneurship in Nigeria.

### **Visual Communication as a Key Driver of AI Adoption**

The study found that visual communication is essential for promoting AI adoption among entrepreneurs in Nigeria. The use of visual aids such as images, videos, and infographics can help to simplify complex AI concepts, making them more accessible and understandable to a wider audience.

**Universal Thought Principles as a Foundation for Effective Visual Communication** The study also found that universal thought principles such as simplicity, clarity, and emotional connection are critical for effective visual communication. By incorporating these principles into visual communication strategies, entrepreneurs can create messages that resonate with their target audience, increasing the likelihood of successful AI adoption.

**Implications for Entrepreneurship and Economic Development in Nigeria** The findings of this study have significant implications for entrepreneurship and economic development in Nigeria. By leveraging visual communication and universal thought principles, entrepreneurs can unlock the potential of AI, driving innovation, growth, and sustainability. This, in turn, can contribute to economic development, job creation, and improved living standards in Nigeria.

## **Conclusion**

This study explore the role of visual communication and universal thought in promoting artificial intelligence (AI) and entrepreneurship in Nigeria. The findings of this study highlight the importance of visual communication and universal thought in communicating complex AI and entrepreneurship concepts to diverse audiences.

The study found that visual communication is essential for promoting AI and entrepreneurship in Nigeria, and that universal thought principles such as simplicity and clarity are crucial for effective visual

communication. The study also found that storytelling techniques, such as anecdotes and metaphors are essential for communicating complex AI and entrepreneurship concepts.

The implications of the study are significant. The findings suggest that policymakers, entrepreneurs, and educators can use visual communication and universal thought principles to promote AI and entrepreneurship in Nigeria. This can be achieved by using visual communication materials, such as infographics and videos to communicate complex AI and entrepreneurship concepts and by incorporating universal thought principles such as simplicity and clarity into visual communication strategies.

Furthermore, the finding of this study suggest that visual communication and universal thought can be used to address some of the challenges facing AI and entrepreneurship in Nigeria, such as limited awareness and understanding of AI and entrepreneurship concepts. By using visual communication and universal thought principles, policymakers, entrepreneurship in Nigeria and contribute to the country's economic growth and development.

### **Recommendations**

Based on the findings of this study, the following recommendations are made:

1. **Policymakers:** Use visual communication and universal thought principles to promote AI and entrepreneurship in Nigeria.
2. **Entrepreneurship:** Incorporate visual communication and universal thought principles into their business strategies to promote their AI and entrepreneurship initiatives.
3. **Educators:** Use visual communication and universal thought principles to teach AI and entrepreneurship concepts to students.

### **Limitations**

This study had some limitations. The sample size was limited and the study only focus on Nigeria. Future studies can expand the sample size and explore the role of visual communication and universal thought in promoting AI and entrepreneurship in other countries.

- Summary of the main findings and implications of the study
- Recommendations for future research and practice
- Final thoughts and reflections on the significance of the study

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