

# **HOME ECONOMICS EDUCATION: DIGITAL COMPETENCIES OF ECONOMICS DIVERSIFICATION FOR WEALTH**

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## **Abstract**

Digital competencies in the field of home economics are crucial for creating wealth in today's technology driven world. Digital literacy in home economics empower individuals to create wealth by making use of technology for financial management, resource optimization and entrepreneurial growth. Over the past few decades, technologies evolved rapidly which has significantly influenced individuals and housed income and generation of wealth. Specifically, this paper discusses the role of digital technology and its competencies on the economic status of people.

This paper examines the intersection of home economics education, digital competencies, and economic diversification for wealth creation in Nigeria. Home economics education emerges as a digital tool for equipping individuals with practical skills for sustainable livelihood. The paper highlights the role of digital competencies in enhancing entrepreneurship, financial literacy, and e-commerce skills among home economics graduates. The paper also explores how integrating digital tools and skills into home economics education will help to foster economic diversification and wealth creation which prepare individual for the modern work and promote self-reliance. The study recommends that digital literacy should be promoted by governments and other relevant stakeholders to maximize the wealth created in the field of home economics. In addition, it concludes with recommendations for policy makers and educators on leveraging digital competencies for economic growth.

**Keywords:** Home Economics Education, Digital Competencies in Home Economics Education, Benefits/Diversification for Wealth

## **Introduction**

Over the last few decades, digital technology has completely changed how individuals live their lives. Technology has had a big impact on many elements of economies, including household economic status. Digital technology use in home economics has rapidly increased, creating new potential for economic growth and development (Nwachukwu, 2023).

Home Economics is a discipline that evolves ways of equipping learner with knowledge, skills and abilities to function and contribute effectively to family survival (Azonuche, 2023). Oko-Aviomoh and Ekemini (2020), characterize home economics as enabling students to acquire skills

facilitating the fulfillment of their roles as family members, ultimately strengthening families and communities. It encompasses various aspects, including:

- a. **Family & Consumer Sciences:** It involves consumer concerns, personal & family finances, human department, interior design, housing, food preparation, nutrition, textiles & clothing.
- b. **Resource Management:** Home Economics teaches people and families how to manage their material & human resources to meet their needs.
- c. **Entrepreneurship:** It provides skills for self-employment and entrepreneurship in all the areas of Home Economics (Abdulrahman et al, 2025).
- d. **Sustainable Living:** Home Economics promotes sustainable living, community department, and national growth (Azonuche, 2023).

As defined by the American Association of Family & Consumer Sciences (2015), Home Economics is "the study of families and how they utilize resources to meet their financial requirements in ever-changing surroundings."

## **Digital Competencies**

Digital competencies refer to the skills and knowledge needed to effectively use digital tools and technologies. In the context of home economics, digital competency can be a game-changer for economic diversification & wealth creation in Nigeria (Chukwuka, 2025). There are some ways digital competence can be leveraged:

- a. **E-Commerce & Digital Marketing:** Digital skills like social media marketing, e-mail marketing and e-commerce platform management can help Home Economics graduates reach a wider audience & increase sale. Home Economics graduates can use digital platforms to start business such as selling handmade products, cooking, creation and sales of handmade products e.g. recipes, D.I.Y tutorials (Chukwuka, 2025).
- b. **Content Creation & Monetization:** Home Economics graduates can create content on social media platforms such as Youtube, blogs, podcasts about topics like child development, cooking, fashion or home decor & monetize it through advertising, sponsorship or affiliate marketing (Chukwuka, 2025).
- c. **Online Education & Training:** Digital competencies can enable Home Economics graduates to create & sell online courses or offer virtual coaching services teaching others about topics like cooking, fashion, child development and so on (Nwabah, 2023).

### Application of digital competencies to Home Economics

There are four major areas in home economics which yield wealth creation through the use of digital technology and competencies. They are: food and nutrition, child care and development, clothing and textiles and the area of home management and interior decorations.

1. **Online food business:** (cooking, catering, food blogging).
2. **Fashion and textiles:** (online fashion design, textile sales).
3. **Home decoration & management** such as Interior design

4. Child care, development & family studies; This is a vital area of home economics in which online parenting resources create & share digital content such as; blogs, videos on child development, parenting tips & family dynamics.

### **Digital competencies in Food Services and Nutrition**

The use of technological devices such as phones, laptops and media platforms like facebook, youtube, Online meal planning & recipe sharing, Nutrition counseling, creating & selling digital cookbooks or meal plans to mention a few are some of the food and nutrition services that can be provided by a home economist to yield income (Abidin, 2016).

### **Digital competencies in childcare services**

High Level of Digital literacy can be used to transfer the knowledge of the following essential areas in childcare to concerned individuals such as parents and caregivers in order to generate wealth for the home economics educator. Such childcare services include;

Online childcare coaching services to parents seeking personalized guidance (Xu et al, 2026).

- Affiliate marketing: Promote childcare-related products or services & earn commissions through affiliate links.
- Digital Child Care Guides: Create & sell comprehensive guides on childcare topics like sleep, toilet training (Xu et al, 2026).
- Virtual parenting workshops: Host online workshops or webinars on parenting topics charging registration fees (Asare et al, 2023).

Tracking Digital Tools for Child Development: by Utilizing applications or software to track child milestones, monitor health and provide personalized recommendations.

- Online education & workshops: offer virtual classes or workshops on child development, parenting & family relationships.
- Creating & selling digital products by developing & selling e-books, courses or apps focused on child development & family wellness.
- Online parenting skills child development and family studies.

Digital learning in Home Economics is gaining traction (Okon, 2024). Okon's, 2024 study highlights its potential for developing self-reliant skills. Their research found a positive correlation between digital learning resources in pre-vocational Home Economics and business studies, enhancing students' skills. Adebayo et al emphasized that practical Home Economics skills are a vital tool for achieving basic practical skills in all the areas of;

- Self-sufficiency: Home economics promotes self-sufficiency by enabling individuals to contribute to their families & communities.
- Entrepreneurship: Home Economics fosters entrepreneurship by creating jobs to stimulate economic growth.

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- **Holistic Development:** It focuses on holistic development by addressing the physical, emotional & social needs of the individual, family and community.

## **Digital Competencies in Clothing and Textiles**

Being competent in the use of digital technologies in educating the public on clothing and textile section of home economics will also undoubtedly influence the wealth generated by a home economist. Providing services online such as;

- **Digital design and Pattern-Making;** Using software like Adobe Illustrator, Gerber to create and edit designs and patterns (Kelly, 2020).
- **Digital Printing and Embroidery;** Using machines like Roland to print or embroider designs onto fabrics (Fashion Institute of Technology)
- **E-commerce and Digital Marketing;** Selling products online and promoting them through social media, email marketing and other digital channels.

## **Digital competencies on home management and interior decoration**

Extending the knowledge of home management and house decoration by making use of technology such as:

Smart home technology; knowledge of smart home systems and devices for automation and energy efficiency (Kelly, 2020).

Interior design software; knowledge of software like Autodesk, sketchup or planner 5d for designing houses and visualizing spaces (Kelly, 2020).

## **Benefits of digital learning in Home Economics**

Some of the benefits of digital learning include:

- a. **Practical skill development:** Digital tools help students acquire practical skills in areas like food preparation, nutrition, child development & textile management.
- b. **Increased Accessibility:** Online resources and digital platforms make learning more accessible & flexible.
- c. **Enhanced engagement:** Interactive digital content such as Artificial Intelligence powered learning games, can boost student engagement and motivation.

By acquiring a total digital competence in the field of Home Economics, graduates can:

- Diversify their income streams.
- Reach a broader market.
- Increase their earning potential.
- Contribute to Nigeria's economic growth & development.

In order to leverage these opportunities, Nigerians can focus on developing digital skills, such as:

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- Basic computer skills
- Social media skills and management such as content creation
- Digital marketing
- E-commerce platform management

By having Home Economics education, one would be an expertise in entrepreneurial competency, digital entrepreneurship and wealth creation.

## **Recommendations**

- It is recommended that the curriculum developers integrate Artificial Intelligence enhanced learning tools and design.
- Policy makers should implement Artificial Intelligence education policies to help optimize the benefits of skill development in Home Economics.
- Develop digital literacy skills: Home Economics professionals should prioritize building digital skills such as:
- Collaborating with other professionals; Home Economics graduates should collaborate with partners and other professionals to expand reach and credibility.
- Policy makers and educators should integrate digital competency into Home Economics curricula by updating curricula to include digital skills & competencies relevant to Home Economics study.
- Provision of routine training & resources for home economics experts and professionals by offering workshops and seminars to support Home Economics professionals in developing digital competencies
- Regular teaching with digital integration to familiarize both the instructors and learners with digital skills by incorporating technological tools such as Artificial Intelligence tools in schools.
- Creation of awareness on the importance of digital competencies in generating wealth in home economics through Public campaigns and programs.

## **Conclusion**

To wrap it up, home economics + digital = huge potential. Therefore, Digital competencies can transform home economists and enable them to:

- a. Start online business
- b. Access global markets
- c. Enhance skills & knowledge
- d. Promote economic empowerment & sustainability

In addition, leveraging digital tools in Home Economics entrepreneurship enable us all to make use of this potential. Finally, integrating digital competencies in Home Economics has the prospect to transform individuals, families and societies in Nigeria.

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