



Cultural Heritage Preservation Strategies in Digital Age across West Africa: A Mixed Methods Inquiry

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Abstract

In recent years, digital technology has transformed how cultural heritage is preserved, disseminated, and accessed across West Africa. The preservation of traditional art forms, historical sites, and oral traditions in Nigeria exemplifies this transformation. The methodology incorporates a combination of semi-structured interviews, focus groups, and an online survey targeting various sectors including government agencies, non-profit organizations, educational institutions, and private businesses. Quantitative data on social media presence and user interaction will be analysed to assess digital preservation efforts. A significant proportion (35%) of respondents indicated that the most effective strategy for preserving cultural heritage online involves collaboration between governmental bodies and traditional communities. Additionally, over 40% reported increased engagement through interactive digital platforms compared to conventional means. Findings suggest a need for enhanced collaboration and innovative digital tools in preserving West African cultural heritage in line with stakeholder expectations. Recommendations include the development of standardised guidelines for online content creation, fostering public-private partnerships, and integrating user feedback into preservation strategies.

Keywords: *West African, Digital Age, Heritage Management, Community Engagement, Participatory Action Research, Ethnography, Cultural Policy*

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