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INTERNATIONAL JOURNAL OF COMMUNICATION AND SOCIAL SCIENCES (IJCSS)

The International Journal of Communication and Social Sciences (IJCSS), an official publication of the Mass Communication Department at Godfrey Okoye University, Enugu, Nigeria, is edited in collaboration with the Graduate School of Bowie State University, Bowie Maryland, USA. The Journal publishes articles and book reviews that examine a broad range of social sciences, but most importantly, issues relevant to communication theory, research practice, policy and methodological approaches, information communication technology (ICT), development communication paradigms and ethical conducts/standards and best practices in journalism and communication. Since the Journal seeks to be a general forum for communication scholarship, internationally published, we are especially interested in research whose significance crosses disciplinary and sub-field boundaries such as the social sciences.



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NOTE FROM THE EDITOR-IN-CHIEF

Dear authors, reviewers and readers of International Journal of Communication and Social Sciences (IJCSS). It really gives me a great pleasure to introduce you to the publication of our volume 1 number 3 of IJCSS for which I have served as the Editor-in-Chief.

I am sincerely appreciative of the great support rendered to me by my editorial team, the associate editors, the advisory editors and the team of editorial board under whose tutelage the journal have continued to do well. Over the past three years, we have done a commendable job, which shapes the journal as a credible outlet for information dissemination. We have also strived to ensure that it maintains its place as one among the admirable communication and social sciences publication that addresses the underlining principles and practice of effective communication and the social sciences following the pathway of the fundamental theories evident as a framework associated with the social system and organizational structure. The team of editorial experts have always responded with the utmost academic integrity, which combined with its breadth and depth of understanding of research methods, communication and social sciences issues in suggesting resolve to the social system and the challenges associated with human element and systems interaction. The IJCSS team of editorial professionals seem to have carved out an enticing and a prodigious appetite for hard work in the turning out a rigor driven articles that are worthy of mention. As a chief servant among the editorial team, I am very aware of the responsibilities that the editor's role and the role of my colleagues entails, and I approach mine and supervise the others to function with both excitement, highest level of excellence and some trepidation!

Given the secure footing of the journal, I do not propose any immediate or radical changes under my leadership, however the International Journal of Communication and Social Sciences (IJCSS) will need to continue to evolve to ensure that full advantage is taken of the rapidly changing world of publication and information dissemination.

The journal will continue to publish high quality, remarkable and impressive rigor-driven research in the area of general communication, mass communication theory, public relations. Advertising and the variegated spectrum of the social sciences. Original research articles form the bulk of the content, with systematic reviews an important sub-section. The methodological approach and quality of our author's publications has continued to improve dramatically over the years, influenced by reporting standard guidelines and best practices as profoundly identified in the areas of communication and social sciences. We have maintained clarity and transparency in the review of numerous articles submitted by prospective authors. Our standard is top of the line and we will encourage all authors to work to these standards. Such emphasis on methodological rigor is vital to ensure that conclusions reached from publications contained in the journal are valid and reliable.

Peer review remains a vital component of our assessment of submitted articles. There have been criticisms of this process, including delaying publication, unreliability of decision-making, overly conservative approach automatically rejecting 'non-standard' ideas, and that peer review is poor at detecting errors and misconduct. However these weaknesses can be managed by an effective and active editorial body, and I believe they are outweighed by the benefits. There is strong consensus that accepted articles are often improved by peer review after referees' comments and criticisms are dealt with; this explicit appraisal process

also helps to engender trust of the reader. We have also maintained quality control and relies more on publication based on professional stipulations guided by approved standards and best practices, separated from the quick-rush to turnover sub-standard journal that worth less in standard evaluation. IJCSS is an international product that stands the test of time. The journal is now interfaced with Google Scholar output and could be accessed on line

In the contemporary market place driven by advanced technology, most of the best research publications, subjected to close scrutiny by peer review, often have weaknesses. However, in the three issues of our journal, emphasis on strong research and rigor play a key role in exploring issues that are more contentious in a balanced way, allowing the reader to make an informed decision on how or whether their interest of the articles satisfies their urge to abstract well-researched communication and social sciences content.

It is important we have a good balance of different article type within the journal. I am keen to encourage publication of high-quality evidence-based guidelines in the International Journal of Communication and Social Sciences (IJCSS). Such articles are widely read (and downloaded), can have major impact on communication and social sciences practice, and tend to be highly cited to the benefit of our editorial team. The journal also has the potential to re-shape thinking on important theoretical framework and conceptual and evident-based communication concepts where methodological approach and the sustenance of articles of higher standards present a critical perspective in the area of communication and social sciences.

The paper format of this journal remains popular amongst readers, and it will remain the core output for now. However, the use of electronic media, which is very popular in today's changing global environment, is now a vital component of information dissemination. It provides a vehicle for wider international access to download selected publications, encouraging debate and discussion in letters to the editor, and providing a mechanism for publishing complex detailed appendices that are of interest to only a small proportion of readers. The Google Scholar links posted is becoming ever more important as a means of drawing attention to important publications in the journal. This new retrieval means adds a different dimension to what this journal offers.

Lastly, I should thank all our submitting authors, who have toiled in the production of their work, and have chosen the International Journal of Communication and Social Sciences (IJCSS) as the journal they would like to publish in. Sadly, due to pressures on publication 'space' less than 20% of submissions accepted for publication, inevitably, is disappointed by rejection. Those that do have their work accepted should be proud of their achievement.

Professor Cosmas U. Nwokefor
Dean of Graduate School, Bowie State University
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1

INFORMATION TRANSMISSION AND CHALLENGES OF NATIONAL SECURITY: A CRITICAL ANALYSIS

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ABSTRACT

The essence of communication is information transmission; and the effect of communication is the utilization of information for effective and efficient action. When a communicated piece of information is well processed and utilized, by a political system, it results in policy outcomes as proactive means of solving security problems. Nigeria's insecurity, especially in the past two decades has been on the increase with a wide network of insecurity agents successfully communicating attack notices and executing same in all parts of the country. The paper combined Karl W. Deutsch's Communication Theory and David Easton's Systems Theory to examine the quality of security output the political system in Nigeria communicates back to the masses as a feedback. Documentary method of data collection and content analysis were used to access relevant extant cases of insecurity. The paper found that the Nigerian state is overwhelmed by the rising cases of insecurity in the country, and the political system has not sufficiently processed the security demands of citizens. The paper recommended improved intelligence in the approach to insecurity cases in Nigeria. This could be achieved via friendlier and less militarized relationship between the law enforcement agents and the civilian masses.

Keywords: communication, information, insecurity, political system, intelligence.



INTRODUCTION

If, as popularly said, security is everybody's business, then insecurity is everybody's problem. Hence, relevant communication and viable cooperation with the political system at all times in Nigeria should as well be everybody's affair. As Azuka (2012) rightly implied that the security of the nation is not solely the business of the state. Hence a synergy of the political system and the general society, via communication, becomes necessary. Thus:

The problem of national security is not that of the government alone but what every Nigerian should collaborate to ensure through effective and appropriate use of words of the accepted language communication. A thought should therefore be given to what one wants to say, his receiver, the effect of his utterance on the receiver, the possible interpretations that might be given as his intended meanings. (Azuka, 2012, p. 231).

To start with, it is pertinent to make an allusion to Olukoju et al. (2018), for a quick appreciation of the insecurity in Nigeria, which is a vital variable in the subject of this study, confronting the state and the political system. Thus, Olukoju et al. (2018), observed that:

The security challenges of a nation could be internal or external. The internal ones in Nigeria refer to problems of armed robbery, sea piracy, kidnapping and hostage-taking. The problem also includes ethnic, religious and electoral violence as well as the Niger Delta crisis. On the other hand, the external security challenges are supposed to be coming from outside the nation. For now such problems are minimal. Apart from the Bakassi crisis between Nigeria and Cameroun over the ownership of the Bakassi peninsula, the country does not have much external threat. The problem of arms and human trafficking often reported by the media all result from the country's inability to effectively police her borders. It results more from systemic failures and corruption than any other thing. (Olukoju et al., 2018, p. 2).

The fundamental role of communication and information transmission cut across all areas and spheres of every society; the economy, likewise other institutional areas of life is not excluded. The efficiency and the viability of the political system, directly depend on the ability of the actors to communicate through coordination for the sustenance of the political system.. The ability to effectively communicate with similar systems either at the international or global stage, or in a mono intra-systemic or domestic setting, share viable information, exchange ideas or relate to other systemic components that systematically constitute the system, increases the viability and systemic

strength of such a political or socio-cultural system. Ezeani (2010), advancing the essence of communication to the political system, appreciated the essentiality of communication stressed:

The importance and relevance of communication approach to politics cannot be over-emphasized. Its significance, lies not only in its concentration on communication, but instead on the ability to describe and explain the behavior of the political system that follows...communication is therefore important in ensuring man's control of his environment (Ezeani, 2010, p. 90 & 93)

The primacy of security therefore call for a multi-dimensional approach for a wider participation in ensuring securing of lives and property in the society. This approach accommodates and democratizes communication for a wider access to obtain relevant information. In this view, the conventional mass media, the social media, become relevant agents for useful information inputs that feed and communicate the political system, for a calm and peaceful society. Corroborating the foregoing notion of multi-dimensional approach, Comfort et al. (2013) added that:

The insecurity challenge in Nigeria has assumed a formidable dimension that not only requires a multi-stakeholder approach, as it is being touted in various quarters, in quelling this conflagration threatening Nigeria's statehood, but also necessitates a revival and reinforcement of moral values and virtues. (Comfort et al., 2013, p. 1)

From the above observations, the central focus is on the Nigerian state or the political system and its approach to rising insecurity in the country. Hence, an intelligent approach that explores a good cooperation and communication between the political system and the masses becomes necessary. Baba (2014) aptly posited that a fundamental ethics and end of media and communication practice is the elevation of peace at all times. Hence, when a political system, such as Nigeria, with the project of combating insecurity in the territory operates an open system, it makes for an effective communication or information transmission between the system and the general society, capable of ensuring peace and security at all times.

CONCEPTUAL CLARIFICATION

Communication is a dual relationship that is aimed at information transmission from one party to the other. In a more detailed explication, communication has been popularly defined as the transfer of information (code) from one person (the sender or encoder) or one place (destination) to another person (receiver or decoder); through a channel that is understandable by the person to whom the information communicated is directed. The value of any form of the political system of any society, be it military or democracy or any other political idea, is its communication to the people which is seen in the policy and programs of its government. Communication is therefore an indispensable social and political instrument. Heywood (2007) posited that:

Communication lies at the heart of politics. Rulers, even in authoritarian state, must communicate with their people in order to build up at least a semblance of legitimacy. In democratic states, sophisticated and complex processes of communication operate through activities such as campaigning, polling, focus-group consultation, and general politics of persuasion....(Heywood, 2007, p. 231)

Information is a function and purpose of communication. As a vital concept, it addresses the question of awareness, knowledge and relevant response to matters based on the update of things. Information and communication are two non-separable factors as the later is a means to the former and vice versa. In politics and political systems, communication from the system to the general society is in the form of information. The democracy of any government makes sense of its meaning based on the relationship between the state and the common masses, which is defined in the information which the political system processes and communicates to the general society in a feedback process. Dairo (2017) observed that:

aside from policies and military might often deployed by the government in addressing national security; communication is also vital in this mix, as information is a tool that can be used to protect the nation and achieve security or ruin it. (Dairo, 2017, p. 4)

The above notion of Dairo (2017) gives credence to information and communication as veritable instruments that governments of any political system can employ in the approach to the sensitive matter of security of life and property. Insecurity is a situation in which there is apprehension and unease in an environment, consequent upon threat to human existence and uncertainty of the security of life and property.

Insecurity is a basic social problem that every government tries to keep its territory from. As sustainable security is the ultimate function and *raison d'être* of government; sustainable insecurity on the other hand is the highest problem a government can solve, as it can make a government unproductive and ruin the economy to a meltdown.

Achumba *et al.*, (2013) as cited in Zubairu (2020) argued that:

Insecurity is just the opposite of what we have as security. Insecurity, like security is often used in a number of ways. Many people would take it to mean lack of safety or the existence of danger, hazard, uncertainty, lack of trust, doubtful, inadequately guarded or protected, lack of stability, lack of protection and unsafe. (Zubairu, 2020, p. 3)

The above definition points out the characteristics of insecurity. These features of insecurity are obvious in Nigeria; as the country is laden with rising spate of insecurity. One of the major inputs the political system of the country receives constantly is the quest for the security of life and property. Comfort *et al.* (2013), explaining insecurity stressed that it is a:

a state of not knowing, a lack of control, and the inability to take defensive action against forces that portend harm or danger to an individual or group, or that make them vulnerable. Insecurity is the state of fear or anxiety stemming from a concrete or alleged lack of protection. (Comfort *et al.*, 2013, p. 3)

The political system is another important variable that this study examines vis-à-vis rising insecurity in Nigeria. The political system is the power institution of the society that in the words of David Easton makes authoritative allocation of value. It is that system of the society which, based on how it was formed and the processes that led to its occupation of state power, has monopoly of the use of the instruments of force and coercion, runs the political affairs of the society and thereby determines who gets what, when and how. The form of political system that exists in any society determines the relationship and exists between the system and the people through the policy of the system. Hence, a military state operates by decree and edict and therefore adopts a closed political system which does not accommodate inputs from the external environment. The reverse is the case in a democracy with a corresponding adoption of constitutionalism and an open system, which admits public opinion for policy formation. Hence, open communication exists between the system and the people. Ogbonna (2015) explained the political system as the institution upon which demands and supports of various kinds are made.

Intelligence which is all about secret and tactful information gathering is another activity of a political system. As matters arise in the society, each issue requires a given idea on how to approach it for a good result. Hence the business of diplomacy, relations among states, politics of international economic relations, and domestic affairs of insecurity and socio-political restiveness, all require intelligence for information gathering and communication. Hence, the military, the police institutions and the armed forces in general, which are relevant state actors with respect to intelligence gathering, are actors in this area. According to the Microsoft Encarta Dictionary, (2009) Intelligence, this has to do with secret information about secret plans or activities, especially those of foreign governments, armed forces, business competitors or criminals. Intelligence in relation to accessing such sensitive details takes a professional process. Sternberg (2012) argued that intelligence is one's ability to learn from personal experience, and adapt to, shape and select environment. From the view of Sternberg, (2012) intelligence is one's awareness of that features of an environment and the ability to adapt to and survive in the environment. In the context of the thrust of this paper, information transmission is a viable means of solving insecurity. Hence, the political system through the instrument of intelligence becomes acquainted with the state of the society and deploys necessary ideas to ensure the safety and security of the society.

With respect to rising security challenges, in Nigeria, the work of the intelligence unit is highly tactful, systematic and professional. More details of the systematic workings of the intelligence institutions in Nigeria in relation to the political system are as Oluwadiya (2012) detailed. Thus:

In 1986, the Federal Military Government set up the Joint Intelligence Board (JIB) to oversee all intelligence activities. The exercise was in a bid to revamp

Nigeria's security outfit, as promised by the then President of the country, General Babangida. The erstwhile National Security Organization was ousted and three new intelligence agencies were created. They are the State Security Service, the National Intelligence Agency and the Defense Intelligence Agency. The JIB was established under the office of the National Security Adviser. Intelligence collected and processed by these other agencies are forwarded to the Joint Intelligence Board. The JIB then collates this information and presents it to the National Security Council, the highest security outfit in Nigeria. The president is the chairman of the National Security Council as the Chief Security Officer of the country. Thus, he is in the know of intelligence gathered and he makes the final decisions. (Oluwadiya, 2012, p. 12)

LITERATURE REVIEW AND DATA ANALYSIS OF SELECTED CASES OF INSECURITY IN NIGERIA

The Nigerian society has in recent times been a reference point for so many issues especially insecurity of all kinds. This is consequent all kinds of security ranging from armed robbery, burglary, rape cases, kidnapping, herdsman killing, unknown gunmen attacks and armed bandit killing, among other. These unpleasant situations have attracted the attention of scholars and policy practioner. This section of the study thematically accesses relevant literature based on the sub-theme: Insecurity and the response of the political system in Nigeria. The essence of this is that it helps us see what scholars have said in that area, and what the character of the country's political system has been in response to rising security demands constantly made into the system.

INSECURITY AND THE RESPONSE OF THE POLITICAL SYSTEM IN NIGERIA

Various scholarly attentions have been drawn to the alarming rate of insecurity in Nigeria. Hence, Zubairu (2020), argued the feeble character of the Nigerian government in the face of rising insecurity in the country, noted that the menace of insecurity in Nigeria has become incurably genetic with the country as it is an everyday experience. He pointed out that insecurity has firmly established itself in Nigeria in spite of security promises of the Nigerian President Muhammadu Buhari remarked that:

Rising of insecurity is on the verge of being Nigeria's heritage as no single day goes by without acts of insecurity. More worrying is the fact that, for undisclosed reasons, the Nigerian government seems unable to curb this threat or doesn't want to stop it, despite the pronouncement by the President Muhammadu Buhari after winning 2015 election. (Zubairu, 2020, p. 2).

The above observation of Zubairu (2020) clearly showed that the approach of the political system to the issue of insecurity in the country. This is clear, however, Zubairu (2020), in his examination of Rising Insecurity in Nigeria: Causes and Solution, lacks empirical data on the rising rate of insecurity in the country.

Similarly, Comfort *et al.* (2013) decried the ugly security situation in Nigeria, noted that the Nigerian state has applied various measures to ensure security in the

country. However, the situation has rather been on the rise. Comfort *et al.* (2013) therefore observed that:

The number of violent crimes such as kidnappings, ritual killings, carjacking, suicide bombings, religious killings, politically-motivated killing and violence, ethnic clashes, armed banditry and others has increasingly become the regular signature that characterizes life in Nigeria since 2009. The government has tried everything from “force-for-force” to carrot-and-stick approach to diplomacy but the problem seems to rise with greater monstrosity. (Comfort *et al.*, 2013, p. 2)

Comfort *et al.* (2013) further classified the causes of ceaseless insecurity in Nigeria under remote and proximate factors such as such weak institutions, and legal non-transparency, among others. It is also argued that institutional weakness is one of major causes of insecurity in Nigeria. Thus: The foundations of institutional framework in Nigeria are very shaky and have provoked a deterioration of state governance and democratic accountability. Comfort *et al.*, (2013, p. 3)

The foregoing observation further upholds the popular observations that the Nigerian state is weak in the face of rising security challenges.

Furthermore, Maikomo and Ngomba (2018) have as well observed that in recent times, the insecurity in Nigeria has witnessed a new shift with rising cases. This has called for the involvement of the military in internal security issues. However, even the military presence in the war against internal insecurity in Nigeria, has not yielded any significant effect. In their words:

The security challenges witnessed in Nigeria so far have proven, from their magnitude, shown conversely that Nigerian police and other para-military establishments cannot tackle them as it is evidential by the huge cost that the Nigerian state has incurred. It is a fact that experiences from developing and under-developed countries shows that stiff competition over issues of power, legitimacy and resource control can threaten internal security and throw the entire nation into a chaotic state. (Miakomo & Ngomba, 2018, p. 1)

The above observation showed the factors militating against the effort to fight insecurity in Nigeria. Though the state has witnessed overwhelming security increase, it can be argued that there were efforts and lapses. However, one important question remains the institutional capacity and the political will to objectively fight insecurity in Nigeria.

Furthermore, various ideas have been suggested as means to the rising cases of insecurity in Nigeria. There have been calls for the deployment of Information Communication Technology (ICT) as a panacea in the war against insecurity in the country. In this direction, Oludare *et al.* (2015), argued that:

The security challenges witnessed in Nigeria so far have proven, from their magnitude, shown conversely that Nigerian police and other Para-military establishments cannot tackle them as it is evidential by the huge cost that the Nigerian state has incurred. It is a fact that experiences from developing and under-developed countries show that stiff competition over issues of power, legitimacy and resource control can threaten internal security and throw the entire nation into a chaotic state...deploying

technology, through the use of ICT devices such as computer, internet, mobile phone, close circuit television (CCTV), surveillance cameras, social network analysis, biometry surveillance, data mining, satellite imagery, and IP devices, the satellite would definitely produce the desired results. (Oludare *et al.*, 2015, p. 1),

It is correct that the use of ICT has a huge promise in fighting insecurity in Nigeria, due to the capacity of technology to capture and project details of the activities of the hoodlums. However, the country does not have the ICT environment that could aid the use of the technology. Consider sustainable ICT use and efficiency in any society; consider sustainable power supply in such an environment as an indispensable factor. What is the current competence of Nigeria in terms of power sustainability? It is clear that the country currently does not have the capacity to take off electronically in the war against insecurity.

Oludare *et al.* (2015) further alluded that in the United States, there have been instances of ICT to track cases of insecurity. The successful use of ICT in western countries is attributed to the constancy of energy supply as we observed. In this regard, Oludare *et al.* (2015) argued that:

Nigerians watched in amazement how America deployed its security system to track down the April 13, 2013 Boston Marathon bombers. Similarly, in less than five minutes the images of the two men who hacked down a brave soldier on London Street on May 22, 2013, appeared on television screen around the world. (Oludare *et al.*, 2015, p. 1)

It is therefore expected that the use of ICT remains one of the plausible measures to mitigate the challenges of insecurity in Nigeria.

Williams (2015) implied that the failure of institutions such as the judiciary and the criminal justice system is one of the causes of the factors that sustain insecurity in Nigeria. It is further pointed out that Nigerians generally are dissatisfied with the country's political system, noting that the country does not seem willing to implement policies that can reasonably end insecurity in the country. Thus:

The weakness of the Nigeria's Criminal Justice System has posed a challenge and shown the ineffectiveness and delay in the implementation of the policy, and the need for a more robust legislation on Anti-Terrorism. An effective and enabling Anti-Terrorism Act must provide the institutional and coordination framework for combating and elimination the acts of terrorism in and against the Federal Republic of Nigeria...provide for additional judicial guidelines to the Criminal Justice System for the effective and speedy prosecution of terrorists and must clearly enable NSO to conduct their anti-terrorism measures and activities across many of our national ethnic-centric, religious, political and social biases. Very important is whether the government will be willing to take the bold steps necessary to clearly articulate and communicate and implement whatever policy that is in place. (Williams, 2015, p. 5).

Collins and Phinos (2019), utilizing structural functional theory in the study of Civil-military relations and national security, with a focus on Nigerian army acknowledged the importance of the political system in ensuring a coherent and orderly society especially in the issues of security and civil-military relations. According to him:

Arguably, the nature and character of a political system largely determines the content and relationship of the civil society and the military institution. In most democratic regimes, the state within the understanding of the structural-functional theory considers and treats the military as an interdependent, interrelated and interconnected part of the whole system. This deteriorating nature of civil-military relations has worsened with the recent democratic transitions of 2015 and 2019... and the allegations of over militarization of the 2019 gubernatorial elections in Rivers State. These trends potentially threaten the very fabric upon which the national security is built. For instance, the plethora of internal insurrections that besiege the Nigerian State (Williams, 1999, p. 3 & 4).

The above notion of Williams (1999) shows the need for functional system to a well secure polity. Thus Williams (1999) further affirms our recommendation that for a well secure society, the cooperation between the law enforcement agents must be less militarized especially in the event of intelligence gathering.

Nwagboso (2018), argued that country's internal security policy implementation, and rightly observed that institutional failure is central in the persistence of the crime of insecurity in the country. Thus:

Several internal security policies formulated by government appeared impotent to address security problems. This is partly because; policy makers appeared to have formulated such policies without considering the dynamic nature of violence, crime and security threats, especially in a heterogeneous society like Nigeria. However, policy makers failed to acknowledge that the achievement of desired internal security will be an exercise in futility when government lacks political will to foster socio-economic development in the state. (Nwagboso, 2018, p. 1).

In the above observation, Nwagboso (2018) shows institutional failure with respect to the internal security challenges in Nigeria; as the legislature lacks understanding of the dynamics of the problems of insecurity and therefore makes policies that do not effectively and efficiently, address the problem. In his words, Nwagboso (2018), with specific reference to the Nigerian Police Force (NPF), remarked that: systematic challenges of the NPF to effectively implement internal security policy of Nigeria are further exacerbated by poor institutional capacity of the institution in terms of manpower and logistics.

Furthermore, Nwagboso (2018) citing the (Nigerian Police Watch, 2011) looked deep into the system to see the bases of the inefficacy of the NPF. He showed that, the efficiency of the institution, among other factor could be premised on corruption, poor training, among others. It is also observed that:

Available evidence shows that the Nigerian Police Force (NPF) has been incapacitated in tackling of internal security challenges in Nigeria since the return of democratic government in 1999. According to the Public Relations

Department of the organization, NPF experience endemic problems with retirement training, inefficiency and indiscipline. According to Police Public Relations Department (PPRD, 2011), the Force lacks expertise in specialized fields. Further, the Force is challenged with corruption and dishonesty and these engenders low level confidence on the institution. Thus, crime prevention, detention and investigation are compounded by failure of the Force to report crimes accurately (Nwagboso, 2018, p. 2).

DATA ANALYSIS OF SECURITY FAILURE IN NIGERIA

Nwagboso (2018), has enumerated various forms of insecurity in Nigeria to among others include the following: ritual killings, cyber crimes, car theft, carjacking, advanced free fraud, drug trafficking, human trafficking,....the Niger Delta crises, Kidnapping, Boko Haram crisis, armed robbery, arson, murder, rape, terror-attacks by Islamic extremists, frequent attacks to farmers by Fulani Herdsmen and killing of Christians by extremists at southern part of Kaduna State, among others.

S/n	Date	Place	Nature of Attack & Consequences
1	24/12/2010	Jos	Multiple bombings, killing scores of people.
2	16/06/2011	Abuja	Bomb explosion in Nigeria Police HQ, killing dozens of people.
3	11/03/2012	Rayfield, Jos	Bomb explosion at St. Finbar's Church, Rayfield, killing more than 20 persons.
4	30/04/2012	Jalingo, Taraba State	Suicide bomb-blast on the convoy of CP Taraba State, killing 10 persons & 22 injured.
5	02/12/2013	Maiduguri, Borno State.	Attack on Maiduguri town & NAF base, destroying 5 Aircrafts.
6	20/12/2013	Bama, Borno State.	Attack on military barrack, Bama, killing many soldiers, wives & children. Many injured & military hardware carted away.
7	14/04/2014	Nyanya, Abuja	Bomb explosion at Nyanya District, killing about 75 persons & 21 injured.
8	03/01/2015	Baga, Borno State	Attack on Baga town, burning the whole town and 2000 people massacred.
9	27& 30/01/2016	Dalori, Maiduguri	Multiple attacks, killing about 186 persons & several injured.
10	07/01/2017	Buni Yadi	Attack on Army base killing 5 soldiers

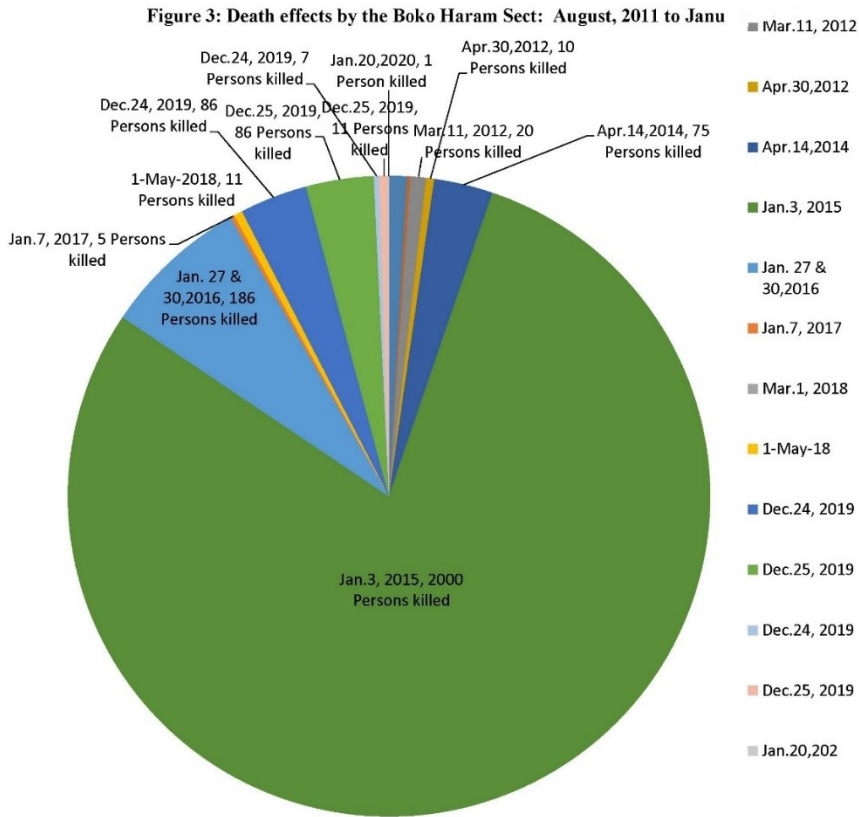
11	01/03/2018	Rann, Borno State	Attack on military base, killing 11 persons including 3 aid workers.
12	01/05/2018	Mubi, Adamawa State.	Suicide bomb explosion killing 86 persons & several injured.
13	22/12/2019	Maiduguri-Damaturu Road	Attack on the highway resulting to several deaths & injuries.
14	24/12/2019	Near Chibok	Attack on passengers, killing 7 persons.
15	25/12/2019	Maiduguri	Execution of 11 Christians abducted earlier along Maiduguri-Damaturu road.
16	26/12/2019	Gwoza Road	Attack on travelers along Gwoza road killing one Esther Bulus and her friends on their way to Yola for her wedding which was to hold on 31/12/2019.
17	02/01/2020	Michika, Adamawa State.	Attack on the town & abduction of Rev Lawan Indimi, CAN Chairman of Michika LGA.
18	09/01/2020	Maiduguri-Damaturu Road	Abduction of Ropvil Daciya Daleb a student of Unimaid from Plateau State & was later shot dead by a child-terrorist.

Source: Adapted from: (Agbu, Musa and Zhema 2020, p. 68)

This section of our study therefore makes a statistical data analysis of some of the above cases as they obtain and recur in Nigeria. Kingsley et al. (2020), in their analysis of democracy and insecurity in Nigeria with excerpts of insecurity in the country from the 4th republic: 1999-2020, observed that the above samples of insecurity in the country among others have bedeviled Nigeria since 1999.

The table above clearly shows the month, date, and year followed, by the number of people killed in some of the attacks by the Boko Haram sect in some states in Nigeria. Details in the above table are further statistically expressed in the chart below:

Figure 3: Death effects by the Boko Haram Sect: August, 2011 to January, 2020



Source: Authors' computation

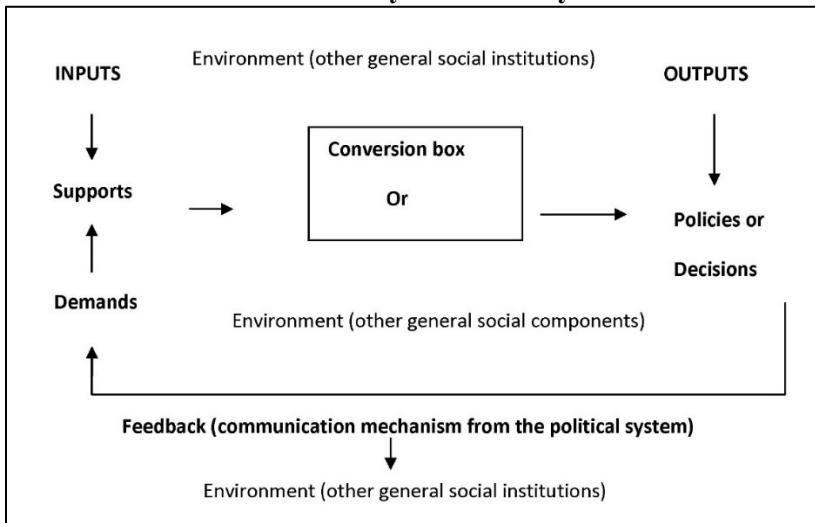
THEORETICAL FRAMEWORK

For more in-depth analysis, the paper adopts communication theory and systems theory, respectively attributed to Karl W. Deutsch and David Easton. This essence of this theory formation is our discovery that the two theories in analytical application, are inextricably intertwined, as the systems theory is summarily an analysis of communication between the political system and other institutional components that form the system; while communication theory, on the other hand, is an analysis of the quality of the feedback, the activity and role of the political system to other components of the system in response to the communicated input the system receives from the general outside society.

The Easton's Systems Theory is an explication of the systematic communication and link that exists between the political system as one of the overall social systems. One distinguishing feature of the political system is that it has the political power that regulates other social institutions, though it is as well influenced by other institutions in the society. The general society is a sophistication of institutions, one of which is the political system. Ogbonna (2015), argued that a good study of the political system shows its functions and communication with other systems and institutions in the society. According to him:

In the exposition of the systematic interactions between the political system and other social institutional realities by the systems theory, we are able to see the position of the political system and how it coordinates other social institutions through authoritative value orientation. David Easton therefore defines the political system as that component of the social system that makes authoritative allocation of value. (Ogbonna, 2015, p. 102).

The systematic interactions between the political system, is carried out via the instrument of communication which links the system to, and makes it have a touch on each of the components of other social institutions, while they (other social institutions), through various continuous inputs, also make communications to the regulatory political system at the centre of the society. David Easton developed a matrix of systematic communication of the components of institutions in the society. With this matrix, it becomes vivid not just how the communication between the political system is, but also how a functional and pragmatic government runs and communicates with the members of the society or the population within the given geographical territory. David Easton therefore developed the systems matrix that all the more pictures, as seen below, a matrix of systematic communications between the state (the political system) and other components of the social system.

Table 2: A matrix of David Easton's Systems Theory

Adapted from (Ogbonna, 2015, p. 103)

The political system as seen in the David Easton's System's matrix above, is a concretized communications process as exists between the political system (the state) or the government, especially a democracy and the general society. The explanation is such that within the environment, which is the territorial polity or the general society, are institutions of which the political system is one. *Inputs* which can be in the form of (demand or support) are what the people or other institutions in the society communicate into the system. It can be a *demand* or request of the people from the government (security, health, infrastructural amenities and so on). It can as well be as *support* from the people to the government or the political system when the system performs well. This support, among others, is seen in the form of various civic responsibilities or voting to elect or re-elect a government. The *demands or supports* are communicated into the political system to process.

The conversion box or the political system is the seat of government where the various issues and needs are taken to by the people for political processing and attentions. The attentions of the government come out as outputs in the form of specific policies and decisions based on the issues in the society or the demand the people injected into the conversion box or the political system. The feedback mechanism is what the government or the political system, communicates or relates back to the general society in the forms of decisions or policies, based on what the issues or the demands of the people are; and how (the mechanism) which the political system chooses to implement such policies and decisions of the government. Verma (1975, p. 267), that the meaning of the feedback process is a control of a political system by the people, based on its actual performance not expected performance in relation to the demand of the people. Deutsch, according to Verma (1975), regards the feedback processing of the systems theory as a very superior part and feature of the system as it can engender questions about the performance and viability of the political system.

Advancing Deutsch's communication theory vis-à-vis the political system, Verma (1975) rightly posited that:

If we take up the communication approach we can judge the capability of the political system more accurately in terms of the control it exercises over the entire political processing, the ability with which it is able to maintain conditions necessary for its existence and the effectiveness which it is able to reach its goal. (Verma, 1975. p. 270).

Verma (1975) further observed that with the communication theory, the political system can be well studied and understood as a network of communication channels, determining the capability of the system, by the extent to which its various components are affiliated and communicating to it; receive and transmit information on a wide range of issues in the society to the system. The quality of feedback the system communicates back to the society, determines the reaction of the society to the political system, in terms of returned or continued demand. Verma (1975) necessarily termed the continued or returned demand into the political system, a negative feedback. This is based on the fact that the demand has not at all or efficiently been processed or addressed by the political system and consequently, the goal is not yet reached. Hence, the demand is pressed back into the system in a continued request. Verma (1975), argued that the function of the negative feedback is to send back information to the system which serve to negate, oppose or reverse its (political system's) current action if the action has been leading it away from its goal.

Deutsch, further identified four important factors about communication in relation to the political system in its handling of the various demands of the society. They are load, lag gain and lead. Load refers to the degree of extensiveness or the amount of inputs which the political system has to handle in relation to the available feedback channel. Lag, refers to the speed or time of response to demands by the political system. In other words, lag shows the slowness or otherwise of the system the system in response to the information or demand. Some of the factors that may result in lag are the extensiveness of existing demand, the structural functionalism of the political system in terms of the system's institutional strength as against strong men that weaken institutions appropriating resources thorough political corruption for self aggrandizement and therefore weaken the pace (time) of the system's response to demands. Gain refers to the efficacy of the feedback in response to the issue fed into the conversion box or the political system. It is the degree of effectiveness of the system policies and decisions of the political system in meeting the needs of the moment; for instance security need. According to Verma (1975), gain means the effectiveness and the extensiveness of the responses that the system gives to the information received by it. Lead is the sustainability of the system's policies and decisions in solve a given problem not just at the moment but in the future. The question is: how able is a given policy design be a viable proactive solution in a foreseeable future? Verma (1975), rightly stated that lead is the ability of the political system to act in response to the forecasts of future consequences.

Applying the Systems and Communications theory in the analyzing the subject of information transmission and Nigeria's insecurity, with focus on Nigeria's political

system and the spat of insecurity in the country, we see the political system receive from the general society the input of security needs. However, the recurrence of the demand into the system in the form of negative feedback showed that the system communicates to the society inefficient feedback or is unable to processes the demand for security. The inability of the Nigerian political system to guarantee security is seen the lag in response which it takes the political system to mobilize and rescue insecurity situations in most cases in Nigeria. *Gain and lead* as relates to the institutional communication in the system in Nigeria, shows the systems inefficiency in satisfying the security needs and to guarantee assurance as a sustainable model for future security needs.

Finally, from our observation, there is communication between the Nigerian political system and other institutions in the society. Hence, the system receives as input the demand for security. However, there is systemic inefficiency vis-à-vis meeting the rising need.

METHODOLOGY

The paper utilized documentary method of data collection. Data for the study were gathered through secondly sources such as, books, journal articles, internet source among others. Data from these sources were analyzed using content-analysis.

FINDINGS

In the course of the research, the paper found as follow:

- There is systemic and systematic failure in the Nigerian political system
- There is lag, inefficiency and ineffective in processing and responding to rising security needs.
- There is inadequate training of many of the officials of the Nigerian political system, resulting in systemic poor performance with respect to security demands.

CONCLUSIONS

The paper focused on information transmission and Nigeria's insecurity, with concentration on the Nigeria's political system and the increasing insecurity in Nigeria. The aim was to investigate the basis of the persistent insecurity in Nigeria vis-à-vis the character of the country's political system to increasing insecurity in the country. The study pointed among other things that there is input-output or feedback communication imbalance, with respect to demand, based on the inability of political system to meet rising security needs. The study adopted Systems and Communications theory as a fitting analytical lens. With this, the paper found and premised rising insecurity on corruption, and the institutional failure of Nigerian political system. Based on these findings, the paper inter alia recommended strong security, judicial and administrative institutional frameworks in Nigeria, for a viable political system.

RECOMMENDATIONS

Arising from the above findings of the study, this paper recommends as follows:

- Systemic reforms to correct systematic disorder. This could be achieved through objectivity in the recruitment or election of the players in the political system.
- Timely response to security needs to avoid lag. This is achievable through quick processing of information or demand inputs made into the system; and timely feedback.
- Adequate training of the of the principle players in the political system.



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EXAMINING THE JOURNALISTIC SKILLS OF IN-HOUSE PHOTOJOURNALISTS IN NIGERIAN NEWSPAPERS

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ABSTRACT

In-house photojournalists in Nigerian newspapers are the subjects of attention in this study that examined their photography skills and news values knowledge as visual reporters. Their published photographs on the front pages of six purposively selected Nigerian media organisations were analysed to address two research questions that sought to know the level of photography skills shown by the in-house photojournalists in their news photographs and which news values are prominent in the framed news situations. Two hundred and seventy two editions of 19 newspaper publications from six media organisations were content analysed within the first three months of 2018. Anchored on Gatekeeping and Framing theories, the study used a mix-method approach through content analysis and in-depth interview of 19 photojournalists whose news photographs were published within the sampling period. Data analysis was triangulated in a complementary manner and the findings revealed that the in-house photojournalists have a working understanding of composition through how they framed their photographs with emphasis on 'Normal angle' (85%), preference for 'natural light' (52%) above other types of light and reliance on 'medium short' format 43%. It was also observed that about three quarter of the photographs are of 'informational' frame (68%), while the three most used news values are Proximity (30%), Prominence (28%) and Timeliness (27%). The study recommended that in-house photojournalists should aim for visual actions that will show decisive moments while they stop the practice of posing/arrangement of subjects as news photographs.

Keywords: News photographs, In-house photojournalists, Gatekeeping, Framing, Composition, News values.



INTRODUCTION

Photojournalists are the eye of the media. They are professional photographer-journalists recording human activities around the world and thereby reporting and interpreting “the news and features, and even editorializes primarily by means of the camera” (Rhode & McCall, 1961, as cited by Elgar, 2002, p. 47/48). Their photographic images are seen as mediated products that give photographers the leeway to be subjective and responsible for what the camera records (Mohl, 2010; Newton, 2001).

Photojournalists are key participants in news production. Without them staking their safety to serve as witnesses, it would have been difficult recording momentous situations across the globe, including inhospitable situations. They have become more than trained photographers who found themselves as appendages in the journalism profession using photographs to inform society about the world (Griffin, 1994, as cited in Trivundzia, 2015). Photojournalists are expected to render what is in front of the camera with utmost fairness and clear objectivity that show adherence to ethics in an emotively engaging way. This point of view highlights the notion of editorial objectivity, albeit neutrality, and detachment in which the photojournalist is expected to separate self from the picture capturing process. As the first ‘frame creator’ in the framing process, they have become the guardian of journalistic images who take viewers into the epicentre of a world they never saw. According to World Press Photo (2008), “What a journalist does with his pen, the photojournalist does with his camera: reporting the facts”. Their news photographs and other journalistic images reflect the uniqueness of photography as being more than the mechanical recording of history. They are also allowed to take decisions on what to capture within a frame which makes them responsible for the content. This might signal some form of subjectivity which Burchfield et al. (1997) identify as a form of ‘bias’ because every photograph “is influenced by the photographer’s personality, cultural background, education, technical ability and choice of equipment” (p. 15).

Photographs usage in Nigerian media started slowly in the early 20th century after the halftone printing technology made newspapers move away from illustration to real photographs in the late 19th century. The 1940s could pass for a defining moment when most newspapers of the era started using more photographs following after *Daily Times*. However, the new trend started gradually as most newspapers could not afford to hire photographers on full employment like other reporters. Duyile (1987) explains that “all pictorial assignments were given to freelance photographers, or sent by (the) international syndicate” (p. 347). The initiative to finally bring photographers fully into the newsroom was believed to have been pioneered by the *Daily Times of Nigeria*, agreeably the leading newspaper of the time. This development saw the emergence of the likes of Peter Obe, who popularised press photography in Nigeria.

It is expected of visual professionals employed by media organisations as photojournalists to show ample knowledge of how to capture news images. Their level of visual literacy is expected to be above average as professionals. Visually literate pho-

tojournalists as communicators are expected to have some special skills as a prerequisite for making good photographs. These special abilities have been discovered to be varied, a development that has led to the emergence of disparate views on the actual skills which photographers must possess.

A good journalistic image is expected to meet certain standards to show its quality as a visual product, and indirectly reveal the skills of its maker who will be the photojournalist. These standards could be seen in what Langton (2009) believes to be good composition, quality light, strong moments and meaningful content (as cited in Nilsson, 2017, p. 44).

Composition is seen as an essential skill in photography. Kress and van Leeuwen (1996) describe it as a determinant structure where the photographer decides whether the framing of his subject/object should be close-up, medium or distant view. It helps photojournalists select what to take and how to take them. The compositional choices made by the photojournalist determine whether the frontier of a news photograph is restricted to ordinary information presentation or 'standing in evidence of the existence of an event, but one that creates an image visually appreciated for its aesthetic values (Caple, 2009) and emotional evocativeness (Irby, 2015). The inability of a photojournalist to frame news photographs that communicate visually except with the aid of text as caption may signify visual illiteracy on the part of its creator.

Most scholarly works on photojournalism have over the years concentrated majorly on image selection by photo editors (Nilsson, 2017), framing of issues (Ali & Mahmood, 2013; Cheregi & Adi, 2015; Odoemelam et al., 2012), interpretation from the audience perspective (Domke et al., 2002; Fahmy & Wanta, 2007), semiotic study (Caple, 2009). A few of such academic attention has been on photojournalists (Busst, 2012). The focus on photojournalists in a cultural setting like Nigeria is still at its formative stage. This is an area this study wants to explore by taking it from the Nigerian angle.

RESEARCH QUESTIONS

The study has the following as research questions:

RQ.1 What is the level of photography skills shown by the in-house photojournalists in their news photographs?

RQ.2 Which news values are prominent with Nigerian photojournalists when framing news situations?

THEORETICAL FRAMEWORK

This study on in-house photojournalists working in Nigerian media organisations will be anchored on two theories: Gatekeeping and Framing.

The Gatekeeping theory is premised on the notion of a gateman who determines stories that finally made it to the media audience. It is a concept first developed by Kurt Lewins but introduced into mass communication by David Manning White (1950).

Much of its application dwelt more on its usage by selection through reduction of news items by the editors (Shoemaker and Vo, 2009). Gatekeeping studies hardly looked at photojournalists who as reporters are gatekeepers who produce images editors deliberate on. McNelly's (1959) study reveals that it is not common to see one gatekeeper, the editor, working all alone in the information dissemination. He concludes that there are multiple gatekeepers, which include the reporters, whom he sees as the first gatekeepers in the flow of news before it finally gets to the readers. His study like others on gatekeeping theory was not particular about visuals as attention was on written/textual stories.

Bass (1969) in his appraisal of early gatekeeping discourse arrives at 'Double-action internal flow' model with a dichotomy of gatekeeping process into two- raw news gathering and 'the completed product'. The implication of this is the affirmation of a multiple gatekeeping having on one side, news gatherers (reporters and line editors) and news processors (editors and translators) whose roles as gatekeepers are mutually exclusive. Photojournalists as the focus of this study come under 'News gatherers' as part of the gatekeepers who source for 'raw news'

Framing in this study specifically refers to what Tuchman (1978) refers to as a window whose frame limits the perception of reality and which makes it focus on a specific aspect of it. Its origin has been credited to Goffman (1974) who sees it as a set of concepts and theoretical perspectives through which experiences are organised.

Photojournalists are daily looking at the world as witnesses to interesting activities from where slices of it are frozen as news frames with their cameras. It is important to know too that a photojournalist will equally frame news situations based on the culmination of his visual knowledge (photography skills) and cognitive understanding of news values, among others. In focusing their cameras on the world, they select an aspect of its reality as frames which editors scrutinise for selection or jettison while executing their gatekeeping function.

REVIEW OF LITERATURE

Editorial photography that defines images photojournalists produce as news has been classified into four hierarchies by Joe Elbert, Assistant Managing Editor for Photography at *The Washington Post*, a newspaper published in US: (1) informational, (2) graphically appealing, (3) emotionally appealing and (4) intimate (as cited in Kobre, 1999). It is interesting to know that as photographs rise in this Elbert's hierarchy, they exhibit a more interpretive approach. A photograph becomes more subjective in context at an interpretative level, with its meaning and impact only possible among the visually literate. His classification offers a professional perspective to evaluate the news value of photographs in the print media beyond the pure informational or aesthetic value that images add to verbal elements in newspapers and magazines. Photographs that are classified as 'informational' are used mainly for authentication purposes as visual confirmations of the written stories. More often, photojournalists aim for the third, emotionally appealing, that can elicit viewers' empathy.

Going by Kobre's analysis, purely informational pictures fall into the lowest category of which the primary concern is to justify and only answer journalism's 5Ws and

H. Their existence is predicated on the written stories they follow as accompaniment. Journalism at the basic level will tend to see “informational” as the primary purpose why photographs are used. But more will be expected in a photograph taken by a visually literate professional photographer. This expectation is often based on photojournalists’ understanding of news. Hall (1981) believes that news photographs in newspapers must satisfy three criteria: “The story must be linked or linkable with an event, a happening, an occurrence: the event must have happened recently, if possible yesterday, preferably today, a few hours ago: the event or person ‘in the news’ must rank as ‘newsworthy’. That is to say, news stories are concerned with action, with temporal recency and newsworthiness”(p.235).

However, Hall sees ideological colouration manifesting in news as a mediated media product. This issue was alluded to by Craig (1994) in his empirical study on news values with five of the twelve values listed by Galtung and Ruge (1965) - elite people, composition, personalisation, negativity and conflict/ dramatization. His study works within the ‘cultural paradigm’ using news photographs from two Australian Newspapers, *West Australian* and *Australian*. Craig (1994) observes that conflict/dramatization is often not captured raw, but as ‘an after effect’ due to the unexpected nature of dramatic events that make real-time camera recording often impossible. What is always expected in the after-effect shot is the action which Craig (1994) describes as shots where people could be seen “doing things or interacting with other people while not obviously posing for the camera”(p.198).

The concept of news has therefore commanded the attention of many scholars who in different ways have subjected it to rigorous academic dissection. Some frequently used terminologies often associated with news values are Prominence, Proximity, Magnitude, Conflict, Oddity, Timeliness and Relevance.

Bednarek and Caple (2012, p. 41) have taken an inventory of terminologies used in most academic discussions on news values post-Galtung and Ruge to arrive at ten lists from a visual perspective. These are Timeliness, Proximity, Prominence, Consonance, Negativity, Impact, Novel/Deviance/Unusuality/Rarity/Surprise, Superlativeness, Personalisation & Aesthetics.

Michell Bolack (2001) in his Master’s thesis beams his searchlight on the influence of the news organisations on the professionalism of photojournalists as providers of journalistic images within media outfits. Using ethnographic method for data acquisition, 14 photojournalists and five photo editors were interviewed and observed in addressing the issue of socialisation, attitude towards routine assignments and how ‘factors within and outside the organisations affect content’(p.6). His study relies on Shoemaker and Reese’s (1996) definition of routine as “habitual, patterned or repeated practices that are accepted as appropriate professional norms” to highlight photojournalists’ reliance on routine assignments for their daily supply of news. Michell Bolack shows in his findings a strong organisational influence in guiding photojournalists to understand the kind of photographs acceptable for publication, not based only on the traditional news values but other parameters as determined by the editors on behalf of the organisation as a whole.

It is necessary to note that photojournalists will often frame news situations based on the culmination of their visual knowledge (photography skills) and cognitive understanding of news values, among others. There is therefore a symbiotic relationship between framing methods and news values. This highlights Ehidiemen's (2008) study that looks at the front page of two Nigerian newspapers, *The Guardian* and *The Punch*, for a comparative analysis of their usage of news photographs. Fifteen (15) editions of these newspapers were analysed to identify the various types of photographs used on their front pages, among other objectives. The outcome shows the dominance of informational photographs in the two newspapers.

Jenkins (1990) on the other hand had more samples, and a focus on how photographs, among other forms of illustrations, are used in four Australian Newspapers. He concludes in the study that when it comes to 'Action', there is an emphasis on the static and posed.

A more probing study by Singletary and Lamb (1984) tries to assess the journalism skills of photographers from their award-winning photographs. The empirical research examines the news values which these professionals take to their assignments by examining their news photographs (111) and features photographs (111) in the American National Press Photographers' Association contest from 1978 to 1981. The study concludes that 'Timeliness' at 81% is the most important news element in the majority of the award-winning photographs.

Kim and Kelly (2008) go beyond the image as a product to look at the importance of culture in news photography with a comparative study of photojournalism in America and Korean Newspapers. This is an area often glossed over by many based on the notion that photography is a universal language. The study dwells on the importance of culture in determining the philosophy behind photographs, capturing and usage in the selected ten elite newspapers from the two countries. The cultural philosophy of Individualism, as characterised by the American way of life and Collectivism of the Koreans is shown to impact journalists' orientation, beliefs and production of photographs for their individual country's media. Some of the major findings show that Koreans have a 'descriptive' approach to photojournalism, which inevitably make their news photographs overwhelmingly 'informational' unlike the American that allows the mixture of 'descriptive' and 'interpretive'. Interpretive news photographs show features that allow photojournalists to display some creative skills. Korean emphasis on photographs simply aims at presenting visual information, with a result that more than 70% of the photographs in both Korean and American Newspapers are taken from 'eye level' (the normal angle). In terms of Format, the Koreans have 'overall' at 43.8% and 'medium' at 37%. This shows their preference for long shots (Overall) that allow more of the scene in the frame instead of narrowing the focus to a single subject.

The key thing to note on how photojournalists finally make their choices of what to take and how to take them for news purposes is their visual skills that will turn a three-dimensional scene into two as news. While there may be no one solution, Kobre (2011) believes that the quality of that news photograph will come out of an informed choice that aims at 'moments of action, candid (un-posed) images at "the precise moment" to capture the drama of news stories (as cited in Szylo-Kwas,2019)

METHODOLOGY

This study adopted the mix method for its data acquisition and analysis using quantitative content analysis and in-depth interviews. A multi-stage sampling procedure was used in which six Nigerian media organisations were purposively selected for analysis. The organisations are Vanguard Media Limited (*The Vanguard, Saturday Vanguard, Sunday Vanguard*), Punch Nigeria Limited (*The Punch, Saturday Punch, Sunday Punch*), The Sun Publishing Limited (*The Sun, Saturday Sun, Sunday Sun*), Guardian Newspapers Limited (*The Guardian, The Guardian on Saturday, The Guardian on Sunday*), Media Trust Limited (*Daily Trust, Weekly Trust, Sunday Trust*), and Akwa Ibom State Publishing Corporation (*The Pioneer, Midweek Pioneer, Weekend Pioneer*). The first five organisations are all privately-owned publishing houses, while the last belongs to a state government to reflect editorial diversity.

Eighteen newspapers, daily and weekend titles, had their front-page news photographs content analysed from January to March 2018. This sample generated seven editions of five newspapers per week and when multiplied by four gives 28 per month on average. This sample covers 3 months to give a total of 84 for each newspaper (n=420). Pioneer supplied only 36 editions as they only come out thrice a week. The total is N= 456.

Content categories itemised below were based on the photojournalists' visual skills and knowledge of news values using the front-page news photographs as units of analysis:

1. Type of frame: Informational, Active and Interpretative;
2. Action: Looks at the visual engagement of the subjects or absence of it in terms of Decisive moments, Posed/ arranged, Situation, & None;
3. Compositional Elements: This has three parts to it. [i] Camera Angle -Normal, low & High; [ii] Format- Close Up, Extreme Close-Up, Medium Shot & Long Shot; [iii] Lighting- Daylight, Artificial (Available), Artificial (flash) & Unknown;
4. News values - Prominence, Unusualness/Oddity, Proximity, Timeliness, Currency, Impact (Consequences), Human interest (Personalisation) and Aesthetics (in terms of beauty and artistic ambience) (adapted from Bednarek & Caple, 2012).

In-depth interviews were conducted with nineteen photojournalists whose photographs appeared in the newspapers sampled- Guardian [3], Vanguard [4], Punch [4], Sun [4], Pioneer [1] and Trust [4]. This was considered necessary to obtain their personal views on their understanding of photo composition and news values. This approach was aimed at humanising the quantitative data to have a feel of the photojournalists' thoughts as visual reporters. Their identities have been kept anonymous while interview numbers have been used instead in the presentation section.

Data from both the quantitative and qualitative methods have been triangulated in a complementary way to address the two research questions. A photographer joined the researcher to conduct the coding exercise. Holst (1969) formula was used to arrive

at the following intercoder reliability: Type of frame (96%); Action (99%); Composition (Angle, 99.2% and Format, 99.1%); Lighting (95%) and News values (98.7%), thereby indicating high intercoder reliability.

DATA ANALYSIS

This section presents the SPSS analysis of the front-page news photographs from the six media organisations' newspapers used within the sampling period. There are slight variations in the total figure of photographs content analysed as the number of photographs published varies due to different house styles, but usually from one photograph to four. The analysis is presented in simple tables using the two Research Questions as guide.

RQ1. What is the level of photography skills shown by the in-house photojournalists in their news photographs?

Table 1: Type of Frame

	Informational	Active	Interpretative	
The Sun	80 (89%)	10 (11%)	-	n=90
Vanguard	63 (72%)	22 (25%)	3 (3%)	n=88
Guardian	47 (53%)	38 (43%)	4 (4%)	n=89
Punch	48 (53%)	36 (40%)	6 (7%)	n=90
Trust	50 (66%)	24 (31%)	2 (3%)	n=76
Pioneer	34 (87%)	5 (13%)	-	n=39
TOTAL	n=322 (68%)	n=135 (29%)	n=15 (3%)	N= 472

Table 1 shows the three categories of the published news photographs in terms of their form within the frame as a communication tool based on how the photojournalists recorded them. 'Informational' simply indicates a visual representation of the event witnessed as evidence; 'Active' captures a moment with some form of visual actions that are newsy in nature; while 'Interpretative' indicates the photojournalist's visual rendition of a news situation that is not event reliant. Almost a quarter out of the N=472 are 'informational' at 68%. 'Active' follows at 29% while "interpretative" comes last at 3%. This data show the photojournalists' interest in the straightforward recording of news photographs as the primary purpose of the witnessed reality. This dominance of 'informational' helps the media authenticate textual stories and most importantly present ordinary visual evidence of what happened.

Table 2: Nature of Action captured in the published photographs

	Decisive Moment	Posed/ Arranged	Situation	None	
The Sun	7 (8%)	41 (46%)	31 (34%)	11 (12%)	n=90
Vanguard	13(15%)	32 (36%)	35 (40%)	8 (9%)	n=88
Guardian	20(23%)	28 (31%)	38 (43%)	3 (3%)	n=89
Punch	23(27%)	18 (20%)	33 (36%)	16 (18%)	n=90
Trust	16(21%)	8 (11%)	25 (33%)	27 (35%)	n=76
Pioneer	9 (23%)	15 (39%)	13 (33%)	2 (5%)	n=39
TOTAL	88(19%)	142 (30%)	175(37%)	67 (14%)	N=472

‘Action’ in a news photograph will show the subject in the frame doing something, reacting to something or something happening to the subject in a situation considered newsworthy by the photojournalist. Craig (1994, p. 198) describes it as ‘doing things or interacting with other people while not obviously posing for the camera’. Photographers usually look out for a ‘decisive moment’ when the action will be captured raw showing subjects in an unexpected and ‘non arranged’ situation as espoused by Cartier-Bresson (1952). ‘Situation’ in the context of its usage here simply refers to photographs taken, a snapshot of just anything photojournalists see from the viewfinder. They often lack taste and show little reflection of professional skill, just as in ‘posed/arranged’ photographs

Table 2 presents data showing the ‘how’ of the published news photographs in terms of the visual action on display in the frozen moments. ‘Action’ refers to the subject’s physical disposition at the moment the photojournalist pressed the shutter release. ‘Action’ recorded at the peak of its existence falls into ‘Decisive Moment’ which data from the analysed news photograph is 19%. About a third of the entire photographs fall under the ‘situation’ category at 37%, ‘Posed/Arranged’ photographs record 30% while those that could not be categorised here amount to 14%. ‘Posed/Arranged’ is a deliberate arrangement of the subject(s) in a manner that will involve the photojournalists’ interference in the recording process; ‘Situation’ shows a straightforward recording of a scene or subject within the frame without any visible action or emotion; while ‘None’ indicates a subject within the frame without any visual clue but just the face as in Mug shots.

‘Situation’ (37%) and ‘Posed/Arranged’ (30%) appear the most favourite way through which subjects in the analysed news photographs were recorded. Inter. No. 3 probably offers a view of what some photojournalists consider as “Action’ in a news photograph. According to him, “If you want to use a picture for news, you need an action picture, not the regular one that is arranged or set. You need action; Action in the sense that if you’re on an assignment, just look at a personality talking to another

person and take the shot. That is an action picture.” **Inter. No. 3’s** explanation of what constitutes ‘action’ above is often ridiculed as ‘talking heads’ and not considered a worthy example of news photographs.

Table 3: Composition: Angle

	Normal	High	Low	
Sun	67 (74%)	18 (20%)	5 (6%)	n=90
Vanguard	82 (93%)	5 (6%)	1 (1%)	n=88
Guardian	81 (91%)	3 (3%)	5 (6%)	n=89
Punch	74 (83%)	15 (16%)	1 (1%)	n=90
Trust	60 (80%)	11 (15%)	4 (5%)	n=75
Pioneer	37 (94%)	1 (3%)	1 (3%)	n=39
TOTAL	401 (85%)	53 (11%)	17 (4%)	N= 471

Any reference to composition is an overview of how photographers select what to take and the diligence with which a subject, or elements, has/have been arranged within the frame to create a visual balance. Angles happen to be one of the elements of composition all photographers take into consideration while taking a picture, consciously or otherwise.

The three known angles in photography composition indicate the focus or perspective from which the published photographs were taken. ‘Normal’ angle show photographs taken from the eye level, ‘High’ angle indicates an elevation shot with the camera looking down while ‘Low’ angle reflects shots from below the subject with the camera pointing towards the sky.

Table 3 shows that more than three quarter of the photographs [N=471] were taken from “Normal’ angle at 85%; ‘High’ angle follows with 11% while ‘Low’ angle appears the least favourite at (4%). Many photographers will instinctively settle for the ‘Normal’ angle which is normally from eye level, a perspective from which humans see when looking at fellow human beings. A skilful professional photographer, however, constantly shoots from all angles for creative self-expression. The great challenge in composition comes when the subject(s) is/are involved in visual actions that go beyond showing of faces as Inter. no. 9 finds out as he talks about specific components of a composition, the Angle, the absence of which can make a picture not well composed which inherently may make it lack some ingredients of news.

Inter. No. 11, with an over two decades experience in photojournalism, likens Composition to ‘arranging the photograph within the frame’. The starting point for him will be angle, “whether it is okay or not. You add every other thing together and make something good out of it.” While he fails to elaborate on those things he considers ‘every other thing’, it is worthy of note that he has captured in his explanation what Composition in photography entails.

Table 4: Composition: Format

	Close Up	Extreme Close Up	Medium Shot	Long Shot	TOTAL
Sun	33 (37%)	10 (11%)	34 (38%)	12 (14%)	n =89
Vanguard	25 (28%)	6 (7%)	34 (39%)	23 (26%)	n =88
Guardian	24 (27%)	6 (6%)	45 (51%)	14 (16%)	n =89
Punch	19 (22%)	5 (6%)	35 (39%)	31 (33%)	n =90
Trust	22 (29%)	5 (7%)	27 (36%)	21 (28%)	n =75
Pioneer	12 (30%)	1 (3%)	25 (64%)	1 (3%)	n =39
TOTAL	135(29%)	33 (7%)	200(42%)	102(22%)	N= 470

Four formats aid the visual proximity of the lens to the image in a frame. ‘Medium shot’ is often presented with the subject’s body shown $\frac{3}{4}$ in size; ‘Close-Up’ is usually bold with the subject’s facial expression more visible; ‘Extreme-Close Up’ is used sparingly as the format shows the subject very bold with the aim of showing readers something the newspaper considers may be lost if shown the normal way; while ‘Long shot’ shows photographs taken from a safe distance with more of the environment in view.

Table 4 above shows the picture format in the published news photographs where ‘Medium shot’ takes almost half of the analysed photographs at 42% (N=470). ‘Close Up’ is slightly above a quarter of the total at 29%, ‘Extreme Close Up’ follows at 7% while ‘long Shot’ is 22%. What this data have shown is that photojournalists here are always close to the scene of actions or events usually associated with routine news events. But equally surprising is that the combination of ‘Close Up’ and ‘Extreme Close Up’ (36%) was not overwhelming enough as these two formats are often used to gain access to subjects’ facial expressions as a way of drawing viewers’ attention and same time evoke their emotions.

Though most of the in-house photojournalists could not find the right words to explain what composition is all about, they seem to have a clear understanding of what it entails. **Inter. No.12** reveals his theoretical understanding of composition as he always asks himself some rhetorical questions before shooting about, “what do I need in this photograph. But most times, it is spontaneous and you just capture it and at the end of the day, it turns out good.” He concludes that “without composition, you achieve little in photography”.

Table 5: Lighting skills exhibited through the news photographs

	Daylight	Artificial [Available]	Artificial [flash]	Unidentified	TOTAL
Sun	35 (39%)	10 (11%)	22 (25%)	22 (25%)	n =89
Vanguard	48 (54%)	11 (13%)	17 (19%)	12 (14%)	n =88
Guardian	35 (39%)	22 (25%)	32 (36%)	-	n =89
Punch	68 (75%)	8 (9%)	6 (7%)	8 (9%)	n =90
Trust	33 (44%)	16 (22%)	10 (13%)	16 (21%)	n =75
Pioneer	26 (67%)	1 (2%)	10 (26%)	2 (5%)	n =39
TOTAL	245(52%)	68 (14%)	97 (21%)	60 (13%)	N=470

The Lighting here indicates sources of illumination used by the photojournalists to record the published photographs. 'Daylight' refers to natural illumination from the sun; 'Artificial' has been divided into two: 'Artificial [Available]' to indicate indoor lights such as fluorescent, incandescent light bulb, etc.; while 'Artificial [flash]' incorporates all dedicated photographic portable camera flash. Unverifiable light sources are all categorised here as 'Unidentified'.

Analysed data in Table 5 shows that half of the published news photographs were taken under the 'Daylight' lighting situation using sunlight at 52%. 'Artificial' illumination with camera flash follows at 21%, while "Artificial" using indoor light as 'available' is 14%. 'Unidentified' source of illumination used for some of the news photographs is 13%. The simple majority of 'Daylight' shows that some photojournalists understand the preference for natural light above artificial sources among visually literate professionals when shooting outdoor. This offers more creative freedom and the skill to take photographs of high quality.

Data from Tables 1-5 have shown that in-house photojournalists in the six selected newspapers took photographs with some thoughts on what they record which is a form of knowledge about photography skills. They have shown this in their preference for available light, the choice of image format and the angle of shot that was mostly 'Normal', but most importantly recording situations with the main interest in providing basic visual information for publication as news.

RQ2 Which news values are prominent with Nigerian photojournalists when framing news situations?

Table 6: News Value elements of Photographs

	Sun	Van-guard	Guardian	Punch	Trust	Pioneer	TOTAL
Prominence	78 (35%)	69 (26%)	85 (32%)	25 (11%)	55 (31%)	44 (47%)	356 (28.2%)
Unusualness /Oddity	5 (2%)	1 (.3%)	2 (0.7%)	7 (3%)	2 (1%)	-	17 (1.3%)
Proximity	66 (30%)	74 (28%)	81 (30.3%)	74 (31%)	47 (27%)	33 (35%)	375 (30%)
Timeliness	51 (23%)	78 (29%)	79 (30%)	75 (32%)	49 (28%)	16 (17%)	348 (27%)
Currency (Trending)	19 (8%)	33 (12%)	7 (3%)	38 (16%)	15 (8%)	1 (1%)	113 (9%)
Impact	3(1%)	3(1%)	4 (1%)	8(3%)	1(1%)	-	19(1.5%)
Human Interest	2(1%)	4(1%)	5(2%)	7(3%)	6(3%)	-	24 (2%)
Aesthetics	-	-	4 (1%)	2(1%)	2(1%)	-	8 (1%)
TOTAL	n=224 (18%)	n=262 (21%)	n=267 (21%)	n=236 (19%)	n = 177 (14%)	n=94 (7%)	N= 1260

Table 6 above gives an overview of the news values knowledge photojournalists take into the field as shown in their published photographs. Three news values- ‘Prominence’ (28.2%), ‘Proximity’ (30%) and ‘Timeliness’ (27%) – stand out as the most prominent news elements but without any one of them dominant. The closest to the three is ‘Currency’ coming at a distance of 9%. Others trail behind in what appears to be rarely considered news values: Impact (1.5%), Human interest (2%), Unusualness/Oddity (1.3%) and Aesthetics (1%). These news values notwithstanding, the photojournalists have a divergent view of what constitutes news in visuals. The question on what makes a news photograph elicits the most illuminating responses as each respondent tends to narrow it down to their cognitive understanding of the term based on individual experiences on the field. Except for a few, most of the in-house photojournalists have a fair understanding of what they think constitutes a good news photograph.

The ability of a photograph to communicate clearly to the viewer catches the attention of **Inter. Nos. 2 & 11** which in reality is in line with the primary aim of News to present timely information a photojournalist presents visually. The news message must be unambiguous, which **Inter. No. 10** describes as ‘a story without caption’. **Inter. No. 11** also agrees that a news photograph must “tell a story without asking any

question from anyone”. Such storytelling in the words of **Inter. No. 2** must “communicate not only to the person taking the picture but whoever that will come across the picture”.

In all these explanations, **Inter. No. 13** gives a thought to the human side of the news. He sees ‘Human angle’ as a criterion for a good news photograph which in his estimation “must portray what people or the underprivileged are going through. You must be able to portray the bad angle of society. These are the photographs that reward one, not the normal photograph.” **Inter. No. 9** also agrees with this view, and with additional input that such “news photograph should have information and education in it... something that should pass a message across.”

Inter. No. 6’s answer appears to be a befitting summary of what other photojournalists have highlighted or implied in their responses:

A good news photograph should be something newsworthy, something timely, it should be something that should be able to speak for itself. It should be dramatic. It must have a lot of life in it. Again, in terms of quality, the picture must be sharp and must have contrast. If a picture is not sharp and clear, the aim will be defeated. There are certain circumstances when you take a picture it does not appear sharp and that picture will be used because of the newsworthiness and news value.

If anything is missing from the above it would be ‘emotion’, a strong element of news photography none of the photojournalists remembers to mention except **Inter. No. 12** who happens to be the youngest in the profession with seven years on-the-job experience when compared with others believed to be highly experienced:

News is an uncommon occurrence and not something that happens every day. What I look out for many times is the spontaneous action in some events, things that would appeal to people’s emotions, sense of humour among others.

DISCUSSION OF FINDINGS

This paper examines Nigerian photojournalists’ published news photographs in six different newspapers within three months to ascertain their level of visual literacy (Skill level/competencies) as visual reporters. The two research questions primarily focused on their understanding of Composition in photography and the usage of photographs to relay news visually. Tables 1-5 offered answers to RQ 1 which seeks to know the level of photography skills shown by the in-house photojournalists in their news photograph

Analysed data have shown that the primary concern of the in-house photojournalists is to record photographs that are acceptable for publications as news by their individual media organisations. The issues raised in the five tables dwelt on the quality of the published news photographs based on the creators’ photography skills. It has been shown that more than half of these photographs were taken to provide visual information of the events and situations adjudged to be newsworthy. Though Kobre (1999)

sees 'informational' as the lowest form of visual reportage, this form of news presentation appears the norm in all the newspapers (68%). This may not entirely be out of place as newspapers in Korea and America have similarly been found to follow this informational trend (70%) compared to the 'interpretative' frame (Kim and Kelly, 2008). It might also not be a new development here as shown by Ehidiame (2008) in her study of *The Guardian* and *Punch* newspapers with the dominance of 'informational' photographs. What is equally of interest from the data is that photojournalists in *The Guardian* (43%), *The Punch* (40%) and Media Trust (32%) organisations are encouraged to record news photographs that are 'Active' with the subjects visually shown not static. The nature of action recorded in the frame is another subject for discussion to determine the degree of their newsworthiness as visual products. 'Interpretative' news photographs are the acme of subjective evaluation being intimate and therefore highly emotionally persuasive. Only four out of the six media organisations, Vanguard (3%), *Guardian* (4%), *Punch* (7%) and Media Trust (3%) have some news photographs as 'Interpretive'. This is an encouragement that will help their in-house photojournalists work more in this area as it allows them a high level of creativity and liberty needed to deepen objective interpretations of news photographs

The issue of 'action' in the news photographs highlights that Nigerian photojournalists have not fully mastered the skill of recording the decisive moment. Their photographs reflect more of subjects either 'Posed/Arranged' (30%) or recorded as they are as 'Situation' (37%). This data confirms Jenkins (1990) findings that most journalistic images are often 'static' or 'posed' Posing subjects as news is seen as unethical conduct in photojournalism and a high level of professional misconduct showing the photojournalist's involvement in the reality where he is expected to be a detached observer or a witness. Incidentally, 'action' reflects more in photographs taken without the interference of the maker or when subjects are captured unaware. Recording news subjects under 'Decisive moment' is an ideal situation that all photojournalists must set their minds on. This resonates with Kobre's (2011) belief that the quality of news photographs will come out of an informed choice that aims at 'moment of action, candid (un-posed) images at the "precise moment" to capture the drama of news stories (as cited in Szytko-Kwas, 2019).

Composition is a major aspect of photography that not only shows the quality of the image as a creative endeavour, but also indicates the photographer's skill set. The two areas as shown in Tables 3 and 4 are 'Angles' from which the photographs have been taken and the format of frame presentation. The majority of Nigerian in-house photojournalists appear to be more comfortable taking photographs from the eye level, 'Normal' (85%). Kim and Kelly (2008) affirm the popularity of "Normal Angle" with more than 70% of Korean and American newspapers photographs taken from eye level. This is not unusual as this angle is the easiest way out for anyone with a camera. It takes a skilful photographer to explore other angles as a sign of creative freedom bothering on professional inquisitiveness. 'Medium shot' is the popular format among Nigerian photojournalists at 43%, while 'Close Up and 'Extreme Close Up' where the contextual message can be read are not used as popular formats. For photographs that

aim at evoking emotion, 'Close ups' are used to bring the frame content closer to viewers' attention. 'Medium shot' will only show $\frac{3}{4}$ of the subjects as a reflection of situations where subjects are posed and taken from eye level.

The photojournalists have also displayed good photographic skill with their embrace of natural light in more than half (52%) of the news photographs against others. They prefer it as the ideal form of illumination for editorial works like news photography. It is however acceptable in photography that artificial light becomes inevitable sometimes in a low light situation, but a skilful photographer knows that the best light source is from the sun. The crunch of the matter, however, is in the creative usage of light which is beyond the scope of this study.

News values as a journalism skill form the core issue of the second research question that seeks to know the news values prominent with Nigerian in-house photojournalists as visual reporters. All the key values analysed in Table 6 appear in one form or the other in the published photographs with the leading ones being Proximity (30%), Prominence (28%) and Timeliness (27%). These three have appeared in different order of importance with news people while Singletary and Lamb (1984) show 'Timeliness' as the most important news element from their study of award-winning news photographs at 81%. What the data from this study have shown, however, is the absence of supremacy of any value over others. This is an indication of Nigerian photojournalists' understanding of the differences between journalistic images and ordinary photographs. But equally of note are the least explored news values from the data- 'Aesthetics' (0.6%), 'Unusualness/Oddity' (1.3%) and 'Impact[Consequences]' (1.5%). The last two are a good source of action photographs that are not from routine events and not easily prone to staging. Their poor showing might have contributed to the absence of action in most of the published news photographs and could be a subtle lack of nose for impactful news stories on the part of the photojournalists. It is also a welcome development that in-house photojournalists in some media organisations, Guardian (1%), Punch (1%) and Media Trust (1%), are beginning to explore the beautiful side of their editorial photographs beyond their news value proposition. 'Aesthetics' as a news value has the potential "to make the message more attractive, and its content neither informative nor persuasive" (Szylo-Kwas, 2019, p. 101).

CONCLUSION AND RECOMMENDATIONS

Photojournalists are very important in the newsroom as professionals supplying editorial photographs that are rich in content and context. They have become more appreciated as visual culture spreads across the information space and media audiences get drawn to headlines and photographs first before the textual content. It, therefore, means that all media organisations should be concerned with the quality of news photographs on their front pages as the window to their newspapers.

In-house photojournalists in the six selected media organisations have shown through their photographs a working understanding of composition with how the elements of Angle and the picture Format are reflected in their published news photographs. They need to use their creative liberty by exploring diverse angles when taking photographs. They are professionals who are expected to do better than any camera

carrier and should do more with ‘Close Up’ to draw audiences closer into their photographs. This can be easily achieved when they look beyond routine events to explore human angle stories.

While nothing might be wrong with informational frames, there is a need for in-house photojournalists to give serious thought to photographs that capture ‘decisive moments’ and those with ‘Interpretative’ frames. Posing subjects as news photographs should be a no go area for any ethically compliant photojournalist as the practice is deemed unacceptable in news photography (Reuter, 2008; Patterson & Wilkins, 2008). They should think more about images with flavour, beauty and action-oriented. Skill improvement through training is needed here which can be acquired by a professional eager to improve. Photography training, workshops and seminars on Composition, Light and visual storytelling are highly recommended wherever and whenever they are available in the country. As media audiences become more sophisticated and visually literate, so will criticism of images offered to them will rise. Proactive professionals should therefore be there as visual literates before the audience get there.

It should be noted that this study has analysed published news photographs selected by editors. Many criteria must have informed the selection and there is a possibility that the frames chosen were not the best in terms of their newsworthiness and photo quality. It may also not be ruled out that some of these photographs might not have been taken by the in-house photojournalists who are in focus here. The analysis is thus based on the assumption that all the 472 photographs came off the cameras of the visual reporters working as employees of the six media organisations.



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3

INFLUENCE OF AIRTEL ADVERTISEMENTS ON AUDIENCE ATTITUDE TOWARDS AIRTEL PRODUCTS AND SERVICES

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ABSTRACT

The aim of every company in the corporate society is to grow and flourish in the primary community, while maintaining a cordial relationship with its consumers. This study sought amongst other objectives aimed at evaluating the place of exposure to Airtel advertising vis-à-vis audience attitude to Airtel's products and services. The research design adopted for the study was the survey research design which made use of questionnaire to elicit information from respondents. The researcher utilized the simple random and purposive sampling techniques to select its sample from Enugu state metropolis which is the population of the study with figures of 952,410 persons as of 2015. The sample size was determined by the use of Wimmer and Dominick online sample size calculator which gave a sample size of 365. The researcher worked with 365 which was the number of returned and valid questionnaires for the study. The researcher used the SPSS Statistical tools to analyse and present data in tables. One notable findings amongst other findings from the study revealed that respondents from Enugu metropolis exposure rate to Airtel advertisements is very high as most of the respondents said they were exposed and informed about the different Airtel advertisements through different medium of communication as often times these advertisements from this mobile network is laced with lot of entertainment especially with family humor amidst its informative and educative potential. It is therefore recommended that the Airtel mobile network continue on the right track of using advertising, while still improving on the other outlets of service deliveries and consumer's engagement.

Keywords: Influence, Advertisement, Audience, Airtel, Attitude, Products



INTRODUCTION

Advertising is a way of communication to encourage an audience in making purchase decision about a product or service and conveying information to viewers. It is considered as a vital and essential element for the economic growth of the marketers and businesses (Ryans, 1996). Advertising is usually a paid form of exposure or promotion by some sponsor that reaches through various traditional media such as television, newspaper, commercial radio advertisement, magazine mail, outdoor advertising or modern media such as blogs, websites and text messages (Ahmed & Ashfaq, 2013).

We are all faced by a vast amount of advertising in every human society. Nearly everybody has some thoughts on the subject. The tendency is to judge advertising as whether a catalyst for successful marketing or not, to single out advertisements that one likes or dislikes, to wonder if advertising is worth the large sums of money spent on it, to question the contribution advertising makes to social welfare, and so on. Advertising research also aims to answer these questions in academic ways mainly within the fields of social sciences. In business, a successful marketing campaign can lead to increased sales, better name recognition and a wider customer base. Great marketing helps your company establish a strong, memorable brand identity in the minds of customers. By using tools to measure the effectiveness of each Advertising effort, you can determine which to keep and which to discontinue. In doing so, you can more effectively utilize your time and money to develop a powerful marketing campaign. (Okonkwo.2012).

We live in a world of competition where individuals and organizations try to outdo themselves. In different areas of human endeavor, be it education, business, parenting, dating, governance, warring or sports there is always a competition going on as one group tries to outdo the others or one individual tries to outperform the others. In the business world, especially in a capitalist economy, competition enjoys greater prominence as it forms the bedrock for the survival of a business organization. For a business to continue to exist and satisfy the purpose of the ownership, management, staff, society and other stake holders it must be able to survive the competition posed by other businesses with similar products and objectives. As businesses compete, they rely heavily on marketing to outdo one another. Through marketing an average business will be able to satisfy its customers through its products and services, satisfy its shareholders through profitability, satisfy management through increased sales and market share, satisfy staff through increased remuneration and job security etc. This ability has made marketing very vital and relevant in almost all endeavors of life be them profit or non- profit making (Nwankwo,2008).

With the exclusion of one of the big fours in the Nigeria telecommunication business environment, eyes and ears are all alerts especially among the tides of a low economy which is currently sponging the news of heavy need to survive the economic downturn. They believe there is a need to make continuous relevance. Advertising practices in Nigeria have taken a different tide, from the early days of using town criers to inform

the market about goods and services to a fast-growing industry by employing television, radio, and social media to disseminate information to the market (Bardi, 2010). Advertising emanates a lot of benefits in different industries which cannot be overemphasized and in the telecommunication industry. Adi (2015) stated that the importance of telecommunication went well beyond facilitating business activities and interaction to making a substantial contribution to the national incomes, as well as engendering many diverse and novel job opportunities. He further emphasized that the telecommunication industry was a key area where the level of competition was critical to the overall development of the industry as well as its contributions to national wellbeing. This suggests that advertising has a strong influence in the decision-making process. According to Nwankwo, Aboh, Obi, Agu, and Sydney-Agbor (2013), companies often hope that their advertisement which delivers a message about company's product and services will make people to purchase it. It is usually the case because the advertisement is a kind of persuasive communication. This is why Mary Hepner as cited in Chand (2013) points out that advertisement stimulates competition. According to Nichifor (2014), advertising is based on a range of theories and explanatory models. He further stated that these models and theories explained how advertising messages were developed, how it affected the consumers' behavior and provided new directions and perspectives of development of the advertising practice.

It is based on these note that this research work is been designed to study the influence of Airtel Advertisements on audience attitude towards Airtel Products and services.

STATEMENT OF THE RESEARCH PROBLEM

As stated earlier, advertising has become an indispensable function due to cut throat competition among the traders and producers. Advertising has helped in meeting up with competition: Today a number of products on the same need of the consumers are available in the market; it is obvious that no company can make profits for a long time if the consumers keep on changing their brands. However, some companies who largely depend on advertising for possible accumulation of greater proportion of the market segment, has not been able to achieve that. As a matter of fact, Airtel has not been able to rule the telecommunications company in Nigeria as record shows that Airtel is the third most influential behind Glo and MTN Nigeria, irrespective of the enormous advertising campaigns. The failure could be as a result of various forces ranging from poor management, poorly executed advertising campaigns, lack of brand loyalty. That the message is sent does not mean it is received, nor does it mean it is perceived positively. There could be issues of brand disloyalty on the side of prospective buyers.

It is owing to the above issues that this study is set out to evaluate the influence of Airtel Advertisements on audience attitude towards Airtel products and services.

OBJECTIVE OF THE STUDY

The broad objective of this study is to analyse the influence of Airtel advertising on audience attitude towards Airtel products and services.

The specific objective includes to;

1. Fine out the exposure level of residents in Enugu metropolis to Airtel advertising campaign.
2. Evaluate the perception of the people of Enugu metropolis on the various advertising programs that concern Airtel products and services
3. Evaluate the attitude of Airtel audience based on their exposure to Airtel advert on Airtel products and services.

REVIEW OF RELEVANT LITERATURE

The word advertising comes from the Latin word "advertere" which means to turn the minds of people towards something. According to William (2013) "Advertising consists of all the activities involved in presenting to an audience a non-personal, sponsor-identified, paid-for message about a product or organization."

According to Fletcher (1979) as stated in Ozoh (2013), advertising is defined as the "dissemination of sales message through purchased time and space." The authors of Contemporary Advertising Bovee and Aren (1986) define it as the "non-personal communication of information usually paid for and usually persuasive in nature about products, services or ideas by an identified sponsor through the various media."

For the non-initiates like Okorowo, understanding the concept of advertising properly would require an analysis of the constitutive elements of the above definitions. Let us take that of Fletcher for this purpose. As stated earlier, Fletcher defines advertising as "the dissemination of sales message through purchased time or space."

Firstly, "the dissemination of sales message." What it is selling may be a product, service or idea. Whichever it is, the message is trying to present a view point favourable to the product, service, idea, or cause, and is so understood by the recipients of the message. The "sales" may simply be to imbue them with a favourable disposition and opinion; it may be to convince them about a given line of fact; it simply could be to persuade them to exhibit either temporary or continuously a particular pattern of behaviour.

But underlying the approach taken by the message is the fact of its dissemination. In other words, the message is not just conceived and left there. It is disseminated. This fact of dissemination implies the presence of an audience, which constitute the object of the activity of dissemination. The register used in describing this audience in advertising is "target audience." The target audience is that segment or segments of the general population that offer viable prospects for the sale of the product, service, idea or cause. In other words, it is that section of the population that are most likely to buy or prefer the product or service, accept and align with the idea or cause.

The "sale message," therefore, tends to promote the product, service or idea or cause among the target audience. The fact of the message moving from the person

conceiving it, in most cases, the advertisers and the advertising agencies to the target audience is what is referred to as dissemination. The process, therefore, is akin to the fundamental process of communication. The encoder (in this case the advertiser and the advertising agency) conceives the sales message (which is a message promoting a product, service, idea or cause) and then disseminates (transmits) it to the intended recipients; namely the target audience.

"Through purchased time and space", Advertising message is directed at all members of a particular target audience. However, in order to reach them, the message has to be transmitted through a medium capable of reaching every one of them. It has therefore, to be transmitted via the mass media - either print or electronic or both. The print media offer their spaces to the advertiser for the transmission of the latter's message, while the electronic media makes available time. But these space and time are not free as the media organizations charge fees for their usage. It is in this sense that the advertiser, often, through his advertising agency pays the owners of the mass media for the use of their space and time in transmitting the sales message to the intended audience. If, therefore, the message is not paid for, then it is not quintessentially an advertisement.

EMPIRICAL REVIEW

Adbel, Fattah in 2015, studied the factors affecting customer loyalty of telecommunication industry in Saudi Arabia. The research aims was to evaluate the effect of the variables; namely, price, service quality, brand image and trends on customer loyalty of service providers of mobile phones in Saudi Arabia. A questionnaire was developed and distributed to a convenient sample throughout the major cities of Saudi Arabia. A total of 775 were returned representing a response rate of 89.6%. The study showed that the majority of respondents had prescribed to more than one service provider at the same time. Additionally, it was revealed that all the variables tested; price, service quality, brand image and trends, had a direct effect on customer loyalty of service provider. Results obtained from this research will offer necessary feedback for improving a company's strategy, marketing mix, services, and product offerings, thereby, achieve customer satisfaction and improve their customer loyalty while attracting new ones.

In 2014, Jayant Brah carried a study on sales capacity and marketing implementation capability of SMEs in India. The study attempts to understand the sales capability and marketing implementation capability and its impact on business performance. It focused on different processes of marketing capability and its effect on market share in B2B set up. The data was analysed by using multivariate analytical tools such as reliability analysis and Pearson correlation analysis. It can be inferred that marketing capabilities result in achieving growth in market share.

Gbolagade, Adewale et al. in the year 2013, studied the impact of marketing strategy on Business performance in Oluyole local government area Ibadan. The research paper investigates the impact of marketing strategy on business performance with special reference to the selected SMEs in Oluyole local government area Ibadan, Nigeria. Survey research design method was used in the study which involves using a self-design questionnaire in collecting data from one hundred and three (103) respondents.

The instrument used in the study is a close-ended questionnaire that was designed by the researchers. Correlation coefficient and multiple regression analysis were used to analyze the data with the aid of statistical package for social sciences (SPSS) version 20. The results show that the independent variables (i.e Product, Promotion, Place, Price, Packaging and After sales service) were significant joint predictors of business performance in term of profitability, market share, return on investment, and expansion. The independent variables jointly explained 46.5% of variance in business performance. Subsequently, recommendations were made to SMEs operators to produce quality products, charge competitive prices, position appropriately, use attractive package for the product, engage in after sales service and provide other distinctive functional benefits to consumers.

Subsequently, Kehinde Oladele Joseph in 2016, studied the place of advertising as a strategic tool for achieving effective client/customer relationships. The objectives of the paper include: (i) to determine how creativity in advertising effects customers' purchase decisions; (ii) to examine the effects of frequency of advertising on customers' repurchases of products/service (iii) to proffer useful policy recommendations which companies will find beneficial when faithfully implemented, amongst others. The paper used survey research method with structured questionnaire which were administered among sampled respondents. Based on the nature of the hypothesis, the paper used correlation and ANOVA test statistics to analyze the information gathered through the questionnaire. Findings showed that creativity in advertising affects customer purchase decisions. Findings further reveal that frequency of advertising has effects on customer's purchase of a product, amongst others. The paper makes valuable recommendations which companies and captains of industry will find useful when faithfully implemented.

Ndubuisi John (2015), carried out a study on advertising practice in Nigeria pointing at development, new trend challenges and prospects. The study identified the meaning of advertising and traced its earliest history in Nigeria. The study mentioned some of the new trends in advertising in Nigeria which include the practice of Integrated Marketing Communications (IMC); which is the combination of various marketing communication techniques like advertising, public relations, publicity, sales promotions, events marketing, etc. in carrying out a promotional campaign. Other new trends include the setting of up of some independent media agencies and international affiliations by many advertising agencies in Nigeria. The study identified proliferation of advertising agencies as one of the challenges facing advertising in Nigeria. Other challenges include poor economy, poor purchasing power and lack of enough trained advertising professionals. However, advertising in Nigeria has come a long way and has achieved some developments. Despite this feat, and practice in Nigeria still needs alot of improvement to compete with other countries in terms of advertising. The study suggests that professionalism in advertising practice in Nigeria should be pursued with increased vigour. There should be proper monitoring of advertising in Nigeria. AP-CON should establish more offices nationwide to enhance their operations. There should be improved welfare packages by employers to reduce proliferation of and agencies.

THEORETICAL REVIEW

This study adopted a theory of media studies.

Market Response Theory

This theory is based on the assumption of a direct relationship between Advertising and buying behavior, measured by sales, market share and brand choice. This excludes the presence of intermediate effects that may occur at the consumer level for example expressing brand loyalty by number of repeated acquisitions and not through a psychological predisposition of the individual. The theory has two dimensions: aggregate and individual. Aggregate dimension of the theory is based on the relationship between market data regarding advertising spending or the audience, on the one hand, and brand sales or market share, on the other hand. Individual dimension points toward the choice of individual brand or number of exposures necessary to generate individual or household purchasing behavior. Market response models are intended to help scholars and managers understand how consumers individually and collectively respond to marketing activities, and how competitors interact. Appropriately estimated effects constitute a basis for improved decision making in marketing. In this context, buying of Airtel products and services are not solely determined by the number of advertising messages but also by the factors identified above amongst which include brand loyalty. By implication, MTN users and loyalists will seldom patronize Airtel Company probably because of Airtel excessive advertising campaigns. This is because of their brand loyalty to MTN.

Just as cognitive response theory assumes that advertising has the ability to influence the relative importance that individuals attach to various attributes of the product, purchase decision being purely rational (Thorson and Moore, 1996). The primary role of advertising is to provide utilities related to information or search costs.

METHODOLOGY

The researcher made use of a survey research method owing to the nature of the study. As a matter of fact, a study of this nature gives the researcher great opportunity of meeting/interacting with respondents on a face-to face base. It is based on the above assertion that the researcher decided to use a survey research method on the premise that the study is aimed at ascertaining feelings, views or perceptions of people as it concerns the subject matter.

DATA PRESENTATION AND ANALYSIS

By implication, self-administered questionnaire for data collection was employed by the researcher. This study was carried out in Enugu metropolis, precisely in Enugu South, Enugu North and Enugu East local government areas of the state. Apparently, the study evaluated the exposure and perception of the role of advertising in the marketing of Airtel products and services by the people of Enugu metropolis. the population under study is 952,410. (Nine hundred and fifty-two thousand, four hundred and ten) is the population of the local government areas as at 2015.

Table 1: Exposure rate of respondents to Airtel advertisements

		Frequency	Percent
Valid	Strongly agree	116	31.8
	Agree	94	25.8
	Undecided	65	17.8
	Disagree	48	13.2
	Strongly disagree	42	11.5
	Total	365	100.0

(Source: field Survey, 2019)

Table 2: perception of respondents towards Airtel advertisements on their products and Services

		Frequency	Percent
Valid	Agree	111	30.4
	Strongly agree	88	24.1
	Undecided	21	5.8
	Strongly disagree	48	13.2
	Disagree	97	26.6
	Total	365	100.0

(Source: field Survey, 2019)

Table 3: Attitude of Respondents towards Airtel Advertisements

		Frequency	Percent
Valid	Agree	107	29.3
	Strongly agree	89	24.4
	Undecided	96	26.3
	Strongly disagree	56	15.3
	Disagree	17	4.7
	Total	365	100.0

(Source: field Survey, 2019)

DISCUSSION OF FINDINGS

Findings from this study showed that respondents from Enugu metropolis exposure to different Airtel mobile network advertisements can be considered high as the respondents said that they are mostly exposed to Airtel mobile network advertisements in the different channels of communication within their possession with a total number of 116 respondents and an average of 31.8%. This therefore means that the exposure rates of Enugu state respondents to Airtel Advertisements are moderately high. Also, respondents from Enugu metropolis preferred medium or source for Airtel advertisements programs was Television which is a medium that combines the elements of sound and vision in message packaging and presentation engaging not just the minds of the people but also the visual capacity of respondents. This mean that residents of Enugu metropolis though privileged to possess other media of communication still preferred to a large extent the messages delivered through the television medium for sourcing of Airtel advertisements amongst other information needs of the people with 118 respondents and an average of 32. This is in line with a study entitled Kehinde Oladele Joseph in 2016, noted that the frequency of advertising has effects on customer's purchase of a product, amongst others. Therefore, frequent exposure to Airtel advertisement in Enugu state can actually prompt patronage of residents to the company.

Findings from this study showed that respondents from Enugu metropolis perception on Airtel advertisements can be said to be positive as these advertisement programs especially in the visual contents are often humorous and laced with too much family drama which often ends with compromise emphasizing unity in diversity. This therefore means that a total number of 111 respondents of 30.4% percent respondents agrees that advertisements from Airtel mobile network is interesting and therefore deserves some accolades that may or may not translate to patronage by residents of Enugu metropolis. Also, respondents from Enugu metropolis responses effectively towards Airtel advertisement campaigns with regards to different products and services provided by the company for public consumption translating into sales and patronage by respondents in Enugu state metropolis. It can therefore be said that the people of Enugu metropolis perceive advertising programmes on Airtel products and services as Credible and quality delivery based on past and current track records of the company in Nigeria and Enugu state in particular. This is in line with the study by Amah, E., Ogunnaike, O. O., Ayeni, A. W., & Ojo, M. (2017), *A Thematic Analysis of Advertisement in the Telecommunication Industry* which revealed that the advertisements adopt emotional (love, celebrity appearance, music, comedy, humor, drama) and rational appeal to persuade the subscribers. Moreover, the themes of the advertisements focus on accomplishment and improve service regarding call charges, network coverage, network quality, and customer service. It further shows that these strategies employed by the telecommunication industry are capable of influencing the choice of the subscribers in the Nigerian market. Therefore, perception of residents of Enugu metropolis with regards to advertising programmes by Airtel products and services can be altered in the positive or negative light as the case maybe.

Findings from this study revealed that attitude of respondents from Enugu metropolis towards Airtel advertisements affects the marketing strategies of the company greatly in the case of marketing of the different services and goods which are made available for public consumption greatly as majority of the respondents that is 107 respondents which is 29.3% agrees to this assertion made by the researcher. Also, it is believed that respondents from Enugu metropolis believed that majority of the Airtel advertisement packaged and presented for audience can be said to relatively sincere as most of the advertised products and services often meets up to the consumers expectation and presupposed standards the during the course of the advertisement as most advertisements are often termed as packaged lies. This therefore means that majority of the respondents that is 89 persons with an average of 24.4% strongly agree that Airtel advertisements are often sincere. Furthermore, respondents from Enugu metropolis believes that Airtel mobile network packages and present their product and services properly and efficiently clearly stating the components and benefits of each services and products created and developed by the company with the primary goal of making the lives of their consumers better while representing the company in a positive light to a global audience Respondents from Enugu metropolis believes that Airtel adverts are interesting, educative, entertaining and informative which is geared not only towards sales but to an extent creating brand awareness and retention in consumers' minds by creating advertisement which a large sector of the audience can relate to.

This is in line with a study conducted by Prasanna Kumar and Venkateswara Raju (2013) entitled *The Role of Advertising in Customers Decision Making* which revealed that the view of the role of additional information in consumer purchase decision has implications for advertising. An advertisement reaching a potential buyer while the buyer is seeking information will have a greater impact, since the buyer is spared the time and effort needed to seek out this information himself and is less likely to turn to competing brand advertisements to obtain the additional information. In other words, buyers are generally more responsive to different brand advertisements while they are seeking information on these brands. Therefore, attitude of Airtel audience especially Enugu metropolis residents is usually based on their exposure to Airtel adverts on Airtel products and services so it is advised that Airtel mobile network company do not just improve on the advertisement strategies but also on their service delivery rates to ensure that they maintain a profitable consumer base.

CONCLUSION

Considering the fact that majority of respondents revealed that their level of exposure to different Airtel mobile network advertisements is considerably high based on the fact that they are mostly exposed to Airtel mobile network advertisements through the different channels of communication, as often times these advertisements from this mobile network is laced with lot of entertainment especially with family humor amidst its informative and educative potential. It can therefore be said that frequent exposure to Airtel advertisement in Enugu Metropolis can actually prompt patronage of residents to the company.

Also, with regards to perception of residents of Enugu metropolis about advertising programmes by Airtel products and services, findings from this study showed that respondents from Enugu metropolis perception towards Airtel advertisements can be said to be positive as these advertisement programs especially in the visual contents are often humorous ad laced with too much family drama which often ends with compromise emphasizing unity in diversity. Airtel advertisement campaigns with regards to the different products and services provided by the company for public consumption have effectively done justice to the main aim and target in which the company owners developed and designed them. It can therefore be said that perception of residents of Enugu metropolis with regards to advertising programmes by Airtel products and services can be altered in the positive or negative light as the case may be.

Furthermore, with regards to the attitude of Airtel audience based on their exposure to Airtel adverts on Airtel products and services, findings from this study revealed that respondents from Enugu metropolis who are the primary target audiences of different services package and provided by Airtel company that their attitude towards Airtel advertisements Affects the marketing strategies of the company greatly in the case of marketing of the different services and goods which are made available for public consumption. Also, it is revealed that respondents from Enugu metropolis believed that majority of the Airtel advertisement packaged and presented for audience can be said to relatively sincere as most of the advertised products and services often meets up to the consumers expectation and presupposed standards during the course of the advertisement. Therefore, from the data collected and analyzed by the researcher, it can be said that attitude of Airtel audience especially residents of Enugu state metropolis based on their exposure to Airtel adverts on Airtel products and services is on a positive line though there are rooms for improvement by the company in aspect of service delivery and other areas.

RECOMMENDATIONS

1. It is recommended that the Airtel mobile company engage in frequent exposure to Airtel advertisements which incorporates a larger percentage of the residents who are of different class and status in Enugu state which can actually promote patronage of residents to the company.
2. It is also recommended that the Airtel mobile network continue on the right track while still improving on the other outlets of service deliveries and consumers engagement beyond advertisement to ensure that perception of its consumers with regards to advertising programmes by Airtel products and services remains positive to a certain degree.
3. Furthermore, it is recommended that, the standards which the company has set for itself in the minds of the audience be maintained giving room only for growth not decline in terms of service delivery though there are rooms for improvement by the company in aspect of service delivery and other areas.



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4

***POLITICSPRENEURS* AND POLITICAL VIOLENCE IN BUILD-UP TO POLLS, ON ELECTION DAY AND AFTERWARDS IN NIGERIA: MEDIA AS INTER- MEDIATING FORCES**

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ABSTRACT

Politicspreneurs are politicians who are involved in politics for self-gain. They are mostly suspected as culprits in numerous problems raging the political scene, including political violence that is growing at an alarming rate in Nigeria. This study investigated the causes of political violence in Nigeria; examined if politicians are the ones behind it, established the extent the media exacerbate political violence in Nigeria, and found out whether politicians actually join politics for their own selfish gains. The study focused on the Midwest zone of Nigeria (Edo and Delta States). It is a quantitative study that had its base on media framing theory. Findings from the study revealed that some of the causes of political violence include inadequate voter education, non-persecution of electoral offenders, failure of the justice system, poverty, quest for power, “do-or-die” posture, and others. It was confirmed that politicians are the brains behind most political violence. Further, results showed that 49.12% of the respondents believe that the media exacerbate political violence while 49.4% believe the media douse political violence. It concluded that election violence brings about the destruction of lives and property which invariably impinges negatively on the national development of any nation, and that the media can continue to impact positively on the nation’s electoral process and its democracy by continually campaigning against electoral violence. Recommendations made include media regulatory bodies making sure they monitor the media properly to ensure they carry out responsible reportage of events and responsible information-sharing among the citizenry. Also, electoral offenders, especially those caught in the act of fomenting violence, should be prosecuted to serve as a deterrent to potential perpetrators of violence.

Keywords: Elections, Media, Politics, *Politicspreneurs*, Violence



INTRODUCTION

The political scenes of nations are faced with myriad challenges; in Nigeria, they range from snatching and destruction of election materials, people posing as fake party agents, election monitors, and security men, illegal polling booths (some of which are even located in shrines and forests), vote-buying, thuggery, corrupt politicians conniving with equally corrupt electoral officers to falsify results, multiple voting, cyber-attacks targeting the Independent National Electoral Commission (INEC) databases (especially the voter register), political violence, kidnapping, manipulation of ethnic and religious influence to create instability and perpetuate hostility, vote-rigging, assassinations, and judicial process manipulation, political violence and other electoral crimes.

Actions like these are what made some people tag politics as a ‘dirty game’ (Aluko, 2019). They believe that these acts rob politics of her beauty and scare away decent people in society from participating in it. These actions smear politics with unpleasant anecdotes. The most vicious among the fore goings is political violence that comes with the extermination of human beings, and the destruction of property.

These problems exist within the context of ongoing political transformations globally. The United States of America is not left out in political violence as it was witnessed with the attack on Capitol Hill in 2020 by supporters of former President Donald Trump and the Republican Party. However, some of these problems, as they relate to Africa, especially Nigeria, is said to be a consequence of some politicians, better known as *politicspreneurs*, who are into politics because of what they will benefit from, not necessarily because they want to serve the interests of the electorate. They do not respect the democratic process. Guanah (2021) equates them with most African leaders who are out to be served instead of them serving the people who voted them into office, or, as in most cases, people whom they forced themselves over by rigging and manipulating elections to their favour. Guanah (2021) declares that “some of these leaders are more interested in their comfort and that of members of their families and friends” (p. 21).

While recognising that political challenges are everywhere, there is the need to address the issue of political violence. Political assassinations, voter intimidation, intra and inter-party conflicts, and community disturbances have all occurred in previous election cycles in Nigeria. Politicians are implicated as perpetrators, promoters, and sponsors of most political violence (Onwudiwe & Berwind-Dart, 2010; Guanah, 2022). Violence has always been associated with elections and politics in Nigeria. Taft and Haken (2018) substantiate this when they claim that electoral violence in Nigeria extends back over a century, from indirect British control through post-independence and a succession of military regimes and civilian republics. They declare that “more often, however, it has been the result of orchestrated violence, where citizens, especially youth, are manipulated, coerced, or co-opted by powerbrokers” (p. 7).

No doubt, these ‘powerbrokers’ are *politicspreneurs*. They have turned a civil exercise into a war by shedding the blood of innocent voters on the altar of elections.

According to Gbinije (2018), these are politicians with the mindset that “politics is a do-or-die game, hideous power tussle and a mutually assured destruction for all, through the acquisition of power, by all means, must be completely removed and excoriated from his/her political psyche” (p.2). He asserts they are deceitful and seek to win elections by any means necessary. Today's reality is that elections are being held at the expense of people's lives, with bankrolled hooligans wreaking havoc on unarmed citizens.

Though politics is characterized as a fight for power, this does not imply that power is seized violently. It entails a person putting his or her popularity to the test via the ballot box (election). However, in many locations, elections are now accompanied by high levels of violence, including bombs, harassment, hate speeches, outrageous claims, and other underhanded techniques used by political gladiators and their stooges. It is so bad that election seasons in Nigeria are now seen as “a true season of violence, mayhem, and our legacy pattern of electoral killings and destructions” (Premium Times, 2015, p.1). Whether we like to admit it or not, those who pervert the sanctity of the political process are always triggers of political violence and breakdown of law and order in any society.

In all these, what roles do the media play in the fight against political violence? On the other hand, how have the media assisted in aiding and abetting political violence directly or indirectly through their reportage of stories? In the past, the conventional media could be indicted as silent promoters of political violence, but has the advent of social media platforms (arms of the media) exacerbated the explosion of both spur-of-the-moment and well-thought-out and planned political violence? These are the focus this study intended to elucidate.

STATEMENT OF THE PROBLEM

Nigeria's electoral process has devolved into a farce due to the numerous issues that have arisen. Ballot box stuffing, election disturbance by firing at polling centres or the neighborhood to scare away potential voters have been the norm before, during, and after elections. There has also been widespread voter intimidation, organised thuggery, spreading fear across communities in the run-up to elections, physical attacks on INEC officials and facilities, attacks on security personnel on election duty, misuse of security orderlies by politicians, attacks on political opponents, and so on. The summary is that elections in Nigeria are associated with violence. Nigeria's political situation does not portray the country well to the international community such that the former President of the United States of America, Donald Trump, had to refer to Nigeria as “... one country that has a robust history of election infractions and I have taken my time to study how they do it” (Hope for Nigeria, 2016, p.1).

The media may also be held liable for seemingly not living up to their responsibilities to society during the electoral process. They may be indicted because they provide the platforms for people who deliver hate and dangerous speeches and incite people to take to arms to cause violence as affirmed to by Lanre Arogundade, the Director of the International Press Centre (Adewakun & Arogundade, 2015).

OBJECTIVES OF THE STUDY

The objectives of this study were to:

1. Identify the major causes of political violence in Nigeria;
2. examine if politicians are the ones really behind political violence, and
3. establish the extent the media exacerbate political violence in Nigeria.
4. find out whether politicians actually join politics for their own selfish gains.

THEORETICAL STANDPOINT

This study is hinged on Media Framing theory. The theory has its roots in the agenda-setting theory, and both have the intention of calling the public's attention to issues they consider to be salient, thereby deliberately, or inadvertently setting agenda. The theory emerged through the field of sociology in the 1960s. It is now multidisciplinary, and through this theory media effects can be explained and studied

In media framing theory, framing is viewed in the context of news production by the media and news interpretation by the audience (Scheufele, 1999; Gorp, 2007; Scheufele & Tewksbury, 2007). The media framing theory is predicated on the thesis that the media, and more specifically journalists, give their interpretations of news stories through the angle they choose to write or tell the news stories from (called frame). This is usually a conscious, sometimes subjective choice by journalists, and this, in turn, influences how the public understands, interprets and forms opinions about social issues. Hence, scholars like Chong and Druckman (2007), and Gross and Aolain (2014) opine that information can be framed to manipulate the interpretation, or the likely perspective of the audience, or develop a particular conceptualisation of an issue or event.

Framing in media studies has been described and analysed variously, but that given by Entman (1993) is quite encompassing. It states that: Framing is to select some aspects of a perceived reality and make them more salient in a communicating text, in such a way as to promote a particular problem definition, causal interpretation, moral evaluation, and/or treatment recommendation" (p. 52).

To Gamson and Mogigliani (1989), a media frame is a primary organising notion or plot thread that offers to mean to an unfolding strip of events while individual frames, on the other hand, are mechanisms that help humans to swiftly recognise and classify information. However, Pan and Kosicki (1993, p. 57) explain frame in a psychological perspective, seeing it "as the placement of information in a unique context so that certain elements of the issue get a greater allocation of an individual's cognitive resources."

Media framing and representation are critical in media discourse because all media contents are skewed in one way or the other according to the way they are framed for the public to view the way the media sees it. This occurs when issues are presented to the media in a way that the public does not want to see them. Hence Dearing and Rogers (1992) point out that "issues framing are the subtle selection of certain aspects of an issue by making the media to make them more important and thus, emphasise a particular cause of some phenomenon" (p.63). Equally, Pan and Kosicki submit that

framing allows "the selected elements to become important in influencing individuals' judgments" (as cited in Linstrom & Marais, 2012, p. 25). Meanwhile, in explaining the concept of framing in the news making process, Tuchman uses the analogy of a window frame and describes news as:

a window whose frame limits the perception of reality by limiting the perception of different realities and focusing on a specific piece of it. As a result of these processes, some aspects of the reality perceived through the news will be more prominent than others (Ardevol-Abreu, 2015, p. 424).

When the media frame a story, it implies that they are portraying it in a way that achieves planned effects and interpretations, which in turn impact how the audience perceive the story. The view developed by the audience as a result of exposure to a framed story is unlikely to be the same as the one formed if the story is not framed. No wonder Griffin (as cited in Ogwo & Alferd, 2018, p. 8) explains framing as "the process of calling attention to some aspects of reality while obscuring others which might lead to different reactions." The way the media frame stories aptly describe why they are constantly referred to as the gatekeeper that organise and present ideas, events, and topics they cover (Davie, 2010).

This theory is relevant to this study because the way the media frame political news and stories can go a long way to determine if there will be political violence or not. If the media frame (twist) stories that tend to provoke an opposition political party or an aspirant and his supporters to take up arms because they have been 'cheated' in an election, the media will indirectly be calling for anarchy.

In the same vein, there are ways the media would report stories, which ordinarily would have provoked violence, and the people will still be calm, and decide to seek redress through legitimate means, like going to court or an election tribunal to reclaim their 'stolen mandate' freely given to them by the electorate instead of resorting to violence.

POLITICAL VIOLENCE IN NIGERIA'S ELECTIONS

In Nigeria, election seasons are best defined as a time of 'war.' Elections are often fraught with problems. Hatred and apathy pervade the atmosphere, which is constantly deepened by heated confrontations, power struggles, and cacophony, as people fight for political space and authority. Re-echoing the fear of stakeholders and observers of Nigeria's general elections, a one-time president of the Nigerian Guild of Editors, Femi Adesina, raised the alarm that, "Nobody is safe. Not the voter, not the journalist, not anybody!" (Nkanga, 2017, p.2).

Some politicians that want to gain political power will do everything to get it, including spilling blood. They possess a "we must win at all cost mentality", therefore they incite their supporters to take to violence at will. Reuben Abati, a one-time Deputy Governorship candidate in Ogun State, Nigeria, attests that to win elections in Nigeria, one needs thugs, among other things, for protection because one can get killed by assassins sent by opponents who also want the same position (Abati, 2018). Winston Churchill, British statesman and author, war prime minister from 1940-1945 and 1951-

1955 once said, "Politics is almost, as exciting as war and quite as dangerous – as in war, you can only be killed once, but in politics many times. The greatest life lesson is to know that even fools are right sometimes" (as cited in Kwakpovwe, 2015, p. 114). Is this the situation with Nigeria's politics?

Violence has always been an integral part of Nigeria's politics. The political dispute between Chief Obafemi Awolowo and Chief Akintola in Western Nigeria in 1962, turned the region into "The Wild, Wild West" through the use of "Operation Wetie," in which human beings and buildings were doused with petrol and set ablaze, exemplified the role of violence in Nigerian politics. This conduct is referred to as "neck-lacing" by Nwobu (2013) involved lighting tyres that have been soaked in gasoline and wrapped around someone's neck.

The first instances of electoral violence, according to Country Data (as cited in Taft & Haken, 2018), occurred when the Nigerian National Alliance (NNA) secured a large win in legislative elections in the Western Region despite extensive claims of vote irregularities. In the six months after the elections, it resulted in violence that cost the lives of an estimated two thousand individuals. Rigging was one of the remote causes of the first coup d'état in Nigeria which ushered in the military. This came as a fallout of this election.

Massive violence erupted in 1993 general elections after General Ibrahim Babangida's military rule nullified the presidential election won by Chief Moshood Abiola of the Social Democratic Party (SDP) on June 12. Also, electoral violence erupted in early 2003, just before the elections that year, killing at least a hundred people (Human Rights Watch, 2004). According to the European Union, electoral violence increased in 2007 (CNN, 2011). Houses and business premises of opponents were burned in locations like Daura, Katsina State, Benue State, Kano State, and other regions of the country during the 2007 general elections (Human Rights Watch, 2007; National Democratic Institute, 2007).

Nigeria's 2011 elections, according to Taft and Haken (2018), were the most violent in the country's modern history, with over 800 people dead in only three days following the presidential election. The defeat of Muhammadu Buhari, who ran under the Congress for Progressive Change (CPC), to Goodluck Jonathan of the People's Democratic Party (PDP), sparked the violence. The 2011 elections, according to the Council on Foreign Relations (2016) and Reuters (2011), were the bloodiest in the country since the 1967-70 civil war.

MEDIA AND POLITICAL REPORTAGE

The media play a significant role when it comes to elections anywhere in the world. Describing the power that the media wields, Bo (2006), citing Lang and Lang posits, "the media force attention to certain issues. They build up images of political figures. They are constantly presenting objects, suggesting what individuals should think about, know about, having feeling about." (p.66). The mass media have played and will continue to play, a significant part in the body-polity of any nation. Reporters, editors, and journalists are interested in the dynamics of giving expression to issues

through display, prominence, consistency, editorial, news commentary, analysis, cartoons, and tucking in of stories inside pages or outright spiking of stories and even photographs in political reporting (Nwa-bueze, 2011). However, there is an aspect of elections that the media need to be wary of, which is sensitive conflict reporting. The electorate believe whatever information they get from the media is authentic, therefore the media have to be matured and professional in the reportage of political events. People like Uduaghan (2013) believe that journalists are the only professionals with the constitutionally recognised responsibility of keeping the country safe and sane, and who weigh what to write, what must be published or broadcast in the national interest, and what to keep out of the public consciousness, all in the national interest. As a result, the media must be responsible enough to know what to cover and what should not be reported since it might lead to violence.

When it comes to incendiary words made by politicians, the media must be careful in their reporting since unguarded utterances by political players have had severe implications on the politics of nations all over the world. These statements have frequently resulted in violence. Nigeria has not been spared this misery. This made the former Chief Justice of the Federation, Justice Mohammed Uwais, assert during a forum put together by the National Broadcasting Corporation (NBC) and the Independent National Electoral Commission (INEC) that, "The media can be a source of conflict and instability in a society" (Guanah, 2014, p.3).

When the electorate is bombarded with news stories about politicians making incendiary comments, it can breed skepticism, which can lead to violence and bloodshed. If media reports ignite violence that leads to the destruction of lives and property whom will those elected preside over? For the sake of the country's unity, the media must conduct themselves professionally. Hence Nwodu (2003) wonders:

To think that we can achieve functional stable and sustainable democratic society where our cooperate existence as an invisible geographical entity is subjected to frequent threat or collapse via inflammatory mass media reports, would be asking for the moon (p. 55).

The media possess the power in determining what happens in society, therefore, they must do all within their means to curb activities that can lead to political violence.

SOME CAUSES OF POLITICAL VIOLENCE IN NIGERIA

Conflict, which Burton (as cited in Onuselogu, 2012) describes as the inevitable rivalry between two or more parties for finite resources, power, and prestige, is a derivation of violence. Parties in a dispute feel they have irreconcilable aims, and their purpose is to neutralise, gain an advantage over, harm, or destroy the other. This explains the term "negative conflict," which refers to damaging confrontation. This form of conflict is described by Stagner (1995) as a violent collision, a struggle or contest, a war, a mental struggle, and being in opposition or fighting. He advises that this form of confrontation should be avoided since it is extremely harmful and can result in a decline in National Development Projects in particular.

Electoral rigging is a major cause of election violence in Nigeria. According to Popoola (2003), the 1964/65 Federal and Western Region election in Nigeria was badly rigged, resulting in violence in several sections of the region on election day; after the conclusion of polling, two political parties (AG and NNDP) claimed victory and created parallel administrations. Meanwhile, the release of election results that are suspected of being rigged might lead to violence. In the past, election rigging has resulted in a high level of political violence.

When the electoral process is marred by major fraud and electoral malpractices, political fury can emerge, leaving a trail of casualties and posing a danger to Nigeria's political democratic stability (Odion & Uhumwangho, 2009). Political rage manifests itself in any form that threatens the peace, order, and stability of a community, state, or nation (Beetham, 2000). Politicians appear to be either unaware of or bothered by the provisions of the 2010 Electoral Act, which criminalises violence as a political tactic and makes it punishable under the law, in addition to other criminal and penal codes.

Actions like the foregoing have made many Nigerians become cynical and apathetic to the political process and would prefer to stay at home to watch the Television or sleep on election days because they have concluded their votes may not count. Those who cannot continue the stomach the impunity on the part of politicians may go violent. Ughamadu (2012) explains that where the legitimate desires of individuals are denied, either directly or by the indirect consequence of the way the society is structured, the feeling of disappointment may lead such individuals to express their anger "through violence that will be directed at those he holds responsible or people who are directly or indirectly related to them" (p. 89).

Another major cause of election violence in Nigeria is the inciting statements being made by politicians, either subtly or overtly, to provoke their supporters. A good example of this is the statement credited to a former Minister of the Federal Capital Territory (FCT) and Deputy General Secretary of All Progressives Congress (APC), Mallam Nasir El-Rufai, who threatened that the 2015 general elections would be violent, warning that, "The next election is likely to be violent and many people are likely going to die (in the process). And the only alternative left to get power is to take it by force; this is the reality on the ground" (El-Rufai, 2014, p.2).

It can also be recalled that presidential candidate of All Progressive Congress (APC) Muhammadu Bahari promised to make Nigeria ungovernable if he lost the 2011 presidential election, which he lost and which has made many people attribute the present insurgency in the North-Eastern part of Nigeria to his statement. Muhammadu Bahari, who was the presidential candidate of the Congress of Progressive Change (CPC), in 2012, also promised fire and brimstone upon Nigeria if the 2015 elections were rigged. Binnyat (2012) of the *Vanguard* newspaper reported Buhari to have said inter alia, "God willing, by 2015, something will happen. They either conduct a free and fair election or they go a very disgraceful way". Buhari said further, "If what happened in 2011 (alleged rigging) should again happen in 2015, by the grace of God, the dog and the baboon would all be soaked in blood" (p.1). Such a provocative statement from a former Head of State of Nigeria tends to cause a lot of violence across the country.

Ballot box stuffing, personality and ideological disagreements or clashes among powerful members of political parties, and the imposition of unpopular candidates are all factors that contribute to election violence. When the electorate's demands are ignored due to improper manipulation of the election process under whatever pretense, they may become enraged and resort to violence. Dollard (as cited in Nwabueze, Guanah, & Egbra, 2014) believes that violence occurs when people's wants, expectations, and goals are not satisfied, which can lead to frustration and aggression. Gur (as cited in Nwabueze, Guanah, and Egbra, 2014) adds that when disparity grows, as a result of seeking and realising, the likelihood of rage and violence grows as well. Such violence has its explanation in the Frustration theory.

This must be the reason Olumhense (2010) is angry that when Nigerians vote, their votes do not count, because elections are predetermined; that is why he warned that Nigeria, through the scorched-earth greed of its ruling elite, is heading for the kind of chaos that will end in the rivers of blood and that the revolution is guaranteed to eliminate the guilty without necessarily sparing the innocent.

Politicians' portrayals of themselves frequently lead to violence. According to Lukman (2013), the politician is projected to embody everything negative and corrupt, as evidenced by mismanagement and theft of public funds. During electioneering campaigns, they flaunt their ill-gotten gains. They come with money, posing as saints and pious persons and giving (bribing?) the electorate money to lure and purchase their votes. Such actions have the potential to incite a segment of the public, whether supportive or critical of such leaders, to cause problems at polling stations.

Sometimes, people take to violence after elections because they feel that is the only way they can fight for their rights instead of taking their grievances to the law court. They believe that they cannot get "justice" from the court at the end of the day but "judgement" which, most times, are based on technicalities and not facts. When this happens, they take laws into their hands. The judiciary must ensure it acts as the last hope of the common man so that justice must be seen to have been done in the eyes of all at all times when it comes to election matters that are brought before the judiciary. Poverty and ignorance among the populace might make it simple for politicians to manipulate them. Poverty may drive people to do stupid things merely to please their Principals so they can obtain cash and food. Illiterate people do not know their right from their left, which leads them to do the wrong things. Hence, Pope Francis (as cited in Vanguard (2015), avows that "experience shows that violence, conflict and terrorism feed on fear, mistrust, and the despair born of poverty and frustration" (p.1). He, therefore, called on African leaders to tackle poverty as a key driver to eradicating conflict and violence.

METHODOLOGY

A survey research design was adopted for this study while a questionnaire was used as the instrument for data collection. The population for the study comprised of registered voters in elections in the Midwest region of Nigeria (Edo and Delta States). The total number of registered voters in Edo State is 2,210,534 while that of Delta State is 2,845,274 (Pulse Nigeria, 2019; Premium Times, 2020). This makes the population to

be 5,055,808. The sample size was determined using Cozby's (2004) Precision of Estimate table which was calculated using conservative assumptions about the nature of the true population values; it states that $\pm 5\%$, a population over 100,000 shall have a sample size of 384. Therefore the Sample Size for this study is 384. This sample size was divided proportionately between Edo and Delta States.

$$\begin{aligned} \text{Sample Size for Edo State} &= \frac{2,210,534 \times 384}{5,055,808} \\ &= 167.89 \text{ Approximately} = 168 \end{aligned}$$

$$\begin{aligned} \text{Sample Size for Delta State} &= \frac{2,845,274 \times 384}{5,055,808} \\ &= 216.10 \text{ Approximately} = 216 \end{aligned}$$

The researcher adopted the purposive sampling technique to select respondents whom copies of the questionnaire were eventually administered to. Out of the 384 copies of questionnaire given out, only 340 were returned, and found suitable to be analysed.

DATA PRESENTATION AND ANALYSIS

Tables and simple percentages were used to analyse the data.

Table 1: Some causes of political violence in Nigeria

Causes	Frequency	%
Inadequate voter-education	26	7.65
Poverty	25	7.35
Non-persecution of electoral offenders	23	6.77
Failure of the justice system	24	7.06
INEC's flaws	22	6.47
Quest for power	35	10.29
Do or Die posture	40	11.76
Religion & Ethnicity	27	7.94
Unfulfilled electoral promises	23	6.77
Rigging	42	12.35
Godfatherism	22	6.47
Inter & Intra Party Feuds	31	9.12
Total	340	100

Source: Field Survey, 2022

The implication of Table 1 is that political violence in Nigeria is caused by many factors, ranging from those that involve the electorate, politicians, government, and the election umpire, INEC. The major ones are the “do or die” postures of some politicians, rigging, and inadequate voter-education.

SUMMARY RESPONSE OF TABLE 2

Likert - type five points rating scale and dichotomous was used: 5= Strongly Agree (SA), 4=Agree (A), 3= Undecided (U), 2= Strongly Disagree (SD), and 1= Disagree (D) responses as well as open ended questions. To measure perceptions, respondents were asked to indicate level of agreement with respect to the question asked using the Likert- type scale with 5= Strongly Agree (SA), 4=Agree (A), 3= Undecided (U), 2= Strongly Disagree (SD), and 1= Disagree (D).

Table 2: Whether politicians are the ones really behind political violence

Responses	Frequency	%
Strongly Agree (SA-5)	195	57.35
Agree (A-4)	89	26.18
Undecided (U-3)	3	0.88
Strongly Disagree (SD-2)	19	5.59
Disagree (D-1)	34	10.00
Total	340	100

Source: Field Survey, 2022

When Likert - type five points rating scale was used to summarise the respondents' responses, it shows thus: SA- 975, A-356, U-9, SD-38, and D-34. The data in Table 2 therefore demonstrates that politicians are the culprits who are instigating and sponsoring most of the political violence in Nigeria.

Table 3: The extent the media exacerbate political violence in Nigeria.

Responses	Frequency	%
Very High Extent	84	24.71
High Extent	83	24.41
Undecided	5	1.48
Low Extent	86	25.29
Very Low Extent	82	24.11
Total	340	100

Source: Field Survey, 2022

Table 3 shows that the media are found culpable, to some extent, as part of the promoters of political violence in Nigeria.

Table 4: Whether politicians actually join politics for their own selfish gains.

Responses	Frequency	%
Strongly Agree	186	54.71
Agree	98	28.82
Undecided	4	1.18
Strongly Disagree	24	7.06
Disagree	28	8.23
Total	340	100

Source: Field Survey, 2022

Table 4 indicates that most politicians take to politics for egocentric reasons, though they do claim they are out to serve the masses.

DISCUSSION OF FINDINGS

The first objective of this study was to identify the causes of political violence in Nigeria. Results show that the causes are many; they include inadequate voter education, non-persecution of electoral offenders, failure of the justice system, poverty, INEC's flaws, quest for power, "do-or-die" posture, religion and ethnicity, unsullied electoral promises, rigging, godfatherism, inter and intraparty squabbles, lack of political will by the government to prosecute the offenders, and many more. This finding aligns with the assertion of Taft and Haken (2018) that violence was encouraged by religious, ethnic, and regional lines. According to them, the combination of these factors creates an environment in which youth may be manipulated by violent groups and political leaders to engage in political and electoral violence.

In a similar vein, Naij.com (2016a) argues that the failure of the judicial system to punish electoral offenders who have been indicted for electoral violence in the past encourages politicians to act with impunity. This has led them to believe that they can get away with any form of violence during the electioneering season.

The quest for power leads to political violence. The former chairman of the Independent National Electoral Commission (INEC), Professor Attahiru Jega, also confirms the "do-or-die" posture politicians display in wanting to win elections by all means, which can also result in violence. He discloses that "Nigeria has a special breed of politicians (Militicians). They generally tend to believe that political power through elections has to be 'captured,' and this has to be done by hook or by crook; and by any means necessary" (Daniel, 2015, p.1).

Onwudiwe and Berwind-Dart (2010) add that intra party feud do lead to violence. This happens most times among party factions before the party primaries, and its intensity correlates positively with the party's political influence. Hence Ayo Obe (as cited by Onwudiwe & Berwind-Dart, 2010) submits that "Where a party holds power, the level of strife within that party tends to be greater" (p. 5). Electing those to represent political parties in general elections is accompanied by violent attacks by party mem-

bers on one another. The selection of party representatives is the first point of disagreement. Inter-party violence is said to occur mostly after political party primaries and elections when supporters of opposing candidates think the election was rigged against them.

The second objective of this study set out to examine if politicians are the ones really behind political violence. The information gathered from the field revealed that, of a truth, politicians are the brains behind most political violence in Nigeria. When Likert - type five points rating scale was used to summarise the respondents' responses, it showed that 975 Strongly agreed, 356 Agreed, 9 were undecided, 38 strongly disagreed, and 34 disagreed. This finding is consistent with the stand of the former chairman of the INEC, Professor Attahiru Jega, whom Daniel (2015) quoted as declaring, "INEC faced perhaps its greatest challenge in containing the predisposition and reckless mindset of Nigerian politicians. Any wonder then that our political arena increasingly resembled a bloody battlefield, with maiming, killing, burning, and unimaginable destruction of lives and property" (p.2). Falodi (2016) also asserts that violent activities during elections are allegedly sponsored by angry and selfish politicians.

These politicians are flippant with words, and they incite their supporters to commit violent acts. For instance, Magnus-Abe, the All Progressive Congress (APC) candidate for Rivers South-East Senatorial District, was alleged in 2016 to have directed the members of the APC in Rivers State to fight, kill, cause trouble, and conduct themselves violently during elections in Rivers State (Naij.com, 2016b). In 2015, Premium Times (2015) quoted Governor Sule Lamido of Jigawa, as asking party supporters not to "spare" any non-PDP member who misbehaves in the build-up to the polls, on election day and afterward. Citing the *Daily Post*, newspaper, Premium Times (2015) also quotes the then governor of Katsina state, Shehu Shema, as calling on his supporters to kill and crush political opponents, whom he described as "cockroaches" (p.2). Also, Ladigbolu (2013) quotes a former Vice President of Nigeria, Atiku Abubakar, as engaging in language of violence when he said that, "those who make peaceful changes impossible make violent changes inevitable" (p.5). That was when he lost his bid to contest as the presidential candidate of the People's Democratic Party (PDP).

When politicians make inciting statements like these, numerous unemployed youth and gullible party members serve as standby foot soldiers to carry out the mayhem of destroying lives and property. Some of them are given intoxicating drugs and arms to perpetrate violence. Ladigbolu (2013) refers to the former vice president as disclosing that the People's Democratic Party (PDP) governors bought guns for thugs. According to Atiku, "when we formed the PDP and candidates emerged, the Governors earmarked huge amounts of money to buy arms for youth groups to use them in winning the election. I met and told them that if they used them and after winning the election, they fail to provide them with jobs, they rise against the people in their states" (as cited in Ladigbolu, 2013, p.5). The major reason desperate politicians promote violence is just in a bid to acquire and retain power by all means.

The third objective of this study sort to establish the extent the media exacerbate political violence in Nigeria. Data gleaned indicated that 49.12% of the respondents believe that the media exacerbate political violence while 49.4% do not agree, rather, they believe the media douse political violence. Agreeing to the fact that the failings

of the 2015 general elections were attributed largely to the role the media played at the heat of those elections, the Centre for Information Technology and Development (CITAD), in partnership with the International Press Centre (IPC) had to organise a workshop tagged, 'Media Sensitisation on Hate and Dangerous Speech,' to "guide against a re-occurrence of 'some ugly episodes' in the media during the last general elections and beat the industry back to track" (Adewakun & Aregundade, 2015, p.1).

Violence has been a part of Nigeria's body polity since the country's inception, and the media are blamed for promoting it. Political parties have been involved in different types of animosity for a long time, which the media have helped to choreograph. As a result, Lanre Arogundade, the Director of the International Press Centre (IPC), chastised the nation's media for failing to live up to their social obligation, as some of them continue to allow hatred and hazardous statements into their space (Adewakun & Aregundade, 2015).

While blaming the media, both traditional and new, for devoting significant space and time to hate and dangerous speeches during the 2015 general elections, Abdulganiyu Rufai, Executive Director of the Centre for Information Technology and Development (CITAD), believes that to truly advance media development, hate speech must be given top priority. Rufai defined dangerous speech as "that which denigrates people based on their membership in a group, such as ethnic or religious," and argued that such speech is always considered dangerous because it has the potential to mobilize actions, particularly when spoken by a powerful member of society with a high degree of influence on that society. While identifying words such as: discriminate, loot, beat, kill, forceful eviction and others as some of the profiles of hate speech, the CITAD boss disclosed that 36 per cent of such speeches used in the past, had led to violence (Adewakun & Aregundade, 2015).

Furthermore, if the media ownership aspect is projected in covering political news, it may result in unresolved conflicts, putting election reporting's impartiality in jeopardy. It is critical that the public trusts media outlets, especially when it comes to news regarding election violence, and that the media remain fair and unbiased in depicting disputes to enlighten rather than inflame (Onwudiwe & Berwind-Dart, 2010). As a result, "a vibrant and socially responsible mass media can be a safe and ideal forum for conflict analysis, management and resolution" according to Abalaja (2007, p.39).

The volatile nature of the Internet, as represented by various social media platforms, has brought about the preponderance of hate and dangerous speeches. Inflammatory statements being made by politicians are re-echoed by social media, and this has caused a lot of political violence. The Director-General, National Broadcasting Commission (NBC), Modibbo Kawu, says social media remain the biggest source of incitement and distribution of unsubstantiated crudely insensitive reports in the country. He said, "I must now draw our attention to the now evident—not emerging anymore – danger of the insensitivity of the social media. It does not even pretend to have any ethical foundations, and it does not give a damn about it. I will indulge us to investigate this disturbing trend" (Premium Times, 2017, p.2). This indicates that social media have a dual utility of peace and violence. They can be deployed to attain peace, they can also be used to stare up violence and rancour in society.

For instance, following Goodluck Jonathan's re-election in 2011, around 800 people were said to have been killed in three days of violence that followed. Misinformation conveyed via social media, notably by SMS, was said to have exacerbated the violence (Yar'Adua Foundation, 2012). This event exemplifies how mobile phones and social media may be used for evil or harmful purposes.

The media can enhance violence-free elections by promoting more balanced and inclusive coverage of political events. They should avoid reports that are capable of stimulating and inciting violence, especially in how stories are framed. They need to report in ways that will not exacerbate tension in the country. As a result, Dr. Tunde Akanni, a lecturer at Lagos State University in Lagos, urges journalists to avoid conflict-inducing reportage to contribute to national peace. He encourages journalists to always speak the truth, rather than succumbing to Peace Journalism's concessions. This, he claims, can be accomplished if journalists find a method to balance their reporting and avoid allowing preconceived beliefs to influence it (Elusoji, 2019).

Additionally, the research's fourth objective's finding showed that politicians venture into politics primarily for egotistical gain. Some people who were impoverished before entering politics overnight became mansion owners and billionaires. This finding is supported by Ambassador Ibrahim Musa Kazaure, a former minister of works, who claimed that several Nigerian politicians, including himself, deserved to go to jail for failing the nation by embezzling public funds. He acknowledged that all Nigerian politicians were the same, highlighting the fact that none had the people's sincere interest at heart. He adds that "Iwe have cheated Nigeria and her poor masses" (Ochogwu, 2022, p.2). Bola Tinubu, a former governor of Lagos state, also stated that he will not be deterred from running for president of Nigeria by threats. He declared himself willing to engage in unsavory tactics if necessary to achieve his goal of becoming the next president of Nigeria (Adeyanju, 2022). This shows a sign of self-aggrandizement, and not for service to humanity.

The finding portrays an average Nigerian politician as a politicspreneur. His only occupation is politics, and if there are no political games to play, he will be left without a work or a livelihood. Some "professional politicians" and their hangers-on are so desperate to gain political power that they will use any means necessary, believing that doing so will ensure that they have food on the table. For some people, politics is their "full-time job," and if they lose, there is no way they can support their extravagant requirements. Some of them take out loans and borrow money to fund their campaigning. Some even sell their property in the hopes that they will be able to buy it back after winning the elections. However, if they see that the odds are stacked against them, and that they are losing as the election results come in, they may get violent out of resentment.

CONCLUSION

Election violence brings about the destruction of lives and property which invariably impinges negatively on the national development of any nation or society. Therefore, anything or action that might lead to election-related violence must be avoided, and when violence is expected, it should be averted through conflict resolution processes.

Since conflict cannot be separated from the politics of human existence, the essence of conflict resolution and management must always be in place. Whatever the case may be, the establishment of true democracy in Nigerian politics, as well as the complete elimination of rigging and the imposition of candidates on the electorate, would go a long way toward ensuring long-term good governance and democracy, as well as peace and national development.

The enshrinement of the rule of law in our democratic domain would eradicate constant oppression, assassination, arbitrary arrest and imprisonment, extrajudicial murders, and other social problems that characterise politics and impede national growth. Instead of attempting to gain power by violence, politicians should sell their manifestos to the people and allow citizens to vote for their preferred candidates.

By consistently advocating against electoral violence and maintaining the essence of peace before, during, and after elections, the media may continue to have a beneficial influence on the nation's electoral process and democracy. Nigeria may progressively progress towards having established legitimate elections and our democracy as a whole when the media work with other stakeholders.

RECOMMENDATIONS

1. Electoral offenders, particularly those caught in the act of fomenting violence, should face criminal charges to serve as a deterrent to other prospective violent perpetrators. Likewise, substantial voter and peace education should be conducted regularly throughout the country so as to reduce violence before, during, and after elections.
2. As a way to curb the activities of the politicians who promote violence, the findings of the Election Reform Committee (ERC) led by Honourable Justice Muhammadu Lawal Uwais (ret.) should be reconsidered and fully implemented to address the majority of the electoral system's flaws, including violence during elections.
3. In the run-up to elections, the media must periodically reduce possible threats. Media authorities and professional organisations must guarantee that the profession's standards are properly followed and that those who provide politicians access to their platforms to incite the people to violence be sanctioned appropriately. Also, media regulatory agencies should guarantee that the media is appropriately monitored to ensure that events are reported responsibly and information is shared responsibly among citizens.
4. People joining politics should do so with the clear mind to serve for public good, and not for egotistic reasons.



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5

INFLUENCE OF ADVERTISING IN ENHANCING THE VISIBILITY OF GODFREY OKOYE UNIVERSITY IN SOUTHEAST NIGERIA

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ABSTRACT

This study which sought to examine the influence of advertising in enhancing the visibility of Godfrey Okoye University, raised some specific objectives which were; to find out if people in Southeast Nigeria are exposed to adverts on Godfrey Okoye University, and determine if the advert of Godfrey Okoye University has increased the visibility of Godfrey Okoye University among residents in Southeast. The study was anchored on the cumulative media effects theory, while survey method was adopted as the research design of the study. The population of the study was the residents of the five States of Southeast Nigeria which is 21,955,414. The Australian online calculator was used to arrive at a sample size of 385. Using the multi stage sampling technique, the researchers were able to distribute the copies of the questionnaire to the various states in southeast, Nigeria. The questionnaire instrument was said to be reliable at value of 0.97. Result from data analysis revealed that, at a mean value of 2.4 (N=369), the extent to which respondents are exposed to adverts of Godfrey Okoye University was low. It was also found that, at an average mean of 2.4 (N=369), respondents were not able to remember or recall the adverts of Godfrey Okoye University. Further analysis revealed that, at an average mean of 2.4 (N=369) respondents were of the opinion that the adverts of Godfrey Okoye University have not increased the visibility of the institution. The researchers conclude that the advertising strategies of Godfrey Okoye University are not enough to enhance the visibility of Godfrey Okoye University in Southeast, Nigeria. It was therefore recommended that sustained and frequent advert on Godfrey Okoye University be carried out in all the states in southeast to improve

the visibility of the institution. The researchers recommended also that all adverts in billboards, newspapers, TV and Radio be structured in such a way that it will enhance the recall and retentiveness of the residents.

Keywords: Advertising, Godfrey Okoye University, Influence and Visibility



INTRODUCTION

There is no alternative to product/service visibility in the market other than through planned, strategic and consistent advertising. The needed visibility that a business needs can be effectively achieved through advertising. Scott (2014) noted that brand can become more visible through the use of advertising on social and traditional media by making sure that logos, slogans and advertising messages are consistent.

Onwude, Onyebuchi, Obayi and Okafor (2021) aver that the main aim of advertising is to influence the perception of consumers and prospective consumers. In essence, the ability of advertising to influence the perception consumers and prospective consumers, and subsequently induce them to patronize the intended product/services constitutes advertising success, because advertising aims to dig into the pocket of the individuals and induce purchase or influence a cause.

Bardi (2010), citing Daramola (2003, p.191) opines that the objective of advertising is to induce immediate action, to create liking and preference for a product or organization, and to create awareness about a product or service. Some advertisements also seek to build a respected corporate identity for a company, product, and brand name or make all familiar to the public. Devika (n.d.) notes that any advertisement devoid of persuasion is not part of advertising and should only be considered a communication aimed at disseminating some piece of information to the masses. This is why Onyebuchi, Anorue and Obayi (2017) noted that the influence of advertising is strong not minding whether it is targeted at children, youths or adults; adding that when adverts are targeted at youths and children, the youths and children turn around to influence their parents in line with the extent to which the advert has influenced them.

Advertising campaigns have three goals: inform, persuade, and remind consumers about a product/service (Prokpets, 2021). A factor that makes the target audience responsive to a product is when they can trust the organization sponsoring the advert and this is where institutional advertising comes in. This type of advertising help institutions to project themselves in a more acceptable and competent way before the general public. It makes sure that there is enough information about the organization so that it is findable by its required audience.

Godfrey Okoye University is a relative young private university in the southeastern part of Nigeria existing among other private universities in the region. This alone signifies strong competition in the education market environment. To weather the competition therefore, there is need for advertising among the institution. To create visibility, Godfrey Okoye University has engaged in advertising on several media platforms.

However, there are times when the university seem not to be able to meet up to its quota in student admission. In order case, some of the departments in the university also fall short of their quota due to insufficient students indicating interest. Yet, there are thousands of students who are not able to get into university on yearly bases in the southeast. This implies that the visibility of Godfrey Okoye University may not be obvious before the large potential customers in the market sphere. The competition in the market is real. Muuturah (2010) captured this competition when he stated that competition is one of the main challenges facing business organization. This is due to the fact that products offered by one organization are likely to be offered by so many other businesses. In order to make it in the competition, the businesses make effort to have a plan of action that will make them have an edge in the market, so as to attract and maintain customers.

STATEMENT OF THE PROBLEM

There was a time when schools did not need marketing because they relied solely on their reputation and word of mouth. That time is forever fading away because millennial parents are more tech-savvy and use the internet to support their decision making. Schools that don't actively market themselves are destined to be ignored by parents who would otherwise be greatly interested in what they have to offer (Combo, 2022).

It is on this premise that Godfrey Okoye University, knowing the importance of adverts, markets itself through flyers, billboards, social media, legacy media and news releases. But despite all these, the university seems to be relatively unknown by most of its target audience in Southeast, Nigeria. This means that customer patronage and enrollment rate of students into the university appears not to be at its optimum level. If this is so, then it means that the adverts strategies seem not to be doing the work of visibility as they should. Could this be because the messages are not properly coined to engage people? Could it be that the adverts are not targeted at the right audience? Could it also be that even though the adverts are for the target audience, the timing and location of the adverts are wrong? Or could there be other demographic or psychographic factors hindering the adverts from achieving its purpose?

RESEARCH QUESTIONS

In line with the foregoing, the following research questions were raised.

1. To what extent are people in the Southeast Nigeria exposed to adverts on Godfrey Okoye University?
2. Are they able to recall the advert messages of Godfrey Okoye University?
3. To what extent has the advert of Godfrey Okoye University increased the visibility of the institution among residents in Southeast, Nigeria?
4. What influence has the advert messages of Godfrey Okoye University on the patronage of the institution among residents of Southeast, Nigeria?

ADVERTISING, VISIBILITY AND PATRONAGE

The major aim of a flourishing business, corporation or brand is to increase its visibility before the customers and potential customers. Bhasin (2022), writing about the visibility of a brand, noted that brand visibility is the frequency at which the current customers and potential customers of a company is able to see, recognize and recall the brand. To create brand visibility, companies, firms and institutions employ different strategies including the use of advertising. These adverts can be placed on different marketing channels such as television, radio, newspapers, magazine, billboards, websites and social media platforms. Callihan (2022) avers that these adverts can be used to establish and build connection with customers and potential customers over time, thereby making the brand more memorable and reliable to the customers and potential customers with continued exposure. The beauty of this type of brand visibility is that it can be extended to educational sector.

With the growing competition in the educational sector, especially with the influx of private individual in to the industry, the need to constantly advertise educational services has increased. The tertiary education system has also had private individuals pushing for space to bring quality education to the people. In most cases, they do this through advertising. Educational advertising can be described as a kind of advertising aimed at promoting an educational institution in such a way that it drives up patronage and increases awareness of its existence among its target audience. Today, it is obvious that schools that don't actively market themselves are destined to be ignored by many millennial parents who would otherwise be greatly interested in what they have to offer (Combo, 2022). Colleges and universities would do well to ensure that students have the most relevant and comprehensive information they need to make a confident, well-informed decision about where to attend a higher-education institution (Whatley, 2022).

In introducing an educational brand to the target audience, the nature and medium of the advertising need to be selected carefully. When it comes to education, people want more customized messaging on what the school/institute offers. Also, when choosing an Institute, word-of-mouth and other specialized advertising media like the social media or direct marketing vis-à-vis mass advertising plays a more decisive role (Admin, 2018). While the mass media including display ads, outdoor media and press ads is a great way for creating general awareness about a school, it has its own limitations in delivering results when it comes to the education sector (Karsan, 2015). The focus of advertising in the educational sector, should not just be on academic development but the overall personality development avenues being provided by the institution (Karsan, 2015).

Godfrey Okoye University engages in different forms of advertisements to reach her target audience. Some of these adverts appear on billboards, radio, television, social media platforms etc. The central aim of these adverts is to increase the visibility of the institution and increase patronage from the target audience.

Several studies have shown that advertising has the potential to increase patronage for the company or institution advertising to the public. For instance, Sama (2019) aver

that newspapers advertisements affect all the five stages of consumer behaviour; adding that magazines and newspapers are effective media in influencing purchase and post-purchase behaviour of consumers. Similarly, Duru (2018) found that Diamond bank engages in various advertising strategies and these strategies were effective in contributing to the increase in the patronage of the bank. Nwonye (2017) also found that exposure to Star Larger Beer advertisements contributed heavily to the increasing consumption of the brand among Enugu North residents. Ogbuanu (2018), in his study found that television has a great influence on parents' choice of school for their children as most parents are exposed to use of television than any other broadcast medium thereby luring them into enrolling their children into schools they must have seen or heard over broadcast media adverts. Fortenberry and McGoldrick (2020), in their research work, noted that television and other legacy media may be effective in advertising, but might not be as strong as billboard advertising in creating consumer retention and recall.

THEORETICAL FRAMEWORK

This study is anchored on the Cumulative Media Effects Theory propounded by Elisabeth Noelle-Neumann, a German social scientist. The Cumulative Media Effects theory suggests that persuasive campaigns can be most effective when the message comes from a variety of sources and/or is repeated from the same source but over an extended period of time (Pearson Higher Education, n.d.). The implication of this theory is that customers or target audience stand a better chance of recalling an advert if it is repeated over a period of time and through various media channels.

This theory is related to this study because it explains how the continuous and steady advertising of Godfrey Okoye University over a long period of time will create a huge awareness for the university and in time produce the desires of the University management in terms of patronage. It also explains that the use of more than one media outlet or channel can also create massive awareness and elicit the desired visibility for the institution.

METHODOLOGY

The study adopted the survey method. The survey research method, according to Baran (1999), measures the characteristics, opinions or behaviors of a population by studying a small sample of the population and generalizing back to the population, which is the group under scrutiny. The population of the study is 21,955,414 (Demographic Statistics Bulletin, 2017), which happened to be the population of the southeast states of Nigeria namely: Abia, Anambra, Ebonyi, Enugu and Imo States. The Australian online calculator was used to arrive at a sample size of 385. The sampling technique used in this study is the multi stage sampling technique. In multistage sampling, or multistage cluster sampling. The researcher was able to purposively distribute 77 copies of the questionnaire to communities in each of the state capitals (Umuahia, Awka, Abakiliki, Enugu and Owerri). Using the Pearson's r for the test-retest calculation of reliability,

indicated a 0.97 reliability of instrument. The method of data analysis employed was frequency distribution analysis and mean analysis.

DATA PRESENTATION AND ANALYSIS

The researchers distributed 385 copies of the questionnaire, but only 369 copies were retrieved and found valid for this study. From the numbers distributed, 16 (4.3%) copies were nullified because the respondents didn't return them. Therefore, the data analysis for this study was based on the retrieved 369 copies of the questionnaire representing 95.8%.

Research Question 1: To what extent are people in Southeast Nigeria exposed to adverts on Godfrey Okoye University?

The table below analyzed data in relation to the extent to the residents in Southeast Nigeria are exposed to advert messages of Godfrey Okoye University, Enugu.

Table 1: Respondents' Responses on whether they see/hear lots of Godfrey Okoye University Adverts in their various localities/States (N=369)

States	SA	A	D	SD	Total	Average Mean	Decision
Abia	7	18	26	15	66	2.4	Rejected
Anambra	8	23	32	14	77		
Ebonyi	5	34	28	10	77		
Enugu	12	28	20	12	72		
Imo	7	20	32	18	66		

Source: Field Survey, 2022

Decision Rule: If the calculated mean is equal or greater than the criterion mean (2.5), then the decision is accepted but if the calculated mean is lower than the criterion mean (2.5), the decision is rejected. Also, let 1-1.6 (very low extent), 1.7-2.4 (low extent), 2.5-3.2 (high extent) and 3.3-4.0 (very high extent).

The table above indicated that, at a mean value of 2.4, respondents in Southeast reject the idea that they see/hear lots of Godfrey Okoye University adverts in their localities. Further analysis revealed that the extent to which the respondents are exposed to adverts of Godfrey Okoye University is low. This implies that there is a low extent of exposure of residents to adverts on Godfrey Okoye University in Southeast, Nigeria.

Research Question 2: Are they able to recall the advert messages of Godfrey Okoye University?

The table below presented data in relation to the ability of the respondents to recall or remember the advert of Godfrey Okoye University or any part of the advert of the institution.

Table 2: Respondents' Responses as to whether they can remember/recall the advert or any part of the advert they saw/heard on Godfrey Okoye University

Option	SA	A	D	SD	Total	Mean	Decision
I can remember the advert I saw/heard on Godfrey Okoye University	60	96	115	98	369	2.4	Rejected
I can remember the contact address that was in the advert I saw/heard on Godfrey Okoye University	67	116	106	80	369	2.5	Accepted
I can identify the logo or motto of Godfrey Okoye University based on what I saw/heard on the adverts	77	99	100	93	369	2.4	Rejected
Average Mean						2.4	Rejected

Source: Field Survey, 2022

Decision Rule: If the calculated mean is equal or greater than the criterion mean (2.5), then the decision is accepted but if the calculated mean is lower than the criterion mean (2.5), the decision is rejected. Also, let 1-1.6 (very low extent), 1.7-2.4 (low extent), 2.5-3.2 (high extent) and 3.3-4.0 (very high extent).

Result of data analysis from table two above indicated that at an average mean of 2.4, respondents were not able to remember or recall the advert of Godfrey Okoye University. This finding is made clearer when one considers that the first item in the table revealed that, at a mean value of 2.4, respondents in Southeast opined that they cannot remember the advert of Godfrey Okoye University. The implication of this finding is that residents of Southeast Nigeria cannot recall the adverts of Godfrey Okoye University in their various States. This is a clear indication that their exposure to advert on Godfrey Okoye University is very low.

Research Question 3: To what extent has the advert of Godfrey Okoye University increased the visibility of the institution among residents in Southeast, Nigeria?

To answer this research question, the table below presented views of respondents on whether the visibility of Godfrey Okoye University is as a result of the adverts engaged in by the institution.

Table 3: Response of respondents as to whether the adverts of Godfrey Okoye University has created visibility for the institution in South-East, Nigeria

Option	SA	A	D	SD	Total	Mean	Decision
Godfrey Okoye University is often mentioned when people in their locality talk about private universities in the South-East.	108	108	82	71	369	2.6	Accepted
Godfrey Okoye University is usually one of the private universities most recommended by parents/guardians to children seeking admission.	61	121	117	70	369	2.4	Rejected
Godfrey Okoye University is one of the private universities most desired by candidates seeking admission to private universities in South-East Nigeria.	54	115	119	81	369	2.4	Rejected
Godfrey Okoye University is one of the private universities in South-East Nigeria usually recommended by teachers and UTME lesson centers.	51	89	142	87	369	2.3	Rejected
Average Mean						2.4	Rejected

Source: Field Survey, 2022

Decision Rule: If the calculated mean is equal or greater than the criterion mean (2.5), then the decision is accepted but if the calculated mean is lower than the criterion mean (2.5), the decision is rejected. Also, let 1-1.6 (very low extent), 1.7-2.4 (low extent), 2.5-3.2 (high extent) and 3.3-4.0 (very high extent).

Communicating result from the data analysis in the table above, it was revealed that at an average mean of 2.4 respondents were of the opinion that the adverts of Godfrey Okoye University have not increased the visibility of the institution. Analysis further

revealed that the extent to wish the adverts of Godfrey Okoye University has increased the visibility of the university is low. The implication of this findings is that the nature of adverts engaged in Godfrey Okoye University is not sufficient to create visibility of the institution among the residents in Southeast, Nigeria.

Research Question 4: What influence has the advert messages of Godfrey Okoye University on the patronage of the institution among residents of Southeast, Nigeria?

To answer this research question, the table below presented views of respondents on the influence advert messages of Godfrey Okoye University has on the patronage of the institution among residents of southeast Nigeria.

Table 4: Respondents' responses on the influence of the advert messages of Godfrey Okoye University on the patronage of the institution among residents of Southeast, Nigeria

Options	SA	A	D	SD	Total	Mean	Decision
Godfrey Okoye's adverts through various channels convinced me to recommend the university to candidates/relative.	45	118	126	80	369	2.4	Rejected
Godfrey Okoye University's adverts makes me desire to attend the university.	50	109	132	76	369	2.3	Rejected
Godfrey Okoye University's adverts attract candidates to want to attend the university.	62	131	117	59	369	2.4	Rejected
Average Mean						2.4	Rejected

Source: Field Survey, 2022

Decision Rule: If the calculated mean is equal or greater than the criterion mean (2.5), then the decision is accepted but if the calculated mean is lower than the criterion mean (2.5), the decision is rejected. Also, let 1-1.6 (very low extent), 1.7-2.4 (low extent), 2.5-3.2 (high extent) and 3.3-4.0 (very high extent).

Analysis of data showed that, at an average mean of 2.4, respondents were of the view that the adverts of Godfrey Okoye University have not induced or influenced them to patronize the institution. By implication, it means that the current advertising strategy of Godfrey Okoye University is not sufficient to influence the patronage of the University among residents in Southeast, Nigeria.

DISCUSSION OF FINDINGS

This section discussed the findings of the study according to the four research questions raised in the study. These discussions were related to empirical literature and the theory used in the study.

The extent to which people in Southeast Nigeria are exposed to adverts on Godfrey Okoye University

Result from data analysis revealed that, at a mean value of 2.4 (N=369), the extent to which respondents are exposed to adverts of Godfrey Okoye University is low. This implies that there is a low extent of exposure of residents to adverts on Godfrey Okoye University in Southeast, Nigeria. The findings of this study is at variance with the findings of Okpara (2014), who found that fervent use of advertising by corporations and companies has a way of increasing exposure to the products or services of the company and that these adverts can be through television, radio, print, outdoor advertising etc. Nwonye (2017) also supported this claim by indicating that exposure to Star Larger Beer advertisements contributed heavily to the increasing consumption of the brand among residents in Enugu North. This means that organisations are expected to make use of advertising to boost the organization visibility. That is why Duru (2018), in his study, noted that Diamond bank engages in various advertising strategies and these strategies were effective towards achieving increased patronage for the bank. Fortenberry and McGoldrick (2020) went as far as revealing in their study that billboard advertising may offer a viable option to organization as there is no technology in existence that can block the delivery of billboard images and messages.

Ability of residents to recall the advert messages of Godfrey Okoye University

Further analysis of data indicated that, at an average mean of 2.4 (N=369), respondents were not able to remember or recall the advert of Godfrey Okoye University. This finding is made clearer when one considers that the first item in the table revealed that, at a mean value of 2.4, respondents in Southeast opined that they cannot remember the advert of Godfrey Okoye University. The implication of this finding is that residents of Southeast Nigeria cannot recall the adverts of Godfrey Okoye University in their various States. This is a clear indication that their exposure to advert on Godfrey Okoye University is very low. Skoko and Williams (1996) found out that for advertising to create recall and remembrance in the minds of the people, the advert messages must not only be frequent but must engage in multiple use of the same image. Then to make adverts memorable and credible, emotive, persuasive language detailing an explicit message should be adopted along with good use of bold typeface. They also noted that advert copy should provide indications of quality performance since purchasers of educational services are buying a promise of performance. Fortenberry and McGoldrick (2020) went further to add that billboard advertisements create retention process for advert messages.

The extent adverts of Godfrey Okoye University have increased the visibility of the institution among residents in Southeast, Nigeria

Communicating result from data analysis, it was revealed that at an average mean of 2.4 (N=369) respondents were of the opinion that the adverts of Godfrey Okoye University have not increased the visibility of the institution. Analysis further revealed that the extent to wish the adverts of Godfrey Okoye University has increased the visibility of the university is low. The implication of this findings is that the nature of adverts engaged in Godfrey Okoye University is not sufficient to create visibility of the institution among the residents in Southeast, Nigeria. The finding of this study is at variance with that of Ogbuanu (2018) who found that advertising increases visibility of schools. The researcher found that television adverts increases schools' visibility and induces parents to send their children to schools they have heard of or seen during television commercial. The researcher noted that most parents are exposed to use of television than any other broadcast medium thereby luring them into enrolling their children into schools they must have seen or heard over broadcast media adverts. Okpara (2014) in his work, stated that the raison d'taire of advertising is to create awareness of a product and further stimulate brand preference.

The influence advert messages of Godfrey Okoye University has on the patronage of the institution among residents of Southeast, Nigeria

Analysis of data showed that, at an average mean of 2.4 (N=369), respondents were of the view that the adverts of Godfrey Okoye University have not induced or influenced them to patronize the institution. By implication, it means that the current advertising strategy of Godfrey Okoye University is not sufficient to influence the patronage of the University among residents in Southeast, Nigeria. This study is not in conformity with that of Ogbuanu (2018) who found that television commercials have great influence on parents' choice of school. Similarly, Sama (2019) came to the conclusion that newspapers advertisements affect consumer behaviour, while the impact of TV and the Internet for creating awareness, interest and conviction among the consumers is statistically evident. The results also revealed that magazines and newspapers adverts are effective media in influencing purchase and post-purchase behaviour of consumers. Furthermore, Duru (2018) noted that advertising is effective in influencing patronage; adding that Diamond bank engages in various advertising strategies and these strategies were effective towards achieving the patronage level of the bank. Nwonye (2017) aligned with the findings of the above studies by revealing that exposure to Star Larger Beer advertisements contributed heavily to the increasing consumption of the brand among residents in Enugu North.

CONCLUSION

In the case of increased competition in the market, advertising an important instrument that distinguishes a brand from the rest in the market. Advertising is an important tool for every business to thrive and succeed among intense competition. The success of any organization is dependent on the level of patronage by its target audience and that

target audience can only come when the organization is visible and prominently positioned through advertising.

From the findings of this paper, it is safe to conclude that the advertising efforts of Godfrey Okoye University is not effective in making the institution visible among residents in Southeast, Nigeria, despite the various advertising strategies adopted so far by the institution. These advertising strategies adopted by the institution may not be strategic as most of the respondents were of the opinion that they cannot recall any of the advert of the university. Most of the respondents in Southeast who have heard about Godfrey Okoye University did so through word of mouth, often based on the communicators' experience. It cannot be relied on alone as it leaves the university's reputation open to all forms of truth and untruth. The university may have problem with attracting candidates to certain programmes in the institution if the advert of the school is not visible and persuasive enough to influence the residents in Southeast, Nigeria.

RECOMMENDATIONS

Arising from the findings, the following recommendations were made:

1. An establishment of a functional well-funded marketing department in the university to handle all its advertising and publicity needs. This will ensure that the adverts churned out by the university are professionally done and having the ability to attract potential candidates.
2. Advertising messages especially the copy, the colour, and the graphics should be creatively selected in such a manner that it will drive the retention ability of the views. The logo, the name of the school, the address, and the motto of the school should be prominently positioned in a clear readable font.
3. Aggressive campaigns to drive publicity in all Southeast States should be done regularly especially during the start of new academic session in order to create awareness about the university to potential candidates.
4. Advert messages should be concentrated on the following media channels: Radio, TV, Newspapers, Billboard and Social Media.



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6

IMPACT OF TIKTOK ON PERSONALITY DEVELOPMENT OF ADOLESCENTS

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ABSTRACT

Report has it that in September 2021, TikTok announced that it has reached one billion active users worldwide. This is a milestone gauging the fact that TikTok was just launched in 2017. However, what is worrisome is that demographic statistics show that there are about 386.6 million TikTok users aged 18 to 24, and they make up whopping 43.7% of the platform users worldwide – the largest of all age group. It is against this backdrop that this research work tried to find out if there is any correlation between TikTok use and personality development of adolescents. This becomes necessary because of the impressionable and vulnerability of adolescence stage. This work is predicated on the social cognitive theory of Albert Bandura (1925-2021). Social cognitive theory affirms that extrinsic factors like environment can have influence on personality development of individual. The method of data collection was library method through which qualitative data were obtained and analysed. The study revealed that excessive use of TikTok can make adolescents develop addictive behaviour, narcissistic personality, anti-social behaviour, wrong moral behaviour and popularity syndrome. It therefore, recommended that in order to reduce the negative impact of TikTok, there is need not only for a proper education on the use of TikTok to be given to adolescents, parents should as a matter of grave necessity always monitor TikTok use by their children. Also TikTok should use artificial intelligence to detect, flag off and ban sexual suggestive posts among others.

Keywords: TikTok, Social media, Adolescents, Personality, Socialization, Behaviour etc.



INTRODUCTION

The fact that we are in an information age is evident in the ease with which we access information. This is made possible through various social media channels which ranges from Facebook, Instagram, TikTok, WhatsApp, YouTube etc. It is clear that social media has become part and parcel of people's daily menu. Little wonder, Pew Research Centre (2022) reports that social media is "nearly omnipresent" in the lives of young people. Therefore, one may not be adjudged wrong if he avers that social media has become part of youth culture. In spite, of their positive effects among the youth, we cannot also overlook their negative effects in Nigeria and by extension in Africa. This becomes worrisome since Africa is the world's youngest continent.

However, the focus of this research is specifically on TikTok and its impact on personality development of adolescents. This became necessary due to the increasing number of adolescents that subscribe to the use of this App. TikTok, created in 2016 by Chinese company ByteDance, became the world's most downloaded app in April 2020, with more than 2bn downloads to date on Apple's App store and Google play store (Will McBain, 2021). Research has it that the majority of TikTok users are teens and young adults. Research confirms too that globally, 66% of TikTok users are under 30 years of age. In 2020, 29% of teenagers worldwide confirmed TikTok is their favourite social media platform compared to 4% in 2019. TikTok's massive popularity globally has been attributed to its appeal to millennials and Generation Z for it support of a mix of music, lip-sync videos, and micro-video content. In Nigeria, TikTok currently ranks as the third most downloaded social media app among Nigerians in the Google play store (Culture Intelligence from RED, 2022).

In fact, according to data presented by a research firm Statista TikTok gained 31.9% market share in Nigeria in 2020. All these goes to show the place of TikTok in the lives of adolescents. Consequently, this research aims to unravel the following questions, what is the extent of use of TikTok among adolescents? Does TikTok have any impact on the personality development of adolescents? Is there anything one can do to mitigate the negative effect of TikTok on personality development of adolescents? Never the less, before we proceed to the main business we need to clear some ground by clarifying some terms that are predicated in this study for a better understanding of the work.

CONCEPTUAL CLARIFICATIONS

Conceptual clarification is a basic feature of any authentic research work. Consequent on this fact, it is important to define the basic terms involved in this paper. Some of the terms we shall operationalize include: what is TikTok, personality, and adolescents.

What is TikTok?

TikTok originally named Musical.ly was founded in September 2016 by Zhang Yiming. Beijing ByteDance Technology acquired the application musical.ly in November

2017 and renamed the app to TikTok (Uichin Lee, 2021:1). TikTok (in Chinese: DouYin;) is one of the social media application based on short video content. The app is used for creating and sharing short music, comedy, lip sync and talent videos. The app which was launched in 2017 outside China, has become the most popularly used app in 2019. The app is used by people of all ages, but most of its users are teenagers. As of January 7, 2019 the TikTok company value is US \$75 billion, making it the world's greatest valuable start up, leaving uber behind. Reports has it that the number of TikTok users worldwide has reached 689.17 million active users and continues to grow to date. Application research firm Sensor Tower has released its August issue of the most downloaded non-gaming apps report. This edition named TikTok the best-selling application with a total of more than 63.3 million downloads on iOS and Android devices. The number is up to 1.6 per cent from the same period last year. According to Sensor Tower, the country with the most downloads of this application is Indonesia, which accounts for 11 per cent of the total TikTok downloads (Kompas: 2020). Research also shows that young people are the largest group that use this app. Given the many young users of this platform; there are about 386.6 million TikTok users aged 18 to 24, and they make up whopping 43.7% of the platform users worldwide – the largest of all age group (Ying Lin, 2022), it is of particular relevance to better understand the impact on the personality development of adolescents. This is most important because adolescence stage is a very impressionable period when people tend to define themselves.

Personality

To understand personality is to understand human behaviour. The things that make one unique, and behave or act differently in spite of having the same experience or when faced with the same challenges. If we understand this, we can now come to terms with the view of psychologists who regard personality generally, as the totality of a person's characteristic ways of dealing with the world, (Ruch, 1984:404). However, to be more precise, one can define personality according to Burger (1990:3), as *the consistent behaviour patterns originating within the individual*. Looking at the wordings of this definition there is a need for clarification of few terms that make it up. In the first place *behaviour pattern being consistent* here connotes the idea of stability which exists across time and across situation, again, the idea of *originating within the individual* does not imply that external forces cannot influence it, but the fact that behaviour is not solely a matter of situation.

A very important question which is always contemplated in the issue of personality is whether our behaviour is shaped by the situation we are in or by the type of person we are? Many people have tried to come up with various answers, however, with the information available, one can now say confidently that both the situation and the person contribute to behaviour. Never the less, what has become an enduring issue among psychologists is how the situation influences our behaviour, as well as how our behaviour reflects the individual (Burger, 1990:2). This is also related to the issue of genetic versus environmental influences with regards to personality development. In line with this, most psychologists try to address the puzzle: to what extent are our personalities

the result of inherited predispositions and to what extent are they shaped by the environment in which we grow up? Studies have shown that trying to determine the level of how genetic or environment affect personality will be an onerous task. Nonetheless, what is not debatable is that both genetical makeup or environment has significant influence on the personality development. One can infer therefore, that this present research is significant as it goes to show how TikTok (environment) impact on personality development of adolescents.

Adolescents

For one to understand the concept adolescent one need to come to terms with the meaning of adolescence. Adolescence, according to (Alexa C. Curtis, 2015) is a distinct phase of the developmental life cycle in humans and other animal species. Among humans, adolescence is a complex, multi- system transitional process involving progression from the immaturity and social dependency of childhood into adult life with the goal and expectation of fulfilled developmental potential, personal agency, and social accountability. Conceptualized by G. Stanley Hall, the founder of adolescent science, as a process of physical and psychosocial “rebirth”, adolescence is the synthesis of profound corporal development with the evolution of a matured existential essence and integration of the nascent self within family, community, and culture (Alexa C. Curtis, 2015).

Again, adolescent according to Obidoa and Ifelunni (2010) is the period when individual no longer depends on his/her parents in decision making or taking. In their words, the individual at this stage can think about his /her personal ideas and also handle such ideas. They went further to explain that the individual is able to perform such mental functions as logical reasoning, abstract thinking, increased understanding, ability to generalize facts as well as increased independent decisions among others. This shows that the period of adolescence is akin to a stage of both physical, emotional, and mental maturity when the child to a large extent tend to determine what happens in and around their life. McCracken and Phillips (2017) opines that this stage is characterised by psychological or cognitive transformation as reflected by an individual’s thinking and social transition, which are related to acquiring the rights, privileges and duties of an individual.

In addition, WHO (2014) defines adolescent as one who is in that period of human development and growth which occurs after childhood and before adulthood often from 10 to 19. Adolescence as Steinberg (2014), puts it is a dynamically evolving theoretical construct through physiological, psychological, temporal and cultural lenses. In his opinion, this critical developmental period is conventionally understood as the years between the onset of puberty and the establishment of social independence. The American academy of paediatrics(AAP) also known as “Bright Future” recommendations for paediatric preventive services views adolescence as the age between 11-21 years (AAP, 2015). For the US Department of Health and Human services (US DHHS, 2015) adolescent is the age between 10-19. There are biological, legal, socio-historical demographic and behavioural markers, which render adolescence (and youth) a dy-

namic concept and one that in some countries and settings seems only just to be emerging, while in others it is already well-established. Adolescence is commonly associated with physiological changes occurring with the progression from appearance of secondary sexual characteristics (puberty) to sexual and reproductive maturity (WHO, 2014). It is important to note, however, that even biological markers are subject to change over time, such as the fall in the age at onset of menarche in recent decades, which is attributed to improved health and nutrition (WHO, 2014). From what has been said so far it becomes clear that adolescent is an evolving theoretical construct, therefore, it implies that scholars are still tinkering on the best approach to define this concept. However, what is very obvious is that it is a stage when people are beginning to grapple with the idea of decision making. Secondly, it covers the age bracket of say 10-19 years. Again, it is a transition stage that ushers one into adulthood. Finally, it is a very impressionable stage in one's development. It is based on this backdrop, that one supposes that it is necessary to study the impact of TikTok on the personality development of adolescences.

THEORETICAL FRAMEWORK

This research work is predicated on social cognitive theory of Albert Bandura (1925-2021), which serves as the pillar of our analysis. Many theories have been proposed over the years to explain the developmental changes that people undergo over the course of their lives. These theories differ in the conceptions of human nature they adopt and in what they regard to be the basic causes and mechanisms of human motivation and behaviour. However, Bandura discovered the gap existing in social and behavioural learning theories of people like B. F Skinner which did not consider the potential influence of social variables in the acquisition of new learning and response. Consequently, in order to prove his hypothesis that children can learn through imitation, he conducted an experiment using 'Bobo doll'. In this study, researchers abused a doll both physically and verbally – while pre-school-aged children observed. Later on, the children mimicked the behaviour of the researchers, proving Bandura's hypothesis that children can learn through adult's behaviours. Bandura's findings led him to develop what was first termed social learning theory in the 1960's (Teachthought, 2022).

Like already hinted the premise of Bandura's social cognitive theory is that people can learn through observing what others do, (the idea of imitation in learning). For example, a young boy might observe his father yelling in anger and treating other people with hostility; with his peers, the young boy later acts very aggressively, showing the same characteristics as his father's behaviour. This goes to show that the boy in question is modelling his behaviour after his father's. In sum, social cognitive theorists emphasise that people acquire a wide range of behaviours, thoughts and feelings through observing what others' do and this observation tends to influence their development (Santrock, 2008:46). One can therefore, say that one of the major contributions of this theory is the focus on environmental determinants of behaviour. It is based on the afore said, that this present research argues that there is a significant impact of TikTok (environment) on the personality development of adolescents.

ADOLESCENTS AND THE USE OF TIKTOK

It is unarguably true that TikTok has become a trend among Generation Z. Cell Dilon (2020), opined that the Gen Z population, are people born between 1997 and 2012. This category of people can be regarded as adolescents and to an extent young adults. He went further to establish that they are skilled in using mobile tools such as mobile phones and tablets to express themselves, and TikTok is just one of the hundreds of possibilities that gives them a platform to do so. Commenting on the popularity of TikTok among adolescents Salvador Rodriguez in his article showed that TikTok usage surpassed that of Instagram in 2021 among young Americans. He cited Forrester who quoted data from a survey done by a research firm. The data which shows that 63% of Americans between the ages of 12 and 17 used TikTok on a weekly basis, compared with 57% for Instagram proved that most youth are now using TikTok (CNBC LLC, 2022). Research has it that majority of TikTok users are teens and young adults. Globally, 66% of TikTok users are under 30 years old. On the average, users open the app eight times a day and use it for about five minutes each time. In 2020, 29% of teenagers worldwide confirmed TikTok is their favourite social media platform (culture of intelligence, 2022). Having seen that TikTok usage is very popular among adolescents, a question that begs for an answer is why do adolescents use TikTok? What is the driving force behind the popular use of TikTok among adolescents?

Scholars have actually carried out several research to underscore the motivation behind the near obsessive use of TikTok among people and adolescents in particular. Coming from the point of view of social media as a whole (Montag C et al., 2019) suggests that Social media companies have created services being highly immersive, aiming to capture the attention of users as long as possible. The fact is that as a result of a prolonged user stay, social media companies obtain deep insights into psychological features of their users (Marengo D et al., 2020), which can be used for micro-targeting purposes researchers affirm. Such immersive platform design also likely drives users with certain characteristics into problematic TikTok use (addictive-like behaviour). Nevertheless, reinforcement of TikTok usage is also very likely reached by design-elements such as “Likes”, personalized and endless content available. It has also been observed that TikTok’s “For You”-Page (the landing page) learns quickly via artificial intelligence what users like, which likely results in longer TikTok use than a user intended, which may cause smartphone TikTok-related addictive behaviour scholars asserts.

Again, in order, to unravel the reason behind the near obsessive use of TikTok among adolescent, researches evaluated the uses and gratification theory. The central tenets of this highly influential theory is the supposition that the use of certain media can result in gratification of a person’s needs, and only if relevant needs of a person are gratified by particular media, users will continue media use - here digital platform or social media use. It is based on this theory that a paper by Bucknell Bossen and Kottasz (2020) provided insight that, in particular, gratification of entertainment/affective needs was the most relevant driver to understand a range of behaviours on TikTok, including passive consumption of content, but also creating content and interacting

with others. In particular, the authors summarized that TikTok participation was motivated by needs to expand one's social network, seek fame, and express oneself creatively. Having established not only that TikTok usage is highly common among youths but also that its constant use to an extent encourages addictive-like behaviour among its users the stage is now set for us to discuss the impact of TikTok on personality development of adolescents.

IMPACT OF TIKTOK USE ON PERSONALITY DEVELOPMENT OF ADOLESCENTS

It is pertinent for us to state clearly that when we talk of impact in this study we don't intend to x-ray only the negative effect of TikTok. In other words, we intend to examine both the positive and the negative effects TikTok can have on the personality development adolescents. That having been said, we shall leave no stone unturned by plunging immediately to the focus of this subsection. Adolescence is a period characterised by explorative tendencies. At this stage individual personality traits are still developing gradually. As we pointed out earlier the factors that influence this personality formation are not only intrinsic factors but also extrinsic factors like the environment and in this case TikTok. This becomes very necessary because adolescents are not only an impressionable period but also a vulnerable age. Recognising this distinct characteristic of adolescence and the impact TikTok may have on it, Rizqatun Nufus et al., (2022), affirms that the wide coverage of Tiktok users has given rise to various types of content, which has a big impact and problems for the psychological condition of teenagers, because teenagers do not yet have mature psychological conditions. Therefore, the excessive use of the TikTok application has an impact on teenagers as most TikTok users.

It is on this note that we wish to establish that one of the obvious impact of TikTok on personality development of adolescents is that it makes them develop addictive behaviour. Research results says that the average user spends 89 minutes every day accessing the TikTok application (Kompas: 2021). This goes to affirm the belief among scholars that Social media services are highly immersive, aiming to capture the attention of users as long as possible. The fact that TikTok is used for creating and sharing short music, comedy, lip sync and talent videos, it becomes the destination of adolescent who wants to cure boredom. No doubt one of the major aims that the app was developed is for entertainment. Thus, in order to satiate the crave for entertainment among adolescents they end up becoming addicted to new media. The consequence of this addiction is that their academics and other endeavour which should have been given proper attention suffers. This also agrees with the findings of G.K Swathi and Christopher Devakumar (2020) that suggests that there is a correlation between the amount of time spent on TikTok and students' academic performance. In other words, spending more time on TikTok leads to poor academic performance.

Another impact of TikTok on adolescents is development of narcissistic personality. Narcissism is a psychological disorder characterized by excessive demand for attention, over bloated image of oneself and exaggerated sense of self-importance. One of the activities that is very common in TikTok space is always trying to post oneself

performing one action or another. In most occasions it is either one is simulating music, or doing video sync. The goal of these actions is to achieve 'likes' from multiple persons. Behind this aim is desire for self-approval from others. In a bid to get more likes from posts users (adolescents) becomes exhibitionist in their behaviour. Thus, the attitude of *show-offism* has become a norm among them. Consequently, they sacrifice individual privacy on the altar of personal attention.

More so, adolescents that use TikTok tend to develop anti-social behaviour. It is very common today that people prefer to connect with others miles away than people around them physically. Interaction and conversation among peers are more often than not done in online space. In fact, TikTok has succeeded in making most adolescents netizen; actively involved in online communities. Consequently, a new way of socializing has emerged. Thus, there is a belief among adolescents that the best way for relaxation and having fun is always to visit the TikTok space (social media). Jiahong Guo (2021:1392), corroborates this when he wrote that over 60% teenagers value TikTok simply as a tool to relax themselves, or reduce their academic or peer pressure. In school, due to various assignments such as oral presentations, group projects, or lab reports, students are put onto tons of pressure. Along with peer competition, if teenagers can have a temporary escape from studying in their spare time, TikTok can serve as a perfect app. This anti-social behaviour also manifest itself in the tendency to escape from reality. Adolescents often recline from associating with their peers due to the use of TikTok, by so doing they become oblivious of the surroundings.

In addendum, TikTok is a tool that desensitizes adolescents with pornography. Very many contents on TikTok space are pornographic. This is in line with the findings of Cell Dilon (2020) who lamented that in 2019 the Indian government ordered Google and Apple to take down TikTok from their app selections. This happened after a court ruling that expressed concerns that pornographic material was being shared through the app. TikTok was at that time already banned in Bangladesh and was given hit a large fine in the United States for illegally gathering information on children. The fact that adolescents are very vulnerable does not help matters because with constant exposure to such obscene pictures and videos they come to see them as normal. Since most have not developed strong will power they tend to blindly copy these behaviours. The obvious consequence of this is that it creates a sense of weak morality among teenagers.

Furthermore, TikTok tend to create popularity syndrome among the adolescents. Today adolescents are in the competition of who trends most. The fact is that this obsession has made people to desire to trend even for the wrong reasons. Sequel to this, adolescents go to any length to put up acts that would make them gain popularity within the shortest possible time. It is because of this that researches assert that TikTok is the promise of going viral. Thus, people now go with the erroneous belief that to achieve fame and popularity in the real sense of it does not demand much aside uploading 60 seconds videos at most. All these go to show that people now have erroneous sense of reality and how things work. This erroneous perception of life is behind the fake life most people showcase on this media space. Unfortunately, adolescents are at the receiving end not only because they are the greatest percentage of people who use this

app but also because of their impressionable disposition which make them to copy these things thinking is the way to go.

CONCLUSION

So far, we have been trying to examine the impact of TikTok on personality development of adolescents. We established that adolescence is a very impressionable period, when children are experimenting with most issues about their life. They tend to define themselves. This self-definition is very paramount because it is what actually determines the kind of personality they would be known with. And as we noted extrinsic factor like TikTok can influence personality formation. We also saw that adolescents are the greatest users of TikTok. Thus, it becomes clear that if not used properly it may lead to some obvious negative impacts. Some of the impacts of TikTok on personality development of adolescents we identified include but are not limited to the following: addictive behaviour, narcissistic personality, anti-social behaviour, wrong moral behaviour and popularity syndrome. It is against this backdrop that we conclude that there is a correlation between TikTok and personality developments of adolescents.

RECOMMENDATIONS

Any technology can have many positive aspects but, in the wrong hands, it can become dangerous. However, young people because of their nature are driven to experiment what they feel is good or exciting to them and their friends and at the same time avoid adult supervision. Therefore, in order to achieve moderation in the use of TikTok and avoid becoming obsessively attached to it there is need for us to do the following. Adolescents should be properly educated on the use of not only TikTok but also other new media. The education should focus on not merely persuading them not to use it often, but also encouraging them to always view educational contents. One can infer that, if they become obsessed with viewing educational contents they are not only entertaining themselves but also learning new idea that may aid them in their life. Never the less, if what one views always is educational contents, it therefore implies that one will tend to upload educational contents when creating his/her posts.

In addition, parents should see it as a matter of grave necessity to always monitor the type of things that their children do while on this app. The urge to think that any child who is up to 18 years is free to determine whatever he does with his/her life should be avoided. As a matter of necessity parents and adults should try to check their wards phone when they do not expect it. By so doing they are building people who would be responsible adults in future.

Again, families should make it as a rule to create family time – when sibling are compelled to share experience and interact with one another. This time should be so sacred that no one should be allowed to make use of his/her phone. Where possible it should be a daily routine. During this period, parents should be able to access the experience of their children with TikTok by asking them leading questions.

TikTok company should also use artificial intelligence to detect obscene and pornographic pictures, and when detected the users accounts should be sanctioned for

some time and when repeated banned from operating in the platform. This is important because people with warped ideology use this medium to sexually abuse unsuspecting adolescents. It will also lead to reductions of pornographic scenes that are exhibited within the space with no restrictions.

It should also be drummed in the ears of adolescents that there is more to life than trending on social media (TikTok). Online popularity syndrome should be discouraged. Adolescents should be informed that people do not show their real self on line, hence, they should view anyone who flaunts wealth on such space with an eye of suspicion.



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BOKO HARAM, HERDSMEN ISSUES AND AGRICULTURAL PRODUCTIVITY IN NIGERIA

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ABSTRACT

The study examined issues of Boko Haram and Herdsmen activities on agricultural productivity in Nigeria for the period of 2009 to 2019. The specific objectives of the study were to ascertain whether Boko Haram and Herdsmen issues significantly affect agricultural productivity in Nigeria, to find out whether unemployment significantly affect agricultural productivity in Nigeria, to determine whether corruption perception index significantly affect agricultural productivity in Nigeria and to examine whether government institutions significantly affect agricultural productivity in Nigeria. The study utilized secondary data for unemployment rate, corruption perception index and agricultural productivity sourced from CBN Statistical bulletin, government institutions were from World Development Index and Boko Haram and Herdsmen activities were dummied. The Ordinary Least Squares (OLS) estimating technique was employed in analyzing the regression model data. Agricultural Output was the dependent variable, while Boko-Haram and Herdsmen Activities, unemployment, corruption perception index and government institutions were the explanatory variables. Results indicated that variables (Boko-Haram and Herdsmen Activities, Unemployment, and Corruption Perception Index) were statistically significant at 5% level of significance. The implication is that these three variables were significantly causing short run changes in agricultural productivity in Nigeria. In the light of the findings of this study, the following recommendations were made; supports in the form of human power, materials, money, intelligence, arms and ammunitions at domestic level must be eliminated, lands should be earmarked as grazing fields for cattle and other livestock so as to curb the excesses of Herdsmen and the host communities and that, government should be religious on the implementation of empowerment programmes aimed at creating employment opportunities for the young school leavers and graduates of higher institutions of learning in the country

Keywords: Boko Haram, Herdsmen, Agricultural Productivity, Nigeria



INTRODUCTION

Agriculture was the mainstay of Nigeria's economy before the advent of oil boom in the 1970s. Many Nigerians relied on agriculture for their livelihood and survival. The growth in agriculture was sufficient in food provision for the ever increasing population of Nigeria, sufficient raw materials for industries; increased revenue was got for the government locally as well as favourable foreign exchange and good number of employment opportunities for the teeming youth of Nigeria's population. The role played by agriculture in accelerating the growth of the economy cannot be overemphasized. It is the bedrock upon which many economies depend on for economic growth and restructuring. To this extent, whatever that affects agricultural productivity in an economy has indirectly affected the economy as a whole connoting food insecurity in the country (Udemezue and Kanu, 2019). In spite of the inherent benefits obtainable from agriculture, the oil boom of the 1970s blinded the eyes of our leaders as a result less attention was paid to agricultural productivity. This is aggravated by the incessant attack meted to agriculturalists in the northern part of the country by the Boko Haram and the Herdsmen groups.

Agricultural output in the year 1993 had an incremental rate of 4.1%, comparatively that of 1995 and 1996 were 3.5% and 3.7% respectively. Agricultural output contributed about 38.7% of the nation's Gross Domestic Product (GDP). Despite the improved performance of the agricultural sector, it still fell below the expected 5.5% growth rate stipulated in the National Rolling Plan for 1997-1999 (Luke, Good and Uche, 2019). Starting from the 2000s, crop yield has continually taken negative statistics due to the activities of Herdsmen and recently the activities of Boko Haram in the country.

According to CIA World Fact Book (2004), Agricultural sector contributed about 30.8%; Industry 43.8% and services 25.4% to the nation's Gross Domestic Product. The GDP real growth rate was about 7.1%. This downturn in agricultural contribution to GDP from 38.7% in the 1990s to 30.8% in the 2000s lays credence to the negative effect of the persistent killings of farmers in the country. This made Nigeria a country that once export food now import to feed her ever increasing population.

The Global Terrorism Index (GTI) of 2018 ranked Nigeria as the third most terrorized country of the world as a result of Boko Haram and Herdsmen attack in the country (GTI, 2018). In various part of Nigeria, farmers and Herdsmen have had serious and still ongoing conflict over the years. Available data posit that thousands of people have been killed over the period of last five years without precise account of the figure. A survey of open source revealed a data that suggest that casualties recorded may have reached 2000 on the average from 2011-2016, a period which have surpassed the period when Boko Haram came into existence (Crises Group, 2017). The Global Terrorism Index (2016) revealed that in 2016, figure that exceeded 1200 people lost their lives to the attacks of the Herdsmen. This made the Fulani herdsmen to be ranked the fourth deadliest group in the world (GTI 2016, Luke et.al., 2019).

The problem of agricultural productivity in the twenty first century as a result of the activities of Boko Haram and Herdsmen have plagued more security challenges than one could imagine. They have created a very big untold hardship particularly to farmers and the nation at large. According to Udemezue (2019), Nigeria has recorded several rural conflicts from between the period of 1999 till date with up to 10000 deaths and over 300000 people displaced from their communities. These have created a lot of distortions to farmers since they live and earn their livelihood in the rural areas.

Cows in Nigeria are about 22 million in estimation with daily consumption of about 1 billion gallon of water and 500 million kilogram of grass or forage crops per day. The Boko Haram killings and bombings have led the Herdsmen to abandon their foraging grounds in the Northern part of the country. Changes in the climate have caused more desertification resulting to 20% drop in the yield of crops across the country (Udemezue, 2019). In the last five years, Northeastern states like Bauchi, Bornu, Yobe, Gombe, Adamawa and Taraba have been hit badly by Boko Haram sect. Insecurity became a threat as communities were destroyed by their incessant bombings and killings. These bombings and killings increased cattle rustling, displacement of people from their communities, abandonment of farmland and a land mass that is up to 15% of the total land mass in Nigeria became a no-go area for Herdsmen. The richest foraging stock are found in the Northeastern part of Nigeria but have been impeded access as a result of the activities of Boko Haram (Solomon, Modupe and Olakunle, 2016). The implication of the activities of this insurgency is not farfetched. The nomadic herdsman resorted to southern part of the country in search of water and foraging resources for their cattle. This intensified pressure on North central and Southern communities regenerated in to serious violent attack that have claimed over 89000 since 2005 till date. Unplanned cattle grazing has contributed to destruction of vegetation and the habitats of wildlife animals, destruction of farmlands and crops, pollution of rivers and water ways through cattle dungs across many communities, more seriously communities have experienced economic and ecological devastation as a result of these crises.

Having being acquainted with the devastated effect of Boko Haram and Herdsmen activities on the economy of Nigeria, this study will try to channel its effect on agricultural productivity in the country between the periods under review. It will also try to find out factors triggering their actions and a possible way out of the mess.

STATEMENT OF THE PROBLEM

In Nigeria many act of terrorism have been experienced since independence. 2009 was a year to be remembered in the history of terrorist attack in the country. The Northern part of the country witnessed domestic terrorism championed by an insurgent group called Boko Haram since 2009 till date. Nigerians never knew peace as a result of the actions of the sect and herdsman in the country. The most worrisome aspect of it all is that no one knows exactly what their demands from the federal government are. Other groups like the IPOB from the south eastern part of the country have a known course they are agitating for. The Niger Delta militants as well have course for agitation but the Boko Haram sect's agitation is still shrouded in mystery. The federal government

of Nigeria has spent a lot of money fighting the insurgency and addressing the challenges posed by the herdsmen. Prominent among the effort of the federal government is the relocation of the military headquarters to Maiduguri the capital of Bornu state in 2015. In spite of the holistic effort adopted by the federal government to address this menace, the rate of operations of both the herdsmen and Boko Haram sect is still alarming (Nathaniel, 2017).

Some researchers argued that in spite of the huge funds earmarked for insurgency and herdsmen activities in the country, the expected level of result is yet to be seen, suggesting the diversion of the funds by unscrupulous advantaged individuals to their private pockets hence, loss of lives on daily basis. Also the incessant bombings and killings of the insurgent group have caused a lot of displacement of the people from their communities as a result a serious negative effect on agricultural productivity in the country.

This is a call for international communities to come to the aid of Nigerians. Friedlander (1937) observed that there is need for international communities to curb the menace of terrorist groups through international collaboration. This is because every terrorist attack has implication to the international communities. This is evidenced in the attack of world trade centre in the year 2001. People from Italy, Germany, England, France, Yugoslavia etc. lost their lives in the attack. The casualties recorded then were up to 3000 persons that lost their lives from different parts of the world.

Once there is a security challenge in any economy all sectors will be negatively affected, it is on this premise that this study was undertaken to examine the effect of Boko Haram and Herdsmen issues on Agricultural productivity in Nigeria.

RESEARCH QUESTIONS

This study is guided by the following questions:

1. To what extent have Boko Haram and Herdsmen issues significantly affected Agricultural productivity in Nigeria?
2. To what extent has Unemployment significantly affected Agricultural productivity in Nigeria?
3. To what extent has Corruption Perception Index significantly affected Agricultural productivity in Nigeria?
4. To what extent has Government Institutions significantly affected Agricultural productivity in Nigeria?

OBJECTIVES OF THE STUDY

The specific objectives of this study are:

1. To ascertain whether Boko Haram and Herdsmen issues significantly affect Agricultural productivity in Nigeria.

2. To find out whether Unemployment significantly affect Agricultural Productivity in Nigeria.
3. To determine whether Corruption Perception Index significantly affect Agricultural productivity in Nigeria.
4. To examine whether Government Institutions significantly affect Agricultural productivity in Nigeria.

THEORETICAL LITERATURE

Frustration-Aggression Theory

Originally this theory is traceable to Dollard and Miller (1939) but was later refined by Berkowitz in 1969. The theory argues that the outcome of one's effort in achieving a goal been frustrated is 'aggression' (Dollard, 1939; cited in Oli, Ibekwe and Nwakwo, 2018). The theory suggests further that when frustration is as a result of interference in activities directed towards achieving a set goal and objective then it is capable of producing a mindset ready for aggression in response. According to Oli, Ibekwe and Nwakwo (2018), the response can come in form of an insignificant element of behavior, like casual jokes, gesture or criticism that is mild which normally can be overlooked, but to that individual who is already frustrated is just waiting for an opportunity to portray his annoyance and in response can trigger aggressive response. Applying the theory to this study, the overriding goal of every agriculturist is to have the best possible farm produce during a given planting season, these yields are taking to the market for sell hence, profit maximization. On the other way round the herdsmen would always want their livestock to be well fed so as to remain healthy so that when it is sold they will be able to generate substantial amount of money. Once there is any form of shortage in these expectations, the herd (cattle) either resort to eating up and destroying the farmers' crops or that there will be encroachment by farmer on grazing reserves or water reserved for cattle will be used to irrigate their farms hence, the trigger of aggression. So either the agriculturalist or the herdsmen may feel frustrated by the actions of one another, because their economic expectations have been thwarted hence, they resort to aggression to show their displeasure. In furtherance, a vivid preparedness for aggression could be linked to the case between the Fulani and the Agatu communities in Benue State which occurred on the 10th day of February, 2016 where hundreds of persons were massacred during the crises. In the statement released by the leader of the Gain Allah Fulanis Association, the conflict was a retaliation to the attack against the killing of their illustrious son by the people of Agatu who made away with his cattle in April 2013 (Oli et al., 2018). This act is a clear indication of three years grudge and frustration against the Agatu people and possibly repeated unsuccessful attempts to attack them, not until the farmers' reaction on crops destruction by the cattle spurred the aggression from the herdsmen.

Conflict Theory

The chief proponent of this theory is Karl Marx (1818-1883). He suffered marginalization because of his revolutionary ideas and the frustration of his alienation came to limelight in his two most widely known books: *The Capital* and *Communist Manifesto* (Charles, 2005). The ideology of Karl Marx is a critical analysis of inequality under capitalism and how it can be changed through confrontation (Oli, Ibekwe and Nwakwo, 2018). They contended that in capitalism, there are inherent conflict of interests existing between two classes that are opposing each other. Manning and Triggs (1997:32) said that “material resources is mostly the basic cause of conflict between two groups.” However, the fundamental proposition of the theory is that two groups that are opposing each other are always in constant struggle for the limited or scarce resources within the society. So each group tries to outsmart one another so as to be able to achieve more resources due to the fact that they are scarce, struggle will be resorted to between them. Each group fights to protect her interest, hence impeding the advancement and progress of the other (Idowu, 2017).

The resource of western ideology practiced in Nigeria strongly negates the ideology of the Boko Haram sect, which said that western education is a sin hence the conflicts that have claimed many lives since 2009 till date. Ever since their operation started they have been trying to struggle with the government of Nigeria economically, politically, socially etc. Likewise land, crops, grass/pasture, fresh water etc. are limited in Nigeria and are needed by both farmers and herdsmen for the sustainability of their various means of livelihood. Conflict however, between the farmers and the herdsmen may not have taken place if not that each group strives to get more of the limited resources by exploiting one another as a result conflict would be resorted to. Also, as the herders trek a long distance they usually don't go with their wives, they could be tempted to seek sexual gratification from the host community forcefully or their herds feeding on farm crops and normally would be confronted for violation. Similarly, conflict could possibly spring up if there is an encroachment in arable farm lands meant for grazing reserves or criminals in the host communities try to steal cattle for their selfish economic gains.

EMPIRICAL LITERATURE

Solomon, Modupe, and Olakunle (2016) did a work titled 'Combating Terrorism and Insurgency in Nigeria: An International Collaboration Against Boko Haram. The work made some relevant statement concerning the efforts of government and international communities towards reducing to its barest minimum the menace of terrorism in the country. Some of the domestic measures taken include troop's deployment to the troubled areas, use of joint task force by the neighboring countries, sometimes state of emergency declared and public and media been encouraged to provide intelligent report concerning the events happening in their place of habitation. Economic sanctions is used to punish state sponsors of terrorism by international actors, security assets deployed abroad, monitoring the expanding scope and diversity of networks facilitation. Its recommendations therefore is the elimination of the sources through which

Boko Haram can be contacted, unemployment should be reduced through empowerment programmes, conflict should be resolved among parties and law should be strictly enforced against the act of terrorism.

Odoh (2014) carried out a research on the topic 'Challenges of Agriculture in Nigeria Economy: A Bane to Food Security'. The paper used secondary source of information to analyse series of challenges faced by the agricultural sector in Nigeria for over fifty years (1960-2014) since she gained her independence. Nigerian government for a number of time has come up with varying policies to ensure food security in the country but still fell short of expectation, as a result Nigeria is not seen as an agriculturally inclined country by other nations of the world. This is evidenced in statistics of food importation to the country. The paper therefore recommend that government should encourage and boost agriculture through granting of subsidies on organic fertilizers as well as granting credit facilities to farmers. Also good road network should be linked to the rural areas and agricultural marketing institutions should be fixed so as to encourage investment in the sector.

Maureen and Blessing (2018) did a work on the topic 'Insurgency and its Implication on Nigeria Economic Growth. Data used for the work were secondary got from the following sources Transparency International, World Bank Report on Nigeria, Human Development Report Various Issues. OLS was used to run the regression where the dependent variable is Gross Domestic Product (GDP) which is a proxy for economic growth, whereas variables such as Human Development Index, Global Peace Index, Corruption Rank, Corruption Perception Index and Relative Corruption Rank were the explanatory variables and they are proxies for insurgency. The findings result show that there is the existence of linear relationship among the dependent variable and the five explanatory variables. There is a positive favourable response to measures taken to improve human capital development in the economy. Economic performance has been negatively affected by global peace index in the last ten years, Positive relationship has been existing between Relative Corruption Rank and gross domestic product until late 2014 when there was a sharp decline in the price of oil hence a decline in Nigeria Oil. Corruption Rank and Corruption Perception Index exhibited a negative impact on GDP which brought a downturn to the performance of Nigeria economy generally. The study therefore recommend that government should less the attractive nature of governance and public offices and divert the excesses to public goods for the benefits of all in the country. Also proactive measures should be resorted to so as to effectively tackle insurgency and institutionally strengthen the military.

Ahmadu, Hussaini and Maryamu (2017), did a work on the topic ' Effects of Insurgency on the Physical and Socio-Economic Activities in Maiduguri. The study was carried out bearing in mind the destruction erupted so far physically, socially and economically by the insurgent group in Maiduguri, Nigeria. The study was carried out with the help of interviews from Police Officers, Military personnels, Civilian Joint Task Force, Wards Heads, some Residents from Maiduguri, Internet Services and Newspapers. From the research it was discovered that some factors are remote causes of these act of terrorism such as poverty level in the country, rising unemployment level in the country and the misinterpretation of what is being taught in the Holy Quran.

On this note, the study therefore recommends that physical planning, social planning and economic planning should be put in place to correct the maladies.

Oli et al. (2018) researched on the topic 'Prevalence of Herdsmen and Farmers Conflict in Nigeria. The data used were mainly secondary obtained from journals, textbooks, newspapers and online organisational publications. The study was anchored on conflict and frustration-aggression theory. It was observed that some factors usually trigger these clashes due to limitations in grazing fields, farmlands, grazing on crops, a long unsettled disagreement, fresh water scarcity etc. hence destruction of lives and properties. In conclusion the study asserted that if these remote causes are not addressed, food and national security will always be threatened. It therefore recommend that cattle grazing field be established in the six geopolitical zones and prohibit open grazing of cattle. Also poor practice of water management should be upgraded by the Federal Ministry of Water Resources.

Onwuaroh, Yusuf, Yusuf, and Akpu (2017) carried out a research titled 'Impact of Insurgency on Income of Farmers in Northeastern Nigeria. The study objective were to; examine the nature and frequency of insurgency, examine the perceptions of the farmers on the causes of insurgency and analyse its impact on the income of farmers. The data used for the work was a primary data and it was analysed using descriptive statistics. The result of the findings revealed that 45.62% of the respondents said that shooting sporadically is the most experienced form of insurgency and women are mostly victimised with a percentage of 51.85. 100% of the people that responded agreed that unemployment is one of the major causes of insurgency while 90% agreed that poverty is the major cause of insurgency. The F- chow value estimate was (92.59***) which shows that at 1% level of probability income was statistically significant. On this note the study made recommendations that women should be trained tactically on self defense so that they will be able to defend themselves in case of insurgency and other forms of attacks. It was also recommended that people in the affected area be economically empowered by government, local or international Non-Governmental Organisations, private organisations and wealthy individuals.

Abubakar, Saliyu and Alheri (2017) researched on Effect of Boko Haram Insurgency on the Productivity of Local Farmers in Adamawa State, Nigeria. The ill nature of the operations of the Boko Haram insurgent group continues to be a thorn on the flesh of all Nigerians both in the country and in diaspora. The objectives of this research is to examine the effect of the insurgent group on the agricultural output of selected localities in Adamawa State. The questionnaires distributed to target population were three hundred and thirty in number in analyzing the data both descriptive and inferential statistics were used. Productivity of local farmers in the study areas was determined by the use of Logit Model. It was observed from the finding result that the coefficients are statistically significant as evidenced in the following statistics from 1%-10% (0.000, 0.034 and 0.087). Also the findings revealed that decrease in productivity is experienced by farmers in the study areas, reduction in income of farmers in the troubled areas. The study recommend that government and NGOs should subsidize some farm inputs, make credit facilities available, and programmes and policies be initiated so as to resuscitate agricultural productivity in the affected areas.

METHODOLOGY

Research Design

The research work tries to look at the effect of Boko Haram and Herdsmen issues on the agricultural productivity of Nigeria from the period of 2009 -2019. The methodology used in this research is centrally econometric analyses which was used for the estimation and analyses of the influence of the independent variables; Boko Haram and Herdsmen Activities (BHA), Unemployment (UNM), Corruption Perception Index (CPI) and Government Institutions (GOI).

The research design adopted for this work was Ex-post Facto. This came up due to the fact that attempts are being made to explore cause and affect relationships among the variables where cause is already in existence, hence it cannot be manipulated. Ex-post Facto research is a systematic empirical enquiry whereby the scientist does not have direct control of explanatory variables because their manifestation is already in existence or because they were inherently not manipulated. Inferences about the relationships among the variables are made, without direct intervention from commitment variables of explanatory and explained variables.

This research work dummied Boko Haram and Herdsmen activities while other variables used in the research were got from secondary time series as a source.

Model Specification

The hypotheses have been stated with the view of ascertaining the significant effect of Boko Haram and Herdsmen activities on Nigeria's agricultural productivity. The functional form of the model is expressed below;

$$AGP = f(BHA, GOI, CPI, UNM) \dots \dots \dots 1$$

Equation one reads that Agricultural Productivity is a function of Boko Haram and Herdsmen Activities, Government Institutions, Corruption Perception Index and Unemployment. For the influence of the stochastic or random variable to be captured, the equation is explicitly transformed in the following manner;

$$AGP_t = b_0 + b_1 BHA_t + b_2 UNM_t + b_3 CPI_t + b_4 GOI_t + U_t \dots \dots \dots 2$$

Where;

AGP = Agricultural Productivity

BHA = Boko haram and Herdsmen Activities

UNM = Unemployment

CPI = Corruption Perception Index

GOI = Government Institutions

b_0 = Constant

b_1, b_2, b_3, b_4 are Parameter Estimates

U_t = Error Term

Estimation Procedure

Boko Haram and Herdsmen issues as it affect agricultural productivity in Nigeria is what is being examined and the stud engaged the Ordinary Least Square (OLS) estimating technique on the multiple regression model. The reason for this is not farfetched, lending credence from the theorem of Gauss-Markov which states that of all classes of estimators, the Ordinary Least Square is the Best Linear Unbiased Estimator (BLUE) and it is known for minimal error. The OLS has some important characteristics of unbiasedness, efficiency, best linear unbiasedness, minimum variance, least mean square error and sufficiency when compared to other estimators used in econometrics.

VARIABLE DESCRIPTION**Agricultural Productivity (AGP)**

This refers to the total volume of agricultural output in Nigeria within the period under review. It is composed of the values of all sectors of agriculture in the country in a year. It is the dependent variable.

Boko Haram and Herdsmen issues (BHA)

This variable captures the activities of Boko Haram and Herdsmen in the country within the period under investigation. It is a dummy variable. It is important to note that if the insurgent groups are brought under control agricultural productivity will tremendously improve hence, we expect it having a negative impact on agricultural productivity.

Unemployment (UNM)

It is the rate at which those who are willing and able to work are not able to find anything meaningful to do for sustenance. The justification for the use of this data is because it is popularly said that an idle mind is the devil's workshop. When competition for survival becomes too tense, the unemployed will resort to different actions that are inimical to the peaceful existence of people in the society. Therefore it is expected that inverse relationship will exist between unemployment and agricultural productivity within the period under review.

Corruption Perception Index (CPI)

This index is used for this work because it is perceived that some military personnel involved in fighting the insurgence are unscrupulous hence, enriching themselves at the expense of the safety of the people in the society. Open source information opined that some of the politicians are the financier of these group, so everything boils down to corruption and not being patriotic.

Government Institutions (GOI)

This variable capture four components viz; government stability, internal conflict, external conflict and ethnic tensions. When institutions in the economy are relatively stable, every sector in the economy will take a positive outlook, also when there is absence

of internal conflict, external conflict and ethnic tensions, sectors within the economy will take a positive outlook.

SOURCES OF DATA

Data used for the research was got from a secondary source. Data such as Unemployment rate, Corruption Perception Index and Agricultural Productivity were got from CBN Statistical bulletin while Government Institutions was got from World Development Index and Boko Haram and Herdsmen activities were dummied.

PRESENTATION OF RESULTS

The estimated results of the specified model are presented as follows:

AGO = 4.303695 -0.113962BHA +0.760818UNM +0.420178CPI -0.182153GOI
 SE (0.078723) (0.019207) (0.240829) (0.132016) (0.188310)
 T-Stat. (54.66892) (-5.933358) (3.159168) (3.194915) (-0.967306)
 R-Squared = 0.943; Adjusted R-Squared = 0.898
 F -statistic = 20.768; Durbin -Watson = 1.999

ANALYSES OF RESULTS

Economic A priori Criteria

From the results presented above it was observed that explanatory variables such as Boko Haram and Herdsmen issues (BHA) and Government Institutions (GOI) did conform to the a priori expectations while explanatory variables such as Unemployment (UNM) and Corruption Perception Index (CPI) did not conform to the a priori expectations. The negative sign of the coefficient of Boko Haram and Herdsmen issues show that there is a negative relationship between Boko Haram and Herdsmen issues and Agricultural Productivity in Nigeria. The same is applicable to Government Institutions. The positive sign exhibited by Unemployment and Corruption Perception Index did not conform to the a priori expectations. This is because it is expected that there is the existence of negative relationship among Unemployment, Corruption Perception Index and Agricultural Productivity. Going by the magnitude of the variables, 1% increase in the activities of Boko Haram and Herdsmen will lead to the reduction of agricultural output by about 11.3962%. On the aspect of Unemployment, 1% increase in Unemployment will lead to about 76.0818% increase in agricultural output which does not conform to the a priori expectation. Also 1% increase in Corruption Perception Index will lead to about 42.0178% increase in agricultural productivity in Nigeria, this does not conform to the a priori expectation. Lastly, 1% increase in the compositions of Government institutions e.g. Government Instability, external conflict, internal conflict and Ethnic tensions will lead to reduction in agricultural output by about 18.2153%. This is in tandem with economic a priori expectations all things being equal.

Statistical Criteria

The statistical test is conducted using the standard normal test. Though the sample size, n is small because it is less than 30. In absence, the t-test approximately to the z-test is employed to test for the significance of the parameters used for estimation. At 5% level of significance, the t-test from the table is 2.447.

Econometric Criteria

The Durbin-Watson value of 1.999 shows that there is no presence of auto correlation.

Decision Rule:

The decision rule is that if the t-test calculated is greater than the t-test tabulated at 5% level of significance then we reject the null hypothesis and conclude that the parameter estimate is statistically significant and vice versa. From the results obtained above, three variables (Boko Haram and Herdsmen Issues, Unemployment, and Corruption Perception Index) are statistically significant at 5% level of significance. This is because the absolute value of their t-test statistics 5.933358, 3.159168 and 3.194915 for Boko Haram Issues, Unemployment and Corruption Perception Index respectively were all greater than the critical value of 2.447 at 5% level of significance. This result shows that these three variables are significantly causing short run changes in agricultural productivity in Nigeria. However Government Institutions was not statistically significant at 5% level of significance because t-test calculated is less than t-test tabulated i.e. ($0.967306 < 2.447$). Adjusted R-Square of 0.898 shows that about 89.8% of the total variations in the dependent variable has been explained by variations in the explanatory variables. The remaining 10.2% is unaccounted for but captured by the error term. The high value of the R-Squared show that the estimated model has a good fit on the data. The F-statistics value of 20.768 shows that the overall model is statistically significant at 5% level of significance. This explains that the explanatory variables joint influence on the Agricultural output of Nigeria within the period under review. This result confirms the existence of a linear relationship between the dependent variables and the explanatory variables.

SUMMARY, CONCLUSION AND RECOMMENDATIONS***Summary of findings***

The study investigated the effect of Boko Haram and Herdsmen issues on Agricultural output of Nigeria between the period of 2009 and 2019. Ordinary Least Square (OLS) was used to estimate the multiple regression model. The broad objective of the study was to determine the effect of Boko Haram and Herdsmen Issues on Agricultural output in Nigeria. The variables used for the empirical analyses in this study were Agricultural Output (AGO), Boko Haram and Herdsmen Issues (BHA), Unemployment (UNM), Corruption Perception Index (CPI) and Government Institutions (GOI). Results indicated that Boko Haram and Herdsmen Issues (BHA) and Government Institutions were in tandem with the economic apriori expectations while Unemployment

and Corruption Perception Index did not conform to the apriori expectations. At the level of statistical criteria, variables such as Boko Haram and Herdsmen Issues, Unemployment and Corruption Perception Index were statistically significant while Government Institutions was not statistically significant at 5% level of significance. The F-statistics of 20.768 revealed that there is a joint influence of the explanatory variables on the dependent variable. The regression result indicated that the coefficient of determination was 0.898. This indicated that the explanatory variable explained about 89.8% of the total variations in Agricultural Output during the period under consideration while the remaining 10.2% were not accounted for by the explanatory variable but was captured by the disturbance variable. The Durbin- Watson result of 1.999 revealed that there was no presence of auto correlation in the data used for the study.

CONCLUSION

The study examined the effect of Boko Haram and Herdsmen Issues and Agricultural Productivity in Nigeria between 2009 to 2019. The conclusion drawn from the research is that Boko Haram and Herdsmen activities are triggered by some factors such as corruption, the rate of unemployment, poverty level in the country, weak institutional structure, ethnic tensions and social frustrations. Also the activities of Boko Haram and Herdsmen lead to economic decline hence, reduction in all sectors of the economy including the Agricultural sector. Loss of lives and property, discouragement of foreign investment, threat to the nation's unity, all become inevitable. To that extent all hands must be on deck to help equip the necessary authorities with relevant information at all times so as to address this economic sabotage.

RECOMMENDATIONS

In the light of the findings of this study, the following recommendations were made:

1. That government should forestall any source through which Boko Haram sect can be contacted. Supports in the form of human power, materials, money, intelligence, arms and ammunitions at domestic level must be eliminated. In the same vein, lands should be earmarked as grazing fields for cattle and other livestock so as to curb the excesses of Herdsmen and the host communities.
2. That government should be religious on the implementation of empowerment programmes aimed at of creating employment opportunities for the young school leavers and graduates of higher institutions of learning in the country.
3. That Economic and Financial Crime Commission cum Independent Corrupt Practices Commission should intensify efforts in the fight against corruption, more especially, the corrupt military personnel should be properly checked so as to ensure that funds meant for arms and ammunitions are not diverted.

4. Government should constantly check the stability of government owned institutions and ensure that it is free from internal and external rancor as well as ethnic tensions.



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8

AUGMENTED REALITY (AR) AND VIRTUAL REALITY (VR): EMBRACING THE FUTURE OF COMMUNICATION

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ABSTRACT

Augmented reality (AR) and Virtual Reality (VR) are technologies that have the potential to transform the way we work, communicate, and experience things (Bezegová, Ledgard, Molemaker, and Vigkos, 2017). It has morphed the communication experience from one-dimensional to a more immersive experience. Immersive technologies such as AR and VR create or imitate the physical world through digital simulation, giving the user a unique way to experience and understand the related concepts (World Economic Forum, 2022). However, despite the presence of Augmented Reality and Virtual Reality, there is low adoption of the technologies by communicators and practitioners of various aspects of communication. Hence, the objective of the study was to point out existing areas of communication with AR and VR use cases and detail the effectiveness of these technologies in improving communication in those fields, to increase the level of adoption. The Technological Acceptance Model (TAM) anchored on how the perceived ease of use and usefulness of a technological tool determines the extent of user adoption, was used to understand adoption rate. The study made use of secondary data in form of existing literature on Augmented Reality and Virtual Reality use cases in communication and found out that immersive technologies exist in these fields; only that they are yet to be adopted by many. It, therefore, recommends that those in these fields of communication educate themselves on the potential of these technologies to transform their work and embrace them to achieve better results.

Keywords: AR (Augmented Reality), VR (Virtual Reality), and Communication.



INTRODUCTION

Communication is an essential part of our everyday life and the world is exploring other face-to-face alternatives to communication, based on technological advancement and the new realities of communication. Technological change has facilitated a transformation in the nature and impact of mediated communication and storytelling (Pavlik, 2019) making new technologies the go-to for innovative storytelling and communication.

Augmented Reality and Virtual Reality although not recent in discovery, offer the world a chance at the normalcy of communication without physical presence as it entails an illusive reality. So instead of catching up with friends via video calls, avatars designed through Augmented Reality technology catch while a Virtual Reality headset takes you into the sensory part of the communication, giving those involved the satisfaction of bridging the reality gap. These technologies have undergone decades of evolution to bring them to their current point where basic smartphones have AR abilities and are compliant with VR hardware.

AR/VR Technology was created to break the boundaries between man and virtuality (Glavsovetnik, 2022). This is on display now as most people have immersed themselves in various aspects of each of the realities or both. The popular social media application Snapchat caught on early. Snapchat developed filters based on different realities, offering users the immersive experience of changing the shape of their faces, body contour, shapeshifting into animals, and much more. Park (2021) shares that Augmented Reality (AR) and Virtual Reality (VR) technology have the potential to be the next major multimedia content because VR/AR can provide an immersive experience to the users.

Communication fused with AR and VR technology has brought the experience closer to those communicating. Moreover, it allows people to look around the virtual world and feel like they are actually in the environment (Park, 2021). AR has also penetrated customers as it empowers them with the ability to visualize and customize products in 3D when shopping (Threekit, 2022).

According to data from Threekit (2022) 1 billion people worldwide use Augmented Reality; 71% of customers said they would shop more often if they used AR, 76% of advertising agencies say they are using AR more, 70% of consumers between 16 and 44 are aware of AR, and the AR market is estimated to reach \$50 billion by 2024. Sachs in (CACIT, 2017) shares that the market share of global Virtual Reality software applications will reach USD 45 billion in 2025, with areas such as games, social networking, videos, and live broadcast promoted by the mass and other areas promoted by enterprises and public departments.

These technologies are explained by various developers, scholars, and scientists, using different terminologies. Augmented reality (AR) is defined as a live direct or indirect view of a physical, real-world environment whose elements are augmented by computer-generated sensory input, such as sound, graphics or GPS data (Grier,

Thiruvengada, Ellis, Havig, Hale, & Hollands, 2012). Augmented reality is also an excited technology which is based on computer vision to augment sound, video, graphic, and other sensors based on the visual and real word object that are using camera (Baratali, Rahim, Parhizkar and Gebril, 2016). Virtual reality as defined by Sherman (2003) in Grudzewski, Awdzie, Mazurek and Piotrowska (2018), is a medium composed of interactive computer simulations that sense the participant's position and actions and replace or augment the feedback to one or more senses, offering the participant a feeling of being mentally immersed or present in the simulation (a virtual world).

AR/VR uses next-generation information and communications technologies in near-eye display, perception and interaction, rendering processing, network transmission, and content creation to build a new industry across terminals, channels, and the cloud, satisfy customers' requirements for an immersive experience and drive the expansion and upgrade of information consumption and the integrated innovation in traditional industries (Xiong, 2021).

Besides providing notable benefits in education, immersive technologies are helping to build a sense of interpersonal sharing, gathering and sociability at a time when many feel isolated (World Economic Forum, 2022). Other areas of application include education and culture, sports, live broadcasting, real estate, advertising, architecture and arts (Bezegová, Ledgard, Molemaker, and Vigkos, 2017). The advancement of the human sensory functions to embrace reality outside of reality is perhaps the most fascinating aspect of these technologies.

Further research has provided different use cases for AR/VR. Today, the software is the basis of mapping available on Bing mapping and Google maps. This allows for 360-degree real-life images of places - providing a different and incredible mapping and location service. This advancement provided an update on the already growing field of virtual reality.

The academic sector, healthcare system, gaming industry, technology ecosystem, economic sector, and the vast majority of industries intersecting with human experience, have all witnessed some form of AR/VR development in their field and are working towards embracing it fully.

PROBLEM STATEMENT

Despite the presence of Augmented Reality and Virtual Reality, there is low adoption of the technologies by communicators and practitioners of various aspects of communication.

OBJECTIVE OF THE STUDY

This study aims to point out existing areas of communication with AR and VR use cases and detail the effectiveness of these technologies in improving communication in those fields. Thus, by showcasing how AR/VR technology is used in areas such as advertising, broadcasting and public relations, it can propel those in these fields to adopt these technologies.

LITERATURE REVIEW HISTORY OF AR AND VR

The discovery of AR and VR is said to be dated back decades ago, almost the time the internet became mainstream. The advancement continued underground until prototypes began to make an entrance into the market.

In 2010 the prototype of the currently most well-known VR headset was created by an 18-year-old entrepreneur Palmer Luckey. The headset featured a 90 degree Vision and relied on the computer's power of delivering images (Barnard 2019). This has started a new era for virtual technologies (Madina Baikulova and Elizaveta Suderevskaia, 2019).

By 2017, Facebook, Apple, and Google (Big Tech) held a conference that led to the mainstream of AR and VR on smartphones and mobile devices. Their aim was to make it accessible to the audience.

In September 2018 the Oculus announced the upcoming Oculus Quest which was named as their first all-in-one VR headset with positionally tracked controllers that allows users to take up objects in simulated games (Madina Baikulova and Elizaveta Suderevskaia, 2019).

For the field of journalism, the potential for immersive journalism was first explored by VR Pioneer Nonny de la Pena in 2010 (Watson, 2017). The idea of immersive journalism was to give audiences the chance to be in the stories journalists told, experiencing them profoundly through audios and visuals that can evoke the emotions news carries.

It is expected that this trend will spread faster than was the case with the Internet and smartphones, especially since in order to consume basic VR content consumers do not need to invest in very expensive hardware, they just have to add accessories that will change their smartphones into VR devices (Barnes, 2016) in (Grudzewski, Awdzie, Mazurek and Piotrowska, 2018). This is already the case as most smartphones and devices are configured to be AR/VR compliant. Handheld Augmented Reality (AR) displays offer a see-through option to create the illusion of virtual objects being integrated into the viewer's physical environment. Some AR display technologies also allow for the deactivation of the see-through option, turning AR tablets into Virtual Reality (VR) devices that integrate the virtual objects into an exclusively virtual environment (Jens Müller, Johannes Zagermann, Jonathan Wieland, Ulrike Pfeil, and Harald Reiterer, 2019).

Several studies have examined AR/VR and its relevance to different fields as well as how practitioners can utilize these technologies. Flavian, Ibanez-Sanchez and Orus succinctly captured in their (2019) article, the impact of virtual, augmented, and mixed reality technologies on the customer experience. Their work highlights how quickly these technologies are changing customer experience as their integration generates closeness with the human senses and a higher degree of immersive experience. noting that all these realities are independent of each other and identifying the main features that characterize them. This finding is in line with the CAICT (2017) research that states the independence of both concepts (AR and VR). The merge or side-by-side

placement of these concepts occurs on the basis of their intersection in that they meet at different points of the immersive experience.

Grudzewski, Awdzie, Mazurek and Piotrowska (2018) opine that VR technology is an emerging innovation that affects consumer behavior and their perception of the products to which they are exposed to a great extent. Their study “virtual reality in marketing communication- the impact of the message, technology and offer perception- empirical study” which conducted an experiment observing 150 respondents using VR presentation with Oculus Rift Hardware, video and printed advertisements, found out that new technologies enhance marketing communication to a significant extent. These technologies translate into a better reception of marketing messages among potential customers.

Results from a study conducted by Dzardanova, Kasapakis, Gavalas, and Sylaiou (2020) indicate that VR-mediated communication is as intricate as face to face, since subjects were equally or more compliant, with the nature of information exchanged (e.g., fact-based, morality-based, etc.) being a contributing factor, whilst exemplifying under-development and future applications of VR collaborative environments. Their experimental study which examined “Virtual reality as a communication medium: a comparative study of forced compliance in virtual reality versus physical world”, sampled 46 participants both male and female, evaluating their cognitive processing speed when the subjects were presented with information in variant forms (text, image, speech and their own mind’s projections). Thus, their study reiterates the views of Eyuboglu (2011) that brands are able to create positive brand attitude and therefore customer satisfaction using AR.

Watson (2017) in research explaining how AR penetrated journalism, sums the technological penetration as the willingness of journalists to tell stories differently and have these stories resonate deeply with their audiences. So ordinarily, stories that the audience might react indifferently towards or from a place misunderstanding, this technology allows them experience those stories from an entirely different perspective. They can now react using more appealing emotions that make these stories relational.

The stance of these scholars on AR/VR projects the technologies positively, presenting them as the next level to advancement in various fields.

THE TECHNOLOGICAL ACCEPTANCE MODEL

The Technological Acceptance Model (TAM) was developed by Fred Davis in 1989. The model takes root from Ajzen and Fishbein's Theory of Reasoned Action (TRA). According to Marikyan and Papagiannidis (2022), Technology Acceptance Model postulates that the acceptance of technology is predicted by the user’s’ behavioral intention, which is, in turn, determined by the perception of technology’s usefulness in performing the task and perceived ease of its use.

Perceived usefulness is defined as the individual’s perception of the extent to which the use of a given technology improves performance, while perceived ease of use is defined as the degree to which a person believes that using a particular system is free of effort (Davis, 1989) in (Marikyan and Papagiannidis, 2022). The perception of the user toward the technology therefore determines if they will adopt it or not.

The main thrust of the model is that users will embrace technology to their degree of perceived usefulness or ease-of-use. In other words, the adoption of any technology is based on how useful and easy to navigate the users find it. The research on the adoption of technology became of primary importance in the 1980s (Marikyan and Papagiannidis, 2022) and has since then continued to prevail as a key determinant of the survival of any technology as only those adopted massively to remain in use. Using this model, this study aims at shaping the perception of users towards AR/VR technologies because only through adequate information can they make the choice to embrace the immersive experience.

AR/VR technology has since been incorporated heavily into the gaming, smartphone industries while others have been catching up gradually. The model best explains this work as communicators have not yet tapped into the potentials of AR/VR technology by exploring its limitless usefulness and how easy it is to utilize these technologies to achieve better results. Encouraging communicators to accept this technology and include it in their routine require depicting the utility and simplicity in using these technologies for better communication.

USE CASES FOR AR/VR IN COMMUNICATION

The communication field is constantly growing, expanding to embrace new modes, trends, and methods of communication. The McLuhan prophecy is the current reality of communication, the same way AR/VR has stemmed from it to become the present and the future of communication. The use cases detail how AR/VR can be tailored to fit into various aspects of communication.

The main purpose of the news industry is to keep an individual connected to the events that are happening around him (Cook, 1993). AR/VR achieves this by modifying user experience for the person catching up with the news.

Advertising, Public Relations, Journalism, Broadcasting, Marketing, Film and Television, and social media are all different fields with different AR/VR use cases. The technologies facilitate communication through its distinct content creation, pattern and deliver mode. Communicators can send, receive and provide feedback utilizing this technology. In respect of content creation and video capture, VR focuses on 360-degree panoramic photo shooting, but AR focuses on three-dimensional scenario measurement (China Academy of Information and Communications Technology (CACIT), 2017). Each dimension of AR/VR is thus compatible with the different fields of communication.

AR/VR IN ADVERTISING

Advertising is the biggest interaction with the everyday choices of multitudes. The world has become saturated with adverts as it has permeated every aspect of human life. The reality of advertising is its aim of creating awareness, hence the reason why AR/VR have taken the challenge. People are moved by more than the carefully crafted copies and curated content—their interaction with products and services in an almost real setting therefore propels their engagement with the brand and ultimately provokes

them to act on the call-to-action.

Advertising is embracing AR/VR technology as its technique prioritizes visual storytelling. Customers have different contact points (touchpoints) with companies in multiple phases of their decision-making (before, during and after consumption), and these sensory, affective, behavioral and intellectual sub-experiences form the fundamental customer shopping experience (Brakus, Schmitt, & Zarantonello, 2009) in (Flavian, Ibanez-Sanchez and Orus, 2018). Virtual reality provides a gateway for marketers to reach consumers in new ways (Van Kerrebroeck, Brengman, & Willems, 2017a) in (Grudzewski, Awdzie, Mazurek and Piotrowska, 2018). Augmented Reality marketing is a digital element superimposed or added to another environment, be as print, television, or real world (Elham Baratali, Mohd Helmi Bin Abd.Rahim, Behrang Parhizkar, and Zahra Mohana Gebril , 2016). Moreover, consumers gain value from VR technology, which enhances their lives, and so businesses and advertisers need to reach them by these means in order to identify new opportunities of providing consumers with even more value (Jung, Dieck, Lee, & Chung, 2016) in (Grudzewski, Awdzie, Mazurek and Piotrowska, 2018).

User interaction, promotion, brand awareness and building brand identity all found encompassed in advertising, are part of the details AR/VR projects pay attention to. Augmented reality is an effective tool for supporting companies when planning to create the brand interactive and innovative with marketing campaign and advertising events (Elham Baratali, Mohd Helmi Bin Abd.Rahim, Behrang Parhizkar, and Zahra Mohana Gebril , 2016) and in getting your brand out there, a more interactive approach is a better way to advertise.

REVOLUTIONIZING JOURNALISM PRACTICE

Today's reality is bringing the story to reality (The Buyer Group, 2021). Journalism has moved onto immersive storytelling as AR/VR technology showcases the creative power of storytelling. Endless streams of immersive content that appeal to the audience for more reasons than to keep abreast the current happenings, are now infused into journalism. From documentaries to live reports, newsroom discussions, debates, talk shows, and coverage of various beats, all offering the audience a different outlook to the same stories.

Watson (2017) argues that the future can be shaped with a genuinely creative technology with the potential to transform the way news output is made and consumed. Suffice this to mean that news should no longer be made and consumed monotonously, rather in an engaging manner. Bezegova, Ledgard, Molemaker, Oberc and Vigkos (2017) concur by stating that many broadcasters and companies active in news and journalism, as well as organizations engaged in and/or furthering humanitarian efforts, are tapping into the unique potential of VR/AR technologies, in particular the empathy-inducing capabilities of VR. They also believe that VR/AR can act as powerful tools for increasing compassion and influencing behavior, tackling serious issues ranging from racism to climate change.

VR/AR technologies are also used to educate and spur action from viewers concerning issues that can feel far-removed yet have a direct impact on humanity, such as

climate change (Edita Bezegová, Marta Anna Ledgard, Roelof-Jan Molemaker, Barbara Pia Oberč, and Alexandros Vigkos, 2017).

Journalists reporting live from the scene of incidents, the newsroom and their audiences can tell/engage with their stories like it is the reality they are living in. This takes journalism to a new level and empowers journalists to control the narrative on many issues.

THE IMMERSIVE EXPERIENCE IN FILM AND TELEVISION

Film and Television falls into the category of the gaming industry; those that began using AR/VR technology early enough. Movies were created for 3D cinematic experiences, documentaries and television shows were created with the reality effect while viewers were equipped with the necessary gadgets to enjoy the reality, cinematography, and immersive experience.

As a new form of display, is capable of expressing richer details, VR movies provide audiences with immersive experience. VR poses continuous demands for higher image quality, that is, higher resolution, higher refresh rate, higher color depth, higher FOV, better 3D, and lower latency (China Academy of Information and Communications Technology (CACIT) , 2017).

Virtual cinemas have redefined the movie viewership and film experience. It enables rich storytelling that provides an excellent basis and inspiration for VR films and games production (Edita Bezegová, Marta Anna Ledgard, Roelof-Jan Molemaker, Barbara Pia Oberč, and Alexandros Vigkos, 2017). Now viewers can be entertained beyond the front row seats and take their excitement a notch higher by experiencing the film as though they are a part of it.

The lesson is that immersive media can improve the viewing experience by allowing fans to explore an event and view it from multiple angles instead of from one single, unchanging angle (World Economic Forum, 2022).

PUBLIC RELATIONS IN A VIRTUAL WORLD.

In the age of experiential Social PR and marketing, we must adapt our Social PR and marketing strategies to the way our audience wants to experience content and interact with your brand (The Buyer Group, 2021).

The function of maintaining mutually beneficial relationships can be assisted with the use of AR/VR technology. VR helps deliver togetherness, which is particularly powerful and necessary in an age of physical isolation (World Economic Forum, 2022). In situations of crisis, it is always easy to turn to this technology for solution rather than scheduling physical meets. In fact, many PR practitioners in various countries are embracing the idea. Professional users from the public sector such as ministries and governments are particularly interested in VR trainings (Edita Bezegová, Marta Anna Ledgard, Roelof-Jan Molemaker, Barbara Pia Oberč, and Alexandros Vigkos, 2017).

To control the narrative and get ahead of situations, exploring a different reality could prove more effective. Experimenting with different types of realities is an enchanting way to tell the story and it's a way to make your audience feel like they are there with you (The Buyer Group, 2021).

Ultimately, public relations practices can be carried out using AR/VR technology.

PRINT MEDIA

The media and news industry never lag behind in the adoption of an innovative technology in order to reach out to their audiences. With AR and VR, the audience can be drawn deeper into the news content. Also, they will be able to experience the news story as a first-person. The New York City Times and USA Today have actually both released virtual reality applications that allow viewers to “go inside” their tales (Digital Blog, 2022).

No matter in which industry, VR and AR promise to become a tool for a better communication between the company and its customer, serving an experience that humans never managed to reach before (Madina Baikulova and Elizaveta Suderevskaia, 2019) and print media is not left out. By bringing the readership experience to life, readership has become exciting for some, and for others, an experience they look forward to.

Furthermore, content developers, media companies and start-ups are experimenting with new immersive experiences and interactive applications to fill the void of virtual content (World Economic Forum, 2022). VR does not only bring art to users' doorsteps, it is also a new form of expression and storytelling (Edita Bezegová, Marta Anna Ledgard, Roelof-Jan Molemaker, Barbara Pia Oberč, and Alexandros Vigkos, 2017).

AR/VR IN HUMAN COMMUNICATION

VR marks the emergence of the social networking 2.0 era. VR social networking breaks the confines of traditional social networking, improving online social experience through virtual avatars, expression recognition, and more refined and rich communication modes (China Academy of Information and Communications Technology (CACIT), 2017). Social media applications are remodifying to include this technology to enhance interpersonal communication between users.

VR applications can be used for industrial purposes to improve product development processes, train staff and enhance communication (Edita Bezegová, Marta Anna Ledgard, Roelof-Jan Molemaker, Barbara Pia Oberč, and Alexandros Vigkos, 2017). Staff meetings, workshops and trainings can now be powered using AR/VR technology.

Social VR is another sector where VR aims to reach out to the mass consumers. An example of social VR is VRTUOZ (FR), which brings avatars of people from all over the globe together in a virtual environment allowing them to interact with each other as well as with the surroundings (Bezegova, Ledgard, Molemaker, Oberc and Vigkos, 2017). Friends, family, acquaintance and colleagues can organize VR

hangouts, interact, watch the same movie, sports show, read the same book, even share virtual snacks and enjoy each other's company. Family members and relatives who have to miss functions can now be present all thanks to AR/VR. Long distance relationships can thrive seamlessly using this technology as a mode of communication.

Although VR being used as a day-to-day personal communication medium depend on a multitude of factors that have less to do with usability and more with social shifts, commerciality, marketing, hype and so forth (Elena Dzardanova, Vlasios Kasapakis, Damiano Gavalas and Stella Sylaiou, 2022).

CONCLUSION

In addition to spurring improvements in the technology, the accelerated use has begun to change perspectives about its acceptability in general and in particular as an alternative to conventional communication (World Economic Forum, 2022). What the world has embraced as conventional communication which has undergone various stages of growth, modification and adaptation, must now broaden its boundaries to include AR/VR as the future of communication. It is true that audience adoption requires consumer literacy in how to engage with the new technology (Watson, 2017), yet embracing new forms of technology does not mean the existing ones are insufficient or should be replaced— Instead it is accommodating advancement to get the best out of communication.

RECOMMENDATION

Augmented reality (AR) is gaining mass adoption and virtual reality (VR) is on the rise (Facebook Business News, 2018). As one of the frontiers of development, communicators should in mass, include these technologies into their diverse fields for advancement, improvement and better results. In order to maintain a currency with the communication trend which is an ever-flowing tide, every aspect of communication should embrace AR/VR technology.



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INFLUENCE OF COVID-19 PANDEMIC ON HATE SPEECH AND FAKE NEWS IN ENUGU STATE

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ABSTRACT

This study examined the influence of COVID-19 pandemic on hate speech and fake news in Enugu State. This work was motivated by the increasing rate of spread of hate speech and fake news in Nigeria following COVID-19 pandemic. The spread of the virus appeared to be matched by the rise in incidence of misinformation and hate speech directed at individuals of Chinese or Asian descent. The main objectives of the study are to ascertain the influence of COVID-19 pandemic on spread of fake news and hate speech in Enugu State; to determine the extent the pandemic contributed to stigmatization of people, and to find out the general problems that affected objectivity in news reporting during the pandemic. The study used survey research design and was hinged on three theories namely; Theory of Rumour Transmission, Source-credibility Theory and Elaboration of Likelihood Model. In determining the sample size, Wimmer and Dominick Online Sample Size calculator was used to get a sample size of 384 from the target population of 4,411,119. Questionnaire was used to collect information from the respondents using purposive sampling technique. The findings revealed that the spread of the virus has led to the deluge of hate speech, fake news and stigmatization of certain individuals. The researchers recommended that states take appropriate steps to combat misinformation through robust public enlightenment including public service announcements among other measures to control this trend of misinformation and disinformation which may fuel discrimination and violence.

Keywords: Fake News, Hate Speech, Stigmatization, COVID-19 pandemic.



INTRODUCTION

COVID-19, previously known as the ‘2019 novel coronavirus’, is the disease caused by a new strain of the coronavirus family of viruses (WHO). While most cases of COVID-19 are mild, severe cases can cause pneumonia and a small percentage of cases are fatal. COVID-19 was first detected by Health officials in the city of Wuhan, Hubei Province, China in December 2019. As of 6th March 2020, 95,270 cases have been confirmed in 79 countries, with 3,280 fatalities (WHO). Within some weeks after COVID-19 was discovered, the Chinese government aggressively sought to control narratives surrounding the outbreak. Authorities have withheld information from the public regarding the outbreak of COVID-19. They systematically under-reported the number of infections, stage-managed state media reporting, censored online message boards, detained whistle blowers, and harassed citizens, journalists and health workers sharing information about the disease (Li Yuan, 2020, 30 Jan).

According to experts, the suppression of information about COVID-19 has damaged the response to the outbreak (Shih, Rauhala & Sun, 2020). In February, pent-up frustration burst into public view after the death of Li Wenhong, a 33 – year old doctor who succumbed to COVID-19. Dr. Li had been one of the first to raise concerns about the disease and was subsequently detained, admonished for “making false claims on the internet”, and forced to sign a statement admitting “illegal behaviour”. Chinese people defied censors to mark his death, expressing outrage at his treatment by authorities and questioning the government’s handling of the crisis (Li Yuan, 2020).

Following the rapid spread of COVID-19 to neighbouring countries and then around the globe, governments and their people grappled with a deluge of lies, myths and misreporting on the internet and occasionally, in traditional media outlets. In February 2020, the WHO warned about the “massive infodemic” accompanying the COVID-19 outbreak which “makes it hard for people to find trustworthy sources and reliable guidance when they need it” (WHO, 2020). The WHO has also repeatedly warned that misinformation about COVID-19 threatens response efforts. According to WHO Director General, Tedros Adhanom Ghebreyesus (2020):

While the virus spreads, misinformation makes the job of our historical health workers even harder. It is diverting the attention of decision makers. And it causes confusion and spreads fear to the general public

Among the myths circulating online and elsewhere are claims that using hard dryers, eating garlic and drinking bleach can cure infections, that the origin of the outbreak lies in American or Chinese biological weapons or a sinister plot by the Bill and Melinda Gates Foundation, and that a 1993 episode of the Simpsons predicted the coronavirus by name (WHO 2020). More mundane falsehoods include exaggerated infection figures and inaccurate descriptions of government policies. Researchers have found that false information about COVID-19 has circulated much more widely than information from authoritative sources such as the WHO and the Centre of Disease Control and Prevention (Gregory, 2020).

The COVID-19 outbreak has also stoked anti-Chinese and anti-foreigner sentiment in many parts of the world leading to the proliferation of hate speech. This has been most prominent on social media platforms and at times has been spread from anonymous accounts. However, traditional media outlets and public officials have also sometimes pushed discriminatory messages, and there have been reports of businesses posting signs banning Chinese customers (Kim, 2020).

It is important to note that during a public health crisis such as the COVID-19 outbreak, the free flow of information is critical. Viral epidemic and pandemics are by their nature serious health emergencies, impacting populations on a regional, national or global scale. State authorities cannot comprehensively monitor the spread of a virus and the emergence of new hotspots in real time. Instead, effective public health responses to epidemics and pandemics rely on monitoring and reporting by the journalists, researchers who out of necessity pool their news stories from competent sources such as from public health professionals and government agencies detailed to track the spread of the virus.

Consequently, individuals, doctors and epidemiologists need to have unhindered access to accurate and up-to-date information from authorities to enable them strategize in their health plan to deal with emerging situations. Given this circumstance, officials' denials and withholding of information fuel the negative outcome of viral epidemics (Maryon – Davis, 2015). Government bodies have direct access to information collected by public servants and are often best placed to compile information from diverse state and non-state data sources. Having access to this information is essential to inform the behaviour of communities and public health professionals. Moreover, in order to evaluate officials' responses to public health crises, the public requires access to information about state policies and actions.

STATEMENT OF THE PROBLEM

The proliferation of information about COVID-19 has created what the World Health Organization (WHO) terms infodemic, where individuals struggle to find trustworthy sources and reliable guidance when they need it. The World Health Organization (WHO) also raised concerns about an infodemic caused by a flood of false and misleading information about COVID-19 with social media posts advancing bogus cures, conspiracy theories and inaccurate reports of how the virus are spread. These inaccurate assessment of the situation by the social media appeared to have been accepted above information generated from authoritative sources. Indeed, evidence from literature showed that untruths, misinformation had crept into the reporting by traditional media outlets and in most cases have diverted the attention of policy makers, fostering distrust in governments, and sowed confusion among the public.

The COVID-19 outbreak has also stoked fear, discrimination and intolerance in many parts of the world. Individuals and communities targeted with “hate speech” worry that hateful rhetoric may be followed by discrimination or violence.

There are multiple layers contributing to the “infodemic”. First, the public is confronted with an enormous volume of information from a range of sources. The difficulties navigating this deluge are magnified by the lack of knowledge and consensus

about the virus and its mode of transmission, even among authoritative public health sources. Some individuals further pollute the information space by generating and amplifying viral misinformation and hate speech in accordance with their own world views and biases.

Hence, this study is meant to find out the influence of hate speech and fake news on the people of Enugu State during the period of COVID-19. Note that the features of fake news are disinformation and misinformation. It is important to understand that disinformation and misinformation in this study are explicitly referring to fake news.

OBJECTIVES OF THE STUDY

This study evaluated the extent hate speech and fake news that trailed the Covid-19 pandemic influenced the people of Enugu State. Specifically, the study sought to:

1. ascertain the extent COVID-19 pandemic facilitated the spread of hate speech among the populace in Enugu State
2. find out the extent COVID-19 pandemic assisted in proliferating fake news among the populace in Enugu State.
3. ascertain the extent Covid-19 pandemic assisted in the promotion of discrimination and stigmatization among people of Enugu State.
4. To ascertain the extent COVID-19 pandemic created fears and panic among the people of Enugu State.

RESEARCH QUESTIONS

This research is guided by four research questions as follows:

- To ascertain the extent COVID-19 pandemic facilitated the spread of hate speech among the populace in Enugu State
- To find out the extent COVID-19 pandemic assisted in proliferating fake news among the populace in Enugu State.
- To ascertain the extent Covid-19 pandemic assisted in the promotion of discrimination and stigmatization among people of Enugu State.
- To ascertain the extent COVID-19 pandemic created fears and panic among the people of Enugu State.

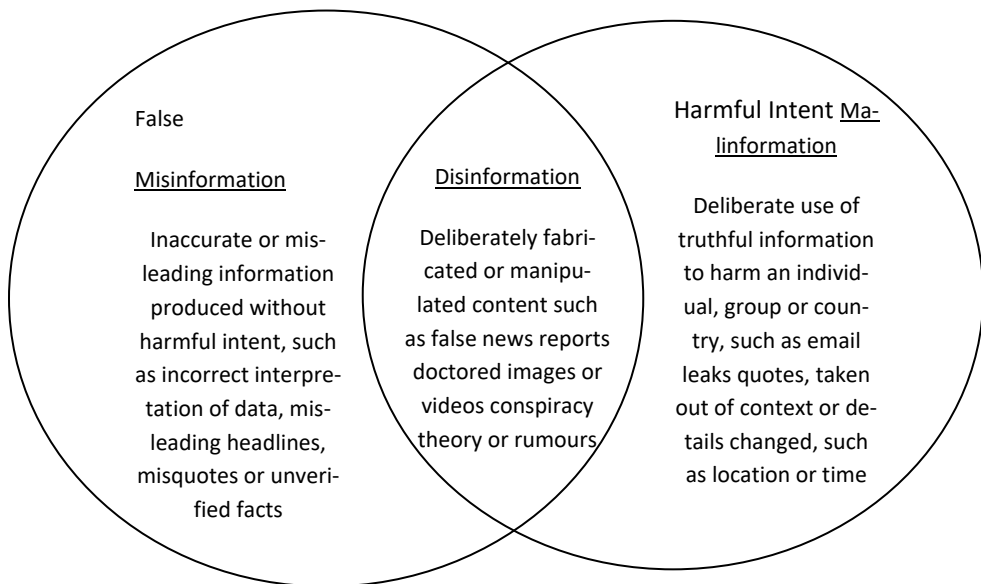
CLARIFICATION OF TERMS

Hate speech is “any kind of communication in speech writing or behaviour, that attacks or uses pejorative or discriminatory language with reference to a person or group on the basis of who they are, in other words, based on their religion, ethnic origin, nationality, race, colour descent, gender or other identity factor” (United Nations).

Disinformation is false or misleading information that is created or disseminated with the intent to cause harm or to benefit the perpetrator. The intent to cause harm may be directed towards individuals, groups, institutions or processes. Disinformation consists of statements which are known or reasonably should be known to be false.

Misinformation is false or misleading information that is shared without the intent to cause harm or realization that is incorrect. In some cases, actors may unknowingly perpetuate the spread of disinformation by sharing content they believe to be accurate among their networks. Misinformation is false information but the person who is disseminating it believes it to be true.

Mal-information: Information that is based on real facts, but manipulated to inflict harm on a person, organization or country.



Source: “Information Disorder: Toward an interdisciplinary framework for research and policy making, Claire Wardle, Hassein Derakhshan, Council of Europe 2017.

REVIEW OF LITERATURE

Conceptual Overview of the Literature

Corona Virus (COVID-19)

Coronaviruses are a family of viruses that are found in animals and humans; certain types cause illnesses in people. Some coronaviruses cause the common cold; others cause diseases which are much more severe such as Middle East Respiratory Syndrome (MERS) and Severe Acute Respiratory Syndrome (SARS), both of which often lead to pneumonia. On 30th January 2020, WHO declared the outbreak of COVID-19 a “Public Health Emergency of International Concern” (PHEIC) (Coronavirus Action Plan, 2020).

On 31 December 2019, a cluster of pneumonia cases of unknown aetiology was reported in Wuhan, Hubei Province, China. On 9 January 2020, China’s CDC reported a novel Coronavirus as the main cause of this outbreak, which is phylogenetically in the SARS – Cov Clade. The disease associated to it is now known as novel coronavirus disease 2019 (COVID-19) (European Centre for Disease Prevention and Control, 2020).

Most of the patients that are suffering from COVID-19 are adults and old. The main symptoms of the pandemic are fever, dry cough and difficulties (shortness) in breathing. Eighty percent (80%) of COVID-19 patients suffered from mild illness, 14% experienced severe disease, and 6% suffered from critical illness. Illness severity is associated with age (over 60s) and other co-morbid conditions (European Centre for Disease Prevention and Control 2020; WHO, 2020)

According to Johns Hopkins University and Medicine (CSSE, 2020), the pandemic has sickened more than six million and at least 369,000 victims have died. Unfortunately, numbers of infection and death are increasing.

In February 2020, the World Health Organization described the rapid growth of COVID-19 related misinformation as an “infodemic”. An infodemic is defined as “an overabundance of information, some accurate and some not, that makes it hard for people to find trustworthy sources or reliable guidance when they need it (WHO, 2020). Information and communications technologies play a key role in educating the general public and exchanging essential information between governments, the scientific community, and members of the press. In the context of an unprecedented health crisis, however, misinformation and disinformation about the pandemic pose a serious risk to public health as well as public action (Brennen, et al. 2020).

The flood of information related to the COVID-19 pandemic presents a challenge in itself. In addition to accurate information there is disinformation and misinformation about possible cures or remedies for the COVID-19 virus, the origin of the disease the details of particular cases, the efficacy of government policies and much more. Often internet users share misleading or inaccurate information inadvertently, out of concern for their loved ones. In some cases, bad actors do so to exploit social fears and sow discord to interfere with responses to the ongoing health crisis or to profit from the crisis (The Atlantic Council’s Digital Forensic Research Lab. 2020)

Hate Speech Related to COVID-19 Pandemic

Hate speech has been described in terms of basic disrespect and as an assault on dignity and human rights, as inciting violence, criminality, public disorder and creating an intolerant climate of hatred; as expressing insulting, offensive, abusive, vilifying and or contemptuous messages as degrading, demeaning, humiliating, subordinating and or stigmatizing victims, and as exacerbating the discrimination, marginalization and everyday harassment suffered by members of vulnerable groups (e.g. Brown, 2015, Strossen; 2018, Waldron 2012).

The COVID-19 pandemic has given rise to a new wave of hate speech and discrimination. “COVID-19 related hate speech” encompasses a broad range of disparaging expressions against certain individuals and groups that has emerged or been exacerbated as a result of the new coronavirus disease outbreak – from scapegoating, stereotyping, stigmatization and the use of derogatory, misogynistic, racist, xenophobic, islamophobic or anti-Semitic language. Closely linked to this is the “dissemination of disinformation” or “misinformation” related to COVID-19 (United Nations, 2020).

Since the pandemic emerged, individuals perceived as ethnically Chinese or Asian or belonging to certain ethnic and religious minorities, migrants, and foreigners have been blamed and vilified for spreading the virus. In some instances, this is grounded in misinformation and rumours, however, more insidious instances of hate speech related to COVID-19 being used to target already marginalized populations have also been reported. Conspiracy theories attribute their spread of the virus to Jews, Muslims, Christians, Bahai’s or minority groups has fueled discriminatory speech against such individuals, in some instances resulting in hate crimes or discrimination against them in the response to COVID-19.

The phenomenon of COVID-19 related hate speech is being advanced through mainstream media and via online social media and tech platforms. Though it is often spread by private individuals, its consequences are most severe when it is propagated by political leaders, public officials, religious leaders and other influencers or when it is part of concerted efforts by individuals or groups to spread hate or incite violence.

While people of Chinese origins/East Asia origins have often been the main targets of hate speech during the present COVID-19 pandemic. For example, Islamophobia incidents have also become more widespread, and the UK government’s Anti-muslim Hatred Working Group commissioned a study analyzing the spread of Islamophobia via social media.

It was reported that hate crime directed at South and East Asian communities has increased by 21% during the COVID-19 pandemic (Jamie, Grierson, 2020).

Those responding to this crisis (COVID-19) pandemic must fight the virus, not the people. Since the pandemic broke out, there have been reports of increased racist and Xenophobic, including Islamophobic acts worldwide (Perrigo, 2020). This has included online hate speech and stigmatization targeting people of particular ethnic backgrounds (Igbal, 2020), and those presumed to be infected or in contact with people who are ill with the virus (Farah, 2020). The rise of harmful stereotypes that can reinforce social stigma not only harms the victims but may ultimately support ongoing transmission of the virus and weaken the world’s ability to respond to and eradicate the virus (Regional Risk Communication and Community Engagement Working Group, 2020).

The World Health Organization defines social stigma in the context of a health crisis as “the negative association between a person or group of people who share certain characteristics and specific disease”. During the outbreak of this pandemic, certain groups have faced negative stereotyping, labeling, and discrimination because of their direct or indirect link to the virus (IFRC, UNICEF, WHO 2020) social stigmatization can reinforce the social isolation and silencing of certain groups in a society and consequently create the environment in which the virus is more likely to spread.

Hateful expression that targets members of vulnerable groups can lead to social stigma, reinforce racial stereotypes, and encourage discriminatory treatment against them (UN 2020). In an uncertain environment, the stigmatization fueled by misinformation and disinformation could deepen discrimination against individuals who are perceived as linked to the virus.

It is particularly problematic when well-known public figures, officials, and political leaders adopt discriminatory rhetoric and use racist stereotyping in the public statements. In March 2020, US President Donald Trump referred to COVID-19 as a “foreign virus”. Based on the data provided by the Atlantic Council’s Digital Forensic Lab (DFR lab), in the aftermaths of Trump’s Statement, the use of this term spiked on Twitter and in news articles. Similarly, when Trump retweeted a statement that described COVID-19 as the “China Virus”, the phrase was tweeted 24,049 times (Atlantic Council’s Digital Forensic Lab, 2020).

For instance incidents of anti-Asian hate speech and harassment in online and off line spaces have proliferated in countries across the world in the wake of COVID-19 (Macguire, 2020). Some African immigrants in China are being evicted and subjected to arbitrary quarantine and testing as fear of the virus resurgence reignite entrenched xenophobia (Marsh, et al., 2020).

Political actors looking to deflect blame or play to the worst impulses of their majoritarian bases may also deliberately deploy a mix of hate speech and disinformation to heighten inter-ethnic or intercommunity tensions. In India, a gathering of an Islamic event center in mid-March 2020, was blamed for the spread of COVID-19, even as other religious congregations also failed to cancel large gathering or implement other safety measures during that time period. As the number of cases attributed to the gathering increased, the hash tag #CoronaJihad been trending on social media along with messages blaming the entire Muslim community for the spread of the virus. This hash tag appeared nearly 300,000 times and was potentially seen by more than 300 million people (Sahoo, 2020).

This polarizing rhetoric, which was amplified by traditional media, has further entrenched the prejudice against an already beleaguered minority community (Varadara-jan, 2020). As a human right activist maintained, “we are being attacked by two viruses; COVID will eventually be cured. But the more dangerous one is the communal virus. It will take much longer time to be vanquished. Hate speech would easily lead to inter-communal tension and create fertile ground for the continuation of violence once the lockdown is lifted.

Evidence of Hate Speech Issues In Relation to COVID-19 Health Crisis

In Austria, in the region of Styria, the Anti-Discrimination office reported that on the state-sponsored app ban Hate (Ban Hate Initiative, 2020) developed increase of reports of content that blamed refugees for spreading the COVID-19 virus (Eu Fundamental Rights Agency 2020).

In Italy, the waver of xenophobia and hate speech against the Chinese community across the country, also referred to as sinophobia, has reportedly intensified since the start of the pandemic (COVID-19). In February, 2020, the Mayor of the Northern town of Solto Collina, Maurizio Esti posted on his facebook profile the following statement: “These F***ing Chinese, they eat everything, Bats, Snakes, dogs, and insects, they should be the only people to die in this epidemic (Yuebai, 2020).

Fake News and COVID-19 Pandemic

Fake news is a historical crisis of human communication that produces tension, disharmony, and misunderstanding in human society. In the age of digital communication and social networking it gets a new momentum worldwide. We call it in many names: misinformation, disinformation though the problem remains almost the same. Amid the COVID-19 pandemic the world is in grief with half of million dead.

Health related uncertainties give birth to a new phenomenon that is addressed as infodemic (a portmanteau of “information” and “epidemic”). In this situation both true and false information galore; while true information helps to mitigate the crises, false information amplified it.

Diverse issues such as healthcare, medication, disease, religion and politics have also participated in this fake news crisis (Kadam & Atre, 2020). The outbreak of COVID-19 experiences another parallel epidemic led by fake news. It primarily disrupts public health communication.

Health misinformation is nothing new to Nigeria. At the height of the Ebola epidemic in 2014 false news swirled around the country. This included allegation from the Attah of Igala, that bathing in and ingesting salt water could stop you from the disease. This false information led to two deaths.

This pattern has already re-emerged during the COVID-19 outbreak. According to Lagos health officials, three people have been hospitalized after overdosing on chloroquine. This followed rumours, publicly endorsed by U.S President Donald Trump, that the drug could treat the virus.

A fear of the unknown and a deluge of information in the digital space create fertile ground for fake news. Nigerians may be particularly vulnerable not because they are uniquely gullible, but because of weak communication between the government and the governed, high reverence for miracle, healing and a dilapidated health care system.

Moreover, the threat of fake news is even greater in 2020 than in 2014. False information is more sophisticated than ever and its potential spread much wider. In 2015, Nigeria had 76 (seventy six) million internet subscribers. By 2019, this had increased to 122 million. This means that the already overburdened Nigerian Centre for Disease Control (NCDC) does not just have to combat COVID-19 but also fake news. A review by the Centre for Democracy and Development (CDD, 2020) indicates that since the

virus reached Nigeria that purveyors of fake news sought to incite panic and panic buying, proffer fake cures, undermine medical advice, promote hate speech particularly individuals of Chinese origin and promote polarization along political lines.

Sometimes, some celebrities and influencers come to make comments on covid-19 pandemic. Sometimes, their motive is simply to grow their online followership. For instance the controversial blogger Kemi Olunloyo tweeted that President Muhammadu Buhari is sick with a persistent cough and that a makeshift ICU (Intensive Care Unit) had been set up to treat him. Within hours the tweet had been linked 3,300 times and retweeted more 2,000 times.

In other instances, sensationalist comments from supposed “health experts” have been spread widely. On 23 March, 2020, for example, an audio clip emerged on WhatsApp of an alleged World Health Organization (WHO) official predicting that at least 45 million Nigerians would die in the pandemic. The audio provoked so much attention that the NCDC issued a rebuttal. Other so called experts have proffered cures such as constant sex or sitting in the sun, or have claimed that African blood is immune to the coronavirus. None of these have any medical basis.

Finally, there are also political ideologues who have been trying to exploit the pandemic to influence public opinion along partisan lines. Supporters of the opposition party - People Democratic Party (PDP) have sought to create a narrative that it handled the Ebola crisis far better than the current government is dealing with COVID-19. The recent confirmation that Abba Kyari, the president’s Chief of staff has tested positive has given the opposition new ammunition, though this has been complemented with unsubstantiated rumours that ventilators have been moved from the isolation centre in Abuja to Aso Rock for Kyari’s personal use.

For their part, supporters of the ruling All Progressive Congress (APC) have sought to politicize the crisis by focusing on the irresponsible action of individuals linked to the opposition. Confirmation that the son of Atiku Abubakar, the PDP’s 2019 Presidential Candidate, had contracted the virus was followed by fake photos and videos of the son dancing in clubs ignoring government isolation advice.

EMPIRICAL REVIEW

LAATO, *et al.* (2020) develop and test a research model to explore why social media users share fake news on COVID-19. Their results show that “a person’s trust in online information and perceived information overload are strong predictors of unverified information sharing”. (Laato et al. 2020:1).

Pennycook et al. (2020), in their two studies with over 1600 participants investigate why people believe and spread fake news about COVID-19. Their findings shows many people simply fail to determine the truth value of the news and share it while they fail to decide so.

Erku et al. (2020) discuss three tendencies parallel to the COVID-19 pandemic, the growth of fake medicine, fake news, and medication false information. While fake news and fake medicines both have detrimental impact on public health, they also emphasize on proper medications. These studies suggest that the COVID-19 pandemic deepens the fake news problem.

In another study, Casero-Ripiles (2020), in the secondary data analysis, finds that people are actively consuming news that rises from 60% during pre-COVID-19-era to 92% during the COVID-19 pandemic. The study also shows rises by 12% during the pandemic.

In another study, Pulido Rodriguez et al. (2020) argues that social media users share fake news more than evidence based news related to COVID-19, which is one of the primary threats to society. Well-distributed fake news in social media, according to them leads to contradictory and poor decision making.

Pulido Rodriguez et al. (2020) retrieved, classified and compared 1923 fake and /or unverified posts related to COVID-19 from Twitter and Sina Weibo. The result shows that more fake news is published and shared on Twitter than on Sina Weibo. It is important to note that while others choose to use the term fake news to address the information crisis amid the COVID-19 pandemic, Orso et al. (2020) propose to use “inaccurate news” instead of “fake news” to address most of the news with false information. While the previous researches explore dynamic problems fake news pose in the COVID-19-era. Some researches offer probable solutions to this crisis as well. Erku et al. (2020) think pharmacists are the key players in health communication. Therefore, to reduce medication false information, reliable information from the pharmacists should be distributed to the public and other health professionals.

Naeem& Bhatti (2020) in their paper indicated how the COVID-19 pandemic causes an infodemic with a huge amount of false information. To battle this crisis, they suggest to prepare myth busters, fact-checkers and credible sources relating to COVID-19. They further suggest to compile and circulate the necessary reliable information for the general public, students, and faculty to recognize fake news.

Political and legislative connections to fake news are also analyzed in several studies. Alvarez-Risco et al. (2020) address the COVID-19 as an occasion of infodemic that produces a high amount of social media based fake news that hinders public health response in Latin America. In their study, they observe the fake news situation in Peru. Their observation states that the country’s strict law (i.e. imprisonment) against fake news production and propagation make it more successful in the battle. While Peru become more successful due to its governmental stringent step to tackle fake news problem, Dominican Republic struggles with dysfunction governance (Tapia, 2020). The COVID-19 pandemic attacks the Caribbean country amid the political turmoil. Having a weak health care infrastructure along with public distrust, the government is losing its battle against proliferation of fake news epidemic. In another study, Gradon (2020) addresses the fake news problem from the perspective of crime science. It provides some preventive strategies to mitigate fake news propagation and proliferation counter narrative.

THEORETICAL FRAMEWORK

The study adopted Theory of Rumour Transmission and Elaboration Likelihood Theory as theoretical frameworks for the study.

Theory of Rumour Transmission

The theory has in its early research on rumours identified ambiguity and importance as the main drivers of rumour transmission (Allport and Postman 1947). In addition Anthony added anxiety as another important driver. The advent of the social media has increased the speed and likelihood of information circulation including rumour. On this basis, Oh *et al.* (2013), attempted to explain rumour mongering on one of these social media – twitter. He maintained that efforts were understood to focus on factors explaining why rumours are generated on Twitter (rumour transmission). In doing so they particularly identified and explained cues to a Twitter message (just like any other social media) that signal it to be a rumour. These cues also reflect feelings and behaviour of rumour senders. Oh's model contained five antecedents, these five antecedents are explicated below.

- i. Source ambiguity; reflects when a rumour sender understands the origin of a message and its trust worthiness. It is a relevant driver for message brought into a network from outside sources. (e.g. Agencies news sources).
- ii. Personal involvement; represents the importance of a rumour to the sender. Finally, to measure social pressures from others on a rumour sender.
- iii. Directed message: implies directed message as a new variable; such directed message is viewed as a new variable and is more likely to be rumour.

Content ambiguity: reflects the interpretability and clarity of the message itself. For instance, in a crisis situation messages related to the crisis would be fast spread by especially the people who are involved regardless of their credibility.

ELABORATION LIKELIHOOD MODEL

Elaboration Likelihood Model (ELM) is persuasion-based theory which propounds that recipients of a message will process the message either through a central route or a peripheral route.

The central route involves message elaboration. Elaboration is “the extent to which a person carefully thinks about issues relevant to arguments contained. Persuasive communication involve “people using the central route to scrutinize the ideas, try to figure out if they have true merit and mull over their implications. It is an attempt to process the new information rationally (Petty and Cacioppo, 1986).

The peripheral route offers a shorthand way to accept or reject a message “without any active thinking about the attributes of the issue or the object of consideration” (Petty and Cacioppo, 1981). Instead of doing extensive cognitive work, recipients rely on a variety of cues which allow them to make quick decisions.

(Cialdini, 1988) lists six cues which trigger a “click whirr programmed response. These cues allow us to fly the peripheral route on automatic pilot basis.

5. Reciprocation – “You owe me”
6. Consistency – “We have always done it that way”

7. Social proof – “Everybody is doing it”
8. Liking – “love me, love my ideas
9. Authority – Just because I say so”
10. Scarcity – “quick, before they are all gone”.

Elaboration likelihood model is a useful theory for studying rumour mongering especially in a crises area because central and peripheral cues are both important in this study context. But peripheral cues are more important in this study, because there is typically a lack of verified information in crisis and people look to peripheral cues when facts are hard to verify. To this end the high level of rumour mongering on social media arise due to the adoption of peripheral cues in verifying sources of information before spreading the message content.

METHODOLOGY

The researchers used survey research method for generating data for the study. Wimmer and Dominick Online Sample Size calculator was used to determine the sample size of 384 from the target population of Enugu State which stood at 4,411,119.

Questionnaire was used to collect information from the respondents using purposive sampling technique for the study and analysis.

Sampling technique involved the distribution of copies of the questionnaire to people in Enugu State in such public places like the local Government Secretariats, shopping malls, recreation centres, business centres etc.

PRESENTATION, ANALYSIS AND INTERPRETATION OF DATA

A total of 384 copies of the questionnaire were distributed to the respondents across the study area. Three hundred and sixty(360) copies of the questionnaire were retrieved representing a return rate of 93.75%, whereas twenty four (24) copies representing 6.25%. The return rate was considered sufficient for the study.

ANALYSIS OF THE BIO-DATA OF THE RESPONDENTS**Table 1: Sex of the Respondents**

Sex	Frequency	Percent
Male	200	55.6
Female	160	44.4
Total	360	100

Source: Field Survey, 2020

Table 2: Age group of the Respondents

Age group	Frequency	Percent
18-30	55	15.3
31-45	120	33.3
46-60	105	29.2
61 and above	80	22.2
Total	360	100

Source: Field Survey, 2020

Table 3: Marital Status of the Respondents

Marital Status	Frequency	Percent
Single	80	22.2
Married	220	61.1
Separated	25	6.9
Widowed	20	5.6
Divorced	15	4.2
Total	360	100

Source: Field Survey 2020

Table 4: Respondents Educational Level

Educational Level	Frequency	Percent
FSLC/WASC	65	18.1
OND/Diploma/NCE	100	27.8
HND/BA/B.Sc.	120	33.3
M.A/M.Sc./Ph.D.	75	20.8
TOTAL	360	100

Source: Field Survey 2020

Research Question 1

Ascertaining the extent COVID-19 pandemic facilitated the propagation of hate speech among the populace in Enugu State

Table 5

	To what extent did COVID-19 pandemic facilitate the propagation of hate speech among the populace in Enugu State?	N	Likert Mean	Responses				Mean \bar{X}	Decision Rule Reject $\mu < 2.5$
				VGE	GE	SE	VSE		
1	COVID-19 is a propaganda for big nations to intimidate smaller nations.	360	2.5	160	100	70	30	3.1	Accept
2	Do you think that COVID-19 encouraged people to engage in hate speech	360	2.5	153	120	50	37	3.1	Accept
3	People have the opinion that state government is using COVID-19 to defraud the people.	360	2.5	148	115	60	37	3.1	Accept
4	People seemed not to agree that there is something like COVID-19.	360	2.5	155	124	55	24	3.1	Accept
5	Anybody who said something against COVID-19 is considered as hate speech	360	2.5	162	130	42	26	3.1	Accept
		Total = $15.6 \div 5 = 3.1$							

Source: Field Survey 2020

Table 5 based on the data collected shows that COVID-19 pandemic really facilitated the propagation of hate speech to a very great extent among the populace in Enugu State of Nigeria. Hence the five items measured and tested were higher than the Likert mean of 2.5. In summary, the five items were taken to be positive (+ve), hence accepted. The average means of all the score is 3.1 which is higher than the Likert means of 2.5.

Research Question 2

The extent COVID-19 pandemic helped in the proliferation of fake news among the people of Enugu State.

Table 6

	To what extent did COVID-19 pandemic helps in the proliferation of fake news among the people of Enugu State?	N	Liket Mean	Responses				Mean \bar{X}	Decision Rule Reject $\mu < 2.5$
				VG E	GE	SE	VSE		
1	People believe that COVID-19 is cured with malaria drugs	360	2.5	140	120	50	50	2.9	Accept
2	People also agree that taking hot pepper cures COVID-19.	360	2.5	150	110	60	40	3.0	Accept
3	People agree that drinking hot water cures COVID-19	360	2.5	130	125	55	50	2.9	Accept
4	People believe that COVID-19 is for temperate zone not for tropical zone of Africa.	360	2.5	125	130	60	45	2.9	Accept
5	People believe that white pigment of the skin attract the disease	360	2.5	1120	110	60	70	2.8	Accept
6	People believe that drinking bleach will cure COVID-19	360	2.5	128	120	50	62	2.8	Accept
		Total = $17.3 \div 6 = 2.9$							

Source: Field Survey 2020

Table 6 shows that COVID-19 pandemic helps to a very great extent in the proliferation of fake news among the people of Enugu State. Hence the six statements tested positive were (+ve), being higher than the Liket means of 2.5, thus all the statements were accepted. Thus, the average means score is 2.9.

Research Question 3

On the extent COVID-19 pandemic assisted in promoting discrimination and stigmatization of the people in Enugu State.

Table 7

	To what extent did COVID-19 pandemic assists in promoting discrimination and stigmatization of the people in Enugu State?	N	Lik-et Mean	Responses				Mean \bar{X}	Decision Rule Reject $\mu < 2.5$
				VGE	GE	SE	VSE		
1	People discriminate against those who were treated with COVID-19.	360	2.5	150	10	60	30	3.1	Accept
2	People believe that COVID-19 has social stigma on it.	360	2.5	140	130	50	40	3.0	Accept
3	People seem afraid of those treated with COVID-19.	360	2.5	135	140	40	45	3.0	Accept
4	In some hospitals, doctors refused to treat some people suspected to carry COVID-19.	360	2.5	120	140	40	60	2.9	Accept
5	Other medical workers e.g. Nurses feel unsafe to cure COVID-19 patients	360	2.5	118	130	50	62	2.8	Accept
		Total = $14.8 \div 5 = 2.96$							

Source: Field Survey 2020

Table 7 shows that the five statements were accepted to be positive (+ve) being higher than the Liket mean of 2.5. In a nutshell, COVID-19 pandemic assisted in promoting discrimination and stigmatization of people in Enugu State.

Question 4

On extent COVID-19 pandemic created fear and panic among the people of Enugu State.

Table 8

1. To what extent did COVID-19 pandemic create fear and panic among the people in Enugu State?		N	Liket Mean	Responses				Mean \bar{X}	Decision Rule Reject $\mu < 2.5$
				VG E	GE	SE	VSE		
1	The fear of COVID-19 made people to start wearing face mask.	360	2.5	560	390	100	60	3.0	Accept
2	The panic created by COVID-19 forced people to start observing social distancing	360	2.5	130	135	45	50	2.9	Accept
3	The panic created by COVID-19 made people to ban every form of social gathering, religious gathering/worshiping	360	2.5	140	120	55	45	3.0	Accept
4	Some people bought food stuff that will take them for two months because of the panic.	360	2.5	145	135	40	40	3.1	Accept
5	For fear of contacting the disease, some people deserted their home in city and relocated to their villages.	360	2.5	120	140	40	60	2.9	Accept
6	People living close to the Centre for Disease Control abandoned their homes and avoided going to hospitals.			110	130	60	60	2.8	
		Total = $17.7 \div 6 = 2.95$							

Source: Field Survey 2020

Table 8 shows that COVID-19 pandemic created fears and panic among the people of Enugu State. The six statements tested positive (+ve). In summary, the average means is 2.95 which is higher than the Liket means of 2.5. Hence COVID-19 pandemic really instilled fear and panic among the people of Enugu State

DISCUSSION OF FINDINGS

Research question one states: to what extent did COVID-19 pandemic facilitate the propagation of hate speech among the populace in Enugu State? The data generated from the responses of the respondents clearly demonstrated that COVID-19 pandemic facilitated in no small measure the propagation of hate speech among the populace in Enugu State. The average mean of 3.1 is more than the liket mean of 2.5 and this show that COVID-19 pandemic is really a facilitator or propagator of hate speech not only in Enugu State, but also on the global scene. The literature reviewed, attested to this statement. This trend of propagating hate speech created a tense environment full of suspicion and fear. This was in line with the findings of Laato et al.(2020) in which they observed that people appear to trust online information and are vulnerable to information overload. These are indicators of unverified information. Most people who generated hate speech did so because of the overwhelming information at their disposal with little or no time left for them to distill the information before spreading the content of hate speech.

Research question two: To what extent did COVID-19 pandemic help in the proliferation of fake news among the people of Enugu State? The data generated from the respondents confirmed that COVID-19 pandemic helped in producing and spreading fake news, ranging from false cure remedies and unfounded cures and rumours among the people in Enugu State. The average means of 2.9 is more than the Liket mean of 2.5 and this shows that COVID-19 is a peddler of fake news. The literature reviewed clearly demonstrated the preponderance of fake news, during the era of COVID-19 especially in the social media. This agreed with the findings of Pennycook et al.(2020) who admitted that people fail to determine the truth value of information before sharing. This also agrees with the preponderance of news now being produced by untrained personnel in the now infamous trend known as citizen journalism.

Research question three: To what extent did COVID-19 pandemic assist in promoting discrimination and stigmatization of the people in Enugu State? The data generated from the study showed that COVID-19 pandemic assisted in no small measure in promoting discrimination and stigmatization of the people in Enugu State. This was demonstrated and confirmed by the fact that the average mean of 2.96 is higher than the Liket mean of 2.5. Hence the mere mentioning and suspicion that somebody is COVID-19 positive or is having symptom of COVID-19 pandemic automatically led to discrimination and social stigmatization against the person. In fact, COVID-19 pandemic carried discriminatory tendency and social stigma with it. This trend is promoted by the ubiquity of ICT devices especially the android mobile phones which are now used by many lacking the professional skills in objective reporting. These untrained information merchants now flood the media channel with what Agba(2008) would describe as stoking information anxiety.

Research question four: To what extent did COVID-19 pandemic create fear and panic among the people in Enugu State? The data generated showed that COVID-19 pandemic created fear and panic among the people in Enugu State. This was confirmed by the average mean score of 2.95 which is higher than the Liket mean of 2.5. The mere mention that an environment is suspected to be COVID-19 pandemic positive

will not only instill fear among the people; it will also cause panic among the people. In an uncertain environment, the stigmatization fueled by misinformation and disinformation could deepen discrimination against individuals who are perceived as linked to the virus. People were thrown into panic because of the confusion that trailed the Covid-19 pandemic. This was in line with the postulation of Naeem & Bhatti(2020) which attributed crisis in emergencies to the huge traffic of information that rarely allows the consumers of such information time to digest the news to sieve out truth from falsehood. Added to this, is the desperate moves by some people to offer breaking news. When clear information is lacking, confusion including panic takes over.

SUMMARY OF FINDING, CONCLUSION AND RECOMMENDATION

The study explored the influence of COVID-19 pandemic on hate speech and fake news in Enugu State. The findings of this study are as follows:

- That the COVID-19 pandemic facilitated the propagation of hate speech among the people in Enugu State.
- That COVID-19 pandemic helped in proliferation of fake news among the people of Enugu State
- That COVID-19 pandemic assisted in promoting discrimination and stigmatization of the people suspected to be COVID-19 pandemic positive in Enugu State.
- That COVID-19 pandemic created fear and panic among the people, especially in an uncertain situation. In an uncertain environment, the stigmatization fueled by misinformation and disinformation could deepen discrimination against individuals who are perceived as linked to the virus.

CONCLUSION

This study has established and confirmed that there are preponderance of hate speech and fake news associated with the outbreak of COVID-19 pandemic. The study also ascertained that COVID-19 pandemic helped in no small measure in promoting discrimination against the people and in increasing the social stigmatization of the people.

The study further revealed that COVID-19 pandemic created fear and panic among people. On this note government at all levels should make concerted efforts to combat COVID-19 pandemic.

RECOMMENDATIONS

Based on the findings made in this study and the discussion thereupon, the following recommendations were made:

- Victims of COVID-19 related hate speech should be protected by government while those who spread the hate speech should be condemned and sanctioned in line with the law.
- State government should combat misinformation through robust public messaging, education and health outreach, including making regular public service announcements to its citizens.
- Victims of Covid-19 should be supported and rehabilitated in various treatment centres as this will facilitate their recovery and reintegration into the society.
- The State Ministry of Health should create a strong information unit for public health education and encourage access to free flow of accurate and verified information on Covid-19 pandemic which will minimize irrational fears among the people.



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INFLUENCE OF PHOTOGRAPHIC IMAGES OF COCA COLA ADVERT ON CONSUMERS' ATTENTION, RETENTION AND PERCEPTION IN ENUGU METROPOLIS

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ABSTRACT

This study investigated the influence of photographic images of Coca Cola advert on consumer's attention, retention and perception in Enugu metropolis. Different elements of a product photograph such as colour, composition, focal element, textual information and props are comprehensively analysed in order to determine the most essential attribute that effect consumer's attention. The study adopted survey research design, with questionnaires as the instrument of data collection. The population of the study is 1,596,000 from which a sample size of 384 was derived using the Wimmer and Dominick online calculator. Results from data analysis revealed that photographic images of coca cola adverts capture the attention of residents in Enugu metropolis to a large extent. This study also revealed that photographic pictures of coca cola advert sustains the retention of consumers in Enugu metropolis. The researchers concluded that using photographic images for advertising is very effective because it does not only draw the attention of the consumers, it also enables the consumers to remember the advert. It was therefore recommended that Coca Cola brand should continue to use good photographic images for advertising.

Keywords: Product, Product photography, consumers, attention, retention and perception



INTRODUCTION

Marketing communication entails sending information about a particular product or service by the sender to elicit a certain response (Okunna & Omenugha 2012). In marketing the response usually involves the receiver purchasing the product or using the services (Schaffer, 2013). Marketing communication is very important when trying to sell a product. In fact, advertising as an aspect of marketing makes sure that the unique selling point of the product is exposed to the consumers. therefore, advertising and marketing are vital to selling a product (David, 2015). Advertisers use different strategies and media outlets, like radio, television, billboards, magazines, newspapers e.t.c.to create awareness for their products (Onwude, Onyebuchi, Obayi & Okafor, 2011; Okunna & Omenugha 2012). The goal is to package these advertising messages in such a way that the target audience will choose their brand over a related brand (Opeodu & Gbadebo, 2017). This implies that companies like Coca cola transfer messages about their brand to convince consumers to purchase the coca cola product. Coca cola companies makes effort to convince consumers that Coca Cola is a better option to similar brands like Pepsi or Biggie brands.

Coca Cola is a multi-national beverage company that has existed for over 135 years and it has over 200 brands worldwide. Coca Cola is also seen in over 200 countries (<https://www.coca-colacompany.com/brands>). Coca Cola products has been advertised using various media platforms. The target of a company like coca cola is to convince consumers to purchase their products. To achieve this, advertisers create awareness about the product to convince consumers that the product or brand is suitable for them (Russell, 2017). It is also important to note that for an advert to be considered successful, the consumers should be able to recall the advert, retain the advert and this will help the consumers to have an opinion about the product advertised. The perception of the audience is what leads the consumers to decide if they would like to purchase the product.

Over the years, they have been excessive flow of information from the media and consumers are too busy that they do not have enough time to read or watch long advertising messages. A 2015 study carried out by Microsoft reveals that the average span of individuals has dropped from 12 seconds to eight seconds (McSpadden, 2015). This has caused companies to re-strategize their advert so that it can still capture the attention of the consumers. Coca cola uses product photography as a way of creating awareness and capturing the attention of consumers in a glance (William, 2017) some of the copy instances include, share a feeling, strangers become friends, share a coke, share a feeling, taste the feeling open happiness to mention but a few. The idea is that the picture of these products can attract the audience to see the advert and draw their attention to the advert. However, people see what they want to see, remember what they want to remember and perceive how they want to perceive (Zakia, 2017).

There have been various studies carried out on Coca cola advertising by various studies. For instance, Umor and German (2018); Okoye – Chine (2021); Ihunwo (n.d);

carried out studies on coca cola and sales marketing. Furthermore, Aweseme and Karaduma (2020); Abdulla and Nizam (2015); Mohammed, Subrata, Mohammed, and Md (2018) also carried out studies on the influence of advertising in consumers' retention. However, little or no study known to the researchers has been carried out on how product photography has influenced consumers' attention, retention and perception of coca cola products.

It is based on this backdrop that the researchers sought to find out the influence of product photography on consumer attention, retention and attention on coca cola adverts.

RESEARCH QUESTIONS

The following are the research questions were formulated to guide the study:

1. To what extent has photographic pictures of Coca cola advert capture the attention of consumers in Enugu metropolis?
2. To what extent has photographic pictures of Coca cola advert is retained by consumers in Enugu metropolis?
3. To what extent has photographic pictures of Coca cola advert change the perception of consumer in Enugu metropolis?
4. What are other factors that influence photographic pictures of Coca cola advertising Enugu metropolis?

PRODUCT PHOTOGRAPHY: ATTENTION, RETENTION AND PERCEPTION

There is a saying that a single picture speaks a thousand words. A properly created picture tells numerous stories and depicts numerous meanings. In advertising the right image of a product can excite a consumer. Right images help to improve the brand and it aids to attract a consumer to the brand. A well detailed picture helps to draw attention of a consumer to a product. An image of a picture influences the product rating. In order to capture the attention of the audience, there should be a perfect photography of the product taken from different angles, lightening, and perfect advertising techniques. This will help to grab the attention of the audience (Chopra, 2017; Thales, 2014).

Remembering an advert of a product after is being advertised determines the effectiveness of the product. Text are good in advertising however; texts can be forgotten especially since it has been established that individuals or consumers hardly read due to reduced attention span. Therefore, having the right picture that sends the right messages helps a long way in remembering the advert or product. Instead of using different words that might confused the consumer, it is better to have perfect picture with one sentence. A good product photography can package an entire advert that the consumer can remember in a glance (Abulla & Nizam, 2015; Mohammed & Mohammed, 2018).

In the area of perception, when an individual or potential consumer receives an information, the information goes through the brain and the consumer perceives the information based on how they have interpreted the information. Audience perception is affected by their experience, knowledge, interests. Therefore, no two individuals interpret an information exactly the same way (Adeby, 2012; Aboiyemi, 2020; Okoye-Chin, 2020).

There are factors that influence the consumers' attention, retention and perception. Some of these factors include source, price, competitive brands, location of the advert, availability of the product among other factors. These factors have influenced consumers in terms of the purchasing habit. This implies that you have the perfect picture but consumers might decide not to pay attention or remember your product or adverts.

EMPIRICAL REVIEW

Chopra (2017) examines the relationship between consumer attention and bill board advertising. The researcher revealed that there is a relationship between consumer attention and retention and bill board advertising. Furthermore, Thales (2014) revealed that there are two dimensions of attention and they include intensity which means the measuring the quality of attention and durations which involves meaning that quantity of attention. Furthermore, Bonney (2014) stated that advertising helps consumers to decide to purchase the product. Bonney further explained that attention helps to arouse the interest of the consumers. Adulla and Abdulla and Nizam (2015) also explained that there are other factors that affect retention, However, they did not fail to mention that image have significant impact on the consumers retention. Relatively Bappy, Tauhid and Haque (2018) explained that brand awareness positively influences customer retention. In this same vein Mohammed et al. (2018) stated that there is a connection between brand retention and consumer retention.

In the area of perception, Adeby (2012) revealed that audience first create their perception about a product based on how the product was advertised. Relatively Aboiyemi (2020) identified that advertising is important because it does not only create awareness but it can also be a marketing strategy that help loyal customers and consumers. Umor and German (2018) explained that consumers have positive perception about the coca cola adverts in the billboard. Relatively, Okoye Chine (2020) revealed that sales promotion has a positive influence on marketing of coca cola drink in Anambra State.

THEORETICAL FRAMEWORK

This study is anchored on the theory of selective process.

Theory of selective attention involves debate about the location where stimuli gain meaning within the selective attention process. The application of the theory reflects the fact selective attention is the recognition of the ability to identify some certain product photographic element like red colour among many coca cola photographic image (Bater & Jordan, 2019).

The theory of selective retention was propounded by Stanley Baranand Dennis Davis in the year 1948. Theory implied that persons mostly retained only those messages which supported their beliefs and attitudes. The messages which were not consistent with their personal views and belief systems were generally not retained by individuals. The application of theory reflect the fact selective retention processes the photographic image that support their background idea about coca cola, it can be retained and stored in memory and is thus available for retrieving. However, there is a prevailing idea that coca cola is for refreshment while eating. Thus, any photographic image that supports that can be easily retained.

The theory of selective perception propounded by Paul Lazarsfeld in 1948 suggests that when a person views media content, only the ideas that fit preconceptions are entertained, while counter-claims are disregarded. In the 21st century, this phenomenon of selective perception impacting media interpretation is still present (Asemeh, Otinau & Jumbo, 2022). This theory is applied to this study to explain how some consumers interpret product photography through their perception of the selective ideas that support the preconceptions of their world views or their original ideologies.

RESEARCH METHODOLOGY

The research method used for this study was survey research method because it studies both large and small population by selecting and studying samples chosen from the population. The population of this study is the total people living in Enugu South, Enugu East, and Enugu North L.G.A of Enugu metropolis. According to Nigeria Bureau of Statistics in 2016, the population of Local Government in Enugu metropolis is 1,596,000. The researchers used the Wimmer and Dominick online calculator to arrive at the sample size of 384

The researcher adopted the multi stage sampling technique. This means that the researcher used more than one sampling technique during this study. These techniques include the cluster and simple random sampling. This technique is appropriate for this study because it aided the researcher to scientifically reach the appropriate respondents.

The researcher first clustered the respondents into the various local governments in Enugu metropolis. In this second stage the researcher further grouped the respondents according to the communities in each local government areas. The researcher randomly selected two communities in each local government area in the third stage.

First Stage	Second Stage	Third Stage
Enugu East,	Abakpa, Trans-Ekulu, Nike and Emene	Trans-Ekulu and Abakpa
Enugu North	GRA, Ogui, Asata, New Heaven, Ogbete, Iva Valley and Independent Layout	Ogui and New Heaven
Enugu South	Achara Layout, Ugwuaji, Maryland, Awkanaw, Obiagu, Ogui New layout and Uwani.	Achara Layout and Maryland

To determine the number of questionnaire shared in each community the researcher divided the sample and the number of communities to be studies.

Sample Size: 384

No. of communities to be studied: 6

$$\frac{384}{6} = 64$$

Therefore, the researcher shared 64 copies of questionnaire in each community.

The researchers used the questionnaire as the instrument for data collection and the test re test method was used the test the reliability of the study. Where 20 copies of the questionnaires were shared before the original studies to a group of persons and then it is returned. The main analysis was used to analyzing the data and data as presented using tables.

DATA PRESENTATION AND ANALYSIS

This section deals with the presentation of analysis of data gathered after the questionnaire was administered. Out of the 384 copies of questionnaire distributed the return rate was 350 copies and was used for the analysis. From the demographic data 150 respondents were females while 200 respondents were males, 340 respondents were from 40 and bellow while 10 respondents were from 41 to 50 years of age.

Research Question 1: To what extent has photographic pictures of Coca cola advert capture the attention of consumers in Enugu metropolis?

Respondents responses on the extent photographic pictures of Coca cola advert capture their attention?

Options	SA	A	D	SD	Total	Mean Score	Analysis
I have seen pictures of coca cola adverts	150	100	50	50	350	3.0	Accepted
Pictures used in Coca-Cola adverts are attractive	150	100	50	50	350	3.0	Accepted
Picture used in Coca-Cola adverts draws one to pay attention to the advert	220	100	30	-	350	3.5	Accepted
Pictures used in Coca-Cola adverts are creative and captivating	220	100	30	-	350	3.5	Accepted
Mean Average						3.2	Accepted

Decision Rule: if calculated mean is equal or greater than the mean value which is 2.5, it should be accepted or rejected. Thus, the cut-off mean is 2.5

Analysis: This study revealed that photographic pictures of Coca cola advert capture the attention of consumers in Enugu metropolis to a large extent. This was made evident when residents indicated that they have seen pictures of coca cola advert and these pictures are creative. This implies that photographic pictures of coca cola adverts have captured the attention of consumers in Enugu metropolis to a large extent.

Research question two: To what extent has photographic pictures of Coca cola advert sustain the retention of consumer in Enugu metropolis?

Respondents responses on the extent photographic pictures of Coca cola advert sustain their retention of the product?

Options	SA	A	D	SD	To- tal	Mean Score	Analy- sis
Picture used in Coca-Cola adverts helps me to remember the adverts	230	79	38	3	350	3.5	Ac- cepted
pictures used in Coca-Cola adverts are easy to recall and remember	229	97	24	-	350	3.5	Ac- cepted
Pictures used in Coca-Cola adverts helps to make the advert message clear and effective	200	100	50	-	350	3.4	Ac- cepted
pictures used in Coca-Cola is related to food and house utensils	225	100	-	25	350	3.5	Ac- cepted
Mean Average						3.4	Ac- cepted

Decision Rule: if calculated mean is equal or greater than the mean value which is 2.5, it should be accepted or rejected. Thus, the cut-off mean is 2.5

Analysis: The above analysis revealed that photographic pictures of Coca- cola advert sustained, retained and recalled of consumer in Enugu metropolis to a large extent. The respondents were able to remember to the concept of the advert

Research question three: To what extent does a photographic picture of Coca cola advert influence the choice of consumers in Enugu metropolis?

Options	SA	A	D	SD	Total	Mean Score	Analysis
Pictures used in Coca-Cola adverts contribute to my consumption of the product	144	150	47	9	350	3.2	Accepted
pictures used in Coca-Cola adverts contribute to making it a favorite choice among soft drinks consumers	10	30	90	220	350	1.5	Rejected
picture of Coca-Cola and plate of food contributes to making me choose to use the brand as part of my meal	120	180	41	9	350	3.2	Accepted
Mean Average						2.6	Accepted

Decision Rule: if calculated mean is equal or greater than the mean value which is 2.5, it should be accepted or rejected. Thus, the cut-off mean is 2.5

Analysis: The analysis above indicated that photographic picture of Coca cola advert influence the choice of consumers in Enugu metropolis. Respondents also indicated photographic pictures of coca cola adverts contribute to them consuming the coca cola

advert. However, respondents indicated that they do not Coca Cola ad their favorite drinks because of the photographic pictures.

Research question four: What are other factors that influence photographic pictures of Coca cola advert amongst consumers in Enugu metropolis?

Options	SA	A	D	SD	Total	Mean Score	Analysis
I think Coca-Cola product are good combination with most meals	270	30	40	10	350	3.6	Accepted
The price of Coca-Cola is expensive	200	100	50	-	350	3.4	Accepted
Coca-Cola product is highly accessible	230	70	38	12	350	3.5	Accepted
The nutritional value of the Coca-Cola product	10	30	100	210	350	1.5	Rejected
I consume Coca-Cola product due to peer pressure	154	149	32	15	350	3.3	Accepted
The availability of other brand in the market	165	146	30	9	350	3.2	Accepted
Mean Average						3.0	Accepted

Decision Rule: if calculated mean is equal or greater than the mean value which is 2.5, it should be accepted or rejected. Thus, the cut-off mean is 2.5.

Analysis: Based on the analysis above, there are other factors that influence photographic pictures of Coca cola advert amongst consumers in Enugu metropolis. Respondents indicated that factors like price and accessibility can make them not to purchase the coca cola product however, they indicated that nutritional value does not affect how they purchase coca cola product.

DISCUSSION OF FINDINGS

This study revealed that, at a mean of 3.2, Coca cola adverts capture the attention of residents in Enugu metropolis to a large extent. This was made evident when the respondents indicated that Coca Cola adverts are creative and captivating. They also revealed that pictures used for Coca Cola adverts draw the attention of consumers in Enugu metropolis. This finding is in agreement with the finding of Bappy, Tauhid & Haque (2018) revealed that marketing and advertising helps in creating awareness for a brand. This scholar further explained that this is the most effective way to create awareness for a brand. This finding is also related to the findings of Mohammad et al. (2015) who revealed that image pictures are an important component in advertising that helps to draw the attention consumers to a brand or a product.

Further analysis of the data also indicated that, with an average mean of 3.4, residents in Enugu metropolis retain and recall Coca Cola advert to a large extent. This was made evident when residents in Enugu metropolis indicated pictures used in Coca Cola adverts helps to remember the adverts they also indicated that these pictures make them easy to recall and remember Coca Cola adverts. The respondents went further to indicate that picture photography of coca cola adverts consists of food and house utensils. This implies that the picture photography of coca cola adverts helps to sustain, recall and remember Coca Cola advert. In collaboration with the finding of Abudulla and Nizan (2015) indicated that images really influence and determine the customer retention in Maldives companies. In another related study by Mohammed, Subrata, Mohammed and Md (2018) it was revealed that advertising and marketing helps in brand retention and customer retention in Malaysia. This finding is also related to the theory of selective retention which explained that people retain only those messages that support their belief and attitude. People already belief that drinks are appropriate for food and parties; therefore, it was easy for respondents to remember the adverts because it was close to food which was already an existing belief.

This study further revealed that, with an average mean of 2.6, photographic pictures of coca cola advert positively influence the consumers in Enugu metropolis. This was made evident when respondents indicated that the advert influences their choices. The respondents went further to indicate that the picture of Coca Cola and plate of food contributes to making them choose the brand as part of their meal. However, they also indicated that Coca Cola brand is not their favorite brand. This study is also related to the findings of Okoye-Chine (2021); Umor and German (2018) who explained that advertising and marketing influence individuals to consume and purchase Coca cola products. The theory of selective perception which explains that how consumers interpret any media content determines what they think about the product. For instance, due to the Coca Cola advert respondents have interpreted the products and they perceived

the product as appropriate for meals and parties. Therefore, selective perception theory is related to this finding.

The analysis also showed that, with an average mean of 3.5, there are other factors that have influenced photographic pictures of Coca Cola advert amongst consumers in Enugu metropolis. Although consumers remember and retain the advert they, however, indicated that due to price and also other cheaper competitors of the brand they usually don't consume the Coca Cola advert. This study also revealed that another factor that influence their consumption of the brand is the nutritional value of the brand. They further indicated that one of the reasons why they easily purchase and consume Coca Cola brands is because it is always available. This finding is in accordance with the findings of Bonney (2014) who explained that there are other factors that can influence the purchase of product or a brand. This scholar explained that a brand could have perfect adverts but factors like product packaging, quality and endorsements can influence the action of the customers.

CONCLUSION

Advertising has become an effective means of convincing consumers that a particular brand is better than the brand of the competitors. This is why companies create unique selling points (USP) to convince consumers that their brand is unique. These peculiar attributes of the products are made known to consumers through different advertising messages. Advertising is said to be effective if it was able to convince the consumers to purchase a product. This implies that there have been cases of ineffective advertising. There are factors that can make advertising ineffective. It could be that the advertiser is going through the wrong channel, or using the wrong words or it could be that the advertiser is advertising to the wrong target audience. As already established in this study, due to the fact that consumers are becoming too busy to pay attention to adverts, companies like Coca Cola has used different strategy to capture the attention of consumers. This strategy involves the use of product photography. This implies that audience does not need to stop and read or listen to a long jingle. Consumers just need to take a glance and their attention can be captured. The use of product photography in advertising has positively influenced the Coca Cola brand in terms of retention, attention and perception. Audience tend to remember the concept of the Coca Cola brand and the items used to advertise the Coca Cola brand. It is therefore safe to conclude that product photography aroused the attention of consumers to look at the advert and also remember the advert. This has also helped them develop an opinion about the brand. Product photography is certainly an effective strategy of advertising products.

RECOMMENDATIONS

Based on the findings, the following recommendation were made:

1. Based on the findings of this study, photographic pictures help to the attention of residents in Enugu metropolis, the Coca Cola brand should continue to use photographic pictures for advertising.

2. Photographic pictures of Coca Cola brand are retained and recalled in the minds of residents in Enugu metropolis, this study therefore recommends that the Coca Cola Company should continue to use good photographic pictures for advertising.
3. Photographic pictures of Coca Cola adverts influence the choices of respondents in Enugu metropolis the researcher recommends that Coca Cola company should continue to use photographic pictures and other forms of understanding until it becomes the best choice amongst respondents.
4. There are other factors that influence the consumption of Coca Cola products on Enugu metropolis the Company should review the nutritional value of their brand and also check the price of their products.



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INFLUENCE OF ONLINE CUSTOMERS' FEEDBACKS AND REVIEWS ON CONSUMERS' PURCHASING DECISIONS AMONG RESIDENTS OF ENUGU-SOUTH LGA: A STUDY OF JUMIA NIGERIA

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ABSTRACT

This study examined the influence of online customers' feedbacks and reviews on consumers' purchasing decisions among residents of Enugu-South LGA with focus on Jumia Nigeria. The study was anchored on the Uses and Gratification theory while survey was adopted as the research design. The population of the study were residents in Enugu-South LGA which is 267,300 while the sample size of 384 was drawn using the Australian calculator. Using the multi-stage sampling technique, the researchers were able to distribute the copies of questionnaire to the selected respondents in the LGA. Findings from this study revealed that residents in Enugu South at an average mean of 1.8(N=380) have positive and favourable attitudes toward online feedbacks and reviews on Jumia's marketing site. Online reviews and feedbacks on Jumia were found to be very important for customers buying decision-making at an average mean of 2.6(N=380). Customers depend on comments and opinions from other customers to purchase a product or not; therefore, it has a strong influence on their purchase decisions. Result analysis also indicated that at an average mean value of 2.7 (N=380) trust, popularity and credibility of customers' making reviews and feedbacks were factors that influence respondents' purchasing behavior. Following the findings, the study recommends that customers should engage more often in writing and reading feedbacks

and reviews on online stores. Also customers should make credible comments as opposed to misleading and exaggerated reviews so that potential customers can form the right attitudes towards a product. It further recommends that sellers should improve their product and service delivery to get positive reviews and feedback from customers.



INTRODUCTION

Several scholars have agreed that technological developments have improved communication and information dissemination in recent times (Nazmine, Khalid, Aemen, Chishti & Tareen, 2021; Shonhe & Jain, 2017). These scholars believe that the evolution of technology has impacted the society and changed the lives of people in far-reaching ways. These advancements in technology according to Nazmine *et al.* (2021) birthed what is known as the “New Media” which constitute all social media platform that allows people to interact and share information.

The rise of social media is reflected in all aspects of life including in the sales of goods and services giving birth to digital marketing. The main objective of digital marketing is to attract customers and allow them interact with the brand through digital media (Ighomereho & Ofunre 2019). Interestingly, today, people can sit in the comfort of their homes and purchase products online without going through the stress of working in a shop or a super market.

Evidently, consumers share their marketing experiences through the various social media platform. They talk about the products they purchase and the experience they encounter during the buying process which might be favourable or unfavourable. Companies have adopted the use of customers’ reviews and feedback to ascertain people’s perception about their product (Eze, Nnabuko & Etuk, 2014; Zu & Zhang, 2010).

Jumia is arguably being one of Nigeria's top digital marketplace and online e-commerce platform that enables consumers to order products from anywhere (Oyesola, 2021).The company which started operation in 2012 allows customers to make reviews and share their thoughts about certain products purchased (Jumia, 2021). This is in other to develop a good product experience and for customers to get the right value for their money. Also, apart from writing feedbacks, there's a section for star ratings where customers can rate a product from 1-to 5 based on their experience (Jumia, 2020).

STATEMENT OF THE PROBLEM

The development of the Internet according to Zhu and Zang (2010) has created opportunities for customers to share their experiences through reviews and feedbacks. Jumia is one of the many online and mobile shops allow customers to review, give feedbacks and rate products purchased on their website (Jumia, 2021). Additionally, there have been studies carried out on the effect of online marketing on the behaviour of consumers (Ogonna, Okolo, Nebo & Ojize, 2017) and factors influencing consumer intention

to shop online in Nigeria (Usman & Kumar, 2020) nonetheless, only a few studies have been conducted in the area of online customers' feedbacks and online reviews in Nigeria and how it impacts consumers' purchase behaviour. It is against this backdrop that this study sought to examine the influence of online customers' feedbacks and reviews on consumers' purchase decisions in Enugu-South.

RESEARCH QUESTIONS

The study was guided by the following research questions:

1. To what extent are residents of Enugu South exposed to feedbacks and reviews on Jumia?
2. What is the attitude of residents in Enugu South towards online feedbacks and reviews on Jumia?
3. To what extent do online reviews and feedbacks on Jumia services influence customers to patronize Jumia products and services?
4. What factors determine the influence of online reviews and feedbacks of Jumia services on customers' purchasing decisions?

ONLINE PRODUCT REVIEWS AND FEEDBACKS

Several authorities in the marketing and communications field have argued that technological advancement has changed the communication landscape such that customers and marketers are beginning to involve in online marketing activities such as advertising (Onwude, Onyebuchi, Obayi & Okafor, 2021).

Before the advent of the Internet, consumers sought the opinion of other consumers through face-to-face communication before they expose themselves to a particular brand (Pollach, 2006). Evidently, advances in technology have allowed various businesses which Jumia is part of to reach a wider audience as well as allow buyers to search for products online and give their feedbacks on the product (Olasanmi, 2019). Online customers' feedback and review as defined by Hennig-Thurau, Gwinner, Walsh & Gremler (2004) is any positive or negative statement made by customers about a product or company, which is made available to people through the internet; with this potential consumer would make purchase or not.

Furthermore, Shaddha and Nilesh (2021) argued that online reviews and feedbacks can be grouped into three stages namely; creation, exposure and evaluation. For Ojiaku and Anayo (2017) online reviews include narrative text, comments and star ratings usually ranging from one to five. For instance, when we visit certain websites of brands, we are often asked to rate a product or service based on our experience; a times, we are requested to give star ratings.

CONSUMER PURCHASE BEHAVIOUR/DECISION

According to Schiffman and Kanuk (2004) and Solomon, Bamossy, Askegarrrd and Hogg (2006), consumer behavior can be defined as the behaviour that consumers display in searching for, purchasing, using, evaluating, and disposing of products and services that they expect will satisfy their needs. In other words, consumer behaviour is concerned with the stages consumers go through in order to identify, select, buy, and use a product or service based on their wants. Dada (2021) established that the purchase behaviour of consumers influences their purchasing decision. The author noted that customers' needs are influenced by their family and friends, attitude, belief, financial status and their choice.

According to Oyesola (2021) Jumia is an online e-commerce platform that enables consumers to order products from anywhere they are (Oyesola, 2021). The company which started operation in 2012 allows customers to make reviews and share their thoughts about certain products purchased. This is in order to develop a good product experience and for customers to get the right value for their money (Jumia 2021).

EMPIRICAL REVIEW

Several scholars have researched online customers' feedbacks and reviewed consumers' purchase behaviour. Among the studies was done by Ojiaku and Anayo (2017) on the impact of online consumer reviews on patronage intention towards Internet retailers in Nigeria. The study discovered that review valance and positive reviews affect the purchase behaviour of consumers. Shraddha and Nilesh (2021) established that online feedbacks affects consumers and influences their purchase decision process. Before customers make purchases, they first check reviews from other customers and that positive reviews are important for every industry.

Eze, Nnabuko and Etuk (2014) stated that online comments of customers have a strong impact on brand awareness, association and brand loyalty. The researcher established that a favourable brand experience could lead to positive comments online. On their part Chen and Xie (2004) agrees that information made by consumers help other customers in finding products that match their preferences. Further analysis indicated that online reviews made by customers prevent marketers from controlling the information about a product.

This study shares similarities with that of Chen & Xie (2004) as they both focus on online feedbacks and reviews. Secondly, they both utilized similar survey research designs. However, Chen and Xie (2004) used the agency theory.

THEORETICAL FRAMEWORK

The study employed the Uses and Gratification Theory which was propounded by Elihu Katz, Jay Blumer and Micheal Gurevitch in 1974. The theory explains that the media audience uses the media for their personal needs and based on their belief. That is, the audience consumes messages they want to consume as opposed to the media dictating what the audience consumes (Anaeto, Onabajo & Osifeso, 2012).

In relation to the study, consumers have the privilege to make online reviews and feedback after purchase as well as view online comments concerning products. For example, if the need of a student is to purchase a textbook, a student uses the online media not to search for daily news and information placed by new agencies but to search for a textbook of his or her choice. In the same vein, customers use the media to interact with each other concerning an online product as against other functions; hence, their messages and interaction have a way of influencing their decisions as against advertising and placement of products by the media.

METHODOLOGY

The research design adopted in this study was the Survey Design because it is suitable to get the opinion of respondents. The population of the study comprises residents in Enugu-South Local Government Area which according to National Population Commission report of 2016 is 267,300. Sample size of 384 respondents was drawn using the Australian Bureau of Statistics Sample Size Calculator while the multi-stage sampling technique was used in the selection of respondents from the Enugu-South Local Government who purchase products from Jumia online stores. The selected districts from Enugu-South were Ugwuaji, Amechi, Akuke, Obeagu and Awkunanaw. The researcher employed the use of questionnaire for data collection which was face validated by an expert. The instrument for this study was termed reliable after a comparison experiment was done using the test re-test method. Data presented were analyzed using tables, frequencies, simple percentages and mean score.

DATA PRESENTATION AND ANALYSIS

The researcher administered 384 copies of the questionnaires to respondents. however only 380 (98.9%) copies were returned valid for this study, while 4 (1.0%) were invalid and thus nullified as a result of improper responses from respondents. Seemingly, the data analysis for this study was based on the retrieved 380 copies of the questionnaire representing 98.9%.

Research Question One: What is the extent to which residents in Enugu South are exposed to feedbacks and reviews on Jumia?

To answer this research question, the table below presented views of respondents on their exposure to feedbacks and reviews on Jumia.

Table 1: Respondents view on their exposure to feedbacks and reviews on Jumia

Option	SA	A	D	SD	Total	Mean	Decision
I am aware of product reviews and feedbacks by Jumia customers online	108	201	51	20	380	3.0	Accepted
I have seen product reviews and feedbacks by Jumia customers online	154	179	32	15	380	3.2	Accepted
I always read product reviews and feedbacks from Jumia customers whenever I visit Jumia online store to purchase any product	169	149	10	52	380	3.1	Accepted
I do not really read product reviews and feedbacks by Jumia customers online whenever I want to make online purchases	33	64	205	78	380	2.1	Rejected
Average Mean						2.8	Accepted

Source: Field Survey 2022

Criterion Mean = 2.5

Decision Rule: If the calculated mean, is greater than or equal to the benchmark, the decision is accepted but if the calculated mean is less than the benchmark, the decision is rejected.

From the data analysis above, result revealed that residents in Enugu South are highly exposed to feedbacks and reviews on Jumia. First, the majority of respondents agree that they are aware of Jumia reviews and feedbacks and they often see reviews and feedbacks from other customers. Secondly, before they purchase any product on the site, they are pushed to check reviews and feedbacks made by other customers.

Research Question Two: What is the attitude of residents in Enugu South towards online feedbacks and reviews on Jumia?

The table below answered the question on the attitude of residents of Enugu-South towards online feedbacks and reviews on Jumia.

Table 2: Respondents opinion on their attitude towards online feedbacks and reviews on Jumia

Option	SA	A	D	SD	Total	Mean	Decision
I consider customers' reviews and feedbacks about products on Jumia online stores as very useful and informative to guide my purchasing decisions	223	107	48	12	380	3.4	Accepted
I do not consider customers' reviews and feedbacks about products on Jumia online stores as useful and necessary	-	52	128	200	380	1.6	Rejected
I believe that customers' reviews and feedbacks about products on Jumia online stores may be subject to manipulation by Jumia. So, I do not bother considering them while making purchasing decisions	52	-	146	182	380	1.0	Rejected
Customers' reviews and feedbacks about products on Jumia online stores may be biased. So, I do not bother considering them while making purchasing decisions	26	26	130	198	380	1.9	Rejected
Average Mean						1.8	Rejected

Source: Field Survey 2022

Criterion Mean = 2.5

Decision Rule: If the calculated mean is equal to or greater than bench mark, the decision is accepted but if the calculated mean is less than the bench mark, the decision is rejected.

The previous table showed that residents of Enugu-South find reviews and feedbacks on Jumia useful and informative in guiding the purchase decision on what to purchase or not. They do not agree that such reviews are manipulative and biased.

Research Question Three: To what extent do online reviews and feedbacks on Jumia services move customers to patronize Jumia products and services?

To answer this research question, the table below presented views of respondents on the extent at which online reviews and feedbacks on Jumia services move customers to patronize them.

Table 3: Respondents' response on how feedbacks and reviews on Jumia move customers to patronize Jumia services

Option	SA	A	D	SD	Total	Mean	Decision
I am moved to purchase a product on Jumia because of the positive reviews and feedbacks by satisfied customers	180	140	48	12	380	3.2	Accepted
I will purchase what I need to purchase on Jumia online stores regardless of whether customers' reviews and feedbacks are positive or negative	40	19	109	212	380	1.7	Rejected
I have purchased a product I needed from Jumia online stores despite negative reviews and feedbacks by some customers	47	205	113	15	380	2.5	Accepted
I have decided not to go ahead and purchase a product I needed from Jumia online stores because of negative reviews and feedbacks by customers	200	146	5	29	380	3.3	Accepted
Average Mean						2.6	Accepted

Source: Field Survey 2022

Criterion Mean = 2.5

Decision Rule: If the calculated mean is equal to or greater than bench mark, the decision is accepted but if the calculated mean is less than the bench mark, the decision is rejected.

Result from table 3 indicated that customers are pushed to purchase a product on Jumia based on the positive reviews and feedbacks by satisfied customers. More so, they do

not agree with the notion that they will purchase Jumia products regardless of whether customers' reviews and feedbacks are positive or negative. However, they agree that they have decided not to go ahead and purchase a product from Jumia as a result of poor reviews.

Research Question Four: What factors determine the influence of online reviews and feedbacks on Jumia services on customers' purchase decisions?

The table presented below answer the question on the factors that determine the influence of online reviews and feedbacks on Jumia services on customers' purchase decision.

Respondents' view on factors that influence review and feedbacks on Jumia services on customers' purchasing decisions.

Option	SA	A	D	SD	Total	Mean	Decision
The popularity and credibility of the customers who made reviews and feedbacks about products on Jumia online stores can determine how such reviews may affect my purchasing decision	178	456	56	22	380	3.2	Accepted
Once I see a negative review about a product on Jumia online stores, I will not purchase the product even when the feedback is from an unknown person	166	121	80	13	380	2.8	Accepted
If there are more positive reviews and few negative reviews about a product on Jumia online stores, I will go ahead and purchase the product	163	146	42	29	380	3.1	Accepted
One or few negative comments about a product on Jumia online stores will turn me off from purchasing the product even when there are many positive feedbacks on the same product	7	21	217	135	380	1.7	Rejected
I will take feedbacks from personal friends, family and colleagues about products on Jumia online stores more seriously than I would take online feedbacks from people I do not know	142	114	72	52	380	3.2	Accepted
Average Mean						2.7	Accepted

Source: Field Survey 2022

Criterion Mean = 2.5

Decision Rule: If the calculated mean is equal to or greater than bench mark, the decision is accepted but if the calculated mean is less than the bench mark, the decision is rejected.

Analysis of data revealed that respondents' buying decision is determined by the popularity and credibility of the customer making reviews. This is why respondents are more likely to purchase a product with reviews from family members, friends or colleagues. They also agreed that they will purchase a product with more positive reviews and few negative comments. However, they also accepted the assertion that they do not purchase a product once they come across negative a review from unknown customers.

DISCUSSION OF FINDINGS

The extent to which residents in Enugu South are exposed to feedbacks and reviews on Jumia.

The result from the mean analysis on the above statement shows that residents in Enugu-South are highly exposed to feedbacks and reviews on Jumia by the average mean of 2.8(N=380) as the majority of the respondents agree that they are aware of product feedbacks and reviews by Jumia customers online. It also revealed that they come across and read product reviews and feedbacks about Jumia online and this influence their purchasing behaviour. This finding is in agreement with the findings of Ojiaku & Anayo (2017) that indicated that people often come across reviews and feedbacks and which affects the behaviour of customers.

The attitude of residents in Enugu South towards online feedbacks and reviews on Jumia

Communicating result from data analysis, it was revealed that at an average mean of 1.8(N=380) the attitude of respondents towards online feedbacks and reviews on Jumia is relatively positive. This is because the respondents consider customers' reviews and feedbacks about products on Jumia online stores as very useful, necessary and informative when they want to make a purchase decision. Similarly, they disagree that those customers' comments about products on Jumia online stores may be subject to manipulation or bias by Jumia. This shows that they have a positive perception and acceptance of reviews and feedbacks.

Corroborating this result, Shaddha & Nilesh (2021) discovered that consumers have a positive disposition towards online reviews and feedbacks as they first check feedbacks before they purchase any product. Chen & Xie (2004) also maintained that people who purchase products online often look at reviews and feedbacks before they go-ahead to purchase the product. This implies that customers' reviews have an influence on their attitude and behaviour.

The extent to which online feedbacks and reviews on Jumia influence customers to patronize Jumia services

Further analysis of data indicated that at an average mean of 2.6(N=380), the extent to which online feedbacks and reviews on Jumia influence customers to patronize Jumia services was very high. This tells that reviews have a high stronghold on the purchase intention of respondents. Majority of the respondents do not agree that they will purchase products whether reviews are positive or negative.

The study of Ojiaku & Anayo (2017) agrees with the findings as it established that reviews affect the purchase intention of consumers. It also discovered that positive reviews affect the purchase behaviour of consumers. Chen & Xie (2004) also supported this stand by maintaining that the information made by consumers help other customers in finding products that match their preference. Hence, consumers view reviews and feedbacks from other customers as they are necessary to know and purchase products that they find useful. In the same vein, Shaddha & Nilesh (2021) noted that consumers are active participants in sharing opinions about the advantage and disadvantage of a product.

The factors that determine the influence of reviews and feedbacks on Jumia services on customers' purchasing decisions

Result from data analysis revealed that at a mean value of 2.7 (N=380) trust, popularity and credibility of customers' making reviews and feedbacks are factors that influence respondents' purchasing behaviour. Raham et al., (2020) and Shin (2007) supporting this finding argued that the higher the credibility of a source, the positive attitude formed towards a products. That is, customers trust can positively increase customer purchase intention. Therefore, when people who make reviews make truthful and credible reviews, customers' purchase behaviour are more likely to be influenced.

CONCLUSION

The rise of technology has allowed for buying and selling taking place online via various platforms and this concept has allowed people to share their opinions about products and services. From the analysis of the data generated from this study, the obvious conclusion is that the influence of online reviews and feedbacks on the purchase behaviour of residents in Enugu South is very high. The analysis shows that residents have a high disposition towards online feedbacks and reviews as they constantly view comments from other customers before they purchase a product. This means that the opinions or comments from other customers influence their choice of purchase. In addition, a good number of customers find online reviews and feedbacks very helpful and prefer to read reviews and feedbacks from other customers before making a purchase.

RECOMMENDATIONS

Based on the findings of this study, the following are recommended:

- Since customers' exposure level towards online feedbacks and reviews is high, they should continue to engage in writing and reading reviews and feedbacks in online stores. This will spur sellers and manufacturers to improve their products based on the reviews and feedbacks from customers.
- From a brand perspective, since customers have a positive attitude towards online reviews, brands should ensure they address negative reviews and feedbacks as fast as possible to avoid consumers having an in favorable attitude towards a product.
- Since online feedbacks and reviews are important in influencing the purchase behaviour of customers, brands should improve their product and service delivery to get positive reviews and feedbacks from customers to maintain customer loyalty and improve sales.
- Customers should know they have a unique role to play by ensuring that they make truthful and credible reviews so that other buyers will not be misled. Customers should also desist from making exaggerated comments about products so that subsequent and potential customers can form the right attitude towards a product.



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ASSESSMENT OF PUBLIC PERCEPTION TOWARDS SEX WORKERS IN OWERRI MUNICIPAL, IMO STATE

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ABSTRACT

Public perceptions of sex workers around the world especially in Nigeria are rooted in strong patriarchal view. This has resulted in the often negative attitudes towards sex workers. The objective of this study is to examine public attitudes and effects of such attitudes on sex workers in Owerri Municipal Area, Imo State, Nigeria. The feminist legal theory was used as the theoretical framework. Mixed methods, including survey and in-depth interview was adopted. The study revealed that peoples' perception on sex workers are based on patriarchal view hinging on culture and religion. Also, the study showed that people exhibit negative attitudes towards sex workers and these consequently affect their overall wellbeing. The study recommends among others; that there should be a balance discussion on the activities of female sex workers as well as the men procuring their services in order to stop the often discriminatory stance on them.

Keywords: Perception, Attitudes, Sex worker, Patriarchy, Prostitution.



INTRODUCTION

Sex work has often been described as the oldest profession known to humanity. In India for instance, there were documented scriptural text indicating their presence in ancient times. In more recent times, such women were considered the wives of a temple deity or a Dadvasi, who saw their god in all their lovers (Civildaily, 2022). A sex worker is an adult that exchange sexual services, performances, or product for material compensation (Lutnick & Cohan, 2009).

Similarly, the Open Society Foundations (2019) defined sex worker as adult who receives money or goods in exchange for consensual sexual or erotic performances,

either regularly or occasionally. Here, sex workers engage in voluntary and uncoerced sexual transaction for material gain. It is simply transactional and involves consenting adults seeking sexual gratification where the women may be motivated by material gratification while the customer (in most cases men) seek for erotic thrill.

A lot of reasons have been adduced as to why some people engage in sex work. Sex workers may sell sexual services in order to earn a living. In the face of economic downturn resulting in poverty and destitution, many female sex workers could be left with fewer of work than to use their body to survive (Open Society Foundations, 2019). Other reasons identified ranges from likeness for the job, inability to find another job, to support family, pay debts, finance one's education to been forced into it (Lehmiller, 2018).

A global Medline search and review in 2004 provided 25 types of sex work in order to create a more systematic understanding of sex work as a whole. These typologies include among others: webcam modelling and pornographic modelling, erotic dancing, erotic massage, grinding lap dancing, pornographic film acting, escort services/girl-friend experience/sugar baby, sexual surrogates, street prostitution indoor prostitution among others (Harcourt & Donovan, 2005).

While acknowledging this global typology of commercial sex work, it is imperative to state that the scope and context of this research is confined to prostitution. In Nigeria, which is focus of this study, there are about 103, 506 prostitutes in the country (UNAIDS, 2016). The most common form of sex work in Nigeria is found within brothels or residence of sex workers. A steady rise in young students and unemployed graduates who use sex to earn income and acting as part – time prostitutes or call girls or sometimes called Aristo girls are changing the strategies used by sex workers. These young graduates use intermediaries like pimps and call-ups as their mode of operation while some frequent bars and restaurants (Amadiume, 2000). Bamgbose (2002) identified other forms of prostitution like “sugar daddy syndrome”, “night bride”, and “floating prostitution”. According to her, Sugar Daddy Syndrome is associated with a young girl exchanging sexual favours in a relationship with a wealthy older man; these are not like hook-ups as the duration of this relationship is much longer. On the other hand, night brides and floating prostitutes or aristo girls are usually part-time sex workers that walk around at night in major cities waiting to get picked up by mainly foreign customers (Bamgbose, 2002).

In Nigeria, public perception and attitude of sex work usually tilt towards condemnation and abhorrence. This owes to the notion that the country is deeply patriarchal and religious. The Head of Public Complaints Rapid Response Unit, Abuja (FCT), Abayomi Shogunle posited that prostitution is a sin under the two main religions practiced in the federal capital territory and responsible for the spread of HIV and other sexually transmitted diseases. He further noted that prostitution provides a lifeline for violent criminals (Adesola, 2019).

Sex workers have been facing severe human rights abuses and multiple forms of discrimination in Nigeria (Global Network of Sex Work Projects (NSWP, 2021). The Nigerian Constitution did not specifically criminalize sex work, rather the people that ‘benefit from the proceeds of sex work’. That means that a sex worker can be punished if caught negotiating sex ‘aggressively’ with a client. The same source noted that in

the Northern part of Nigeria, the policing of sex work is so punitive in some cases that it calls for stoning of a woman caught doing sex work while in the southern Nigeria, under the Section 223, 224, and 225 of the Nigerian Criminal Code, the activities of ‘pimps’ or madams, underage prostitution and the operation or ownership of brothels are penalized. Overall sex workers in Nigeria are harassed and punished by law enforcement agencies that apply administrative offences (NSWP, 2021). Despite the obvious stigmatization of sex work in Nigeria, most of the urban cities are inundated with sex workers especially in hotels, brothels, motor parks, or in slum/ghettoes fringes of cities.

Several studies have been done on perception and attitudes of sex work (Hansen & Johansson, 2022; Stenersen, Overebo, Adams & Hayes, 2020; Sawyer, Metz, Hinds & Brucker, 2001; Rasaanen & Wilska 2007 Weitzer, 2017 among others). Despite the interest of researchers in studying about individual level perception and attitude towards sex trade and predictors of those attitudes, there are no studies that we know of to date that investigate the connection between people’s perception and sex work in Owerri Municipal Council Area, Imo State, Nigeria. Our study attempts to fill this gap in knowledge by examining people’s perception and attitude on sex work in Owerri Municipality in Imo state, Nigeria. However, the specific objectives are to:

- i. Examine the perception of the people towards sex workers.
- ii. Investigate the people’s attitude towards sex workers.
- iii. Investigate the impacts of such negative attitude or otherwise on sex workers.

THEORETICAL FRAMEWORK

This study is anchored on feminist legal theory because of its nuance approach to issues concerning sex work whether as a form of women’s oppression or part of women’s right to use their bodies for profit. The feminist legal theory also known as feminist jurisprudence theory is an assemblage of strategies and a belief that states that law is essential to both understanding the historic subordination and submission of women and to the change and elevation of the status of women (Mesce, 2020). A leading proponent of the feminist legal theory Lutnick Alexandra, has argued that sex work is a form of work and thus sex workers deserve worker’s right in that the possibility of harm and injury is high among them (Lutnick and Cohan, 2009).

Mesce (2020) observed that feminist legal theory is particularly important in current legal discourse because it results in more regulatory reform projects. The theory offers partial decriminalization and regulation effort aimed at reaching a middle ground for sex work as a means of earning a living. Feminist legal theory have accommodated for the abolitionist, neo-abolitionist, decriminalization, and pro-legalization frameworks. The strength of the theory is its ability to coalesce divergent views that sees sex work as exploitation of women body and sexuality and the other that sees them as having sole prerogative to use their bodies for profit, hence investing in peace-making rather than adopting one extreme perspective (Kotiswaran, 2006). One could adduce

that feminist legal theory contains a transformative element in its exploration of methods of eliminating patriarchy and other cultural deep-seated stereotypes against sex workers.

Public perception towards sex work has been mostly tinged by stigmatization. Sex workers are often referred to as whore, low-lives, sinners and depraved. This stigma influences how society interacts with sex workers. More importantly, stigma is a fundamental determinant of behaviour, well-being, and health of sex workers (as a marginalized group). In Nigeria, family members, religious groups, law enforcement agents and even the clients of these sex workers do not see them as people engaging in legitimate business. These negative perceptions and attitudes towards sex workers would be attributed to the age long cultural norm that regulates sex within the family mostly for procreation. Hence, sex undertaking for profit other than continuity of life is not only embarrassing to the society but an outright taboo. Thus, the feminist legal theory provides a more accommodating explanation on how government as the sole regulator of human conduct based on established and codified laws can integrate sex workers into mainstream legitimate work environment.

METHODOLOGY

This study was carried out in Owerri Municipal Council Area Imo State which is made up of five (5) autonomous communities namely Umuoyima, Amawom, Umuorononjo, Umuonyeche and Umuodu. Owerri Municipal has its headquarters in the city of Owerri. Also the city of Owerri is the capital of Imo State.

The hospitality industry is the second employer of labour in Owerri Municipality after the civil service. There are avalanche of hotels and hospitality places in Owerri Municipal especially around World Bank axis of the city. Also, there are numerous higher institutions in the area such Imo State University, Owerri and Alvan Ikoku College of Education. Federal University of Technology Owerri (FUTO), Federal Polytechnic Umuagwo, Imo State Polytechnic Umuagwo among others are located near the city. Due to the cosmopolitan nature of the city, there are beehive of activities which include the operations of sex workers. It is instructive to note that some of these sex workers are usually found in brothels, hotels and other areas in town to conduct their trade. Also, call-girls and aristos from some of the higher institutions form part of the sex work force in the city.

The multistage sampling technique was adopted and the five autonomous communities (Umuoyima, Amawom, Umuorononjo, Umuonyeche and Umuodu) were all selected. Secondly, two clusters/streets were purposively selected from each autonomous community. This put the actual sample frame to ten (10) clusters/streets. A purposive sampling of 30 respondents (men and women) was carried out from each of the two (2) streets giving a total of 300 respondents but only 280 copies of the questionnaire were fit to be used for analysis. Data were collected using a well-structured questionnaire. Also in-depth interviews were conducted using a non-probability sampling technique called the snowball technique. This technique was adopted because those to be interviewed (the sex workers) are hidden population and could be difficult to access.

Thus as a referral technique the subjects recruited future participants from their acquaintances (those in the same sex work). Data gathered were analyzed using descriptive statistics.

RESULTS AND DISCUSSIONS

Table 1 tested respondents' perception on sex workers. Majority of the respondents (both men and women) identified three areas in their perception rankings. Firstly, they perceived sex workers as women without moral dignity (92.2% and 78.8%). This was followed by the perception that sex workers are sinners and worthless (84.3% and 86.8%) and that sex workers are deviants (78.1% and 69.7%). Respondents equally had a high response rate on the perception that sex workers collaborate with criminals to commit crimes (70.3% and 61.8%). Others perceived sex workers as serious problem to society while the perception that sex workers have right to exchange their bodies for profit had the lowest response rate of 39% and 39.5%. This finding clearly suggests that perception of people on sex workers hinges prominently on patriarchal view that is based on cultural and religious sentiment. As a predominantly Christian community the people (Igbos generally) see sex as vital for continuity of life, a thing ordained by God; to be respected especially in the context of marriage. Women involved in prostitution are seen as disgrace to womanhood because cultural obligations expect women to provide sexual satisfaction to men without the commercialization of it. This implies that sex workers a morally depraved and are seen as deviants. Nigeria as a patriarchal dominated society subscribed to the abolitionist ideology on sex work. In the southern part of Nigeria, the criminal code criminalized sex work. Ironically, while sex work is criminalized, the actual act of soliciting for sex (mostly perpetuated by men) is not criminalized. This suggested an unequal power relation between men and women in the sex industry. This finding is in tandem with that done by Emmanuel, Suleiman & Gever (2022) that sex work is constructed as a gendered profession and that the media help to systematically sustain the culture of hegemonic masculinity by re-echoing biased ascription between the women who provide sex services and the men who patronize these services. Women sex workers (prostitutes) are usually referred to as "whore" "slut 'run girls', 'dirty pig' "ashewo", "agwuna" in the current derogatory taxonomy. In the interviewed conducted, one of the sex worker said this:

I do not care on how people see me in this business. I am doing what I like with anybody... I go to church like any one of those criticizing my "ashewo" work. If I am a sinner doing this work, most of these people calling me sex work also sin in one way or the other.

Our observation on people's perception that sex workers have right to exchange their bodies for profit recorded the lowest response rate. This equally reinforces the strong patriarchal disapproval to sex work. One could adduce that there is a power struggle of who gets to define what is morally right or wrong concerning women's use of their bodies for economic gain.

Table 1: Perceptions of People on Sex Workers

Perception	Male (n =		Female	(n=152)
	128)			
	(Yes)	%	Yes	%
Sex workers have no moral dignity	118	92.2	120	78.9
Sex workers are deviants	100	78.1	106	69.7
Sex workers are serious problem to society	74	57.8	64	42.1
Sex workers have right to exchange their bodies for profit	50	39.1	60	39.5
Sex workers are sinners and worthless	108	84.3	132	86.8
Sex workers collaborate with criminals to commit crimes	90	70.3	94	61.8

Note: Multiple responses recorded (Hence the ‘n’ variations).

Table 2 tested people's attitude towards sex workers. More than 90% of the respondents (both male and female) said that sex workers suffer rejection from families and communities; and experience stigmatization while more than 80% said that they suffer gross human rights abuses and experience physical violence. More than 70% (both male and female) said that they suffer marginalization in accessing socio-economic services like health care, good accommodation etc while a relatively small percentage said that they faced sexual exploitation. From the foregoing, people have negative attitudes toward sex workers in the communities. More specifically, sex workers face social exclusion and stigmatization as family members, friends and communities see them as shameless and worthless individuals.

Living with the stark reality that one is rejected by close relatives (family) could be one of the hardest psychological traumas faced by sex workers. A sex worker interviewed revealed that for over ten years, she has not set her eyes on the father because he threatened to kill her because of her line of work. This finding is in tandem with that done by George, Sabarwal & Martin (2011) and Popoola (2013) that sex workers are neither accepted nor respected in most of their host communities where they operate. Sex workers are also faced with significant manifestation of human right abuses. In most cases as revealed by our interviewees, they are faced with harassment, forced imprisonment and rape from unscrupulous law enforcement agent that uses their position and power to exploit them financially and sexually.

Also they are faced with eviction by government that conducts periodic raids on brothels and their residences. The landlords/landladies of some of these sex workers are not left out in the violation of their human rights through unlawful eviction (quit) notice. On the aspect of physical violence, interviews conducted revealed that the most common form of physical violence faced by sex workers comes from their male clients who refused to pay or steal from them. Further revelation from them showed many of the sex workers have lost their lives in the hands of ritual killers. These findings corroborated that done by Izugbara (2005) that sex workers are victims of many social vices such as physical attack, murder, rape, torture and ritual killings. Siegal (2008) study also estimated that women involved in sex work are 60-100 times more likely to be killed than the average women.

Table 2: People's attitude towards sex workers

Attitude	Male (n = 128)		Female (n=152)	
	(Yes)	%	Yes	%
Sex workers suffer rejection from families and communities	118	92.2	146	96.1
They experience physical violence	108	84.4	122	52.2
They experience stigmatization	117	91.4	140	92.1
They suffer gross human rights abuses	108	84.4	126	82.9
They faced sexual exploitation	49	38.3	80	52.6
They suffer marginalization in accessing socio-economic services such as healthcare etc.	100	78.1	116	76.3

Note: Multiple Responses Recorded (Hence the 'n' variations)

Table 3 tested the impact of peoples' attitude on sex workers. A preponderant 92.1% of the respondents (both male and female) identified health's risks like sexually transmitted infections (STIs), abortion, unwanted pregnancy etc. This was followed by more than 80% of the respondents (male & female) that identified inability to enter into marital relationship, and inability to engage in other formal jobs while more than 70% identified that it drives them (sex workers) underground to continue operation; and inability to further their education. From the foregoing, the negative attitudes result to health risk on the sex workers. It has already been established in our table 2 below that sex workers experience sexual violence and further revelation from our interviewees indicated that most male clients do not like to use condom thereby exposing them (sex workers) to risk of STIs, unwanted pregnancy, abortion etc. A sex worker interviewed recounted her ordeal with one of her client thus:

I was beaten up by a client of mine that demand to have "raw" sex with me (sex without condom) In another occasion, another client demanded anal sex and blow job from me. He threatened to kill me if I refused to oblige his demand... I have been treated on multiple occasions of STIs, done abortion more than six times ... Indeed; I am tired of this job but at the moment life must go on. (NGOZI: 24 year — not real name)

This finding is in tandem with that done by Phrasisombath, Faxelid, Sychareun & Thomsen (2012) that female sex workers are vulnerable to sexually transmitted infections (STIs) and encounter socio-economic and wealth problem, including HIV, unintended pregnancy and complications from unsafe abortion. Our findings also showed that negative attitudes towards sex workers impacted them negatively. They were unable to get married or engage in other formal jobs. It is imperative to note that the sex workers feel isolated, rejected and stigmatized by the society. The idea of marriage appears to be very far from their minds as the label of "slut" or "worthless" may have settled and become part of their personality. Our findings did not agree with that done by Paracca, Knodel & Saengtinchai (1998) that the general public believed sex workers in Thailand can marry. This disparity could be interpreted in relation to the relatively lack of severe or lasting social stigma in a Thai context unlike Nigeria where there is lasting and severe social stigma moulded by patriarchy. The finding revealed that sex workers are less likely to be employed in other formal jobs and even further their education. The public perception attached to the trade on sex means that sex workers will remain economically disadvantaged as finding alternative jobs remains a mirage. We found out that the implication of negative attitude towards sex work is the tendency to drive them underground which could further lead to other social vices. As a result of stigmatization and sometimes raids on their place of business (brothels, beer parlous etc) by the law enforcement agents, they are more likely to go into hiding. As long as they are not in the "open", some criminal element may use them to perpetuate crime such as keeping their illegal guns and other contrabands.

Table 3: Impact of People's attitude on Sex Workers

Impact	Male (n = 128)		Female	(n=152)
	(Yes)	%	Yes	%
Inability to engage in other formal jobs	114	89.1	122	82.2
Inability to further education	100	78.1	116	76.3
Inability to enter into marital relationship	115	89.8	128	84.2
Health risks like STIs, abortion unwanted pregnancy etc	120	93.8	140	82.1
Drives them underground to continue operation	101	78.9	114	75

Note: Multiple Responses Recorded (Hence the 'n' variations)

CONCLUSION AND RECOMMENDATIONS

This study was done to ascertain the perceptions and attitudes of people towards sex workers and the impact of such attitudes on them. The study concludes that people's perception of sex workers are prominently based on patriarchal view based on cultural and religious sentiments. The study also concludes that people have negative attitudes towards sex workers in the communities. Finally, the study concludes that people's negative attitude towards sex workers have impacted them in plethora of ways: health risks like STIs, unprepared pregnancies, abortion and so on; inability to get married among other things.

In line with the discussion and conclusion above, it is therefore recommended that:

1. Besides perceiving sex workers on the lens of deep-seated patriarchal and normative traditional views, there should be balanced discussion on both the female sex worker and the men procuring their services. The perception that they are worthless while saying little or nothing about their male client is rather discriminatory.
2. The government and policy makers should find a middle ground where regulation of sex trade would require proper documentation of sex workers to avoid those in sex black market from exploiting the often negative attitudes they faced from the society.
3. Government and law enforcement agencies should be adequately trained in order to treat the sex workers as human beings with dignity.



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13

FOREIGN MEDIA REPRESENTATION OF IPOB AGITATIONS: A STUDY OF FOUR MEDIA OUT- LETS WITHIN 2015 – 2017

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ABSTRACT

Today, news of things happening in Nigeria are no longer local as the foreign media maintain constant surveillance of events and report the same to the rest of the world. What these media choose to report and how they decide to present it is believed to have far-reaching implications on how such events or issues are perceived. Therefore, this research was aimed at investigating how the emergence of IPOB and its agitation was represented in the foreign media. Through content analysis, the study evaluated the coverage of IPOB in four foreign media outfits – BBC, CCN, New York Times and Time of London – between the period of 2015 to 2017. It drew samples from 24 randomly selected days for each of the selected media within each year. The study found that IPOB had significant level of coverage in the foreign media especially in BBC which had 37.5% of the total coverage and the dominant frame within which the foreign media represented IPOB was that of a secessionist/separatist group which appeared in about 41% of the contents. The study therefore recommends that political groups and movements should endeavour to watch the way they engage the media, especially foreign media in order to ensure that the image such media are presenting of them is typical of the image they want to project to a global audience.



INTRODUCTION

Countries are often mindful of their representations in the media due to “the power that representation has and the benefits that come from it” (Kisela, 2017). This is also because the global committee of nations form a broader public for each nation and the development of any nation largely depends on her relationship with these other nations. A relationship that is highly dependent on mutual benefits and the perception of one country by the others “to focus on resource mobilization, strengthening global governance and promoting policy coherence” (United Nations, 2015). This is not just centred on a general perception of a country but particularly how specific issues within the

country are represented in the media, especially the foreign media. It is crucial for both social and economic development as in some cases the audience's only source of information is the media.

The media supply information, and at the same time shape people's learning process about the world, thus mass media have correspondingly large influence on individuals' picture of the world. In this context, the media become important tools for defining 'in-group' identity against 'out-group' identity based on representing a series of contrasts and oppositions... By this end, the points of view of others are vital in international relations in terms of construction of allies and enemies of the state. In other words, the media help to construct the reality of international politics (Coban, 2016).

According to BBC (2018), representation is how media texts deal with and present gender, age, ethnicity, national and regional identity, social issues and events to an audience". It went further to add that media representations "have the power to shape an audience's knowledge and understanding about these important topics (para. 1).

Media representation is a broad term that entails a constructive media assigned attribute to specific issues or events that may form distinct perception in the minds of the audience - both intended and unintended. It is "one of the primary challenges in telling a complete story in a short time period" (Kidd, 2016, p. 26).

A single story can be portrayed of a society or a group within the society. The predominant frame within which such a group is presented is highly likely to influence or inform people's perception of such group. Also at certain times it may produce an opposite effect as "the reaction to representation is just as mixed of a bag as its attempts" (Kisela, 2017). So while it may seem like a hit or miss, its success may depend on other factors. Hence it is important to understand how media representation may affect certain groups as different from others by applying a case by case investigation approach. Therefore, we look at how media representation impact the identity of a group like IPOB in Nigeria instead of applying a blanket approach.

While some of the issues surrounding IPOB's agitations and government reactions may be apparent to residents of the country, foreign media may depend on second hand information to construct their reports on such issues. Because international key policy makers are readily dependent on reports made on foreign media as a result of their coverage and reach, it becomes imperative to understand the representations of IPOB in foreign media in order to gauge the probable direction of public perception of IPOB and its struggles as informed by information in foreign media.

The study therefore sets out to ascertain the extent of coverage of issues relating to IPOB by foreign media; establish the dominant frames within which IPOB is presented in foreign media and ascertain the images of IPOB in foreign media.

MASS MEDIA AND CONFLICT REPORTING

Mass media is greatly relied upon by a lot of people in forming their views on a vast majority of issues. This is done with the understanding that the media bring closer

events that occur elsewhere in a manner that they become real to us. Fields (2005) explains that,

Few people experience first-hand a terrorist attack, most don't know what it is like to be held in a foreign prison while undergoing a trial for suspected drug trafficking... The reality of those events and our responses to them are experienced vicariously through the word pictures created by journalists and the visual and auditory realism of television reports. The mass media brings simulated reality into our lives and we find ourselves relying on those sources to provide a conceptualized image of the real world (p. 3).

Mass media do not just inform the people, they also help in explaining certain issues that affect society, thereby playing a functional role of interpreting issues behind the events they report. In reporting conflict situations, the media is expected to report an objective and thorough account of the events.

The role of the media in shaping public perceptions and opinions about significant political and social issues has long been the subject of much speculation and debate (Fields, 2005) (Maeroff, 1998; Spitzer, 1993; Wilson & Wilson, 2001; Wimmer and Dominick, 1991). Consciously or unconsciously, people are often influenced by mass media, such as persuading the masses to use a particular product or indirectly persuaded to support a particular political ideology or political party (Paul, Singh, & John, 2013).

One should not assume from the above "that social control is the only function served by mass communication, but rather that all communication processes have a control function within them, either latent or manifest" (Donohue, Tichenor, & Olien, 2011). While this assertion may hold some deep meaning to some people, it only tends to imply that the media perform a broad range of function within the society such as entertainment, information, creating awareness, education and as diversion but nonetheless as the media perform these functions it also provides subtle influences on the opinion of the masses on the subject it addresses. Thus, leading Cohen (1963), to state that, the press is significantly more than a purveyor of information and opinion... It may not be successful much of the time in telling people what to think, but it is stunningly successful in telling its readers what to think about. And it follows from this that the world looks different to different people, depending not only on their personal interests, but also on the map that is drawn for them by the writers, editors, and publishers of the papers they read" (p. 13).

The idea is that the media does not give you a ready made decision but by its suggestive interpretation of events one may likely draw up conclusions in line with the message and therefore make their decisions based on such conclusions.

News media often use labels and titles to describe people, places and events. The nature of these labels and titles set the tone of the story and can influence how readers view the news story and the individuals or organizations that are the focus of the news item (Fields, 2005). This is such that what was known might tend to seem new or different which may therefore cause the audience to discard their previous knowledge to embrace the new one. As Baran & Davis (2010) put it, people holding views contrary to those dominant in the media are moved to keep those views to themselves for fear of rejection (p. 298). Fields (2005), went further to explain that a journalist's decision

to use labels such as “terrorist”, “insurgent” or “freedom fighter” often reflect a deliberate choice and provides an indication of how the journalist attempts to frame the story (p. 9). This way, the media set a frame within which we must assess particular issues. This is seen as media representation.

MEDIA REPRESENTATIONS

Much of what audiences know and care about is based on the images, symbols, and narratives in radio, television, film, music, and other media... Media, in short, are central to what ultimately come to represent our social realities (Brooks & Hébert, 2006). Media representation is a reconstruction of events or issues in the media to represent reality. It is the manner and method of presenting issues to the audience. Through representation, the media is able to convey salient messages embedded within the broad topic of issues being presented such that the salient message may even dominate the obvious issue being presented. According to Mediahubteacher's blog (2011),

The term refers to the *processes* involved as well as to its *products*. For instance, in relation to the key markers of identity - Class, Age, Gender and Ethnicity (the 'cage' of identity) - representation involves not only how identities are represented (or rather *constructed*) within the text but also how they are constructed in the processes of production and reception by people whose identities are also differentially marked in relation to such demographic factors.

It can promote peace, patience, tolerance, and understanding, deepen public knowledge about religious traditions and practices, promote dialogue and mutual understanding among different religious traditions and between religious and secular visions of the world, and shape public perceptions of cultural, ethnic, and religious diversity (Eid, Nahon-Serfaty, & Ahmed, 2011).

Basically, representation in media does two things. One, it portrays a person or issue in certain perspective. Two, it forces the audience to identify the subject of the media within a particular category of things. ‘In a media saturated world, the distinction between reality and media representations becomes blurred or invisible to us.’ (McDougall, 2009). This is when representation is properly done. All representations therefore have *ideologies* behind them. Certain paradigms are encoded into texts and others are left out in order to give a *preferred representation* (Levi – Strauss, 1958).

Media representation are not always negative. There are times when they highlight the most significant aspect of a subject or issue. While examining the role of representation in movies Kisela (2017) noted that, representation creates relatable and powerful role models and sources of inspiration. What many seem to take for granted is the power of having a role model that you can look up to and relate to (para. 7). By making a character that symbolizes particular quality, one may come to relate with such personality so easily due to their own experience or empathy. Representation also has been used in the movie industry to portray minority groups in ways that have helped eradicate stereotypes. And also by creating strong female protagonists, it tends to highlight the strength of women, instead of portraying them as people who frequently need saving.

When representations are constantly repeated, they have the capacity to intensify such view in the minds of many which may deeply instill a stereotype. For instance, when the masses are repeatedly shown images of women as victims, sexualized, or in domestic roles, they might likely accept those images as normal and will build their beliefs and values on them (Department for communities, 2012). This negative portrayal of women in the media may have significant consequences on the masses which might bring up undesirable effects (Nwaolikpe, 2014)

Such views can grow into a global scale, especially when presented in international media or a mass media considered to be foreign. This can cause certain desired or undesirable response to a country especially in their time of needs and support. This is seen in countries occupied by rebel groups such as ISIS and the complete difference in the international community's response to the Arab Spring. While the Arab Spring is one widely accepted struggle which led to the change in government in Egypt, the occupation and struggles championed by ISIS has been a subject of global criticism. How the media represent such struggle such as the agitations of IPOB goes a long way in determining global response to such agitations.

MASS MEDIA AND IPOB AGITATIONS

The Igbos are one of the three major ethnic groups in Nigeria. They occupy the South East Region of the country and are widely recognised for their entrepreneurial ingenuity. With a population of approximately 40 million, which amounts to 23% of the total Nigerian population estimated at 170 million (Obunike, 2016), Igbos are renowned globally for their zeal and tenacity that they have for business; a unique trait that has distinguished them from others (Eze, 2012).

On July 6, 1967, due to political instability in various parts of the country and manipulated census figures, the counter coup that saw the emergence of mostly northerners in governance, Lt. Gen. Odumagwu Ojukwu called for the secession of the Igbos from Nigeria to form the Biafran Republic. This action provoked the federal government led by Gen. Yakubu Gowon. A civil war broke out between Nigeria and the Ojukwu declared Republic of Biafra. As Ross (2012) noted, the 1967-70 civil war threatened to tear apart the young Nigerian nation. Ethnic tensions were high in the mid-1960s. The military had seized power and economic hardship was biting (para. 10). BBC (2017), reported that "more than one million people lost their lives, mostly because of hunger" (para. 20).

About fifty years later new groups emerged under the umbrella of the Biafran agitation for self-government with pockets of protests and conflicts in various parts of the south east. Many would argue that that conflict was not born out of religion, but by those disaffected by lack of opportunities and unemployment - precisely the issues that commentators believe are driving the young pro-Biafra protesters (BBC, 2015). Two major groups have emerged since the aborted 1967 Ojukwu-led secession plot – Movement for the Actualization of the State of Biafra (MASSOB) led by Mr. Ralph Onwzuruike and Indigenous People of Biafra (IPOB) led by Nnamdi Kanu.

MASSOB was formed around 1999 as a body in pursuit for the actualization of self-government of the Igbo people. On the 26 August, 2004, Ralph Uwazuruike called

on the Igbo both in the Southeast and the cities across the country to shot down their businesses of which was a success (Ojukwu, 2009) and subsequently in May 2005, it embarked on demonstrations in Canada, France, Germany and Italy (Thompson, Ojukwu, & Nwaorgu, 2016).

From the tone of their mission MASSOB is a non-violent separatist movement fighting for self-determination with membership open to all persons who accepts the goal of Biafra actualization and peaceful means for the realization of this goal (Obianyo, 2007). This movement began to see its gradual decline in 2006 after a series of events that caused the Igbo people to disregard the group as an opportunistic terror organization.

Just as MASSOB was declining IPOB began to emerge. This was informed by the incessant hardship, lack of holistic development in the socio-economic landscape of Nigeria, lack of youth employment, corruption in high offices and economic regression (Thompson, Ojukwu, & Nwaorgu, 2016). They went further to state that, IPOB is a splinter group from the MASSOB, taking on a more propagandist approach for the actualization of Biafra (p. 8). This goal has led the group to employ various strategies to mobilize youth within the south east and Igbos in diaspora to support the actualization of the Republic of Biafra. However, as Ross (2012), puts it, while those publicly clamouring for independence are a very small minority, it is not hard to find young people who feel they would be better off as a separate nation. This ought to be of great concern to the government of Nigeria (para. 24).

Earlier, just like MASSOB which established a radio station in the US for the purposes of reaching out to Igbos in the diaspora and attracting international attentions (Ojukwu, 2009), IPOB had gone ahead to found its station which is attributed to have given Kanu relative prominence. According to BBC (2017), he was a relatively obscure figure until 2009 when he started Radio Biafra, a station that called for an independent state for the Igbo people and broadcast to Nigeria from London.

While most of the broadcast of Nnamdi Kanu's Radio Biafra can be categorised as outright hate speeches, it nonetheless shows how media representation and framing of issues can shape perceptions as the station was able to garner the needed support of easterners to protest for the release of Nnamdi Kanu by structuring the information in ways that present a different picture from mainstream media for the audience. Thus, reemphasising some theoretical assumptions such as Framing Theory and Social Constructionism Theory.

FRAMING THEORY

This is one of the prominent theories among scholars when examining the manifest contents of media. It attempts to examine how societal issues are presented in the media as this is what most often informs the audiences' construction of social reality. Based in part on Ludwig Wittgenstein's linguistic philosophy—particularly his notion of language games, sociologist Erving Goffman(1974) developed frame analysis to provide a systematic account of how we use expectations to make sense of everyday life situations and the people in them (Baran & Davis, Mass Communication Theory: Foundations, Ferment, and Future, 2010).

The concept of framing was first posited by Gregory Bateson in 1972 (Arowolo O., 2017). He defined psychological frames as a “spatial and temporary bounding of set of interactive messages” (Bateson, 1972, p. 197) that operates as a form of meta-communication (Hallahan, 2008). For Goffman, people are constantly changing their assumptions about people, events and issues as they attempt to make meaning of a complex world. They are adjusting and readjusting their views and expectations as they get more awareness through social interactions and this most often occurs in a subliminal level.

Goffman (1974) as cited in Baran & Davis (2010), used the term frame to refer to a specific set of expectations used to make sense of a social situation at a given point in time. That is, frames represent how we structure things similar to what the social constructivists regard as *typification*. Symbolic interaction and social constructionism both argue that the expectations we form about ourselves, other people, and our social world are central to social life (Baran & Davis, 2010). Some of these expectations are couched in such terms as stereotypes, attitudes, typification schemes, and racial or ethnic bias.

In the media, framing simply refers to how the media in reporting society tries to put issues into packets that help the audience relate with the issues presented. The basis of framing theory is that the media focuses attention on certain events and then places them within a field of meaning (Mass Communication Theory, 2017). Framing is related to the agenda-setting tradition but expands the research by focusing on the essence of the issues at hand rather than on a particular topic (Arowolo O., 2017). At the surface, the media put the issue in perspective but at the core they set particular frames within which we can think of what is being presented. Framing therefore entails to draw attention to certain attributes of the objects of news coverage, as well as to the objects themselves (Mass Communication Theory, 2017).

In media representation, the concept of framing is employed to strategically relate an object or event to something similar either in a natural sense or a symbolic manner to make more meaning in respect to the views or prevailing social environment. As (Baran & Davis, Mass Communication Theory: Foundations, Ferment, and Future, 2010) put it, “active audience members use the media’s symbols to make sense of their environments and the things in it” (p. 324). They went further to stress that “those definitions have little value unless others share them—that is, unless the symbols also define things for other people in the same way”. Thus, linking the idea of media framing and social constructionism as processes employed in making sense of society through media constructed messages – media representation.

METHOD

In an attempt at evaluating foreign media representation of IPOB agitation in Nigeria, this study adopted the content analytical design method. This is because the study focuses on evaluating the manifest contents of the media – it is focused on media contents rather than media audience and “it is an efficient way to investigate the content of the media, such as the number and types of commercials or advertisements in broadcast or print media”(Wimmer & Dominick, 2014, p. 159).

The study population is drawn from all foreign media contents that relate to reportage or any form of representation of IPOB agitation in foreign mass media. That is, any media produced outside Nigeria or by a media establishment that is owned and operated and also circulated by people outside Nigeria. This forms the universe of the contents for this study. Because of the enormous frequency of daily publication and presentation of issues in foreign media coupled with the massive circulation of contents through the internet, it becomes very impracticable to arrive at a specific population size. This is one of the significant challenges faced by researchers when conducting research on contents that are foreign especially through online research. As Wimmer & Dominick (2014, p. 183) noted, trying to find an adequate sampling frame for such a study is very challenging. Therefore, to arrive at a specific population that is manageable and representative of the universe of publications, contents from four media establishments, CNN, BBC, New York Times and Times of London will be used in the study.

Due to the difficulty at arriving at a specific population size for this study as also experienced by other online researchers such as Yu, King and Yoon (2010), Hester and Dougal (2007) and Himelboim (2010), the researcher employed a strategy suggested by Wang and Riffe (2010). They noted that a random sample of six days was enough to represent one year of content (Wang & Riffe, 2010) when content analysing electronic news source archives (Connolly-Ahen, Ahern, & Bortree, 2009). This is especially due to the paucity of contents that may have direct relation to the subject of the study within the archive. Therefore, as this study draws contents from four media outfits within a two-year period, the total sample size therefore becomes 48. *See calculation below.*

Number of media sources – 4
 Sample size per year – 6
 Number of years – 2

Therefore $4 \times 6 \times 2 = 48$
 Giving a total sample size of 48

The sample was drawn from four global media establishments. These media outfits comprise of two broadcast establishments – CNN and BBC – and New York Times and The Times of London. These were drawn from both the United States and United Kingdom as they report mostly on global issues and have extensive coverage of the world. They represent diverse range of ideological perspective. Also, they have online repository without restricted access which will enables effective content research. The researcher employed the use of search engines within the website of each news media using related search terms such as IPOB, Nnamdi Kanu and Biafra to filter contents within their archive that relate to the issues under study.

In this study, in order to evaluate the type of representation offered by foreign media in reporting IPOB agitation, the following cues will form the content categories – terrorism, violent, insurgent, freedom fighters, oppressive government, self-determination, peaceful struggle, sectional, secessionist group, anti-government and Israel.

A code sheet was used to aid in the assessment of each unit of analysis and computation of the data derived.

DATA ANALYSIS

The data presented here were generated from the contents of the four selected media outfit within the two-year study period, that is 2015 to 2017. Specifically, the data were collected from 48 contents comprising video, audio, pictures and text contents from the online repositories of CNN, BBC, New York Times and The Times of London which were produced and circulated with the study frame.

Shown in the table below is the distribution of sources of the relevant media contents that contain elements relating to IPOB agitation within the time frame for this study and the frequency at which they were presented in each of the selected media outlets.

Table 1: Sources of contents and frequencies

Source	Frequency	Percentage
BBC	18	37.5
CNN	15	31.3
New York Times	9	18.8
The Times of London	6	12.5
TOTAL	48	100

IPOB has had significant level of coverage in American and European media as the table above shows. From this table, we see that majority of the contents relating to IPOB agitations were presented by BBC while The Times had just 12.5 percent of the total number of contents relating to the study. From this table we can also see that the broadcast media, that is BBC and CNN have more coverage of such issues that the print media.

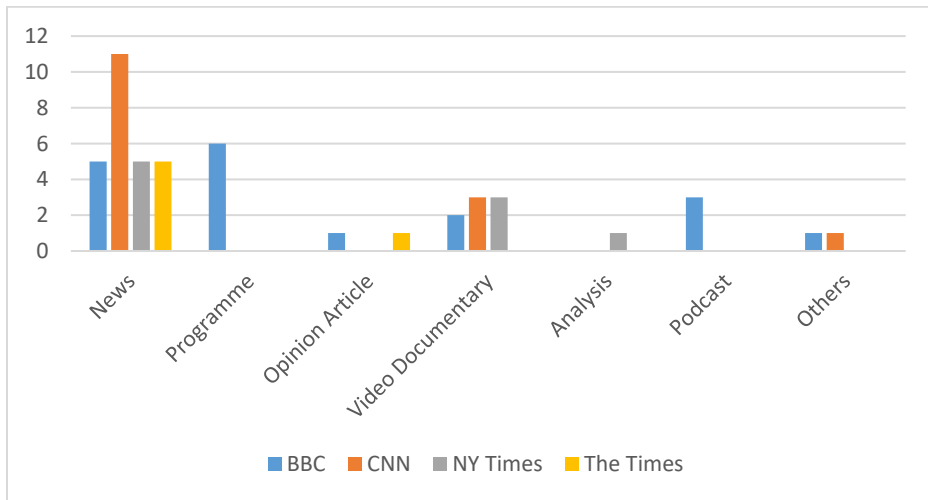


Figure 1: Content Categories for all the media outfits

From the chart above we see that majority (26) of the media contents that convey issues relating to IPOB agitation within the time frame in the selected media sources came as news while others came as programmes and short video documentaries. The issues were mostly conveyed as news and CNN had the highest number (11) of news presented on issues relating to IPOB.

To ascertain the dominant frames that form the contests within which activities of the group was presented, the media messages were analysed for the dominant words or slants. That is, the recurring terms that pervaded all forms of media reports on IPOB.

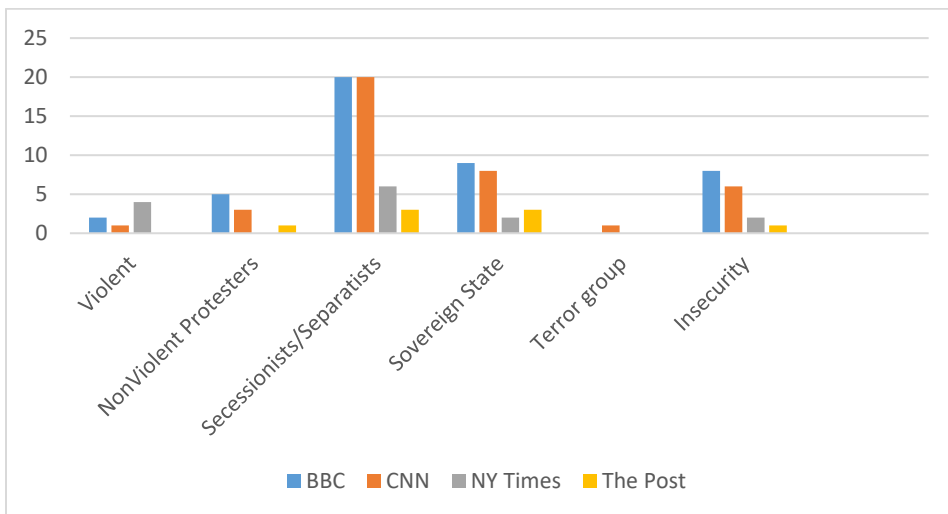


Figure 2: Dominant frames used in the representation of IPOB agitation

From the figure above we can infer that IPOB and its agitation were represented within a wide frame. However, the most dominant frames were separatists/secessionists. That is, the picture painted of the group through the words used in reporting them and their struggle in foreign media was predominantly that of a separatist group seeking to achieve a sovereign state. While these terms may connote a group with the aim of trying to leave a country in order to achieve self-determination and independence from Nigeria, the mother country, it however does not suggest an extremist or violent group. More so, the words violent and terror were the most unlikely terms used in referring to the group as both words - terror group and violent - were the least recurrent frames from the data gathered.

Going further to explore the slant of the reports presented in foreign media, the following can be inferred. This was assessed through the story direction, that is, the prevalent tone expressed in each of the editorial contents of the media used in this study.

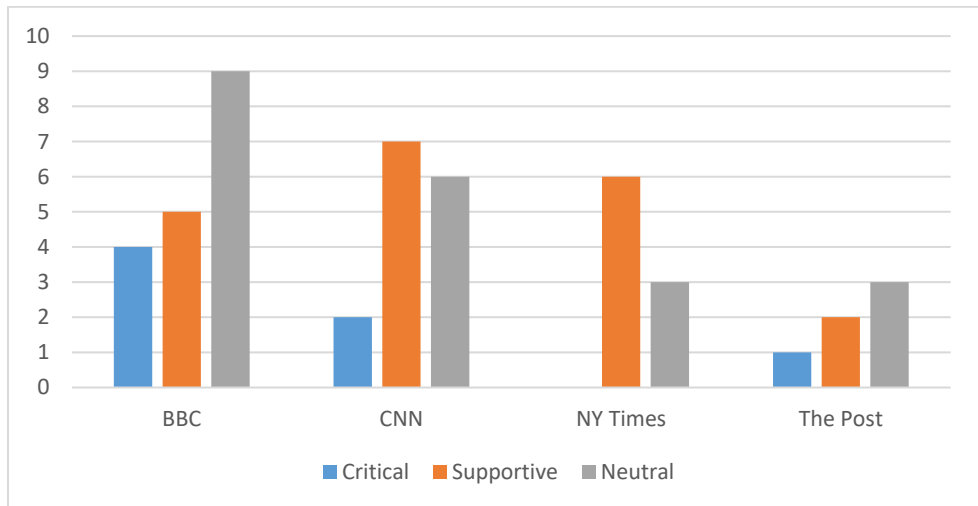


Figure 3: Story direction

From the chart presented above, it can be seen that generally the figures show that the media maintain some form of neutrality in their reportage of the IPOB agitation. The media in America, that is CNN and New York Times are largely supportive in the nature of their presentation of IPOB and the Biafra struggles. This is in contrast with the European media which are mostly neutral as the graph shows.

SUMMARY

From the findings, it was noted that IPOB agitation got significant media coverage within the two-year period under study and among the media studied, BBC gave it the most noteworthy coverage. Often the stories were presented using simple yet straight to the point expressions thereby portraying a deliberate aim at objectivity. Also, the study shows that the predominant frame with which the group was presented were that of separatists and secessionist.

CONCLUSION

From the study, it can be inferred that the media in Europe had the most significant level of coverage of the IPOB agitation and through the general framing of the issues relating to the group, the media were able to create an image of a secessionist group of IPOB. This, one will agree can go a long way in influencing public perception or acceptance of the group. More so, that through repeated representation of the group in such guise, the media sets the agenda for which people can discuss about them and create a frame around which such discussion is centred.

RECOMMENDATION

From the findings adduced through the data gathered in this study, the following recommendations are therefore put forward:

1. Groups such as IPOB should endeavour to watch the way they engage media, especially foreign media in order to ensure that the image such media are presenting of them is typical of the image they want to project to a global audience.
2. IPOB and other similar groups should consistently check the activities of their members so that such activities are not captured by the media in a light that invalidate the central norms of the group.
3. Press briefing and media events can be organised by groups such as IPOB in order to lay clear their vision and version of events especially in dealing with today's global audience.



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DETERMINANTS OF INCOME INEQUALITY IN NIGERIA 1985-2020

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ABSTRACT

The wide gap of income inequality in Nigeria has to a reasonable extent affected the living standard of the low income class in the country. This study was informed by the inability of government's policy analysts to critically ascertain different determinants of income disparity to ensure stability in Nigeria. It is on this premise we explore the determinants of income inequality in Nigeria from 1985 to 2020 with time series data. The study engages Johansen multivariate integration approach and Vector Error Correction Model (VECM) after all the variables were confirmed stationary at first difference and integrated at similar order $I(1)$ using ADF test. The Cointegration measure established the existence of long-term relationship between the variables used to capture the determinants of income inequality. Also revealed was a high yearly speed of adjustment of the variables towards their long-run equilibrium path to the tune of 80.95% approximately. The result of the study shows that in the long run variables such as Unemployment Rate (UNM), Personal Income Tax (PIT) and Corruption (COR) have statistically significant impact on income inequality. The implications of the above result are that UNM, PIT and COR are determinants of income inequality in Nigeria. Based on these outcomes, it was therefore recommended among others that government should initiate employment subsidies to address high level of unemployment in the country as this would curb income gap.

Keywords: Income inequality, Vector Error Correction Model (VECM), Nigeria



INTRODUCTION

As the global community repositions to achieve the United Nation's Sustainable Development Goal (SDG) of leaving no one behind by the year 2030, the need to tackle income inequality everywhere in the world has continued to receive attention. According to Oxfam (2017) in 2015, about 62 people had as much wealth as the poorest half

of humanity, and the richest 1% owned more wealth than the rest of the world combined. Hence, the poorest people are being denied their fair share because the poorest half of the world's population has received just a percent of the total increase in global wealth. Reduction of inequality could lead to increased and sustainable growth, social cohesion, economic development and peaceful coexistence (Wilkinson & Pickett, 2016). Income inequality refers to inequitable distribution of income among the members of a particular group, an economy or society (Sharma, et al., 2014)

Recognizing that income inequality could be the bane of economic development in Nigeria, the Nigerian government has made several efforts to reduce inequality. Some of the programs initiated by the Nigerian government to fight inequality include Operation Feed the Nation (OFN), Free and Compulsory Primary Education (FCPE), Green Revolution, Low Cost Housing, Agricultural Credit Guarantee Scheme (ACGS), Rural Electrification Scheme (RES), National Directorate of Employment (NDE), Better Life Program (BLP), Family Support Programmes (FSP), National Poverty Eradication Programme (NAPEP), Conditional Cash Transfer Program (CCTP), N-Power and Tradermon (Chukwuemeka, 2009; Ekpe, 2018). Despite implementing these programs in Nigeria, the incidence of inequality has continued to be high to the extent that The Gini index (a measure of inequality) rose from about 38.7% in 1980 to 49.6% in 2017. Moreover, the Commitment to Reducing Inequality (CRI) index ranked Nigeria 157th out of 157 nations in 2017 and 2018. This goes to show that the rate of inequality in Nigeria is not only prevalent but also persistent. The greater concern is that rising inequality can have significant effects on social and political cohesion which may lead to sustained slower economic growth pattern.

In Nigeria, the scale of income inequality has reached extreme levels, as found in the daily struggles of the majority of the population in the face of accumulation of obscene amounts of wealth by a small number of individuals. For instance, Oxfam (2017) reports that while more than 100 million people are living in poverty in Nigeria, the richest Nigerian man will take 42 years to spend all of his wealth at 1 million per day. The report also shows that the amount of money that the richest Nigerian man can earn annually from his wealth is sufficient to lift 2 million people out of poverty for one year. The study estimated that lifting all Nigerians living below the extreme poverty line of \$1.90 out of poverty for one year will cost about \$24 billion. This amount of money is just lower than the total wealth owned overall by the five richest Nigerians in 2016, which was equal to \$29.9 billion (Oxfam, 2017).

In one day, the richest Nigerian man can earn from his wealth 8,000 times more than what the poorest 10% of Nigerians spend on average in one year for their basic consumption (OXFAM, 2018). Poverty in Nigeria contradicts the economic growth process, showing that the growth benefits is being reaped by a few members of population, bypassing the majority of the population. According to World Bank (2013) annual economic growth in the 2000s averaged over 7%; yet Nigeria is among the few African countries which has experienced an increase in both the number and the share of people living below the national poverty line over that period. Table 1.1 shows that population living in poverty increased from below 40 million in 1992 to approximately 113 million in 2010, though it decreased to about 89 million people in 2018. Across Nigeria, economic inequality is witnessed in the daily struggles of a large bulk of the poor who

struggle for survival in the midst of accumulation of large amounts of wealth by a small number of individuals.

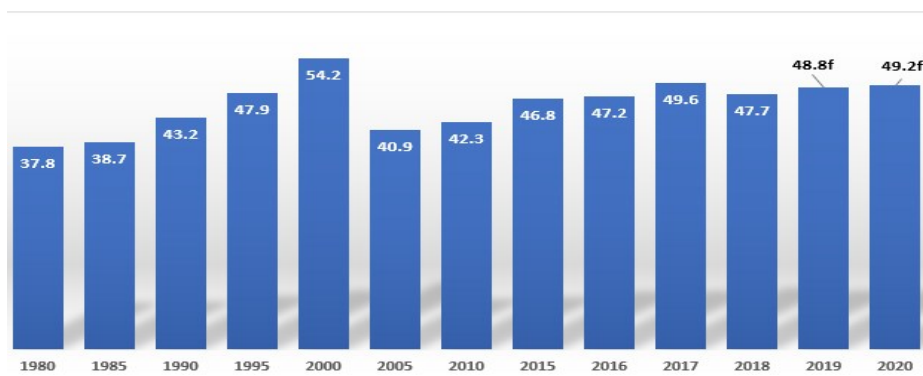
Table 1.1 Trends of Poverty Level in Nigeria (1992-2018)

Year	National poverty line		International Poverty line \$1.90 (2011 PPP) Poverty incidence (5)
	Population in Poverty (Million)	Poverty incidence (%)	
1992	39.2	42.7	57.1
2004	68.7	54.4	53.5
2010	112.5	69	53.4
2018	86.9	50.4	54.1

Source: NBS (2012), World Bank (2018)

As poverty level in Nigeria continues to increase, the inequality also increases as shown by the Gini index. From Figure 1.1, the Gini index has maintained an upward spree since 1980. The index increased from 37.8% in 1980 to 47.9% in 1995. It reached its all-time peak in 2000 with a value of 54.2% before sliding to 40.9% in 2005. The decline in 2004 could be attributed to Paris debt relief of 2004 which led to increase in social work and poverty reduction budget in subsequent years. However, this decline was not sustained. By 2017 and 2018, the index has risen to 49.6% and 47.7% respectively. The index for 2019 and 2020 was also projected at 48.8% and 49.2% respectively. The persistency and pervasiveness of income inequality in Nigeria and elsewhere has remained a source of concern to both researchers and policy makers.

Figure 1.1: Nigerian Gini index (1980-2020)



*****2019 and 2020 values are forecasted values**

Sources: World Economic Outlook (2018)

The remote cause of inequality in Nigeria is largely associated with uneven apportionment of resources among people in the society, hence the creation of wide gap and disparity between the rich and the poor (Makinde, 2020). Nigeria is naturally endowed with both human and material resources, albeit those who consider themselves to be-

long to the elite class seized the wealth for themselves and their families alone. According to Okoye & Onyukwu (2007), a number of political administrations have witnessed the poor becoming poorer while the rich becoming richer recycling the nation's wealth among their respective caucus. In a different opinion, Omodero (2019) mentioned that inequality is worsened in Nigeria due to government policy choices of regressive taxation. The brunt of higher tax burdens is borne by the poor and middle-class citizens. Thereafter the resources exploited these citizens are diverted to the private purses of the elite class. Similarly, Alayande (2013) further noted that inequality was enhanced as a result of crashes in the price of oil which made government at all levels to gradually shift attention to non-oil sources of revenue such as income tax, custom and excise duties and VAT. For example, the increase in the VAT rate from 5% to 7.5% on 1st February, 2020. Although by theoretical expectation, taxation has positive relationship with economic growth, but the unscrupulous nature of the political class in the country has made taxation to have negative effect on economic growth (Chude, Chude & Anah, 2019). Despite, the massive brunt of taxation borne by the informal sector and poorer companies in Nigeria, fair share of public resources is eluded them.

Previous studies like those of Asad and Ahmad, (2011); Ogwumike, Alaba, Alayande and Okojie (2013); Alayande, 2013; Vo, Nguyen, Tran, and Vo,(2019) have identified several macroeconomic variables including poverty, unemployment, financial sector development, exchange rate, inflation as determinants of income inequality.

Following the poor performance of Nigeria in global ranking on inequality reduction, this study on determinants of income inequality in Nigeria is motivated. It is hoped that the outcome of this study will contribute significantly on policy measures to address income inequality in Nigeria.

LITERATURE REVIEW

2.1 THEORETICAL FOUNDATION

Kuznet theory of inequality is very relevant for this study in many aspects. According to Kuznet theory, investment in education and economic diversification have long term effect on inequality. As education is increasingly provided for majority of the population, the initial beneficiaries receive higher income than the non-beneficiaries. However, as more people are educated, inequality gaps become increasingly closed. The theory also suggests that although early attempt at economic diversification may increase inequality, in the long-run the economy will experience very low inequality as it become increasingly diversified. Similarly, most countries at low income hardly have budget for social security and social protection. However, as the economy becomes bigger, it increases its social protection and transfer expenditure thereby decreasing the level of inequality. This explains why inequality is lower in developed economies than developing economies.

2.2 EMPIRICAL REVIEW

In this review, the empirical evidences were discussed based on the relationship between income inequality and its determinants.

Jones (2007) studied the nexus between income inequality, poverty and social spending in Japan. Using time series spanning from 1980 to 2005, the result obtained from ordinary least square (OLS) estimation showed that social spending as a share of GDP has been expanding. The impact of social spending on inequality and poverty is weak in Japan compared to other OECD countries and inadequate to offset the deterioration in market income. The study therefore concluded that the scope for increasing social spending is constrained by the fiscal situation and that reversing the upward trend in inequality and poverty requires reforms to reduce labour market dualism and better target social spending on low-income households, particularly single parents. With regard to our study, Jones did not capture technology and globalization.

Oguntuase (2007) examined the role of educational policies, social protection policies and development policies on income inequality. The study used the following variable: employment rate, inflationary rate, manufacturing sector share of the Nigerian GDP, (as proxy for development policies), government expenditure on social services (as proxy for social protection policies) and literacy rate (as proxy for educational policies). The results obtained using OLS shows that inequality is accentuated by educational differences and dearth of social protection.

Bulir (2008) focused on the nexus between inequality and inflation in India. Estimating a fully modified OLS (FMOLS) model within the framework of Kuznet hypothesis for 1971 to 2006, Bulir found that the impact of price stability on income distribution is nonlinear. He concluded that, the reduction in inflation from hyperinflationary levels significantly lowers income inequality. Also, further reduction toward a very low level of inflation seems to bring about negligible additional gains in the Gini coefficient of income distribution. This finding is in tandem with the predictions of economic theory that inflation exerts adverse effect on workers with fixed income, savers and lenders. Thus, it is expected that salaried workers, lenders and net savers would be worse off during inflation.

Rossana and Hoeven (2011) however contended that the nexus between inflation and inequality is dependent on the monetary policy stance of the economy. Using OLS technique and time series data for United States of America and 15 OECD countries, the study shows that in high inflation countries, restrictive monetary policy is often beneficial for income inequality. In other words, in Rossana and Hoeven view, it is the monetary policy that shapes inflationary pattern that correlates with income inequality and not the actual inflationary pattern.

In another study, Ogwumike et al. (2013) examined relationship between labour earnings and income inequality for the sample period 1963-2009. They focused on the distributions of structure of main job earnings, determinants and income inequality in Nigerian labour market. They used the population of persons in paid employment on one hand, and self-employment on the other as measures of labour earnings. The results show that inequality is more pronounced in paid employment than in self-employed segment of the Nigerian labour force, it is higher among women involvement in paid

employment than in the self-employment segment. Inequality is higher among self-employed men than their female counterparts and generally higher in the rural areas than in the urban areas. Within group inequality mainly explains income inequality in Nigeria.

3. BASIC ANALYSIS AND METHODOLOGY

The methodology used in this research is centrally econometric analyses which was used for the estimation and analyses of the influence of the independent variables; Unemployment Rate (UNM), Personal Income Tax (PIT), Corruption (COR) and Inflation Rate (INF) on Per Capita Income (PCI) at constant prices. PCI is the proxy for income inequality because it evaluates the standard of living and quality of life of the population hence, it is a good measure of income inequality. The model for this study is specified as follows:

$$PCI_t = \beta_0 + \beta_1 UNM_t + \beta_2 TAX_t + \beta_3 COR_t + \beta_4 INF_t + \mu$$

RESULTS

Augmented Dickey Fuller Unit Root Test Result

Table 1

Variables	ADF @ Level	1 st Difference	Critical Value (1%)	Critical Value (5%)	P-values	Order of Coin-Integration	Remarks
D(PCI)	-2.057468	-3.904585	-4.262735	-3.552973	0.0231	I(1)	Stationary
D(UNM)	-2.948532	-4.887654	-4.284580	-3.562882	0.0023	I(1)	Stationary
D(PIT)	0.148198	-6.777964	-4.262735	-3.552973	0.0000	I(1)	Stationary
D(COR)	-2.845723	-4.453716	-4.262735	-3.552973	0.0063	I(1)	Stationary
D(INF)	-2.877855	-6.978481	-4.374307	-3.603202	0.0000	I(1)	Stationary

Source: Author's Computation from E-Views, version 10

Table 1 reveals that the entire series employed in this work are stationary at the first difference and integrated of order 1(1). To this effect vector error correction mechanism would be employed as the econometric technique needed for this study, this is because all variables were stationary at first order.

COINTEGRATION TEST RESULTS

The result from the co integration test at 5 percent level of significance revealed 1 cointegrating equation. This shows therefore that a long-term relationship do exist between Per Capita Income (PCI) as the dependent variable and Unemployment Rate (UNM), Personal Income Tax (PIT), Corruption (COR), Inflation Rate (INF) as the explanatory variables.

The normalized co-integrating coefficients for all co integrating equations given by the long-run relationship is

$$\text{PCI} = 104.1044\text{UNM} - 0.479307\text{PIT} - 73.93825\text{COR} + 4.877851\text{INF}$$

$$\text{SEE} = (21.6828) \quad (0.09007) \quad (15.4401) \quad (5.92419)$$

These are coefficients showing the direction and strength of the relationship between the explanatory variables and the dependent variable. Hence, we can proceed to test for Vector Error Correction Model with the establishment of co integrating equations.

Vector Error Correction Model (VECM) Result

Table 2

Variable	Coefficient	Std. Error	t-Statistic
C	-473.2766		
(D(UNM))	104.1044	21.6828	2.93007
D(D(PIT))	-0.479307	0.09007	5.54902
D(D(COR))	-73.93825	15.4401	-3.01770
D(D(INF))	4.877851	5.92419	0.05838
CointEq1	-0.809498	0.14528	-0.75370
R-squared	0.845199	Mean dependent var.	3988.373
Adjusted R-squared	0.814941	S.D. dependent var.	51.00000
S.E. of regression	217.0768	Akaike info criterion	47.55084
Sum squared resid	942447.2	Schwarz criterion	50.52812
Log likelihood	-210.0540	F-statistic	0.958512
Durbin-Watson stat	1.840852	Prob (F-statistic)	0.000000

Source: Author's Computation from E-Views, version 10

From Table 2 above, the Long term coefficients of Unemployment Rate (UNM), Personal Income Tax (PIT) and Corruption (COR), are statistically significant while the coefficient of Inflation Rate (INF) is not statistically significant as revealed by the VECM result. The result shows that an increase in unemployment rate (UNM) significantly increases income inequality in Nigeria within the period under review. An increase in personal income tax (PIT) leads to a decreases to a significant decrease in

income inequality in Nigeria within the period under review. Furthermore, as corruption (COR) increases, income inequality decreases in Nigeria within the period under review.

4. DISCUSSION OF RESULTS

The regression coefficient of our result revealed that there exist a positive and significant relationship between unemployment rate and income inequality. In other words, there exists a direct relationship between unemployment rate and income inequality in Nigeria; this implies that an increase in unemployment rate will on the average bring about an increase in income inequality. Furthermore, given our regression coefficient of unemployment rate as 104.1044, this shows that a unit increase in unemployment rate will bring about 104 units increase in income inequality in Nigeria; from the regression output in our model, we found that increase in unemployment rate brings about increase in income inequality in the country. By implication, high level of unemployment rate leads to larger income differentiation in Nigeria. This finding is in consonance with economic theory hence, it is suggested that government at all levels should implement policies to address high level of unemployment in the country as this would curb income inequality gap.

The estimated coefficient for personal income tax is -0.479307 and it shows the existence of a negative and statistically significant relationship between personal income tax and income inequality. In other words, the result revealed that there exists an inverse relationship between personal income tax and income inequality in Nigeria, meaning that increase in personal income tax will lead to decrease in income inequality. Given our estimation, one unit increase in PIT will lead to approximately 0.5 units decrease in income inequality in Nigeria during the periods under review. This finding is in tandem with the predictions of economic theory that personal income tax exerts negative influence on income inequality in a given country. By implication, personal income tax is one of the drivers of income inequality in Nigeria as poor people in the country are denied of their disposable income. Hence, it is suggested that government at all levels should revise their taxation policies to favour the low income and average income earners in Nigeria.

The coefficient for corruption shows a negative and statistically significant relationship between corruption and income inequality under the period under review. This is shown by a 1 unit increase in the level of corruption on the average leading to about 73 units decrease in income inequality in Nigeria. The implication of the result is that increasing level of corruption will have a decreasing effect on income inequality in Nigeria within the period under review. This finding is in akin to the predictions of economic theory that corruption exerts negative influence on income inequality in a given country. By implication, corruption is one of the drivers of income inequality in Nigeria as financial resources meant for the best interest of all and sundry in the country are diverted to private pockets. This impedes developmental goals of a country, hence a high disparity of income level between the ruling class and the masses. Therefore, it is suggested that government institutions like EFCC and ICPC should execute their tasks in line with the constitution to curb high level of corruption in the country.

5. SUMMARY OF FINDINGS, CONCLUSION AND RECOMMENDATIONS

Summary of Findings

This research work was premised on the determination of income inequality in Nigeria, for the period 1985 to 2020. The stationarity features of the entire variables were scrutinized with the aid of widely used ADF for validation purposes. The test for the unit root indicates that all the parameters only became stationary at first difference and were integrated in similar order I(1) after 1cointegrating equation was recorded at both 5% and 1% level of significance respectively. The outcome of the Johansen Co-integration mechanism suggests a long-term relationship between all the variables. The possible speed with which short-run equilibrium value converge to its long-term equilibrium path is captured by the Vector Error Correction Model (VECM). In general the long-run coefficients of all the variables were statistically significant except for inflation rate. The figure for CointEq1 stood at -0.809498, approximately 80.95%. In line with Vector Error Correction Model (VECM), the figure is negative and statistically relevant. The value means that the short-run figure for income inequality proxied by (PCI) will converge to its long-term value by about 80.95% as adjustment speed to its long-term equilibrium annually by the input of all the independent parameters. Coefficients in the long-term were not all correctly signed. The coefficient of unemployment rate and inflation rate were not correctly signed as they were all positive instead of negative relationship with per capita income while personal income tax and corruption were correctly signed.

CONCLUSION

This study examined the determinants of income inequality in Nigeria for the period spanning from 1985 to 2020. The conclusion drawn from the study is that unemployment rate, personal income tax, corruption and inflation are some of the major determinants of income inequality in Nigeria within the period under review. Therefore, the government and monetary authorities should look at policy frameworks at their disposal to bridge the rising gap of income inequality in Nigeria.

RECOMMENDATIONS

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

1. That government should initiate employment subsidies to address high level of unemployment in the country as this would curb income gap.
2. That government at all levels should revise their taxation policies to favour the less privileged in the country.
3. That government instruments of EFCC and ICPC should never relent curbing high level of corruption in the country

4. That government should embark on expansionary fiscal and monetary policies to boost aggregate output as a measure to curb inflation.



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