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ABOUT THE JOURNAL

Global Journal of Communication and Humanities (GJCH) is an open access and double blind peer-reviewed journal published by Eleviv Publishing Group, USA and distributed by Brainspec, Nigeria. The main objective of GJCH is to promote interdisciplinary studies in the communication and humanities, and provides an intellectual platform for knowledge sharing among scholars. GJCH aims to become the leading journal in the communication and humanities in Nigeria and globally. GJCH publishes research papers in the fields of communication and humanities.

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2. Manuscript of an article should have a cover page that provides the title of the paper, name(s), address, phone numbers and e-mail address of all authors and acknowledgments, if any.
3. Abstract should be in fully justified setting and on 11 point font size. It must not exceed 250 words. A maximum of 6 keywords, listed alphabetically is recommended.
4. The body of the paper following the abstract should be single-space, and both left and right sides justified. First-level headings should be centered, boldfaced with the “SIZE14” (Following the abstract, include a first level heading before the first paragraph of the body of the paper to clearly separate the two).
5. Figures, tables and equations should be simple, centered, separately numbered and self-explanatory, and titles must be above the tables/figures. Sources of data should be mentioned below the table/figure. It should be ensured that tables/figures are referred to from the main text.
6. References should be listed on a separate page at the end of the paper. A line must be skipped between references. The approved referencing style is the 6th edition APA .
7. If an article is accepted for publication, the corrected version should be resubmitted as an e-mail attachment along with the scanned teller for payment to the Editorial Assistant at gjch@brainspecresearch.com

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COMMUNICATION PRACTICES AND THE DEVELOPMENT OF ORGANISATIONAL CULTURE IN HERITAGE POLYTECHNIC, EKET

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Abstract

This study is conducted to ascertain the influence of communication practices on the development of organisational culture in Heritage Polytechnic, Eket. The researchers engaged the survey research design to gather opinions, perceptions, reactions and sentiments on how communication practices evident in the polytechnic could have influenced the development of organisational culture palpable in the organisation. A 14-item well-structured questionnaire was used in gathering primary data from 201 teaching and non-teaching staff of the polytechnic. Secondary data for the study were collected using books, journals, and digital resources and mined to provide bases for conceptual review and discussion of findings. The theoretical base of the study was cast using underpinnings of Axiom 3 Communication Theory and The Social Constructionist Perspective Theory. The Pearson Product-Moment Correlation of Co-efficient, commonly symbolized as r , and statistical method were adopted to test whether a correlation exist between communication practices and development of organisational culture in the polytechnic. Retrieval of the copies of the questionnaire duly answered were used to analyse the data for this study using simple percentage and line charts. It was revealed, among other findings, that a correlation exist between communication practices engaged and the development of organisational culture in the polytechnic. Hence, communication practices were found to have influenced the hierarchical organisational culture evident in the polytechnic. Among others, it was recommended that the Management of the polytechnic should improvise a communication policy that supports employees' engagement so as

to institutionalise participatory, democratic, and supportive organisational culture instead of the hierarchical culture that exists in the polytechnic.

Keywords: Communication practices; Development; Organisational culture; Heritage Polytechnic

Introduction

Communication is the fulcrum upon which all organisational processes and activities rest. Organisational leaders depend on communication in their daily administration or management of organisations. Communication enables organisational leaders to adequately direct, plan, organise, control, and motivate employees to achieve set goals and objectives. Without it, organisational human resources will find it difficult to interact with or exchange ideas, feelings, emotions, worldviews, perceptions and behaviours between one another within the organisational context.

As communication helps organisational human resources to bond in a seemingly information, idea or experience sharing encounter, an organisational climate of empathy, camaraderie, mutual-understanding, mutual-trust, and candour is engendered, developed and nurtured. An atmosphere of supportiveness, togetherness, and trust is built and ingrained into the relationship structure of the organisation.

Hardly can any organisation achieve significant progress when its human resources are at loggerheads and distrustful of one another. Hence, communication creates bond between the composite human resources within an organisation. Lack of it institutionalises a culture of chaos, anarchy, and disequilibrium. The centre cannot hold when the peripheral units of an organisation are torn apart. It is in this instance, that communication is touted as the glue that binds the composite parts of an organisation together in view of fostering harmonious and interdependent relationship among the composite parts.

It is through communication that organisational relationship is foisted. When it is effective and efficient, it breeds positive relationship but when it is ineffective and inefficient, negative relationship is foisted. Hence, the prevailing communication relationship in place within an organisation breeds the kind of organisational culture that prevails within such organisation. To wit, communication and organisational culture seem to have a causal co-existence that Obong (2019) refers to as a symbiotic relationship.

However, organisational culture and communication practices are closely interlinked and can have a significant impact on the success of an organisation. Effective and efficient communication practices are vital for the development, sustenance and maintenance of organisational culture. Organisational culture, in this context, refers to the shared beliefs, values, norms, and behaviours that shape how members of an organisation perceive, think, and behave (Akinbode, 2019). Communication practices are the methods, systems, procedures, manners, processes and means through which people communicate within an organisation. Effective and efficient communication practices are essential for creating a shared understanding of organisational goals and values, which help to align employees' behaviours with organisational values (Akinbode, 2019). Hence, the communication practices palpable in an organisation have a way of affecting how members of organisations react, respond, perceive and think about issues within their organisational settings.

It is against the background of investigating how communication practices influence the development of organisational culture that this research was undertaken. This research made its empirically inquisitive inroads into Heritage Polytechnic, Eket, Nigeria, to demystify the nexus between organisational communication practices and the entrenchment of organisational culture within the organisation.

Statement of the Problem

Communication is central to the functioning of any organisation. It is an indispensable organisational resource in the sense that without it, all organisational activities grind to a halt. This is the sole justification for the claim that no organisation can do without communication.

As a consequence of being a social and open system, Heritage Polytechnic, has engaged one form of communication practice or the other in order to maintain rapport or interaction with her internal and external publics. From official daily job instructions, directives, commands, policy communication, enforcement of organisational order to the unofficial interactions, grapevine and discussions among employees, it is evident that the organisation has relied on diverse communication practices.

Extant literatures and researches in organisational communication and behaviour suggest that the deployment of diverse communication practices within organisations have significant implications on the nature of communication climate palpable in the organisations and which often

influenced the nature of organisational culture inherent in such organisations. Such documented inferences cannot be made of Heritage Polytechnic, Eket. The justifications are that the nature, kinds and characteristics of communication practices inherent in the organisation are yet to be unraveled and the extent to which such communication practices influence the development of organisational culture is yet to be ascertained.

Hence, the nexus between communication practices inherent in Heritage Polytechnic and the development of organisational culture in the organisation cannot be established. This therefore, reveals the research gaps that exist in research evidence, practical knowledge, and empiricism regarding how communication practices influence development of organisational culture in Heritage Polytechnic, Eket. The uncertainties and research gaps prompt the researchers to ask: To what extent does communication practices influence the development of organisational culture in Heritage Polytechnic, Eket?

Objectives of the Study

This research is conducted to:

- i. find out the forms of communication practices evident in Heritage Polytechnic, Eket;
- ii. find out the extent to which the communication practices are deployed by employees and management of Heritage Polytechnic, Eket;
- iii. ascertain if the communication practices influence the development of organisational culture in Heritage Polytechnic, Eket; and to
- iv. determine the kinds of organisational culture palpable in Heritage Polytechnic, Eket, as a result of communication practices evident in the organisation.

Research Hypothesis

The hypothetical construct of this research was stated as follows:

H₁: There is a correlation between communication practices and development of organisational culture in Heritage Polytechnic.

Conceptual Review

An Overview of Communication Practices

Numerous studies have shown that communication practices are essential for the development of a positive organisational culture (Deetz, 2001). Communication practices are the methods and strategies used by organisations to facilitate communication and information sharing among employees. Communication practices play a crucial role in shaping organisational culture by promoting transparency, trust, and collaboration.

Adeyeye (2020) posits that communication practices that promote transparency such as open communication channels can foster trust among employees, leading to a positive organisational culture. Similarly, communication practices such as timely feedback and constructive criticisms can help create a positive organisational culture that empowers employees to perform their roles effectively (Olowokudejo & Olukotun, 2017).

Communication practices can also influence the development of sub-cultures within an organisation that shares unique beliefs, values and behaviours. Communication practices shape the ways people interact and communicate with others, and this in turn can create different sub-cultures within an organisation (Akinbode, 2019). In a study conducted by Akinbode in 2019, it was found that communication practices that promote collaboration and teamwork are capable of creating a sub-culture that values cooperation and harmony over competition and individualism.

Organisational Culture

Organisational culture refers to the shared values, beliefs, assumptions, and behaviours that shape the attitudes and actions of employees within an organisation (Schein, 2010). Organisational culture has a level of influence on communication practices. Olowokundejo and Olukotun (2017) aver that organisational culture can determine the communication channels used within an organisation. For example, organisations with hierarchical culture may have formal communication channels that require messages to be filtered through several layers of management, before reaching employees. In contrast, organisation with more participatory culture may have more open communication channels that encourage employees to share their ideas and opinions directly with management.

From the foregoing perspective, it is pertinent to say that communication practices can have a significant impact on the development of organisational culture, by promoting transparency, trust, and community. Organisations that create a positive culture through empathic communication practices foster employees' engagement and commitment.

Forms of Communication Practices in an Organisation

There are several communication practices within an organisation that can lead to the development of organisational culture and sub-culture, some of these communication practices include but not limited to the following:

- I. **Active Listening:** This involves paying attention to what others are saying and responding with empathy and understanding (Hargie & Tourish, 2009). This practice can help to build strong relationships among employees and foster a sense of community within the organisation.
- ii. **The Two-Way Communication:** This involves both sending and receiving information, allowing employees to ask questions, provide feedback and engage in dialogue with their colleagues and supervisors (Deetz, 2001). A study by Kim, Lee and Lee (2021) found that two way communication is positively related to employees' job satisfaction and work engagement. This practice can promote transparency and create a sense of openness within the organisation, which is essential for developing a positive culture.
- iii. **Feedback Mechanism:** The use of feedback mechanisms such as surveys, focus groups, or suggestion boxes can help organisation(s) gather feedback from employees and stakeholders about various aspects of the organisation. Feedback improves employees' job satisfaction, reduces turnover intentions and improves organisational performance (Lengnick-Hall, et al., 2011; Basit & Sajid, 2021).
- iv. **Performance Appraisals:** Performance appraisals are important communication practices that organisations use to evaluate the performance of their employees. These involve both formal and informal feedback, as well as goal-setting and development planning. According to Aguinis (2013), effective performance appraisals involve regular feedback and coaching as well as a focus on specific measurable goals.
- v. **Leadership Communication:** The way leaders communicate with their subordinates or employees can have a significant impact on organisational culture and employee engagement. Effective leaders use a variety of communication techniques such as: active listening, open-ended questions and empathetic communication. Goleman (1998) says effective leadership communication involves a focus on emotional intelligence, including self-awareness, self-regulation, motivation, empathy, and social skills.

- vi. **Collaborative Communication:** This entails working together with employees, stakeholders, partners, etc., to achieve common set goals. Miller et al (2021) found that collaborative communication is positively related to team performance which in turn encourages development of sub-cultures.
- vii. **Positive Language:** The use of positive language provides encouragement and support. Positive communication focuses on providing solutions rather than problems. Arslan and Altunisik (2021) say that positive communication is positively related to employee job satisfaction and organisational commitment.
- viii. **Clear and Timely Communication:** Clear and timely communication is important, to avoid confusion and misunderstandings. A report by Kassa and Tadele (2021) explains that timely and clear communication has a positive relationship with employee job satisfaction.
- ix. **Knowledge Management:** This form of communication practice has to do with the sharing and dissemination of information and expertise within the organisation. Effective communication practices such as knowledge management can facilitate knowledge sharing and collaboration between employees, as well as promote continuous learning and improvement. Nonaka & Takeuchi (1995), say that effective knowledge management focuses on creating a shared understanding of knowledge, expertise and commitment to continuous learning and improvement.

Theoretical Review

The substance of this research is anchored on the theoretical expositions and underpinnings of Axiom 3 Communication Theory and The Social Constructionist Perspective. The Axiom 3 Communication Theory was developed by Watzlawick, Beavin, and Jackson in 1967. The theory can also be referred to as the Interactional View of (Organisational) Communication. The theory states that organisational communication equals content plus relationship. This means that for communication practices to be effective in an organisation, its messages must have relevant content plus empathic human relations.

Watzlawick, Beavin, and Jackson (1967) refer to this relational aspect of organisational interaction as 'metacommunication' and maintained that it is

communication about communication. When engaging metacommunication, it entails, “this is how I see myself, this is how you see me and this is how I see you seeing me” (Griffin, 2000 p. 233).

Metacommunication usually recedes into the background when organisational communication relationships are healthy (Watzlawick, Beavin, & Jackson, 1967). When the organisation is in relationship trouble, metacommunication dominates the discussion (Watzlawick, Beavin, & Jackson, 1967). They conclude that problematic organisational relation only get better when organisational members are willing to talk to each other empathetically about their problems. It is such communicative practice that breeds a friendly and healthy organisational culture.

Axiom 3 Communication Theory has significant implications for the management and employees of Heritage Polytechnic in fostering organisational culture that is supportive, friendly and productive. It becomes implicative for management and employees of Heritage Polytechnic, Eket, to relate with each other by engaging in communication practices that engender and strengthen good mutual relationship. The resultant impact will be management-employee mutual relationship, trust, job satisfaction, high productivity and sense of identification/belongingness with the organisation.

The Social Constructionist Perspective is a theoretical framework that was first proposed by Berger and Luckmann in 1966. They view knowledge and reality as socially constructed through language and communication. The proponents view organisations as social systems that are created and maintained through communication (Patnam & Nicotera, 2009). According to this perspective, organisational culture is not a static entity, but it is viewed as a fluid and dynamic process that is constantly being constructed through the interactions and communication among organisational members (Hatch & Cunliffe, 2013).

By this perspective, effective communication practices are seen as being critical in shaping the social construction of organisational culture. Critical in the Social Constructionist Perspective is the view that communication is considered as the primary means by which employees create, share and interpret meanings and values within the organisation (Ashcraft & Kuhn, 2012). This theory relates and serves as a foundation for this research as it opines that effective communication practices can promote the creation and sharing of positive values and beliefs among employees which can help in building a positive organisational culture through the understanding of each other’s perspective (employees).

Methodology

The study deployed the survey research method to ascertain how communication practices influence the development of organisational culture in Heritage Polytechnic, Eket. The population of the study comprised 201 teaching and non-teaching staff of the polytechnic. Since, the population was small and could be studied conveniently, the Census Approach was deployed in examining the population. According to Wimmer and Dominick (2011, p. 87) “the process of examining every member in a population is called census.” Thus, the total number of 201 teaching and non-teaching staff of the polytechnic constituted the sample of this study.

Data for the study were collected personally by the researchers using the primary and secondary sources. A 14-item questionnaire was used in gathering primary data from the sample. Secondary data for the study were collected using books, journals, and digital resources where extant literatures were gleaned and mined to provide bases for conceptual review and discussion of findings.

To ensure validity of the research instrument, the questionnaire was face-validated by statisticians to ensure its adequacy in construct and content (Obong, 2021). Reliability of the research instrument was obtained by conducting a pilot study on simulated samples. The results obtained from the pilot study were used to restructure and improve on the questionnaire. In this regard, the “Test-Retest Method” was used with an interval of two weeks and the correlation coefficient computed to gauge the strength of relationship yielded a value of .89. The value, according to Wimmer and Dominick (2011), indicates a strong positive association. The method specifically measured stability by affirming the reliability of the measuring instrument.

Retrieval of the copies of the questionnaire duly answered were used to analyse the data for this study using simple percentage and line charts. To test the hypothesis of the study, Pearson Product-Moment Correlation of Co-efficient commonly symbolized as r , statistical method was adopted. The formula is provided as follows:

$$r = \frac{N\sum xy - (\sum x)(\sum y)}{\sqrt{[N\sum x^2 - (\sum x)^2][N\sum y^2 - (\sum y)^2]}}$$

Where r = Pearson product-moment correlation coefficient

$\sum x$ = Sum of the X original scores.

$\sum y$ = Sum of the Y original scores.

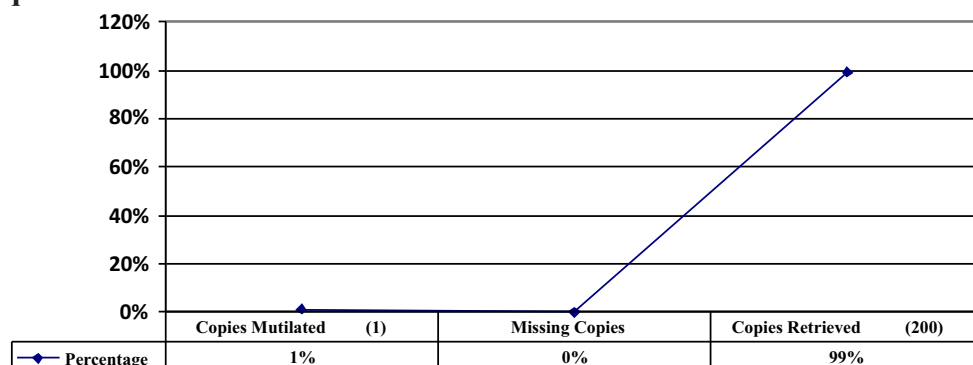
$$\begin{aligned}\sum x^2 &= \text{Sum of the squared X scores.} \\ \sum y^2 &= \text{Sum of the squared Y scores.} \\ \sum xy &= \text{Sum of the paired variable.} \\ N &= \text{Number of paired scores.}\end{aligned}$$

Decision Rule: In accepting or rejecting the hypothesis, the decision rule is detailed as follows: if the calculated r is greater than or equal to the tabled (critical) r , the hypothesis will be rejected and the unstated alternate hypothesis accepted. Critical r is put at 0.05 level of significance for a Two-tailed test, with degree of freedom (“df”) = $N-2$ is 0.8783.

Data Analysis and Findings

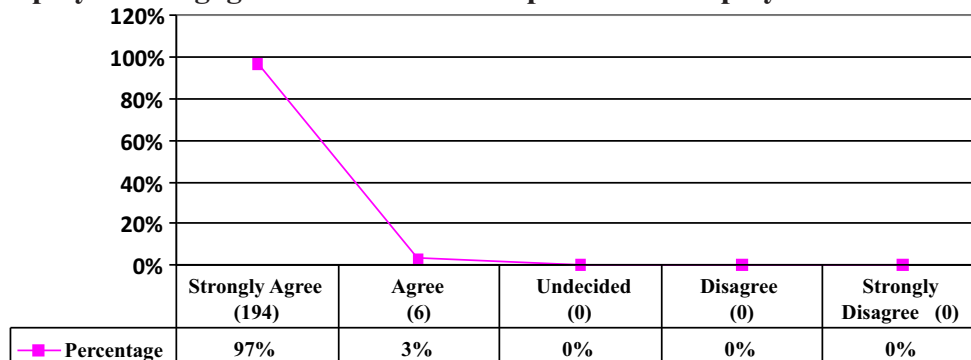
Out of the 201 copies of the questionnaire distributed to teaching and non-teaching staff in Heritage Polytechnic, 200 copies were retrieved and found suitable for data analysis. This represented 99.5% response rate. Hence, analysis of data for this study was based on 200 copies (99.5%) of the retrieved questionnaire. The line chart below shows the analysis regarding the retrieved copies of the questionnaire:

Figure 1: Line Chart showing analysis of copies of the retrieved questionnaire



Source: Field data, 2023

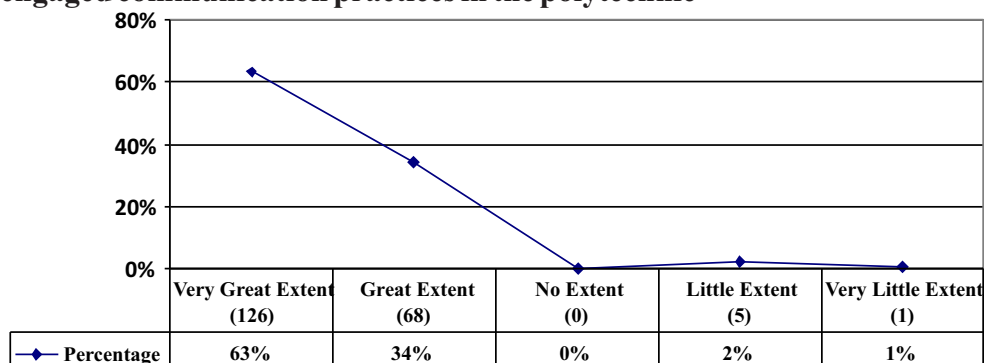
Figure 2: Line Chart showing responses on whether respondents have deployed or engaged in communication practice in the polytechnic



Source: Field data, 2023

The analysis of data in Figure 2 shows that majority of 194(97%) respondents strongly agreed to have deployed or engaged in one form of communication practice or the other in the polytechnic. A cumulative analysis of affirmative responses shows that 200 (100%) respondents attested to have deployed or engaged in one form of communication practice or the other in the Polytechnic. This result affirms the position that communication is indispensable in the daily administration and running of an organisation. Hence, there is no organisation that does not rely on communication to perform specialised functions and maintain organisational relationships.

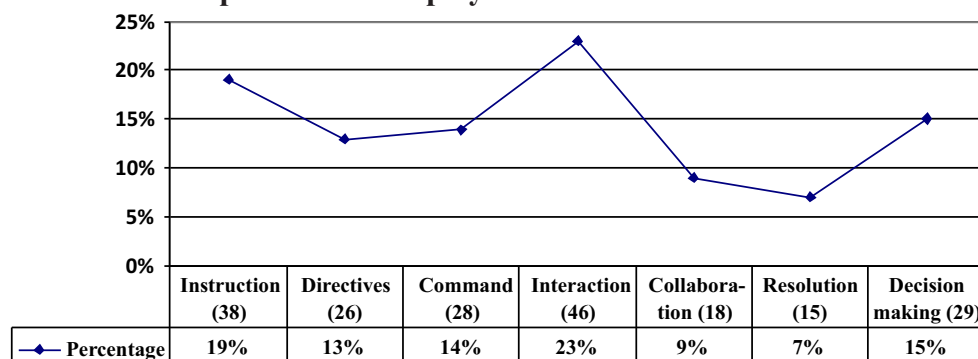
Figure 3: Line Chart showing the extent to which respondents deployed or engaged communication practices in the polytechnic



Source: Field data, 2023

The analysis of data in Figure 3 suggests that majority of 126 (63%) respondents deployed or engaged communication practices in the polytechnic to a very great extent.

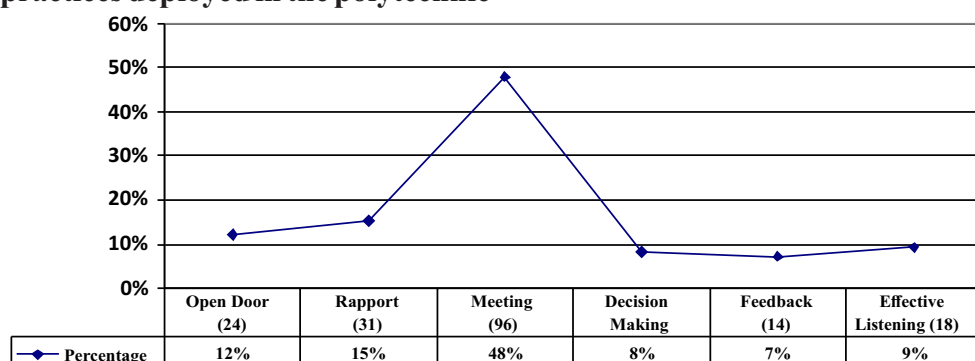
Figure 4: Line Chart showing respondents' purpose for deploying communication practices in the polytechnic



Source: Field data, 2023

The analysis of data in Figure 4 indicates that majority of 46 (23%) respondents' purpose for deploying communication practices in the polytechnic was for interaction. Closely followed in the respondents' purpose for deploying communication practices in the polytechnic was for passing job instructions (38 [19%]).

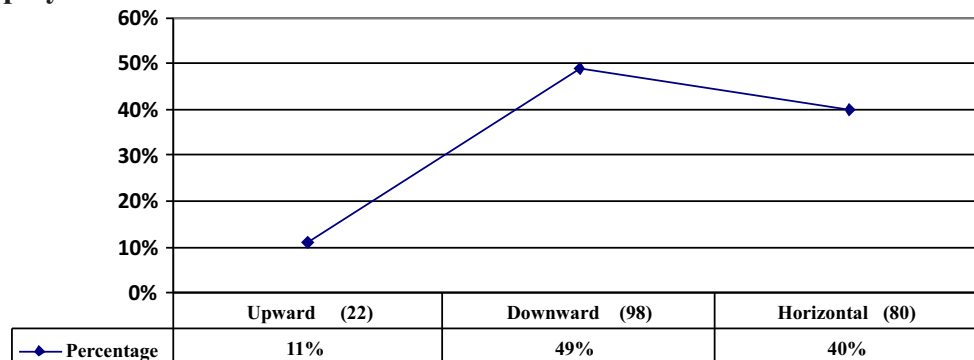
Figure 5: Line Chart showing responses on the forms of communication practices deployed in the polytechnic



Source: Field data, 2023

The results of the data analysed in Figure 5 reveal that meeting (96 [48%]) was the communication practice that was majorly engaged by respondents in the polytechnic.

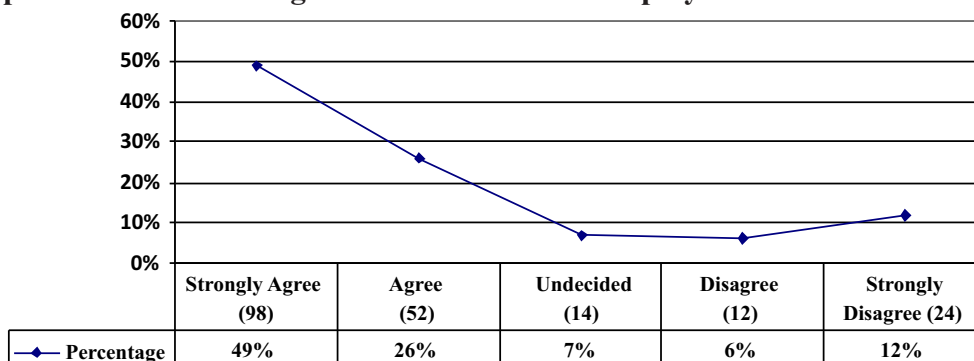
Figure 6: Line Chart showing pathways of communication practices in the polytechnic



Source: Field data, 2023

The data analysed in Figure 6 revealed that majority of communication practices in the polytechnic followed the downward (98 [49%]) organizational communication pathway. This means that majority of communication practices engaged in the polytechnic flow from the top hierarchy to lower hierarchy, that is, from the management to employees of the polytechnic.

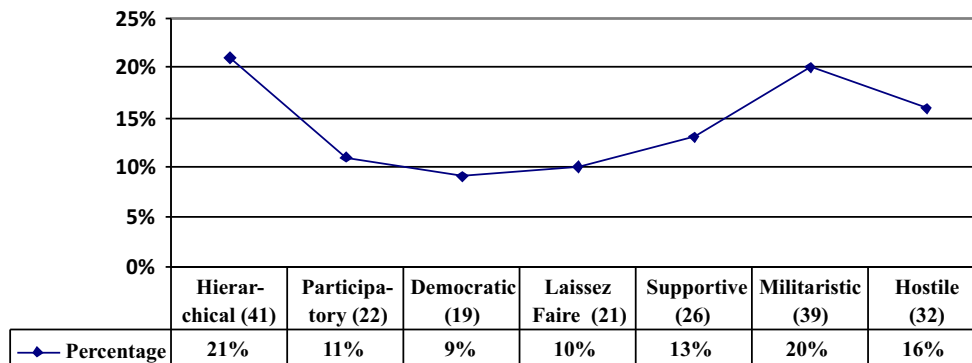
Figure 7: Line Chart showing responses on whether communication practices influence organisational culture in the polytechnic



Source: Field data, 2023

Analysis of data in Figure 7 indicates that majority of 98 (49%) strongly agreed that the communication practices evident in the organisation influence the polytechnic's organisational culture. Cumulative analysis of affirmative responses show that majority of 150 (75%) respondents gave their affirmation on this issue.

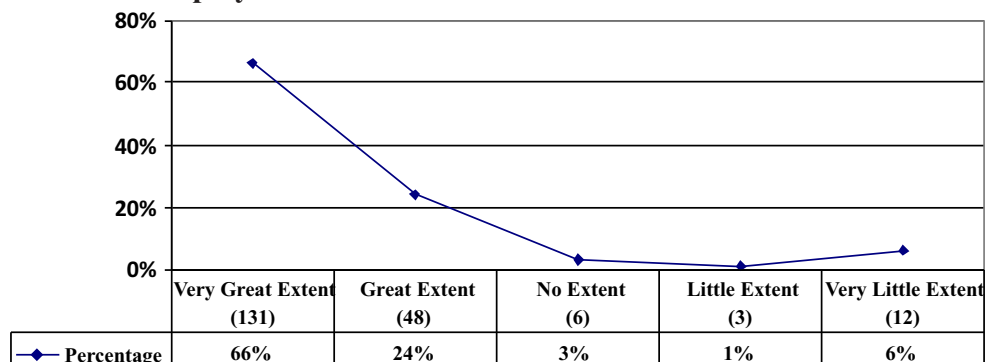
Figure 8: Line Chart showing the kinds of organisational culture evident in the polytechnic as a result of communication practices



Source: Field data, 2023

The analysis of data in Figure 8 revealed the kinds of organisational culture evident in the polytechnic which include hierarchical (41 [21%]), participatory (22 [11%]), democratic (19 [9%]), laissez faire (21 [10%]), supportive (26 [13%]), militaristic (39 [20%]) and hostile (32 [16%]) organisational culture. Out of these organisational culture evident in the polytechnic, hierarchical (41 [21%]) organisational culture was predominant in the polytechnic.

Figure 9: Line Chart showing respondents' perception of the extent to which communication practices influence the organisational culture evident in the polytechnic



Source: Field data, 2023

The analysis of data in Figure 9 suggests that 131 (66%) respondents perceived communication practices to have influenced organisational culture evident in the polytechnic to a very great extent.

Test of the Research Hypothesis

H₀: There is no correlation between communication practices and development of organisational culture in Heritage Polytechnic.

The Pearson Product-Moment Correlation of Coefficient was used for testing the hypothesis of this study; the calculation was based on 3 degrees of freedom at 0.05 level of significance. In line with the requirements of the test, data from items seven and eleven on the instrument, computed and analysed in Figures 3 and 7 were used to enable the testing of this hypothesis.

Responses showing the extent to which respondents deployed or engaged communication practices in the polytechnic is calibrated as 'X' while responses on whether communication practices influence organisational culture in the Polytechnic is calibrated 'Y'. The computation is presented in the table below:

Table 1: Correlation between communication practices and development of organisational culture in Heritage Polytechnic

N	X	Y	X	Y	X	Y	X ²	Y ²		
1	12	6	9	8	12,34	8	15,87	6	9,60	4
2	6	8	5	2	3,53	6	4,62	4	2,70	4
3	0	1	4	0		0		19		6
4	5	1	2	6	0	2		5	14	4
5	1	2	4	2	4	1		57		6
N=5	Σ X = 200	Σ Y = 20	0	Σ XY = 15,96	8	Σ X ² = 20,52	6	Σ Y ² = 13,22	4	

Source: Figures 3 and 7

The formula for calculating Pearson Product-Moment Correlation Co-efficient is as follows:

$$\text{PPMCC: } r = \frac{N\sum xy - (\sum x)(\sum y)}{\sqrt{[N\sum x^2 - (\sum x)^2][N\sum y^2 - (\sum y)^2]}}$$

Where: X and Y = Original Scores

r = Pearson Product-Moment Correlation of Coefficient

\sum = Summation

$\sum X$ = Sum of the X original scores = 200

$\sum Y$ = Sum of the Y original scores = 200

$\sum X^2$ = Sum of the squared X scores = 20,526

$$\begin{aligned}\sum Y^2 &= \text{Sum of the squared Y scores} = 13,224 \\ \sum XY &= \text{Sum of the product of each X and Y} = 15,968 \\ N &= \text{Number of paired scores} = 5 \\ df &= N - 2, 5 - 2, = 3; df = 3\end{aligned}$$

$$r = \frac{5(15,968) - (200)(200)}{\sqrt{[5(20,526) - (200)^2][5(13,224) - (200)^2]}}$$

$$r = \frac{79,840 - 40,000}{\sqrt{[(102,630) - (40,000)][(66,120) - (40,000)]}}$$

$$r = \frac{39,840}{\sqrt{[62,630][26,120]}}$$

$$r = \frac{39,840}{\sqrt{1,635,895,600}}$$

$$r = \frac{39,840}{40,446.2062}$$

$$\text{Calculated } r = 0.9850$$

Decision: The calculated ' r ' is 0.9850; it is greater than the value of critical ' r ' 0.8783 at 0.05 level of significance for a two-tailed test, with degree of freedom (df) = 3. Therefore, the stated hypothesis of this study that there is a correlation between communication practices and development of organisational culture in Heritage Polytechnic is upheld. Therefore, there is a direct correlation between communication practices and development of organisational culture in Heritage Polytechnic.

Discussion of Findings

Research Question One: *What are the forms of communication practices evident in Heritage Polytechnic, Eket?*

The answer to this research question can be found in the analysis of data documented in Figures 5 and 6. Figure 5 was concerned with Line Chart showing responses on the forms of communication practices deployed in the polytechnic. The data analysed in this regard showed that the forms of communication practices evident in the polytechnic were open door (24[12%]); rapport (31[15%]); meeting (96[48%]); decision making

(17[8%]); feedback (14[7%]); and effective listening (18[9%]) communication practices. Though these communication practices are evident in the polytechnic, it is meeting (96 [48%]) that was mostly utilised and deployed across the hierarchical structure of the polytechnic. The implication is that in the polytechnic, management and organisational leaders heavily rely on formal meetings to engage employees in a communication interface. Hence, the communication climate of the polytechnic does not make for robust management-employees rapport, employee feedback and employees' decision making. There is an implication that management and organisational leaders do not pay attention to employees' communication input through active or effective listening approach. This is an indication that hierarchical communication culture permeates the communication climate of the polytechnic as the polytechnic operates a pseudo-open door communication policy.

The analysis of data in Figure 6 buttress this position as it was revealed that majority of communication practices in the polytechnic followed the downward (98 [49%]) organisational communication pathway. This means that majority of communication practices engaged in the polytechnic flow from the top hierarchy to lower hierarchy, that is, from the management to employees of the polytechnic. Little room is provided for employees to engage management or organisational leaders in a robust discourse within organisational context. It is only through occasional meeting that employees and management have to sit across each other to engage in a dialogue, conversation or an interaction. Even as at that, management still dominate the communication encounter with their informational kind of engagement rather than decision making. This is to say that even in meetings, employees have little opportunity to make input or contribute to the decision making process because management always draw up their conclusions before calling for meetings. Hence, meetings become a fertile ground for management to inform, instruct, command and direct the employees on what to do instead of an opportunity for employees to take part in decision making process of the polytechnic.

This kind of communication practice negates the core philosophy of organisational communication and it is capable of breeding mistrust, chaos, insecurity and hostile organisational culture among employees and management of the polytechnic. Going by the Social Constructionist Perspective theoretical framework as developed by Berger and Luckmann (1966), effective communication practices are critical in shaping the social

construction of organisational culture. Critical in the Social Constructionist Perspective is the view that communication is considered as the primary means by which employees create, share and interpret meanings and values within the organisation (Ashcraft & Kuhn, 2012). It is from such perspective that organisational culture is considered as not a static entity, but viewed as being a fluid and dynamic process that is constantly being constructed through the interactions and communication among organisational members (Hatch & Cunliffe, 2013). Hence, organisation such as Heritage Polytechnic is a social system that is created and maintained through communication (Patnam & Nicotera, 2009).

Communication practices that promote transparency such as open communication channels can foster trust among employees, leading to a positive organisational culture (Adeyeye, 2020). Similarly, communication practices such as timely feedback and constructive criticisms can help create a positive organisational culture that empowers employees to perform their roles effectively (Olowokudejo & Olukotun, 2017). Feedback and collaborative communication improve employee job satisfaction, reduce turnover intentions and improve organisational performance (Lengnick-Hall et al., 2011; Basit & Sajid, 2021). Miller et al., (2021) in their study found that collaborative communication is positively related to team performance which in turn encourages development of organisational sub-cultures.

Research Question Two: *To what extents are the communication practices deployed by employees and management of Heritage Polytechnic, Eket?*

The answer to this research question can be found in the analysis of data displayed in Figures 2, 3 and 4. Figure 2 was concerned with Line Chart showing responses on whether respondents have deployed or engaged in communication practice in the Polytechnic. The analysis of data in Figure 2 shows that majority of 194(97%) respondents strongly agreed to have deployed or engaged in one form of communication practice or the other in the polytechnic. A cumulative analysis of affirmative responses shows that 200 (100%) respondents attested to have deployed or engaged in one form of communication practice or the other in the polytechnic. This means that all the human resources of Heritage Polytechnic engage specific communication practice for specific organisational objectives. This result affirms the position that communication is indispensable in the daily administration and running of the polytechnic.

Figure 3 was concerned with the analysis of data pertaining to the extent to which respondents deployed or engaged communication practices in the polytechnic. The analysis of data in Figure 3 suggests that majority of 126 (63%) respondents deployed or engaged communication practices in the polytechnic to a very great extent.

Analysis of data in Figure 4 revealed respondents' purpose for deploying communication practices in the polytechnic which were for instruction (38[19%]); directives (26[13%]); command (28[14%]); interaction (46[23%]); collaboration (18[9%]); resolution (15[7%]); and decision making (29[15%]). The analysis of data in Figure 4 indicates that majority of 46 (23%) respondents' purpose for deploying communication practices in the polytechnic was for interaction. Closely followed in the respondents' purpose for deploying communication practices in the polytechnic was for passing job instructions (38 [19%]).

The inference that can be drawn from the summation of the data analyses in Figures 2, 3 and 4 is that all the human resource elements (employees and management) of the polytechnic engage/deploy specific communication practices to a very great extent for the purposes of job instruction (38[19%]); job directives (26[13%]); job command (28[14%]); peer-to-peer interaction (46[23%]); organisational collaboration (18[9%]); work-related crisis resolution (15[7%]); and for decision making (29[15%]). From the analysis of data in Figure 4 there is an inference that the predominant purpose that communication practices were found to be engaged/deployed in the polytechnic was majorly for peer-to-peer interaction among the polytechnic's human resource element. The implication of this finding is that communication practices are the bedrock for interpersonal relationship and exchange of ideas, feelings, attitudes, behaviours, empathy, and worldviews among the human resource elements of the organisation. Hence, without communication practices, interpersonal relationships cannot be foisted in the organisation.

In a study conducted by Akinbode in 2019, it was found that communication practices that promote collaboration and teamwork are capable of creating a sub-culture that values cooperation and harmony over competition and individualism. Miller et al., (2021) in their study found that collaborative communication is positively related to team performance which in turn encourages development of sub-cultures. Hence, it is through communication that employees are availed the opportunity to engage each other in a robust interaction that sees to exchange of ideas and empathy that engender collaborative and interdependent relational culture within organisations.

That communication is the crux of any organisational practice is the core philosophical canon of the Axiom 3 Communication Theory as developed by Watzlawick, Beavin, and Jackson in 1967. The theory which can also be referred to as the Interactional View of (Organisational) Communication, strongly states that organisational communication equals content plus relationship. Watzlawick, Beavin, and Jackson (1967) refer to this relational aspect of organisational interaction as ‘metacommunication’ and maintained that it is communication about communication. To the theorists, metacommunication usually recedes into the background when organisational communication relationships are healthy (Watzlawick, Beavin, & Jackson, 1967). When the organisation is in relationship trouble, metacommunication dominates the discussion (Watzlawick, Beavin, & Jackson, 1967). They conclude that problematic organisational relation only get better when organisational members are willing to talk to each other empathetically about their problems.

Research Question Three: *Do communication practices influence the development of organisational culture in Heritage Polytechnic, Eket?*

The answer to this research question is detailed in the analysis of data displayed in Figures 7 and 9. Figure 7 was concerned with Line Chart showing responses on whether communication practices influence organisational culture in the polytechnic. The analysis of data in Figure 7 indicates that majority of 98 (49%) strongly agreed that the communication practices evident in the organisation influence the polytechnic’s organisational culture. Cumulative analysis of affirmative responses show that majority of 150 (75%) respondents gave their affirmation on this issue.

Analysis done in Figure 9 was concerned with respondents’ perception of the extent to which communication practices influence the organisational culture evident in the polytechnic. The analysis of data in Figure 9 suggests that 131 (66%) respondents perceived communication practices to have influenced organisational culture evident in the polytechnic to a very great extent.

The inference that can be drawn from the analysis of data in Figures 7 and 9 is that communication practices evident in the polytechnic influence the development of organisational culture that is tenable in the polytechnic to a very great extent. This finding is supported by various scholarly opinions and extant literatures in organisational communication and organisational culture. For instance, Deetz (2001) strongly believes that communication practices

taking firm root within organisational settings are critical to the development of a positive organisational culture. In the viewpoints of Adeyeye (2020); Olowokudejo & Olukotun, (2017); and Akinbode, (2019), communication practices that promote transparency and encourage constructive criticism can foster trust among employees, leading to a positive organisational culture.

Hence, organisational culture has a level of influence on communication practices vice versa. This is the reason Olowokundejo and Olukotun (2017) aver that organisational culture can determine the communication channels used within an organisation. For example, organisations with hierarchical culture may have formal communication channels that require messages to be filtered through several layers of management before reaching employees. In contrast, organisations with more participatory culture may have more open communication channels that encourage employees to share their ideas and opinions directly with management.

The finding that communication practice influence the development of organisational culture is supported by the theoretical exposition of the Social Constructionist Perspective as proposed by Berger and Luckmann in 1966. The theorists view knowledge and reality as socially-constructed through language and communication. The proponents view organisations as social systems that are created and maintained through communication (Patnam & Nicotera, 2009). It is within this perspective that organisational culture is viewed as a dynamic and fluid phenomenon that is constantly lubricated by interactions and communication among organisational members (Hatch & Cunliffe, 2013). Hence, communication is considered as the primary means by which employees create, share and interpret meanings and values within the organisation which help in shaping the social construction of organisational culture (Ashcraft & Kuhn, 2012).

Research Question Four: *What are the kinds of organisational culture palpable in Heritage Polytechnic, Eket, as a result of communication practices evident in the organisation?*

The answer to this research question is found in the analysis of data displayed in Figures 8 and 9. In Figure 8, analysis pertaining to the kinds of organisational culture evident in the polytechnic as a result of communication practices was done. The analysis of data in Figure 8 revealed the kinds of organisational culture evident in the polytechnic which include: hierarchical (41[21%]); participatory (22 [11%]); democratic (19 [9%]); laissez faire (21[10%]);

supportive (26 [13%]); militaristic (39 [20%]); and hostile (32 [16%]) organisational culture. Out of these organisational culture evident in the polytechnic, hierarchical (41[21%]) organisational culture was predominant in the polytechnic.

Analysis of data in Figure 9 revealed that the polytechnic's utilisation of a mixed, variegated, multiplicity and dynamic organisational culture is as a result of the communication practices evident in the polytechnic. The analysis of data in Figure 9 suggests that the respondents (131 [66%]) perceived communication practices to have influenced the organisational culture evident in the polytechnic to a very great extent.

The implication of this result is that Heritage Polytechnic operates a mixed, variegated, multiplicity and dynamic organisational culture. Hence, the notion of the organisation operating a universal culture is not tenable. From organisational culture that is hierarchical; participatory; democratic; laissez faire; supportive; militaristic; to the one that is hostile in nature co-exist in the polytechnic. But the culture of the polytechnic predominantly being hierarchical in nature speaks to the nature of communication relationship evident across the various strata of the polytechnic.

This implies that cordial, empathic, and friendly interpersonal communication relationship between employee and management in the polytechnic are at their lowest ebb in the organisation. Such culture allows management to relate with employees basically through formal structures or channels. Low level of employee-management participation in decision-making process and rapport will suffice. Management will continue to 'boss' over the employees and give the employees little or no room to engage the management in an encounter away from the structure. In the hierarchical organisational culture, information and communication are likely to flow vertically and more flowing from top of the polytechnic's hierarchy (management) to the bottom of the polytechnic's hierarchy (employee) and less from the bottom upward. Olowokundejo and Olukotun (2017) aver that organisational culture can determine the communication channels used within an organisation. For example, organisations with hierarchical culture may have formal communication channels that require messages to be filtered through several layers of management, before reaching employees. In contrast, organisation with more participatory culture may have more open communication channels that encourage employees to share their ideas and opinions directly with management.

That there is hierarchical organisational culture in Heritage Polytechnic suggests that management of the polytechnic lords over organisational processes and requires minimal participation of the employees in the polytechnic. Hence, the management controls communication climate and the kinds, quality and quantity of messages it requires or demand from employees. Unsolicited responses, feedback and prompt constructive criticism are often discouraged or hampered in this kind of management-centric organisational culture.

This negates the core philosophy of organisational communication which thrives on transparency, empathy, candour, camaraderie, candidness and openness which are the thrust of positive, democratic, and supportive organisational culture. Olowokudejo & Olukotun (2017), have noted that communication practices such as timely feedback and constructive criticisms can help create a positive organisational culture that empowers employees to perform their roles effectively. The absence of timely feedback and constructive criticisms can help create negative, autocratic, hostile, and militaristic organisational culture which is a characteristic of organisations that hold on to hierarchical or rigid organisational culture. Communication practices shape the ways people interact and communicate with others, this in turn can create different sub-cultures within an organisation (Akinbode, 2019).

Conclusion

From the hypothetical constructs tested, it has been established that there exist a direct correlation between communication practices and development of organisational culture in Heritage Polytechnic. The findings of this study have also suggested that effective communication practices are key drivers for the development of organisational culture in the polytechnic. To this end, it can be said that communication practices impact organisational culture either positively or negatively. Effective communication practices create a sense of shared purpose, foster team work and build trust among employees. On the other hand, ineffective communication practices create misunderstandings, conflicts, and mistrust among employees, which if not properly managed leads to chaotic, hostile, militaristic, and hierarchical organisational cultures.

Organisational culture, being a collective behaviour, values, and beliefs shape how organisational human resource elements interact and work within an organisation. A supportive, friendly and democratic organisational culture can lead to increased employee engagement with management which can result in higher productivity, and improved business outcomes. Effective

communication practices can contribute to the development of a strong organisational culture by creating an environment where employees feel valued, respected and heard. Organisations can foster effective communication by creating channels for open and transparent communication, encouraging feedback and ideas from employees, and providing training and resources to improve communication skills.

Communication practices play a critical role in shaping the organisational culture of an organisation in view of yielding positive results evident in the development of positive organisational cultures, while poor communication practices lead to serious adverse effects on the organisation's reputation or success. Therefore, organisations must prioritise effective communication practices to foster the development of supportive, friendly, and democratic organisational cultures where employees are free to exchange ideas, feelings, attitudes, and behaviours within the hierarchical strata of the organisation for optimum productivity.

Recommendations

Based on the findings of this study, it was recommended that:

- i. Management of Heritage Polytechnic, Eket, should put effective and efficient feedback mechanism in place to encourage employees to communicate their feelings, sentiments, ideas, perceptions or dissatisfaction without bureaucratic bottleneck.
- ii. Management of Heritage Polytechnic, Eket, should encourage the employees to take part in the decision-making process of the polytechnic instead of just being passive recipients of management's decisions.
- iii. Management of Heritage Polytechnic, Eket, should improvise a communication policy that supports employees' engagement so as to institutionalise participatory, democratic, and supportive organisational culture instead of the hierarchical culture that exists in the polytechnic.
- iv. Management of Heritage Polytechnic, Eket, should not only deploy communication practices for job instructions, directives, commands and conflict resolution but should improve by engaging employees in robust interactions, collaboration and decision making.

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SOCIAL MEDIA AND CITIZEN ENGAGEMENT WITH THE WAR AGAINST DRUG ABUSE

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Abstract

Drug and substance abuse are a growing health problem all over the world. Globally, 36 million people are estimated to suffer from drug use disorders with the adverse health consequences more severe and widespread than previously thought. In Nigeria, the drug problem portends great danger, with multiple public health concerns encompassing addiction and vulnerability to sundry drug use disorders and dependence. In fact, the United Nations Office on Drug and Crime (UNODC) in Nigeria reported in 2022 that around 14.4% (14.3 million) of people aged 15 and 64 years abuse drugs. This figure, then, was higher than the global average. In response, the Nigerian government launched the War Against Drug Abuse (WADA) and declared that drug abuse was deadlier than insurgency as it remains a catalyst for insurgency and destroys generations. Two agencies tasked with the responsibility of stemming the tide of drug abuse in Nigeria are the National Drug Law Enforcement Agency (NDLEA) and the National Agency for Food Drug Administration and Control (NAFDAC). Globally, citizen engagement in the fight against substance abuse is in vogue, and a variety of approaches intended to publicize the dangers of drug abuse and engender greater public advocacy participation are occurring worldwide. Scholars and policy makers have increasingly advocated engaging citizens more substantially in the fight and many anti-narcotic agencies believe such collaboration could prevent remote communities from turning into illicit drug dens. NDLEA and NAFDAC are tending to promote the drug war via the use of social media. In this study, we

relied on literature searches to determine the status of social media depth in Nigeria, and conducted a qualitative content analysis of the social media handles, accounts and pages of the NDLEA and NAFDAC, to ascertain the deployment or otherwise of social media by these organizations for the purpose of engaging with the public in the fight against drug abuse, using website interactive features, hyperlinks, audience traffic analytics, as well as video and sound click analytics, as units of analysis in gauging Nigerian anti narcotic agency-audience engagements. Social media hold great promise, but agency-public engagements, most times is frail. This paper calls on Nigerian anti-narcotic institutions to appraise the pragmatics of their public engagement and participation, in order to win the war against drug abuse.

Keywords: Social Media, Interaction, Citizen Engagement, Drug Abuse, Substance, Prevalence, Narcotics.

Introduction

The ubiquity of digital networking platforms or social media has revolutionized communication and the processes of information sharing. In fact, no technological innovation in media has impacted our lives in terms of speed and immediacy in the last two decades more than the social networks (Potter, 2013). Social media has been an incredible asset for connecting with friends and family, allowing us to stay in touch with those both near and far. It also gives us the ability to connect with people of similar interests, views, and experiences. From aviation to computing, predictive analytics, e-business intelligence, education, crime tracking, travel, information storage and retrieval, and everyday relationships – social media have changed our lives dramatically. These days, almost everyone has a social media account or two. Everywhere you turn, you find people head-on, really busy on their cell phones, whether they are on dates, in or at the movie. People just can't seem to pull themselves away from their phones.

We are in the era of social media and these tools will continue to shape our lives in primal ways: offering a potent platform for obtaining, generating and disseminating information, an avenue to learn and educate, and a forum to apprehend and interrogate new ideas, including knowledge about science, medicine and technology. In spite of the perceived benefits of social media, Romer and Moreno (2017, n p), however, note that they hold significant implications for drug abuse by “providing increased opportunities for both marketing and social transmission of risky products and behavior through exposure and favorable presentations of addictive substances, such as alcohol,

tobacco, and marijuana, as well as behaviors such as gambling, with teens, youths and young adults often the prime targets.”

The Australian Bureau of Statistics Service (2018, p. 3) buttressed the point when it noted that in the age of technology, social media and digital communication play a major role in drug misuse. “Ninety-eight percent of 15-17-year old Australian teenagers use the Internet, and the majority of these teenagers access it for social networking. As youths increasingly spend more time online, how does this affect their use of alcohol and other drugs? Social media exposes them to alcohol-related advertising and substance-related content from their peers. Social media posts from peers and other teenagers may glorify the use of alcohol and drugs, as it is often portrayed in a positive light”, (ABS, 2018). The study found a link between using the Internet for social interaction and past month drug use (alcohol, cannabis, vaping) amongst young adults.

In Nigeria, several studies have established a clear correlation between social media and drug abuse, and that the drug problem portends great danger, with multiple public health concerns encompassing addiction and vulnerability to sundry drug use disorders and dependence. In a report in the *Guardian* of May 10, 2023 entitled “Social Media and our Drug Problem” by Philemon Akwu, the National Drug Law Enforcement Agency (NDLEA) reported that 40 percent of Nigerian youths, between 18 and 35, are deeply involved in the abuse of drugs, which it said was alarming. The agency said neither it nor the society could completely claim ignorance of how its young adults are being lured into drug abuse. It said social media was to blame, and remained the biggest influencer at that.

The pernicious influence of social media in our lives has been a growing concern to modern society. These days, the fear of social media is the beginning of wisdom. Unfortunately, social media is now seemingly an integral part of our lives. For teenagers, whether they are at home, work, in school, shopping with friends, or visiting family for the holidays, their eyes are frequently fixed on the screen of their mobile phones. The good part of this is that we are more connected to one another than ever before. The bad aspect is that social media connections are not the same as socialising in real life. When teenagers spend crazy amounts of time on social media, it can heighten the chances of negative influences coming through and touching their lives. Among those negative influences is drug abuse. In this time and age, social media is the biggest influencer on the disposition of youths: their fashion sense,

their taste in music, their lifestyle choices, and career paths. In this new social paradigm, celebrities have replaced parents as teachers of norms and values. What is so heartbreaking is that these celebs and influencers are everywhere on social media teaching bad behaviours. They smoke marijuana and advocate for its legalisation in their Instagram photos and videos. They abuse alcohol and swallow the blue and green pills in their snapchat videos. Some of them have been seen dissolving methamphetamine in drinks in some online videos. Yet, these are the people our children regard as role models. The danger is when favourite celebrities, influencers or showbiz idols participate in deviant behaviours online, they begin to standardize such deviant action as appropriate, (*Guardian* 2023 n. p)

Indeed, social media glamorizes drugs and alcohol, and it is easy to see why. For instance, it is common to find alcohol-related posts of youth on Instagram and Facebook portray alcohol in a positive social context. Not only are the average young adults posting pictures of themselves with fancy alcoholic drinks or out drinking with friends, but celebrities are doing it too. Instagram especially has long been criticized as being a highlight reel and a lead cause of FOMO (fear of missing out). When the rich and famous are posting luxurious pictures of themselves with a drink in hand, it is easy to get caught up in the idea that these substances are needed to have a good time, encouraging people to give it a try themselves. With these entrenched, socially-oriented activities such as social media use can be associated with a greater likelihood of lifetime alcohol use and past drunkenness.

Taken together, evidence is continually emerging on the associations between increased social media use and increased use of alcohol and other drugs. However, while researchers have successfully strung a relationship between social media use and drug abuse, it is perhaps more heartwarming to note that the social media equally hold great promise in the war against drug abuse in Nigeria. Globally, citizen engagement in the fight against substance abuse is in vogue, and social media have emerged a potent instrument to help publicize the dangers of drug abuse and engender greater public participation and advocacy. Scholars and policy makers have increasingly advocated engaging citizens more substantially in the fight against drug misuse and it is thought that such collaboration could win the drug war.

Against this backdrop, this paper attempts to determine the extent to which the National Drug Law Enforcement Agency (NDLEA) and the National Agency for Food, Drug, Administration and Control (NAFDAC) - two agencies tasked

with the responsibility of stemming the tide of drug abuse in Nigeria - are engaging with citizens via social media, in their bid to win the War Against Drug Abuse (WADA).

Statement of the Problem

There is no gainsaying the fact that Nigeria has a drug problem. Often, if not daily, the Nigeria media are awash with fresh reports of the arrest of drug traffickers and seizures of illicit substances by operatives of the National Drug Law Enforcement Agency (NDLEA). And this has been consistent for about a decade or so. In fact, the United Nations Office on Drug and Crime (UNODC) in Nigeria reported in 2022 that around 14.4% (14.3 million) of people aged 15 and 64 years abuse drugs. This figure was higher than the global average at the time. The dust had barely settled when the NDLEA in 2023 raised the alarm in the *Guardian* that 40 percent of Nigerian youths, between 18 and 35, are deeply involved in the abuse of drugs, and blamed the social media for it. The Nigerian government in collaboration with the agency has initiated several approaches to combat the drug menace, including television talk shows, media documentaries and the launch of the War Against Drug Abuse (WADA) in 2021. It is not clear to what extent these initiatives have been effective, particularly with the NDLEA reporting recently that a significant percentage of the population was still involved in drug use.

Where radio campaigns and television documentaries were once relied upon as the major avenues to bring to bear the ills of drug abuse, social media platforms have now brought new opportunities for anti-narcotic institutions to interact with citizens and push for participatory advocacy. It is estimated that on a given day, 50% of Facebook's 500-million plus users log-on to social networking sites. The average user is connected to 80 community pages, groups, and events, and creates about 90 pieces of content for posting each month. Twitter's 200 million users are also thought to produce around 110 million tweets per day on topics ranging from celebrity gossips, food, drinks, breaking news about disasters, developments, technology and innovations. Factoring in equally engaging platforms like WhatsApp, Instagram, and YouTube equates the masses. What is important to note is that millions of people all over the world are constantly sharing an extremely wide range of fascinating, quirky, funny, irrelevant and important contents all at once. Given that social media plays such an integral part in our life, the question arises: which social media platforms are the NDLEA and NAFDAC using to engage the public in their bid to win the drug war? How are they using the platforms? And to what extent are Nigerian citizens engaging with these agencies using social media?

Objectives of the Study

The objectives of the study are to:

- (i) ascertain the depth of social media penetration in Nigeria,
- (ii) ascertain the extent to which the NDLEA and NAFDAC deploy social media in the fight against drug abuse,
- (iii) find out the extent to which the NDLEA and NAFDAC and the Nigerian public engage each other in the social media.

Conceptual Review of Literature

Social Media and Youths

Social media refers to a computer-based technology that promotes the sharing of ideas, thoughts and information through virtual networks and communities. The first decade of the new millennium witnessed a new quality of the social impact of digitization. It was the birth of social media. With platforms like Facebook (founded 2004) and Twitter (2006), the conditions of the sundry aspects of human communication have been fundamentally transformed. What is called social media is subsumed under web 2.0. The concept is used to describe the second stage of the Internet, characterized by the change from static web pages to dynamic or user-generated content and the growth of social networks. Web 2.0 refers to web pages that emphasize ease of use, interaction, greater citizen engagement, participatory culture and interoperability for end users.

Social media includes individual formats like blogs and podcasts, usually operated by a person or an organization, as well as collective formats like social network sites (SNS, for example Facebook), Microblogging services (for example, Twitter), video and photography platforms (for example, YouTube, Instagram) and wikis (for example, Wikipedia), where a great number of networked users collaborate within a single service. More than 4.7 billion people use social media, equal to roughly 60% of the world's population (Dollarhide, 2023). Today, social media messaging apps and platforms are the most commonly used sites worldwide. The majority in almost all the social networking sites are youths. Mayo Clinic says a 2018 Pew Research Center survey of nearly 750 13-17 year olds found that at least 75% have at least one social media profile, 45% are online almost constantly, two thirds are online almost nine hours a day, and use social media platforms, such as Tiktok, Youtube, Facebook, Instagram or Snapchat. Another 2018 report by Hopelab and Well Being Trust found that 93% of youths aged 14-22 used social media daily. Indeed, social media plays a big role in teens' culture today, but the potential risks are equally enormous.

Drug Abuse

There is no doubt that humans require and use drugs to improve their general well-being. However, when drugs are misused, it becomes an abuse. Drug abuse, therefore, refers to the use of certain chemicals for the purpose of creating pleasurable effects on the brain. It is the harmful or hazardous use of psychoactive substances, including alcohol and illicit drugs. Drug abuse is also known as substance abuse. It is defined as the harmful intake of drugs in ways or quantities hazardous to them or people around them, or both. Common examples of substances that are usually abused include sedatives, alcohol, heroin, marijuana (ganja), tobacco, bhang, hashish (charas), different types of cough syrups, brown sugar, and cocaine, opium, cannabinoids, amphetamines and hypnotics. Anxiolytics and other stimulants like caffeine, hallucinogens, nicotine, volatile solvents and phencyclidine are also classified as psychoactive substances, among others. Drug abuse has serious negative consequences on the individual, economy and society at large.

Netizens, Social Media and Drug Abuse

This paper has established that social media is a big part of the lives of many young adults. But in reality, people of all ages and demography use social media, as it complements many parts of our lives. Facebook, Twitter, YouTube and many other social networking sites allow users to share and interact with online contents and to connect with like-minded people. However, for the unsuspecting youth, there are a variety of risk factors in social media use, and there is a clear connection between social media use and substance abuse. A survey cited by the Washington Post found that teenagers who regularly use popular social media outlets were more likely to drink, use drugs, and smoke than their peers who do not. Specifically, they were found to be three times more likely to drink and twice as likely to use marijuana. While social media platforms do not directly lead to drug use, certain posts, photos, or people on social media can trigger it, or put pressure on teens to drink and try drugs (Turnbridge, 2021). An Elsevier (2017) Editorial sums up the point.

In addition, by seeing friends and family out having fun “all the time” on social media, young viewers may feel a greater need to do these things themselves. They may develop that “fear of missing out,” and feel tempted to try more risky behaviors like substance use, in attempts to look cool or fit in. This is another common cause of teen drug use today. Social media is filled with instances of substance use, whether its pictures of parties, someone smoking in a joint, or direct messages with drug dealers. Substance use is rampant and often glorified by celebrities and others on social media. There have been reports of social

media being used as a strategy for selling drugs, with hashtags facilitating the process of pairing buyers with sellers. Tobacco, electronic cigarette, and alcohol industries have widely integrated social media platforms into marketing strategies that are fully accessible to teens. In this way social media has opened up doors for these industries to market to youth even when direct marketing to minors is against the law or supposed to be internally regulated. The burgeoning cannabis industry is opening up even more opportunities for teens to have exposure to advertising through social media. Exposure to substance use imagery is associated with subsequent onset in use, which is why drinking alcohol and using drugs in movies warrants an R-rating. Social media is harder to regulate.

A 2011 report by the National Center on Addiction and Substance Abuse at Columbia University showed that teens who use social media were more likely to use tobacco, alcohol, and marijuana than teens who do not use social media, and risk was higher for those who had seen pictures of kids using or passed out from alcohol or drugs. Another study found that undergraduate students with disordered online social networking use were more likely to have problematic drinking and difficulties with emotional regulation. Furthermore, the same study takes this area of inquiry by demonstrating a pathway from social media use to increased drinking. Their finding that peer injunctive norms serve as a mediator between social media exposure and the initiation of drinking behaviors points toward intervention targets of peer influence and normative behaviors.

One way social media tend to promote substance use is by glamorizing drug and alcohol. Not only are the average young adults posting pictures of themselves with fancy alcoholic drinks or out drinking with friends, but celebrities are doing it too. By constantly showing famous influencers using these substances, it glorifies smoking marijuana or the use of other substances. *Netizens* tend to be impressionable as a community, and if they see a so-called celebrity light one up a stick of cigarette, they figure — why not us too? Second, social media sites have become a large part of people's daily lives, especially when it comes to teenagers and young adults. Some people will spend hours a day scrolling through pictures on Instagram or making their next video on TikTok with the hopes that one will go viral. While the goal of these platforms is to have fun, provide entertainment, and to get people socializing online, so much screen time could be having unforeseen consequences. In such moments, pop up and blink advertisements featuring drugs and narcotics could change the narrative altogether. With these sites only growing in popularity and

number, the connection between social media and substance abuse looks no idle speculation. One study found that teens who use social media are more likely to use tobacco, alcohol, and marijuana than their peers who do not. The relationship between drinking and social media is especially alarming. Greater alcohol-related social media engagement is correlated with higher rates of self-reported drinking problems as well as alcohol use disorders. Even scarier is that exposure to friends' alcohol-related social media content could actually predict the onset of drinking in adolescents (Moreno, Hanneke, Bas Van Den, Gebhardt, 2018).

Though social media platforms often market themselves as some fun, safe places to connect with peers and family, the dark reality is that they are connecting users in a very troubling way, and these negative influences could be fuelling negative addictions. A case in point is when substance abuse is glorified by celebrities and others on social media platforms - they promote substance use and encourage people to give it a try themselves.

Social Media Reach vs. Engagement: the Nexus

Reach in social media metric and analytics measure how many people have seen a given post – how many people it has reached. Post Engagement Rate is the ratio of interactions with a social media post to the total number of followers the page or profile has. This metric shows how involved followers are with the content posted on a social media page. Generally, higher Post Engagement Rate shows higher levels of followers involvement. Engagement, therefore measures the number of interactions made with your post – how views, clicks, comments, likes, & shares your post gets. However, no matter the number of clicks and or comments a post attracts, if no real efforts are made to respond to comments made by way of inquiries many, questions, posers or speculations, 'no real engagement could be said to have taken place between the source and the followers. It is the reason all such interactive platforms are collectively tagged 'social' media (Bradshaw and Rohumaa, 2011).

That is why reach and engagement do not go hand in hand. High reach doesn't necessarily mean that your engagement is high as well – it's possible to have high reach with low engagement and vice versa. It is one thing to create compelling social media posts with great appeal, but pages and handles with high citizen engagement would retain greater loyalty, higher visibility, higher reach and a dedicated follow-base. Engaging citizens through response to User Generated Contents (UGC) and timely engagements hold the key to greater visibility and reach.

Overview of the NDLEA and WADA

A post on the official website of the National Drug Law Enforcement Agency (NDLEA) reveals that the organization is a federal law enforcement Agency established by Decree No. 48 of 29th December 1989. The promulgation of the decree was chiefly in response to the rising trend in the demand for and trafficking of narcotic drugs and psychotropic substances which adversely affected the international image of Nigerians and Nigeria in the 1980s. Since then the trafficking of illicit substances has become an organized criminal activity that undermines the security and development of the country and therefore demands urgent attention and priority from the government. The establishment of the organization was aimed at exterminating illicit drug trafficking and consumption in the Nigerian society. It also targets any involved in drugs, especially their importation, exportation, sale, transfer, purchase, cultivation, manufacture, extraction and possession.

NDLEA is in charge of drug policy and control in Nigeria. Within this purview, the Agency has the mandate to curtail illicit production, importation, exportation, sale and trafficking of psychoactive substances. Employees of NDLEA carry out interdiction and destruction of narcotic drugs and other illicit substances. They also engage in preventive drug abuse activities such as advocacy and counseling, and rehabilitation of drug users.

In fulfilling the mandate of the Agency, thousands of experts narcotic operatives and well-trained support staff of NDLEA work across Nigeria with a visible presence at international airports, seaports, border crossing and major highways. Committed to keeping society safe from the dangers of illicit substances and their purveyors, NDLEA operatives are actively engaged in the tracking, arrest and prosecution of traffickers of dangerous substances under the various relevant drug laws of Nigeria.

NDLEA has 14 directorates, 14 zonal commands, 111 state area commands and 10 Special (airports & seaports) commands. Its operatives are present in all the nation's airports, seaports, border posts and strategic locations on the road networks in the country. The body has a string of ongoing campaigns two of which are the Offensive Action and War Against drug Abuse (WADA). The Offensive Action is a non-stop, ramped-up drug supply reduction campaign. Launched on 18th January 2021, it galvanised NDLEA operatives to work round the clock in seamless, coordinated, goal-oriented actions that include tracking and arresting of drug traffickers, interdiction of illicit substance

shipments and fast-track prosecution of offenders. The War Against Drug Abuse (WADA) is an advocacy campaign launched on 26th June 2021 by President Muhammadu Buhari to create awareness that will suffuse society with anti-drug culture. It entails setting up coordinated anti-drug committees at States, LGAs and communities across the federation.

The agency lists as its vision the task of becoming the most proactive and leading Drug Law Enforcement Agency in Africa and one of the best in the world and contributes to the creation and maintenance of a positive image for Nigeria. It says it will achieve this by deploying all resources at its disposal for the total eradication of illicit trafficking in narcotic drugs and psychotropic substances, by cutting off the supply of illicit drugs and bringing suppliers to book, reducing the demand for illicit drugs and other substances of abuse and tracing and recovering drug-related proceeds, through effective drug law enforcement.

Overview of NAFDAC

The National Agency for Food and Drug Administration and Control (NAFDAC) was established by Decree No. 15 of 1993 as amended by Decree No. 19 of 1999 and now the National Agency for Food and Drug Administration and Control Act Cap N1 Laws of the Federation of Nigeria (LFN) 2004 to regulate and control the manufacturing, importation, exportation, distribution, advertisement, sale and use of Food, Drugs, Cosmetics, Medical Devices, Packaged Water, Chemicals and Detergents (collectively known as regulated products). The agency was officially established in October 1992.

The NAFDAC's organization consists of the Director General's Office and fourteen (14) directorates overseeing a string of functions performed by the agency, including its oversight on drugs and narcotics. The Drug and Evaluation Directorate says it develops, operates and continually improves QMS {QUALITY MANAGEMENT SYSTEM} ensure a robust and effective inspection operation that will guarantee safe, effective and good quality medicinal products, cosmetics & allied products, while the Narcotics & Controlled Substances Directorate grants authorization for the import and export of narcotic drugs and psychotropic substances as well as other controlled substances.

Theoretical Framework

This paper is anchored on the Theory of Citizen Participation. Effective citizen engagement is generally accepted as one of the most important steps towards making science and technology meaningful to the public. Citizen participation is a process which provides private individuals an opportunity to influence public decisions and has long been a component of the democratic decision making process. The roots of this theory can be traced to ancient Greece and colonial New England. Cogan and Sharpe (1986, p. 283) say citizen participation was institutionalized in the mid-1960s and that government processes and procedures were designed to facilitate external participation.

Proponents of the theory had argued that it was counterproductive for agencies, both public and private to minimize public participation in planning efforts claiming citizen participation was too expensive and time consuming. Making a case for greater citizen participation programmes, they contend that there are tangible benefits that can be derived from an effective citizen participation programme. Cogan and Sharpe (1986, p. 284) have identified five benefits of citizen engagement: information and ideas on public issues, public support for planning decisions, avoidance of protracted conflicts and costly delays, reservoir of goodwill which can carry over to future decisions, and spirit of cooperation and trust between an agency and the public.

Since then, several adaptations, ferments and extensions have evolved. One school of thought says citizen participation should not be an end in itself, but a unique ingredient in the overall goal. This position has tended to be popularized by proponents who see far reaching prospects in science-public engagement. Bringing development via science, innovation and technology to the public is one of the main pillars of the welfare State, and one good that has the capacity to better human living. Without citizen engagement, these prospects are unrealizable, for as the authors note, citizens are increasingly expected to take a more participatory role in society, which increases the need for them to be knowledgeable about a wide range of uncertain risks and to properly prepare themselves in case those risks become reality.

Methodology

To address the research objectives, the study relied on literature searches to determine the status of social media depth in Nigeria. The researchers then conducted a qualitative content analysis of the social media handles, accounts and pages of the NDLEA and NAFDAC for a period of six months, spanning January 1, 2023 - June 30, 2023. The content analysis helped ascertain the

deployment or otherwise of the social media by these organizations in their campaigns against drug and substance abuse in Nigeria. The units of analysis included the agencies' anti-drug abuse media pages, accounts and handles containing interactive features, hyperlinks, audience traffic features, as well as video and sound click analytics. While the researchers acknowledge the existence of a trove of social media platforms, this study was based on the agencies' presence and citizen engagements on Facebook, Twitter, YouTube and Instagram. Where an agency has its WhatsApp contact linked to a webpage, this was given a mention.

Findings, Analysis and Discussion

Data analysed in this section and the discussions are based on the research questions of the study. Whether to follow friends, family, acquaintances, or celebrities and people in the art and entertainment industry, stay in touch with developments, or seek out medical diagnoses, social media usage in Nigeria has been on the rise in recent years. For most users, the aim is to keep in touch with close relations. Therefore, it is not surprising that WhatsApp is the most used social media platform in the country. As of the third quarter of 2021, this instant messaging and voice-over-IP platform was used by nearly 92 percent of Nigeria's overall Internet users, ahead of Facebook and Instagram. However, Facebook was the most preferred platform for the majority of individuals accessing the news on social media, (Sasa 2002).

Social media diffusion and use is consequent upon Internet user penetration in any given society. Sasa has mapped a trajectory of Internet use in Nigeria since 2018 (28.75%), 2019 (33.42%), 2020 (34.55%), 2021 (36.67%), of which about 33 million are active users. According to the author, men constitute the most active population group (58.3%), with 18-34 years old. As of January 2022, Nigeria with a projected population of well over 200 million had 32.9 million active social media users. WhatsApp retained its place as the most popular platform used in the country, with over 90 million users. Facebook, YouTube, and Instagram followed as the most used social media platforms in Nigeria, (Sasa, 2022).

Compared to many Nigerian agencies, the NDLEA has a burgeoning Internet presence that gives life to her social media communications. A simple click on the agency's official website ushers users into the full complement of their web 2.0 presence, namely, Facebook, Instagram, Twitter and YouTube, an email address, as well as links to its Directorate of Media and Advocacy. Going by information available on the site, the directorate is headed by Mr Femi Babafemi and has five functions, Inter Alia.

Coordination of media coverage for all activities of the Agency, including organising press briefings and interviews, appearances on radio/TV programmes, and issuing press releases on the operations of the Agency and its leadership; coverage of court trials of suspects; production of documentaries, editorials and advocacy materials; coordinating internal events/programmes, courtesy/advocacy visits; handling inter-agency liaison; and facilitating public enlightenment through media and other public platforms; Facilitating engagement between NDLEA and its followers (especially youths) on social media platforms; Facebook, Instagram, TikTok, Twitter and YouTube(emphasis mine).

It is safe to submit that the agency uses these platforms fairly optimally in engaging with citizens and bringing its programmes, activities and the ills of substance abuse to Nigerians. However, visitors to NDLEA's website are treated to too few (if any) interactive pop ups and hyperlinks containing video and soundbites. Anyone who desires to have a feel of the activities of the organisation will have to click on the social media icons at the bottom of the site and be redirected to the individual social media platforms of the agency.

NDLEA's Facebook account is yet to be verified. However, on Facebook alone, NDLEA boasts a relatively modest following of about 159, 000 users on an account that permits instant real time toll free call and messaging. In context however, in a country seriously grappling with drug related issues, and a Facebook user depth of nearly 41.6 million as of May 2023, (Statista, 2023), this looks grossly underwhelming. That figure accounts for 18.5 percent of Nigeria's population. Overall, two age groups accounted for 32.2 percent of users: those between the ages of 18 and 24, and those between the ages of 18 and 34, making these two groups the largest age groups of Facebook users in the country. Instructively, this is the same age bracket which the NDLEA found to be "deeply involved in the abuse of drugs" in the report carried by the *Guardian* of May 10, 2023 entitled "Social Media and our Drug Problem" by Philemon Akwu.

Between January 1 and June 30, 2023, the NDLEA has made well over 170 Facebook posts bothering on its Weekly Interactive Forum on Twitter Space, Open Forum, Seminars, Webinars, Scam Alerts, Arrests and Testimonials of Repentant Drug Users – all complete with audio clicks, videos and links. Videos have an average of 1,500 views, individual posts have hundreds of 'likes, but comments on supposedly engaging contents like "It Concerns Us All" (Feb. 20) and "World Drug Day Alert: Dangers of Nitrous Ballonsare

typically few and engagement with the public by way of response to user generated content and question in comment section are none existent. One would have thought that while the Open Forum broadcast of June 16, 2023 was being aired, someone should have been manning the Facebook handle and also responding by way of comments. Till this minute, not one of the questions raised by followers has been responded to. Again, what would make NDLEA's Weekly Interactive Forum (June 21, 2023) really interactive is two way transactional communication and sharing of meaning. But as in other such forums, none of the questions raised were answered or responded to, even the one by one Chinedu Ugwute-Chiemezie, who asked "Please do you have drug addicts rehab centre in Ebony state? If yes, please I want to know the address." This seeming oversight is seriously disturbing and the agency risks talking all to itself. Facebook posts on their own are a linear form of communication, and engaging followers makes for effective, transactional communication.

NDLEA joined YouTube in April 2021 and has about 1.27k subscribers, 183 videos and 53,314 cumulative viewing hours. What is lacking in NDLEA's YouTube experience is real dialogue with viewers, as is the case with its Facebook account. Videos are just streamed with little recourse to the concerns of viewers. This calls for immediate action. The organization has an official Instagram account with 51.9 followers and 2, 793 posts to date. The contents found on the organization's Facebook account are syndicated to its Instagram, YouTube and Twitter handles, but again, audience engagements remain low.

NAFDAC has a verified Facebook page and despite the account being in existence since March 2011, it has just 48,000 followers. In the period of this study, the agency has made a about 125 posts on Facebook. Aside the posts which serve mainly the purpose of information, the agency has no meaningful engagement with the public queries and questions in comment section are hardly responded to and enquiries are typically not given a reply. A case in point is the agency's Public Alert No. 022/2023 about an unwholesome Sprite 50cl glass bottle batch number AZ6 22:23 made nearly a week ago. Till the time of this report, not a single response was made in response to the numerous questions from citizens. The agency has a presence on Instagram where it has around 26, 000 followers and has made 221 posts to date. It is on Youtube @NAFDACNIGERIA with 664 subscribers and 185 videos. However, comments are typically few and audience engagements barely exist.

Conclusion/Recommendations

The last decade has completely re-shaped the way in which we communicate. It has become clear that Internet-based communication is growing and all fields of life have to adapt to its use, including agencies spearheading the ongoing global onslaught against drug and substance abuse. Social media engagement forms a large part of Internet-based communication, and plays a crucial role in all areas of human endeavours. Even though specific platforms will continue to evolve, the concept of social media is likely to stay. This holds great promise both in bringing to the fore, the ills of illicit drug use, and in engaging youths and the Nigerian public in the war against drug abuse. But to achieve this, Nigerian anti-narcotic agencies will have to go beyond simply acting as purveyors of information on social media into real citizen engagements, in order to engender a participatory advocacy and onslaught against the menace. Since drug abuse and substance users reside with the people, it is safe to conclude that no meaningful solution or remediation can be achieved without people-media integration and participation. Social media fits that bill, and by far.

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THE ENGLISH INTONATION PATTERNS OF RADIO BROADCASTERS IN AKWA IBOM STATE

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Abstract

It is an empirical fact that intonation meaning takes primacy over lexical meaning. As professional communicators, broadcasters are expected to be proficient in the use of intonation since what is more essential in spoken communication is how what is communicated is said. This work sets out to investigate the English intonation patterns of radio broadcasters in Akwa Ibom State. It is aimed at finding out Akwa Ibom English bilinguals' awareness of the functions of intonation in effective communication, and the extent to which intonation affects their dissemination of information to the public. The theoretical thrust for this study is the Metrical Theory. Fifteen (15) respondents were selected from five (5) radio stations operating in the state. Extracts from Onuigbo (2006) were adopted as models to exemplify the control for the analysis. The radio stations and broadcasters were randomly selected using the stratified random sampling technique method, since there were more than five (5) radio stations operating in the state, and more than fifteen (15) in their employ. Findings revealed that AKBC radio broadcasters performed better while Heritage radio broadcasters performed the least in the test on English intonation patterns. On the whole, it was discovered that the broadcasters were more accurate on sentences of monosyllabic words than those of bisyllabic and polysyllabic words. The work recommends that since broadcasters are often looked up to as models worthy of emulation in matters of appropriate language use, there should be regular and strategic retraining courses especially on English speeches production, particularly, as regarding intonation for them.

Keywords: Intonation, Falling Pattern, Rising Pattern, and Broadcasters.

1. Introduction

The English Language is one language that is spoken all over the world, including Nigeria where it serves official purpose. As a result, it has been regarded as a very prestigious language among its speakers in Nigeria. Nonetheless, it is unfortunate that its use, especially among educated speakers, has never been without prevalent errors. This, to a very large extent, has led to some level of unintelligibility in the spoken production among the speakers of English as a Second Language (ESL), leading to ineffective communication as the intended message is often misunderstood by listeners. Generally, appropriate assignment of the specific patterns of intonation has become a very serious challenge to the speakers of ESL.

Intonation brings melody to a language and it is an aspect of prosody that one probably does not think about when speaking one's native language. Intonation accounts for the rise and fall of the voice while speaking. This is why Suci (2016) sees it as the music of everyday speech. It is worthy of note that Nigeria, being a multilingual nation, has over four hundred indigenous languages which compete with one another and equally affect the use of English. These indigenous languages in contact with English have resulted in interference problems regularly encountered in spoken English.

The use of English in the everyday lives of educated bilinguals cannot be over emphasized because of the place of English in Nigeria, but what becomes worrisome is the level of effective communication among its users. However, the goal of this study is not to highlight speech errors in the speech of the radio broadcasters in Akwa Ibom State but to investigate the English intonation patterns in the spoken output of the broadcasters studied with a view to finding out their awareness of the functions of appropriate intonation in effective communication and the extent to which such roles can affect their dissemination of information to the public.

Statement of the Research Problem

Intonation is concerned with the use of pitch and other prosodic phenomena such as loudness, tempo and pauses over a stretch of utterance generally longer than a single word for the purpose of conveying meaning. It has to do with the rise and fall in voice quality while speaking. The intelligibility of speech is built on the appropriate use of intonation patterns. In second language situation, appropriate use of intonation has been seen as the hurdle which the majority of the speakers of the English as a second language appear to have problems. Intonation is an aspect of the features of prosody of spoken

language. Studies have shown that not much work has been done on it, particularly, among radio broadcasters in Akwa Ibom.

However, broadcasters as professional communicators are expected to be proficient in the use of intonation as what matters in verbal communication is not what is said but how it is said. Against this background, this study is undertaken to investigate the English intonation pattern in the speeches of radio broadcasters in Akwa Ibom State. This is with a view to finding out their awareness of functions of intonation in effective communication.

Objectives of the Study

The objectives of this study are to:

- i) identify the intonation patterns that are prevalent among radio broadcasters in Akwa Ibom State;
- ii) analyse the falling pattern of intonation in the speeches of the radio broadcasters studied in Akwa Ibom State;
- iii) analyse the rising pattern of intonation in the speeches of radio broadcasters studied in Akwa Ibom State;
- iv) determine the intonation patterns in the speeches of radio broadcasters studied in Akwa Ibom State; and
- v) highlight the similarities and differences in intonation patterns between British standard variety and radio broadcasters in Akwa Ibom State.

Methodology

The population of the study comprised fifteen (15) radio broadcasters from five (5) radio stations in Akwa Ibom State. Both the radio stations and the broadcasters were randomly selected using a stratified random sampling technique method since there are about ten (10) radio stations with many more broadcasters in their employ. The respondents' voices as they read the excerpts, were recorded with a smart Techno Spark 4 AI Tripple Camera phone.

The corpus read by the respondents was based on intonation model adopted from Onuigbo (2006). Extracts of ten (10) sentences from the source were used as the questionnaire administered to the fifteen respondents for the study. The responses are captured in tables 4-13. Analyses of data were done perceptually by listening repeatedly to the recorded responses using the control model to determine the intonation pattern of the respondents on the sentences. For the purpose of the convenience in analysis, the letters R and F signifying the rising

and falling intonation patterns have been adopted. Radio stations visited and the number of broadcasters listened to, are presented in the table below:

Table 1: Radio Stations and number of Broadcasters

S/N	Radio Station	Frequency	Location	No. of Broadcaster
1.	AKBC Radio	90.5 MHZ	Uyo	3
2.	Heritage Radio	104.9 MHZ	Eket	3
3.	Passion Radio	94.5 MHZ	Uyo	3
4.	Comfort Radio	95.1 MHZ	Uyo	3
5.	Inspiration Radio	105.9 MHZ	Uyo	3

Theoretical Framework

The Metrical theory is adopted in this study. According to Eka (1996), it was propounded by Mark Liberman in 1979. The source also states that the theory, over time, has been expanded beyond word stress which it initially studied into the territory of autosegmental phonology. The Metrical theory deals with the relative prominence of sounds within a syllable. It establishes the notion of strong (S) and weak (W) sounds within a syllable. It also holds that stress is separate from pitch accent and has phonetic effects on the realization on syllables beyond their intonation, including effects on their duration and amplitude. The theory can be categorized into two groups: the metrical tree and the metrical grid. The perceived stress on a syllable results from its position in the metrical tree and metrical grid for the phrase it appears in. This study adopts metrical grid strand in the analysis.

Metrical Grid

Metrical grid presents the reflection of an abstract property of prominence by associating each syllable within a column marks showing its relative prominence in the word or phrase. It represents stress as a hierarchical property rather than a relational phenomenon using columns of grid marks of different heights that represent prominence levels while the horizontal distance between marks represent rhythmic structure.

In a metrical grid, all the words in the phrase are arranged along the bottom and the rows of the grid indicating different levels of prominence. Josiah and Akpan (2014, p. 530) note that the metrical grid “deals with beats of utterances and weights through its multi-layered representation”. These beats are

accompanied by different pitch patterns. It shows the beats and internal structure of syllables; decides the matter of stress-clash where two stressed syllables are in close contact. The stress-clash may be decided by the rhythm rule which reverses the strong – weak relations for some pairs of sister nodes as long as such a reversal does not put a Designated Terminal Element (DTE) of an intonation phrase under any stress directly under a strong node. An example of the metrical grid board that analyses the sentence *Teachers use pen and pencil* is captured in the table below:

Table II: The Metrical Grid Board Illustrating *Teachers use Pen and Pencil*

					X	
X		X			X	
X	X	X	X	X	X	X
Tea	chers	use	pen	and	pen	cil

The table below illustrates respondent's performance on the sentence *Joy works hard in school* using metrical grid strand of the metrical theory.

Table 3: Intonation pattern on *Joy works hard in school* on the metrical grid board.

				x	
X	X	X	X	X	
X	X	X	X	X	
Joy	works	hard	in	school	

This study specifically adopts the metrical grid strand of metrical theory since it deals with the beat of utterances in the production of sound system within a syllable structure of a language. The theory is relevant to this study since as Udofot (2011, p.48) avers:

... metrical phonology is directly relevant to rhythm and intonation in stress systems for it accounts adequately for both stress-timing and full vowel timing, and can therefore be used on any intonation based on stress...

English intonation pattern is based on stress, since English is a stress-timed language.

Review of Related Literature

Intonation is the music of everyday speech; notwithstanding, it remains the one aspect of the suprasegmentals that has not received adequate attention when compared to the amount of attention received by the segmental features of English. This is a matter of great concern to researchers as the little attention given has not yielded any appreciable level of good performance.

This situation might have prompted Banjo (1979) to contend that the appropriate use of English intonation is the final hurdle which a vast majority of speakers of English as a second language has not managed to cross. Examining why despite the important roles that intonation plays in the expression of attitudes in the English utterances, the status and significance of intonation in Nigerian schools and colleges have consistently and persistently been at the lowest ebb of academic concern.

Udoh (2002) is a research into the intonation of Nigerian English. In the work, it was discovered that spoken Nigerian English has "...a tendency to use more intonation phrases in the standard and sophisticated varieties". A cartoon portraying the inflation situation in Nigeria, and a short passage read into a sound device were used for the intonation analysis in the study. It was established in the work that there is a problem with intonation in Nigerian English and then a description of intonation situations is given in the Nigerian context. The source concludes that the spoken English in Nigeria sounds like the pulsations of the African drum seldom varying in its pitch but all the same rhythmic.

Akinjobi and Oladipupo (2010) is a study on the place of intonation in speech. The Authors' view is that speech is not necessarily what is said. The study investigates the intonation and attitude in Nigerian English with the intention of ascertaining the extent to which Nigerian speakers of English use English intonation tunes to express attitudes. A level of deficiency in the use of intonation was recorded among the respondents. It was observed that despite the use of intonation in their communication, a level of competence in appropriate assignment of tunes was in lack. This, however confirms the assertion that complex intonation tunes are put into restricted use among the speakers of English in Nigeria (Okon 2001).

Again, Sunday (2010) sought to describe suprasegmentals in the speeches of twenty Yoruba English bilingual adult aphasics who were patients at the University college, Ibadan, and observed that at the level of intonation, there

was a complete absence of attitudinal use of intonation in the speeches, and a predominance of the falling tone as well as that of the rising tone. In the same vein, Josiah and Akpan (2014) examined intonation patterns among Akwa Ibom English bilinguals by testing the performance of some acrolectal English users/ learners within Uyo metropolis in realizing intonation. Utterances from sixty (60) respondents from the three (3) major ethnic groups in Akwa Ibom State were analysed using excerpts from Quirk and Greenbaum (1973) and Eka (1996) as models for control. The study reveals that most speakers of variety iii of Nigerian English who live within Uyo metropolis could not realize acceptable intonations in the utterances notwithstanding the level of education, and that tonal transfer poses a problem to Nigerian English users thereby reducing the rate of international intelligibility of spoken English in Nigeria. It concludes that inappropriate intonation generally results in ineffective communication and sometimes misunderstanding between interlocutors.

There is therefore, no gainsaying the fact that in various spheres of life, there is a recurrent decline in the appropriate use and assignment of intonation patterns to words that make up the speeches of interlocutors irrespective of profession, and this is a cry and call for attention among researchers in a bid to ensure effective communication. There is every need for adequate attention to be given to intonation just as it is given to its segmental counterparts. To a very large extent, this has to be traced to the foundation stage, starting from the secondary schools so that exposure to higher levels of education would have definite effects as it translates to the everyday speech of those who have been credited with some academic competence by the award of first degrees; Higher National Diploma (HND) and Ordinary National Diploma (OND) qualifications which some broadcasters studied possess.

1. Explication of English Intonation

Intonation is an important aspect of suprasegmental phonology. Roach (2010, p.119) submits that:

No definition of intonation is completely satisfactory but any attempt at a definition must recognize that the pitch of the voice plays the most important part. Only in very unusual situations do we speak with fixed, unvarying pitch, and when we speak normally, the pitch of our voice is constantly changing...

From the above submission, it is obvious that the changes in pitch are important because if there are no such changes, the speech would sound monotonous or even meaningless if not confusing.

Most notable patterns of English intonation are the falling and rising pitch movements. There are also others such as the level, the fall-rise, the rise-fall. Effiong, Ekah and Isok (2009) observe that:

These pitch movements belong to two broad groups: simple and unidirectional; complex and bi-directional. The fall, the rise and the level intonation patterns belong to the simple and unidirectional class. The fall-rise and rise-fall feature in the complex and bidirectional category.

Of the above, change of direction of pitch on the tonic syllable occurs only on complex and bidirectional movements, while the simple and unidirectional pitch movements show no change on the tonic syllable.

Falling Intonation

When we speak and the pitch of the voice falls at the end of an utterance or tonic syllable, we produce a falling intonation. The falling intonation involves a gradual descending value in pitch. The gradual movement in pitch terminates at the last accented syllable with the dropping of the voice. The Falling intonation usually occurs in statements without implication, commands, wh-questions, tag questions and enumerations.

1- (5) below illustrate the falling intonation in English!

1. OKON did not SUBMIT his ASSIGNMENT
2. STOP WRITING
3. WHEN are we submitting
4. I WRITE Well, Don't I
5. I NEED, a PAper, PEN, ROLLer and eRAser

Rising Intonation

Conversely, when we speak and the pitch of the voice rises at the end of an utterance or tonic syllable, we produce a rising intonation. This pattern of intonation involves a gradual ascending value in pitch. The rising intonation is used in statements with implication, questions which require a 'yes' or 'no' answer, request, and repetition of information. Examples:

1. He BOUGHT a NEW CAR
2. Is this RIGHT
3. PLEASE SHUT that DOOR
4. WHAT did you Say?

In all the illustrations for both falling and rising intonation patterns above, capital letters are used to indicate tonic syllables, and strokes for intonation patterns.

Data Presentation

The following sentences are used as data for this study:

1. Joy works hard in school.
2. Emeka has given the book to her.
3. She got it right.
4. Keep the books on my table.
5. Stand under the tree.
6. Don't disobey your teacher.
7. Why are you very late?
8. Is the wine sweet?
9. Will Monday be good for it?
10. Did you eat last night?

Culled from Onuigbo (2006, p. 96-98)

Data Analysis

Table 4: Intonation on *Joy works hard in school.*

Respondents	Radio Station	Joy	works	hard	in	school
Control		R	R	R	F	R
1	AKBC Radio	R	F	R	F	R
2	AKBC Radio	R	R	R	F	R
3	AKBC Radio	R	R	R	F	R
4	Heritage Radio	R	R	R	R	R
5	Heritage Radio	R	F	F	R	R
6	Heritage Radio	R	R	F	R	F
7	Passion Radio	R	R	F	R	R
8	Passion Radio	R	R	R	F	R
9	Passion Radio	F	R	F	R	R
10	Comfort Radio	R	R	R	F	R
11	Comfort Radio	F	R	R	F	R
12	Comfort Radio	R	R	R	F	R
13	Inspiration FM	R	F	F	F	R
14	Inspiration FM	R	R	F	F	R
15	Inspiration FM	R	F	F	F	R

The result shows that some of the respondents had difficulty in saying *Joy works hard in school* properly. Hence, five (5) of them representing 33.3% got it right while ten (10), that is 66.7% had it wrong.

Table 5: Intonation on *Emeka has given the book to her*

Respondent	Radio Station	Emeka	has	giv	en	the	book	to	her
Control		R	F	R	F	F	R	F	F
1	AKBC Radio	R	F	R	R	R	R	F	F
2	AKBC Radio	R	F	R	F	F	R	F	F
3	AKBC Radio	R	F	R	F	F	R	F	F
4	Heritage Radio	R	F	R	F	F	R	R	F
5	Heritage Radio	R	F	R	F	F	R	R	F
6	Heritage Radio	R	F	R	F	F	R	R	F
7	Passion Radio	R	F	R	F	F	R	F	F
8	Passion Radio	R	F	R	F	F	F	F	F
9	Passion Radio	R	F	R	F	F	R	F	F
10	Comfort Radio	R	F	R	F	F	R	F	F
11	Comfort Radio	R	F	R	F	F	R	R	F
12	Comfort Radio	R	F	R	F	R	F	R	F
13	Inspiration Radio	R	F	R	F	F	R	F	F
14	Inspiration Radio	R	F	R	F	F	R	R	F
15	Inspiration Radio	R	F	R	F	F	R	F	F

Experiment on the above statement indicates a fair attempt as eight (8) out of fifteen (15) respondents representing 53.3% got it right while seven (7) representing 46.7% got it wrong.

Table 6: Intonation on *She got it right*

Respondent	Radio Station	she	got	It	right
Control		F	R	F	R
1	AKBC Radio	F	R	F	R
2	AKBC Radio	F	R	F	R
3	AKBC Radio	F	R	F	R
4	Heritage Radio	F	R	F	R
5	Heritage Radio	R	R	F	R
6	Heritage Radio	F	R	F	R
7	Passion Radio	F	R	F	R
8	Passion Radio	F	R	F	R
9	Passion Radio	R	R	F	R
10	Comfort Radio	F	R	F	R
11	Comfort Radio	F	R	F	R
12	Comfort Radio	R	R	F	R
13	Inspiration Radio	F	R	F	R
14	Inspiration Radio	F	R	F	R
15	Inspiration Radio	R	R	F	R

Appropriate intonation pattern was difficult for four (4) respondents representing 26.7% as eleven (11) of them, that is 73.3% said it correctly.

Table 7: Intonation on *Keep the books on the table*

Respondent	Radio Station	Keep	the	books	on	the	table
Control		R	F	R	F	R	F
1	AKBC Radio	R	F	R	F	R	F
2	AKBC Radio	R	F	R	F	R	F
3	AKBC Radio	R	F	R	F	R	F
4	Heritage Radio	R	F	R	F	R	F
5	Heritage Radio	R	F	R	F	R	F
6	Heritage Radio	R	F	R	F	R	F
7	Passion Radio	R	F	R	F	R	F
8	Passion Radio	R	F	R	F	R	F
9	Passion Radio	R	R	F	F	R	F
10	Comfort Radio	R	F	R	F	R	F
11	Comfort Radio	R	F	R	F	R	F
12	Comfort Radio	R	F	R	F	R	F
13	Inspiration Radio	R	F	F	R	R	R
14	Inspiration Radio	R	F	R	F	R	F
15	Inspiration Radio	R	F	F	R	R	R

In the utterance above, eight (8), that is 53.3% were able to observe the expected intonation pattern while seven (7) of them representing 46.7% could not utter it as expected.

Table 8: Intonation on *Stand under the tree.*

Respondent	Radio Station	Stand	un	der	the	tree
Control		R	R	F	F	R
1	AKBC Radio	R	R	F	F	R
2	AKBC Radio	R	R	F	F	R
3	AKBC Radio	R	R	R	R	R

4	Heritage Radio	R	R	F	F	R
5	Heritage Radio	R	R	F	R	R
6	Heritage Radio	R	R	R	R	R
7	Passion Radio	R	R	F	F	R
8	Passion Radio	R	R	R	R	R
9	Passion Radio	R	R	F	R	R
10	Comfort Radio	R	R	F	F	R
11	Comfort Radio	R	R	R	F	R
12	Comfort Radio	R	R	F	R	R
13	Inspiration Radio	R	R	F	F	R
14	Inspiration Radio	R	R	R	F	R
15	Inspiration Radio	R	R	R	F	R

To realize the sentence *stand under the tree* with the appropriate intonation pattern posed a problem to some of the respondents. Five (5) respondents, representing 33.3% could say it appropriately while ten (10) representing 66.7% could not realize it correctly.

Table 9: Intonation on *Don't disobey your teacher.*

Respondent	Radio Station	Don't	dis	obey	your	tea	cher.
Control		F	F	R	F	R	F
1	AKBC Radio	F	F	R	F	R	F
2	AKBC Radio	F	R	R	F	R	F
3	AKBC Radio	F	F	R	F	R	F
4	Heritage Radio	R	R	R	F	R	R
5	Heritage Radio	F	R	R	F	R	R
6	Heritage Radio	F	F	R	R	R	F
7	Passion Radio	F	R	R	F	R	F
8	Passion Radio	F	F	R	F	R	F
9	Passion Radio	F	R	R	F	R	F
10	Comfort Radio	R	R	R	F	R	F
11	Comfort Radio	F	F	R	F	R	F
12	Comfort Radio	R	R	R	R	F	R
13	Inspiration Radio	R	R	R	F	R	F
14	Inspiration Radio	F	F	R	F	R	F
15	Inspiration Radio	R	R	R	R	F	R

In the sentence *Don't disobey your teacher*, only five (5) out of fifteen (15) respondents could realize appropriate intonation correctly. This number represents 33.3% while ten (10) of them, representing 66.7% could not.

Table 10: Intonation on *Why are you very late?*

Respondent	Radio Station	Why	are	you	ve	ry	late
Control		R	F	F	R	F	R
1	AKBC Radio	R	F	F	R	F	R
2	AKBC Radio	R	F	F	R	F	R
3	AKBC Radio	R	R	F	R	F	R
4	Heritage Radio	R	F	R	R	F	R
5	Heritage Radio	R	F	F	R	F	R
6	Heritage Radio	R	R	R	R	R	R
7	Passion Radio	R	F	F	R	F	R
8	Passion Radio	R	F	R	R	F	R
9	Passion Radio	R	F	F	R	F	R
10	Comfort Radio	R	F	F	R	F	R
11	Comfort Radio	R	F	R	R	R	R
12	Comfort Radio	R	F	F	R	F	R
13	Inspiration Radio	R	F	F	R	F	R
14	Inspiration Radio	R	F	F	R	F	R
15	Inspiration Radio	R	F	R	R	R	R

How to place appropriate intonation on the interrogative sentence *Why are you very late?* posed a problem to six (6) out of fifteen (15), respondents. This represents 40% of the population studied, while nine (9) representing 60% were able to say it appropriately.

Table 11: Intonation on *Is the wine sweet?*

Respondent	Radio Station	Is	the	wine	sweet
Control		F	F	R	R
1	AKBC Radio	F	F	R	R
2	AKBC Radio	F	F	R	R
3	AKBC Radio	F	F	R	R
4	Heritage Radio	F	F	R	R
5	Heritage Radio	F		R	R
6	Heritage Radio	R	F	R	R
7	Passion Radio	F	F	R	R
8	Passion Radio	F	F	R	R
9	Passion Radio	R	F	R	R
10	Comfort Radio	R	F	R	R
11	Comfort Radio	F	F	R	R
12	Comfort Radio	F	F	R	R
13	Inspiration Radio	F	F	R	R
14	Inspiration Radio	R	F	R	R
15	Inspiration Radio	F	F	R	R

In the above utterance, eleven (11) respondents representing 73.3% were able to realize with appropriate intonation pattern while only four (4) that is 26.7% could not.

Table 12: Intonation on *Will Monday be good for it?*

Respondent	Radio Station	Will	Mon	day	Be	good
Control		F	R	F	F	R
1	AKBC Radio	F	R	F	F	R
2	AKBC Radio	F	R	F	F	R
3	AKBC Radio	F	R	F	F	R
4	Heritage Radio	R	R	R	F	R
5	Heritage Radio	F	R	R	F	R
6	Heritage Radio	F	R	F	F	R

7	Passion Radio	R	R	F	F	R
8	Passion Radio	F	R	F	F	R
9	Passion Radio	R	R	F	F	R
10	Comfort Radio	R	R	F	F	R
11	Comfort Radio	F	R	F	F	R
12	Comfort Radio	R	R	F	F	R
13	Inspiration Radio	F	R	F	F	R
14	Inspiration Radio	F	R	F	F	R
15	Inspiration Radio	R	R	F	F	R

Will Monday be good for it? became a problem to eight (8) respondents, representing 53.4% who could not use appropriate intonation pattern. Seven (7), that is 46.6% could utter it appropriately.

Table 13: Intonation on *Did you eat last night?*

Respondent	Radio Station	Did	you	Eat	last	night
Control		F	F	R	R	R
1	AKBC Radio	F	F	R	R	R
2	AKBC Radio	F	F	R	R	R
3	AKBC Radio	F	R	R	R	R
4	Heritage Radio	R	F	R	R	R
5	Heritage Radio	R	F	R	R	R
6	Heritage Radio	R	F	R	R	R
7	Passion Radio	F	F	R	R	R
8	Passion Radio	R	F	R	R	R
9	Passion Radio	R	R	R	R	R
10	Comfort Radio	F	R	R	R	R
11	Comfort Radio	F	F	R	R	R
12	Comfort Radio	F	F	R	R	R
13	Inspiration Radio	F	F	R	R	R
14	Inspiration Radio	R	R	F	F	R
15	Inspiration Radio	F	F	R	R	R

The analysis above shows that eight (8) out of fifteen (15) respondents representing 53.4% were able to realize the sentence with a proper intonation pattern while seven (7) representing 46.6% could not.

Table 14: Summary of the Data Analysis

Senten ce Control	Pattern	AKBC Radio 90.5FM				Heritage Radio 104.9FM				Passion Radio 94.5MHZ				Comfort Radio 95.1 MHZ			
		N	%A	NN	%	N	%A	N	%N	N	%A	NN	%N	N	%A	NN	%N
S1	RRRFF	2	66.6	1	33.3	0	0	3	100	1	33.3	2	66.6	2	66.6	2	66.6
S2	RRRFF	2	66.6	1	33.3	1	33.3	2	66.6	2	66.6	1	33.3	1	33.3	1	33.3
S3	RRRFF	2	66.6	1	33.3	1	33.3	2	66.6	2	66.6	1	33.3	1	33.3	1	33.3
S4	RRRFF	2	66.6	1	33.3	2	66.6	1	33.3	1	33.3	2	66.6	2	66.6	2	66.6
S5	RRRFF	2	66.6	1	33.3	1	33.3	2	66.6	1	33.3	2	66.6	0	0	0	0
S6	RRRFF	2	66.6	1	33.3	0	0	3	100	1	33.3	2	66.6	1	33.3	2	66.6
S7	RRRFF	2	66.6	1	33.3	1	33.3	2	66.6	2	66.6	1	33.3	2	66.6	2	66.6
S8	RRRFF	2	66.6	1	33.3	1	33.3	2	66.6	2	66.6	1	33.3	2	66.6	2	66.6
S9	RRRFF	2	66.6	1	33.3	1	33.3	2	66.6	1	33.3	2	66.6	1	33.3	2	66.6
S10	RRRFF	2	66.6	1	33.3	1	33.3	2	66.6	1	33.3	2	66.6	2	66.6	2	66.6

Key: S1-10= Sentence 1-10; NA= Number Able; NNA= Number Not Able; %A= Percentage Able; %NA= Percentage Not Able.

Discussion of Findings

Considering the fact that broadcasters are supposed to be experts in at least verbal communication, what is obvious in the analysis is that majority of them studied in this work have performed below expectation. Out of 10 sentences analysed for intonation, only 2 sentences; 3 and 8 were uttered with appropriate intonation patterns. This represents 33.3% of the respondents. The remaining eight (8) sentences, representing 66.7% were not uttered with the appropriate intonation patterns based on the control. The reason for this may be traceable to level and quality of education acquired by the respondents. It was also found out that the AKBC Radio broadcasters studied take the leading position in the intonation pattern test, while the Heritage Radio broadcasters were observed to be the least in the intonation test.

Again, the analysis shows that the broadcasters' performance in intonation was better in the sentence that comprises monosyllabic words than in those consisting either bisyllabic or polysyllabic words. This is more evident in sentence 3: *Joy works hard in school*. The words were appropriately uttered with the following patterns RRRFR. This shows that there is a deficiency in appropriate stress pattern with regard to primary stress placement on words of more than one syllable among some of the broadcasters studied. This underscores the assertion that: "... one particular aspect of stress could be regarded as part of intonation: this is the placement of the tonic stress within the tone-unit" (Roach, 2009, p. 153).

On the whole, the inability of the most broadcasters to deploy appropriate intonation patterns in the utterance used in this work can be traceable to the nature of the respondents' L1 which is a tonal language. Since most Nigerian languages are tonal, there is a tendency to naturally transfer its influence to the spoken utterances in English. This results in consonance with the findings in Josiah and Akpan (2014) which submit that: Tonal transfer poses the problem to Nigerian English users/ learners and reduces the rate of international intelligibility of spoken English utterances in Nigeria.

3.1 Conclusion

This study investigated the English intonation of radio broadcasters in Akwa Ibom State. Fifteen (15) broadcasters were selected from five radio stations operating in the state. The findings reveal a low level of proficiency in the use and assignment of accurate patterns of intonation in the speeches production of most broadcasters operating in the privately owned radio stations. It was also observed that some respondents replaced certain patterns of intonation with other tones which were more convenient for them and which could be assumed to be prevalent in their indigenous languages. With the apparent situation in the study, it is recommended that broadcasters in general, who are the expected

models in verbal communications, should ensure that they adopt and deploy appropriate intonation for meaningful utterances in context. Broadcasters should be conscious of the fact that the public is looking up to them for acceptable pronunciation of words in isolation and in association, as some people may not have the opportunity to have a formal classroom experience on English intonation.

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SOCIAL MEDIA AND POLITICAL DISINFORMATION IN THE ERA OF ARTIFICIAL INTELLIGENCE

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Abstract

This article is focused on social media and political disinformation in the era of artificial intelligence. It explains how the social media utilizes artificial intelligence to cause political disinformation. Agenda Setting Theory and Cultivation Theory were used to explain the effect of social media on information dissemination, and how artificial intelligence can be manipulated by political actors to misinform the public. The article concludes that the social media has become a breeding ground for political disinformation, and if the trend goes unchecked, it could spell doom for societies and governments even as artificial intelligence advances. The article recommends among other things, the strategic involvement of government in the development of AI technologies and algorithms so as to combat fake news.

1. Introduction

The advent of social media has brought about transformation in the media space, in news dissemination, information sharing and communication generally. It has become an integral part of people's lives as it has been weaved into every facet of society. Unfortunately, social media has also given a boost to the spread of falsehood, negativity, misinformation and disinformation. In fact, persons and groups deliberately create and spread or plant false information with the aim to mislead and confuse gullible members of the

public. Most times, the false information are marketing and propaganda tools designed to grow social media audiences.

The rise of artificial intelligence (AI) has expounded the positive and negative effects of the social media. With AI algorithms, the propensity for the spread of fake news, manipulated public opinion, and political outcomes has increased. Today, social media and artificial intelligence have become viable tools in the hands of political actors to dictate the trend of misinformation and cause mischief.

This article will therefore x-ray the impact of social media aided by artificial intelligence to politically manipulate and misinform the public, and also discuss possible measures that can be taken to mitigate the problem.

2. Social Media

Social media is the use of digital technology to share ideas and information through virtual networks and communities. It involves the use of messaging apps and platforms that allow users to share multimedia content, interact online, and build communities worldwide.

Murphy (2013, p. 3) sees the social media as the collection of websites and web-based systems that allow for mass interaction, conversation and sharing among members of a network, while Manning, (2014), says social media is the term often used to refer to new forms of media that involve interactive participation.

Social media platforms such as Facebook, YouTube, WhatsApp, Instagram, WeChat, , Telegram, Twitter and Tit Tok among others have been used as a two-edged sword both to inform and misinform. Obi-Ani et al (2020), describes the social media as “an invaluable means of disseminating information to the citizenry”, and “a powerful tool of propaganda”, a practice political actors have employed for their own selfish agenda.

According to Kemp (2023), there were 122.5 million internet users in Nigeria at the start of 2023, when internet penetration stood at 55.4 percent. The data reveals that in January 2023, Nigeria has 31.60 million social media users which equals 14.3 percent of the total population.

Adeyemo (2023) gave the top social media messaging ranking in Nigeria as follows:

Rank	Brand	For news	For all
1	Facebook	62% (-1)	76%
2	WhatsApp	60% (-5)	83%
3	YouTube	41% (+7)	71%
4	Instagram	40% (+6)	63%
5	Twitter	38% (-6)	51%
6	Telegram	26% (+3)	52%

The statistics above show both the reach of these social media platforms and the capacity of political actors to make use of the social media for propaganda, and possibly incite good and bad, cause wars and bring down governments.

Obi-Ani et al. (2020) explains that the power of the social media “lies in live pictures conveyed by video recording of events as it unfolds”. For instance, AlSayyad & Guvenc (2015, p. 2025), explained that the social media played an important role in the Arab spring uprising. In Nigeria, it was used to facilitate and promote the EndSARs protest, as well as the COVID-19 pandemic. In fact, the June 2021 ban on the use of twitter in Nigeria by the government when the platform deleted tweets made by President Muhammadu Buhari warning the South Eastern people of the country of a potential repeat of the 1967 Biafran Civil War due to the ongoing insurgency in the area, is proof that the power the social media holds is even dreaded by government.

Just as the social media is used to bring down governments, the government and indeed politicians now equally use the social media to their advantage. With an estimated 80 million Nigerians online, British Broadcasting Corporation (BBC) says the social media plays a huge role in national debates about politics fueled by the nation’s diverse religious, ethnic and regional sentiments.

3. Political Disinformation

Once information is twisted or manipulated to suit a purpose, it either becomes disinformation or misinformation. Disinformation is the opposite of information, as such, political disinformation entails information on politics deliberately designed to mislead or misinform. Such information is covertly spread through rumour or propaganda planting to either influence public opinion or obscure the truth.

Ahead of the 2023 General elections in Nigeria, an investigation by the British Broadcasting Corporation (BBC) team published on January 18, 2023

discovered that political parties in Nigeria secretly paid social media influencers to spread disinformation about their opponents. The BBC's Global Disinformation Team reports that whistle-blowers working for two Nigeria's political parties, and prominent influencers described the practice as “an industry”, saying the parties give out cash, lavish gifts, government contracts and even political appointments for their work.

The whistle-blowers told the BBC team, “We've paid an influencer up to 20m naira (\$45,000; £37,000) for delivering a result. We've also given people gifts. Other people prefer to hear: 'What do you want to do in government, be a board member, be a special assistant?'”.

One tactic used by politicians and political groups to promote disinformation is the creation of “situation rooms” which the BBC describes as “where political parties strategise, develop plans and monitor their campaigns' success”. The situation room also functions by “following how false narratives assigned to influencers were performing”.

According to the BBC investigation, “fake stories are developed to improve their candidates' chances: “You can deliberately misinform in a suitable way for you”, one of the strategists interviewed said. It was also discovered that social media influencers were also used to spread falsehood. The BBC team indicates that such influencers confirmed that “payment in exchange for false political posts is widespread”.

The BBC team said, “one influencer who asked not to be named - with almost 150,000 Facebook followers - told us he is paid by political parties to post completely false stories about political opponents. He says he does not do it openly but rather plants false stories through other micro-influencers he hires”.

Another tactic used by the social media influencers is the use of emotion laden messages. The BBC investigation reports that political parties tell influencers to elicit as much emotion as they can with their paid posts. “We use images that may not even be relevant to the story we are trying to spin. We can take pictures from East Africa in the 1990s in warzones and attach them to a tweet about how my ethnic group is being killed. When people get emotional they retweet, they like, and it gets traction.

“The hired influencers are sometimes given an idea that they should frame in their own words. At other times, they are given the actual tweets that need to be published at specific times”.

Citing Kemi Busari, an editor at Dubawa, a fact-checking organisation, the International Journalists' Network (IJN) affirmed an increase in the spread of false information on social media platforms during Nigeria's 2023 Presidential elections compared to 2019. IJN explains that the problem of political disinformation is not unique to Nigeria. "Disinformation contributed to the January 6 insurrection following the 2020 U.S. presidential elections, and in Brazil, false information around its elections has proliferated especially on WhatsApp, and influenced a coup attempt earlier this year. In India, the spread of false information has led to violence against Muslim Indians" (2023).

4. Artificial Intelligence

Artificial intelligence began with the work of British logician and computer pioneer, Alan Mathison Turing in the mid-20th century. According to Britannica, Artificial intelligence (AI), is "the ability of a digital computer or computer-controlled robot to perform tasks commonly associated with intelligent beings. The term is frequently applied to the project of developing systems endowed with the intellectual processes characteristic of humans, such as the ability to reason, discover meaning, generalize, or learn from past experience".

As technology advanced, the application of artificial intelligence has translated from game playing, language translation, expert systems and robotics to generative artificial intelligence. Generative artificial intelligence is the use of AI technology to generate text, audio, images, and synthetic data or other media in response to prompts. According to Wikipedia, generative AI models learn the patterns and structure of their input training data, and then generate new data that has similar characteristics.

Generative AI systems include ChatGPT, Bard, Stable Diffusion, Midjourney, and DALL-E. These AI systems and other models can be used across industries ranging from art, writing, software development, healthcare, finance, gaming, marketing, and fashion among others. Even though artificial intelligence has improved the quality of everyday life by making life simpler, safer, and more efficient as it now carries out routine and complicated tasks better than humans can, Britannica says it "poses dangerous privacy risks, exacerbates racism by standardising people, and costs workers their jobs, leading to greater unemployment".

5. Theoretical Framework

5.1 Agenda Setting Theory

The agenda-setting theory was propounded by Maxwell McCombs and Donald L. Shaw in 1972/1973, and premised on two main assumptions:

- a. The media does not reflect social reality, rather, it is filtered and shaped by media managers.
- b. The media prominence given to an issue will make the public consider that issue to be important. That is, mass media organisations give prominence to reports they want the public to think about.

The theory can also be viewed from three angles:

- Public agenda setting: Here, the public determines the agenda for which stories are considered important.
- Media agenda setting: The media determines the agenda for which stories are considered important.
- Policy agenda setting: This arises when both the public and media agendas influence the decisions of public policy makers.

Anaeto, Onabajo and Osifeso (2008, p. 89) say the theory proposes that the facts people know about public issues tend to be those that the mass media present to them and the amount of attention the media gives to the issues. It is assumed that though the media may not always determine what the people think, it is responsible for what the people think about because of the tendency to highlight some issues as important.

As it relates to politics, D'heer and Verdegem (2014, p. 82) say the agenda setting theory, often applied in election campaign research, "provides a useful framework to investigate the shifting and dynamic power relationships between these three actors—media, political elites and citizens—each with their own issue agenda". They opine that though the socio-technological context assumption of the theory may not apply in contemporary society as noted by Chaffee and Metzger (2001), and Bennett and Iyengar (2008), "the rise and implementation of social media for political purposes potentially challenges the interplay between these agendas and the position of traditional power elites".

Despite the arguments in support and against agenda setting theory, it would suffice to say that the theory's role in political disinformation via social media cannot be underestimated since the continuous bombardment of the media

space with false information can make people believe the falsehood especially if they are circulated by ‘trusted or reliable media influencers’ and backed up with AI aided videos or pictures.

5.2 Cultivation Theory

The Cultivation theory was propounded by George Gerbner, Larry Gross, M. Morgan, and N. Signorielli in 1976. The theory assumes that:

- a. Heavy television viewers will cultivate the perception of reality portrayed by the television.
- b. People predicate their judgments of the world on the cultivated reality provided by television.
- c. Television is the medium through which people interact and an avenue for entertainment and information.
- d. Television is the medium of socialization and acculturation, that is, it is used to stabilize social patterns.
- e. Heavy television viewing has different outcomes for different social groups.

The cultivation occurs in two ways: mainstreaming and resonance.

- Mainstreaming occurs when television symbols dominate other sources of information and ideas about the world.
- Resonance occurs when viewers lived reality agrees with the reality seen in the media.

According to Anaeto, Onabajo and Osifeso (2008, p. 104), the theory examines if television and other media encourage perceptions of reality that are more consistent with media portrayals than with actuality. The theory focuses on the long term effects to television exposure.

When the theory is related to this topic, it supposes that exposure to social media which incorporates the element of television (pictures or video) gives the audience a perception of reality as dictated by the social media content. Longtime exposure to the social media results in audience perception of the reality that is consistent with portrayed social media content. Since the social media plays a great role in public influence, it can be harnessed and manipulated as a medium of disinformation.

1. Effects of Artificial Intelligence on Political Disinformation

The convergence of the traditional media with social media has not only helped to boost information dissemination, but also has made social media platforms

such as Facebook, Twitter, and YouTube among others the primary source of news and information for millions of people all over the world. As such, these platforms can easily be used to spread false political information.

a. False and manipulated information/ Political disability

Political actors now make use of the social media, aided by AI to spread fake news, manipulate public opinion, and influence political outcomes to their advantage. In fact, the use of AI algorithms has made it easier to create and spread political information that are false.

According to Ask AI, AI algorithms can be used to “create fake social media accounts, automate the creation and dissemination of fake news, and manipulate trends and hashtags to amplify the reach of disinformation. These algorithms can also be used to target specific groups of people with tailored disinformation campaigns, making it possible to manipulate public opinion on a large scale”. (<https://share.askaichat.app/32e6e0bb4f4fa49b-2OU76czP>).

The influence of political outcomes through false campaigns on social media has not only been significant but capable of twisting the will of the people and causing political disability. Examples of such influences are: the 2016 USA presidential election where Russian operatives used the social media to spread fake news and manipulate public opinion in favour of Donald Trump, and the Brexit referendum in the United Kingdom, where social media was used to spread disinformation and manipulate public opinion in favour of leaving the European Union.

According to Kahn (2023), AI image generators like DALL-E and Midjourney are not only popular and easy to use, anyone can create new images through text prompts, and both applications are getting a lot of attention. He submits that the dangers posed by visual generative AI is such that “seeing is no longer believing”, meaning that pictures and audio could be manipulated to suit the needs of politicians.

For instance, Eliot Higgins, a journalist and founder of Bellingcat, on March 20, 2023, tweeted series of images he made using Midjourney. The pictures depicted a criminal conviction narrative of former US President Donald Trump, from fictional arrest to fictional escape from prison. The pictures quickly went viral and Higgins had to be locked out of the AI image generator’s server. Reacting to the false pictures, Higgins said, “The thread I posted proves how quickly images that appeal to individuals’ interests and biases can become viral”.

b. Frustrate fact-checking

One of the things that social media misinformation amplified was fact-checking. Fact checking tools have been used to expose many false information. Unfortunately, it seems AI would help to diminish the progress fact-checking apps and fact-checkers have made in dissecting false information from authentic ones and verifying information.

The false picture creation of Higgins according to Kahn (2023), reveals that AI would impact negatively on journalists and fact-checkers who debunk hoaxes, but cause information channels to be flooded with “propaganda and untruth”. For these fact-checkers, the rise of AI generated images poses a growing concern as a large proportion of fact-checking are image or video-based.

In the view of Gonzalo as cited by Kahn (2023), visual disinformation is a particular concern since images are especially compelling and they can have a strong emotive impact on audiences’ perceptions. “You can talk to a person for an hour and give him 20 arguments for one thing, but if you show him an image that makes sense to him, it is going to be very difficult to convince him that’s not true,” Gonzalo says.

The concern of fact checkers according to Higgins cited by Kahn (2023), is the speed in which AI-generated images are produced, noting that, “news organisations will not only have to properly verify information but do so in a timely manner to avoid an information vacuum”.

c. Erosion of institutional trust

Loss of public trust in news, government or political organisations may result from the peddling of false information. In the opinion of De Marval (Kahn, 2023), “There is a loss of prestige in the profession of journalism and a loss of prestige of institutions and politics in general. The more the media and state institutions are discredited, the more disinformation will circulate”.

As long as generative AI contributes to the increase in the production of misinformation and also disinformation, it would erode the public’s trust in information. Simon cited by Kahn, aptly explains the decline of public trust thus, “it is not necessary that people will be more easily fooled, but rather that people will become slightly more skeptical of information in general, including trustworthy information” (2023).

The implication of this for the media space will be a decline of public trust. Already, the use of social media for news has experienced a decline according to Reuters Institute 2018 Digital News Report, which carried out an online survey of 37 countries in five continents which covered 74,000 people, includes findings on trust, misinformation - or so-called 'fake news' - television viewing trends, podcasting, ad blockers and voice-activated assistants, as well as news literacy, and brand trust.

The findings say across all countries, the average level of trust in the news remains relatively stable at 44%, with just over half (51%) agreeing that they trust the news media they themselves use most of the time. By contrast, 34% of respondents say they trust news they find via search, and fewer than a quarter (23%) say they trust the news they find in social media.

Over half (54%) agree or strongly agree that they are concerned about what is real and fake on the internet. This is highest in countries like Brazil (85%), Spain (69%), and the United States (64%) where polarised political situations combine with high social media use. It is lowest in Germany (37%) and the Netherlands (30%) where recent elections were largely untroubled by concerns over fake content.

Most respondents believe that publishers (75%) and platforms (71%) have the biggest responsibility to fix problems of fake and unreliable news. They believe that much of the news they complain about relates to bias or inaccurate news from the mainstream media rather than news that is completely made up or distributed by foreign agency in Nigeria. This shows that in the weekly news, 95% of the English-speaking were the vast majority in the study as accessed. via digital and social platforms, while 61% was accessed on TV news then 33% on print. Facebook 62% and WhatsApp 60% are still the dominant social networks used for news.

The survey submits that “despite the integration of news o powers. They also seek government’s intervention to stop ‘fake news’, especially in Europe (60%) and Asia (63%). By contrast, only four in ten Americans (41%) thought that government should do more.

Reuters Institute 2022 Digital News Report survey
organisations in social media, closed messaging apps like Telegram and WhatsApp have also been contributing to the burgeoning circulation of misinformation and disinformation on politics, elections, and COVID-19”.

2. Countering Disinformation

Though the growth of AI poses great challenges to countering disinformation, it is possible through the following:

Enforcement of the law - The spread of false information is an offence punishable by up to three years in prison and a fine of approximately seven million naira (\$15,000), or both under Nigeria's 2015 Cybercrime Act. The only snag in the implementation would be the political will of government to arrest and punish defaulters as government through its officials is indirectly culpable as well as the lack or absence of technological ability and capability to detect disinformation. For now, it seems only private organisations are involved in tracking and alerting the public of falsehood.

According to the International Journalists' Network, though experts applaud the policy, they are not convinced that the government is genuinely interested in fighting the spread of disinformation as government officials have been accused of pushing false narratives. Citing Olasupo Abideen, head of operations at Fact Check Elections, IJN's Abdulkabeer say, "There has not been genuine punishment for "disinformation" sharers. It is even unfortunate at times that handlers of government pages on social media also share fake news. The government's is effort not unnoticed, but they can do better by ensuring defaulters are punished accordingly.

"It is usually a case of impunity. [People spreading disinformation] don't care. They know that they can share this false information, use it to sway electoral decisions and then get away with it. That is a big challenge for us as fact-checkers. We are only able to do fact checks to provide people with accurate information but we don't have the power to prosecute." (2023).

Technology - Developing new technologies to detect and combat political disinformation would help to mitigate the impact. AI algorithms can be used to detect fake news and disinformation, and social media platforms can use these algorithms to remove false content from their platforms.

Stringent social media control policies – Another way to counter disinformation would be for owners of social media platforms to be more stringent with the control of the apps by developing or introducing technology into the apps that can detect and automatically blacklist false information and the originators besides taking down such messages. Twitter and Facebook have evolved means of detecting offensive information but much more needs to be done.

IJN cites Kemi Busari, editor at Dubawa, a fact-checking organisation advocating that social media apps like WhatsApp and Facebook, do more to control the spread of false information. “They need to be more stringent with their platforms. Some people are also advocating [for] the government [to] do more in terms of prosecuting peddlers of fake news although that could also come with some sort of suppression of the right to free expression”.

The launch of Dubawa’s community verification and fact-checking service with the International Fact-Checking Network and Meta, designed to “ensure a healthy information ecosystem, safeguard democracy and promote accountability among citizens” (Abdulkabeer, 2023) is a great initiative to the fight against the spread of disinformation.

Mandating political advertising transparency – Mandating transparency in online political advertising through liaison with the relevant agencies as well as the imposition of fines on platforms that fail to comply with regulations would be helpful. However, the government must work closely with the owners of the social media platforms and empower regulating agencies by law.

Education - Public education about the dangers of political disinformation and how to identify and report it can help to counter falsehood. Fact-checking tools and resources are available for the verification of such information, however, public education on the use of these tools through media literacy programmes in schools and universities, and public awareness campaigns are necessary for people to identify and report fake news and disinformation.

Already fact-checking organisations like Dubawa, International Fact-Checking Network, FactCheck Elections, Nigerian fact-checkers coalition, Purveyors of fake news, Daily Trust and International Centre for Investigative Reporting (ICIR) among others have been actively fact-checking reports, pictures and videos to verify their authenticity.

6. Conclusion

The social media has not only transformed the way people communicate, share information, and consume news, it has also become a breeding ground for political disinformation, and the rise of AI has made it easier to manipulate public opinion and spread fake news. Unless measures are put in place to check the spread of false information under any guise and curtail the growing industry of politicians manipulating social media messages through the use of

social media influencers, it could spell doom for societies and governments with the growth of artificial intelligence.

7. Recommendation

- Strategic involvement of government with corporate organisations in the study and development of AI technologies and algorithms that can be used to detect and combat fake news.
- Policy framework on AI education that would be incorporated into the nation's educational system.
- Review of institutionalised or political ideologies and policies that hamper the development of AI technologies and is biased towards the detection and combating of fake news.

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**RELIABILITY OF PENSION AS SOURCE OF LIVELIHOOD: AN
ANALYSIS OF 2012 – 2020 RETIREES OF AKWA IBOM STATE
UNIFIED LOCAL GOVERNMENT SERVICE**

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Abstract

This study is an investigation on the reliability of pension as source of livelihood among 2012 - 2020 retirees of Akwa Ibom State Unified Local Government Service. The researcher adopted a survey research design for the study. The study was conducted among retirees of the Unified Local Government Services of Akwa Ibom State who retired between 2012 and 2020. Disengagement theory of ageing by Cumming and Henry, and Activity theory were adopted for theoretical framework. A total 515 retirees were adopted as study participants using census sampling technique. Data were collected through questionnaire titled "Pension and Livelihood Assessment Tool (LIPAT)". Socio-demographic data collected were presented in table using simple percentages. Data collected were analysed descriptively through the use of SPSS to analyse with simple frequency and percentage tables. Findings of the study revealed the pension is not a reliable source of livelihood due to lack of harmonization of pension by Akwa Ibom State Government for pensioners as for retirees of the Unified Local Government Service between 2012 and 2020, and no supplementary income, swindling by children or relatives, incorrect amount paid, exploitation by ill health, too many dependents, and high cost of living are challenges of pension which are experienced by retirees of Akwa Ibom State Unified Local Government Service. The researchers recommended among others that the Government should harmonize pension in accordance to inflation

Keywords: Pension, Reliability, Livelihood, Harmonization, and Retirees

1. Introduction

Life after retirement is most dreaded in the third world countries like the Sub-Saharan African countries by the majority of public civil servants due to the inability of the paid pension to meet the demands in retirement and the experienced irregularities in payment of pension by the pensioners. Retirement is a necessary phase of life of every employee irrespective of their preparation for life in retirement, which occurs when an employee exits his or her employment permanently (Mojisola, 2019). It is a mandatory phase of life of employees of private or public organization, and a period of time whereby an employee's productive activities in an organization and role as a paid employee cease (Agoro, 2009). At retirement, an employee is entitled to receive retirement benefits from his or her employer, ranging from gratuity, pension, and others as stipulated by the employer's retirement benefit policy (Mojisola, 2019).

Retirement has been evolving in definition as many scholars have defined and are defining the concept from different perspectives. Oniye (2004) posited that retirement comes, and it tends to emphasise separation from job with concern for the future. According to Mojisola (2019), this can be due to poor health status, age or statutory completion of number of years. In Nigeria, civil service decree No. 43 of 1988 puts retirement age at 60 years or 35 years in service, as a result of which of this comes first. Maji (2014) posited that the Retirement Age Harmonization Act of 2012 puts the retirement age of judicial officers and academic staff of tertiary institutions at 70 and 65 years respectively due to the notion that "the older, the wiser". At whatever age or year of retirement, every retiree is entitled to gratuity, pension and other such benefits. At retirement, Amaike (2016) opined that a retired public servant usually receives certain compensations in form of gratuity and pension. Gratuity is a lump sum payment due to a worker on leaving the service either through withdrawal or retirement, while pension is a periodical payment of sum of annuity (Amaike, 2016). Ezeani (2001) explained that, pension is usually paid on monthly basis to public servant who exits service after reaching a stipulated age limit, usually 60 years or 35 years of productive service, whichever comes first.

Gratuity and pension are different forms of compensations paid to employees after exiting an employment as forms and sources of livelihood on any legal stipulated condition for retirement. These according to Amaike (2016) are put in place as source of livelihood to guide against sudden sharp drop in the financial capacity and standard of living of employees which would result from stoppage of monthly compensation after disengagement. The quantum and

quality of livelihoods are found to be key predictors of quality of life in retirement (Akeredolu-Ale & Aribiah, 2001; Moody, 2012; Amaike, 2016), hence the importance of income security and well-being in later life. According to Amaike (2016), in the developed countries there are indicators that livelihoods don't only influence access to material resources but also affect every aspect of a retiree's life. In Nigeria, older people without adequate livelihood tend to be poor, vulnerable, and dissatisfied with life (Amaike, 2009; Obashoro, 2010; Togonu-Bickersteth, 2014; Amaike, 2016). Therefore, poor retirement livelihoods undermine quality of life and make retirees vulnerable to life hardship and suffering to the majority of the retirees. Therefore, poor retirement livelihoods undermine quality of life and make retirees vulnerable to life hardship and suffering to the majority of the retirees especially those taking care of their grandchildren which according to Peters & Bassey (2021), many children today are forced to work at the age that they are supposed to be taken care of by their parents, guardians and be protected by the government.

The concept of pension has often been a subject of debate because pension issues are connected to many areas of economic and social policies, thus making their reform and administration a difficult task to undertake (Akpan & Ukpong, 2014). Pension (for retirement or old age and survivors' benefits arising from death) is one of the solid security attributes approved by the International Labour Organization (ILO) Convention No. 102 which has worked hard on social security matters since 1919 and more so since 1966 (Ramya, 2014). Encyclopaedia Britannica (2019) defines pension as a series of periodic money payments made to a person who retires from employment because of age, disability or the completion of an agreed span of service. According to Obiagwu and Ezenwa (2020), the payment generally continues for the remainder of the natural life of the recipient, and it goes beyond the monetary value as pension serves as a bond between the retiree and the former employer. Obiagwu and Ezenwa (2020) further maintained that pension is essentially designed to afford the retiree the capacity to sustain and maintain a life style he was used to while in service.

The issue of pension has received much attention in many countries over the past decades. In fact, in recent times, pension has increasingly attracted the attention of policymakers in many countries as a means of facilitating privately funded retirement income savings by an ageing workforce (World Bank Report, 2006). Pension now plays an increasingly important role in the economy of any country because the money paid as pensions to retirees in

retirement are in some cases used by the retirees for the establishment of small enterprises (Fapohunda, 2013). Today, civil servants in both public and private sectors in Nigeria perceive retirement as most obstinate problems (Garba and Mamman, 2014) due to the lack of readiness to engage in other livelihood activities like small enterprises which they might be alien to because of their adaptation to the civil service nature of duties and works.

Life after retirement as pensioner has been a great challenge to the majority of retirees in Nigeria because many Nigerian workers do not see the need for preparing for life and livelihood after retirement (Garba and Mamman, 2014). Most of the public civil servants have put in most of their active years into public civil services such that, retiring to a life without activities at older age have been one of the challenges facing retirees in this part of the world. As a result of their unpreparedness to face life in retirement, many have faced lots of psychosomatic problems and some exhibit psycho phobia reactions (Garba & Mamman, 2014). Because of the high level of unpreparedness for retirement by retirees, engaging in livelihood activities for better survival has been an issue among the retirees as the majority of retirees in Nigeria have considered pension as their major source of livelihood though some of the retirees have sought how to subsidise the pension for other forms of livelihood. Pension can regenerate local economies and redistribute wealth among pensioners (Ramya, 2014) when invested in other forms of livelihood.

Pension is to ensure that at old age, workers will not be stranded financially, and it aimed at providing workers with security by building up plans that are capable of providing guaranteed income to them when they retire (Fapohunda, 2013). It is aimed at providing workers with security by building up plans that are capable of providing guaranteed income to them when they retire (Fapohunda, 2013). Pension and pension administration have failed in Nigeria in such a way that the majority of the public servants become more worried as they come closer to their retirement year. Pension in Nigeria lacks the dependability to be the only source of income which Okafor (2001) observed that there is something particularly inhuman and degrading about the predicament of most men and women who after spending the most active years of their lives, serving their states and the nation, are left to face the vagaries and vicissitudes of life without retirement securities, and are mostly neglected at all levels of government.

Though pension varies between the levels at which the public servants retired, the majority of the pensioners are facing the challenge of achieving the

objectives of pension as source of livelihood in retirement. Those who retire at lower cadre with pension benefit not being able to garter for their livelihood are seriously engaging with the challenge of meeting the major objective of pension which is dependability, sustainability and security of livelihood after service, as compare to those public servants who retire at higher cadre. The quest to beat the challenge has witnessed many of the retirees venturing into other forms of livelihood through their gratuity and pension in order to maintain survival in the face of irregularities in payment of pension by the pension administrators as well as gratuity benefits by the government.

In Akwa Ibom State, the unified local government retirees are of the majority of the lower cadre of the state civil service with few being of the higher cadre. The worries of life experiences as retirees are always visible among this class of retirees because they have witnessed pension administration and gratuity payment system of the government through each preceding retirement year as experienced by their predecessors. This has posed the question and the gap - "How reliable is pension as source of livelihood among retirees of the local unified government retirees of Akwa Ibom State?" On this backdrop, this research work sought to examine directly from the retirees the reliability of pension as a source or means of livelihood among 2012 - 2020 retirees of the Unified Local Government Service of Akwa Ibom State.

2. Literature Review

Dependability of Pension

Pension is a financial arrangement which is put in place for the employee to depend on as a source of livelihood during life in retirement. Fapohunda (2013) further stated that pension is simply the amount set aside either by an employer or an employee or both to ensure that at retirement, there is something for employees to fall back on as income. It ensures that at old age workers will not be stranded financially. Pension is a plan made for ahead of the workers' years of service in order to enhance continuity of income for the workers throughout their life in retirement. It is aimed at providing workers with security by building up plans that are capable of providing guaranteed income to them when they retire or to their dependants when death occurs. The reason for pension scheme stems from the fact that first an organization has a moral obligation to provide a reasonable degree of social security for workers especially those who have served for a long period. Second the organization has to demonstrate that it has the interest of its employees at heart through pension schemes. The most popular way to determine the amount of an employee's pension is to base payment upon a percentage of the employee's

earnings computed at an average over several years multiplied by the number of years the employee has served the company.

Pension according to Adams (2015) is the amount paid by the government or a company to an employee after working for a specified period of time, either considered too old or ill to work or having reached the statutory age of retirement. To Ayegba et al. (2013), a pension is a way of catering for the welfare of the retirees. It is a periodic income or annuity payment made at or after retirement to employees who has become eligible through age, earnings and service. It is equally seen as the monthly sum paid to a retired officer until death because the officer has worked with the organization paying the sum. To Ozor (2006), pension can be defined as a lump sum payment paid to an employee upon his disengagement from active service. The payment is usually paid in monthly installments in the form of salary. Again, it is a financial package which legally specifies its organization and operation so as to provide rest of mind to workers sustain or spur them to more productivity and ensure that a pensioner and his dependents live a decent life.

The concept of pension according to Akpan and Ukpong (2014) has often been a subject of debate primarily because pension issues are connected to so many areas of economic and social policies, hence making their reform and administration a difficult task to undertake. Pension is an arrangement to provide people with an income when they are no longer earning a regular income from employment (Chukwuma & Pretoria, 2018). Pension is a tax deferred savings vehicle that allows for the tax-free accumulation of a fund for later use as a retirement income. Pensions should not be confused with severance packages; the former is paid in regular installments, while the latter is paid in one lump sum. Pension (for retirement or old age and survivors' benefits arising from death) is one of the solid security attributes approved by the International Labour Organization (ILO) Convention No. 102 which has worked hard on social security matters since 1919 and more so since 1966 (Chukwuma & Pretoria, 2018). According to Fapohunda (2013), pension is one indispensable form of employees' solid benefits which has positive impact on employee discipline, loyalty and willingness to remain in the service of an employer, commitment to the attainment of job goals and concern for the survival of the organization. An occupational pension scheme is an arrangement under which an employer provides pension for employees when they retire or gives deferred benefits to members who leave. It is a system designed to provide the employees of an organization with a means of securing on retirement a standard of living reasonably consistent with that which they enjoyed while in service (Fapohunda, 2013).

World Bank (2004) defined pension as a form of income that workers or their spouses receive after they retire, become disabled or die. It entails money paid at regular basis by government or any establishment to someone who is officially considered retired from active service after serving for a stipulated time usually minimum of fifteen years and maximum of thirty five years. Corroborating this, Fapohunda (2013) stated that pension is aimed at providing workers with security by building up plans that are capable of providing guaranteed income to them when they retire or to dependants when death occurs. According to Idowu (2006), pension is a form of social security as well as welfare package for the old or retired people who are in their years of labour inactivity. However, pension scheme is a financial package which legally specifies its organization and operation, so as to provide rest of mind to workers, sustain or spur them to more productivity and ensure that a pensioner and his dependants have a good wellbeing.

Ugwu (2006) as cited by Ayegba et al. (2013) classified pension into four. These include; Retiring pension, Compensatory pension, Superannuating pension and Compassionate allowance. Retiring pension is granted to employee who is permitted to retire after duly completed the stipulated years of service which is normally 30-35 years or having attained the age stipulated for retirement, (usually 60 years). Compensatory pension is the type of pension granted to an employee whose post is abolished and the government is unable to provide him with suitable employment, whereas superannuating pension is the type of pension given to an employee who retires at the prescribed age limit as stated in the condition of service and compassionate allowance happens when pension is not admissible on the account of a public servant removal from service for misconduct, insolvency, incompetence or inefficiency (Ayegba et al., 2013).

One of the objectives of pension is to serve as a source of social security for the employee as they work without anxiety on how they will cater for their future needs when they eventually retire. It is a source of motivation to them, this helps reduce labour turnover as the employee feels valued and motivated to work which will bring about ethical behaviour and high productivity, (Egbuta, 2001; Fapohunda, 2013; Mohammed, 2013; Ali, 2014). Pension helps improvident individuals to save in order to cater for their future needs

Fapohunda (2013) further stated that an occupational pension scheme is an arrangement under which an employer provides pension for employees when they retire or gives deferred benefits to members who leave. This implies that it

is a system designed to provide the employees of an organization with a means of securing on retirement a standard of living reasonably consistent with that which they enjoyed while in service. Pension programmes are usually put in place to serve as protection for the elderly and retirees against old age risks, poverty and other uncertainties. Moreover, in the contributory pension scheme, it is also used to promote a 'savings culture' among current employees. Pension in this context is a contract for a fixed sum to be paid regularly to a pensioner by government or private company after working for a specific period of time (fifteen years with effect from June, 2004) and considered too old to work or have reached the statutory age of retirement.

Pension is a continuous earning of a retiree on monthly basis set aside by the employer in order to enhance the livelihood of employee in retirement. According to Elekwaet al. (2011), pension is a periodic income or annuity made at or after retirement to an employee who has become eligible for benefits through age, earnings and service. Adams (2005) posited pension as the amount paid by government or company to an employee after working for some specific period of time, considered too old or ill to work or have reached the statutory age of retirement. Ozor (2006) expressed that pension consist a lump sum payment to an employee upon his disengagement from active service. This payment is usually in monthly installments, which may be contributory or non-contributory, fixed or variable benefits, group or individual, insured or trustee, private or public and single or multi-employer. Pension is a form of official obligation in any employment relationship; it is a legal and economic obligation in which employers of labour are mandated to fulfill in their contractual relationship with employees and a form of employers' benevolence towards employees (Omoni, 2013).

Furthermore, in the classification of the types of pensions, Amujiri (2009) identified four main classifications of pensions in Nigeria. These are: Retiring pension: This type of pension is usually granted to an employee who is permitted to retire after completing a fixed period of service usually 30-35 years or 60-65 years for the public service of Nigeria and 70years for professors and judges; Compensatory pension: This type of pension is granted to an employee whose permanent post is abolished and government is unable to provide him/her with alternative employment; Superannuating pension: This type of pension scheme is given to an employee who retires at the prescribed age limit as stated in the condition of service; Compassionate Allowance: This happens when pension is not admissible on account of an employee's dismissal from service for misconduct, insolvency, incompetence and inefficiency.

Livelihood Strategies

Livelihood is a medium of survival for humans which varies from one form to the other. According to NUM (n. d.), the livelihood strategies and activities of poor people are often complex and diverse. For rural people, agriculture and other natural resource, based activities may play an important role, but rural households also diversify into other activities, some of which are linked to agriculture and the natural resources sector, others which are not. Strategies may include subsistence production or production for the market, participation in labour markets or labouring in the home. Urban people who are poor often also depend on multiple diverse livelihood activities involving different activities for livelihood. The quantum and quality of livelihoods are found to be key predictors of quality of life in retirement, hence the importance of income security and well-being in later life (Amaike, 2016).

One can examine livelihood strategies from the perspective of an individual or from the perspective of a household, although, as we shall see later, there are problems with treating the 'household' as a unified decision-making unit pursuing a joint strategy with common goals. Poor people usually employ a mix of different 'strategies', especially when resources are to some extent pooled. A relatively unified 'household' will obviously be able to employ a wider range of livelihood strategies than an individual acting alone. The outcomes of livelihood strategies are divided between the effects on livelihood security and the effects on environmental sustainability. Working on the additional feedback arrow to Ellis' original diagram emphasise the (positive or negative) effects that livelihood strategies and outcomes can have on livelihood assets. Whilst improved access to livelihood assets and the outcome of greater livelihood security (especially higher incomes, more stable incomes, and reduced risk) are usually important objectives in rural livelihood strategies, environmental sustainability may or may not be an objective. That is why in the livelihoods framework the latter is usually labelled along with livelihood security as an outcome variable rather than as an objective.

An important influence on livelihood strategies is exposure to various trends and shocks. Shocks, such as those associated with the triple crisis can wipe out assets very suddenly if they are not protected and adverse trends can result in them being gradually eroded if livelihoods are unable to adapt to change. These trends and shocks are sometimes known in livelihoods analysis as the vulnerability context, suggesting that the changes thus represented have potentially harmful effects. It is worth bearing in mind, however, that some of the trends listed here do offer opportunities as well as

acting as a potential threat (examples, technological change, national and world economic trends). These represent, respectively, gradual and sudden change. Exposure to change can have a direct influence on livelihoods by weakening them, strengthening them, or forcing a new direction. They can also influence livelihood strategies in a slightly less direct way, when people, anticipating the potential impact of trends and shocks, design their livelihood strategies in a way that helps them manage their exposure to sudden or gradual change and cope better with the potentially harmful effects of such change.

In the developed countries, literature indicated that livelihoods donot only influence access to material resources but also affect every aspect of a retiree's life (Moody, 2012; Novak, 2012). In Nigeria, older people without adequate livelihood tend to be poor, vulnerable, and dissatisfied with life (Amaike, 2009; Obashoro, 2010). Therefore, inadequate retirement livelihoods coupled with increasing costs of living undermine quality of life and make retirees susceptible to life vicissitudes. The situations of Nigerian retirees are further exacerbated by grossly inadequate formal social supports required to address their unique challenges and improve their quality of life (Ajala, 2006; Togonu-Bickersteth, 2014). Despite this challenge, the Nigerian government is complacent about old age support based on the erroneous assumption on livelihood of retirees; that adult children and extended family will provide old age care and support (Amaike&Bammeke, 2014; Obashoro, 2010; Togonu-Bickersteth, 2014).

According to Amaike (2016), recent research has indicated that the notion of filial obligations (filial piety) is waning largely due to tremendous strains on the informal social supports with abundant cases of abandonment, destitution, and untimely deaths due to lack of proper livelihood. Similarly, the traditional African support systems are not only weak but they are incapable of meeting the increasing demands of retirees for care and support (Akeredolu-Ale &Aribiah, 2001). Within this social context, retirement livelihoods of older Nigerians suffer. Retirement livelihoods cover means of earning a living or ways of supporting life and meeting basic necessities after paid employment (Amaike, 2009). These also involve socially approved and legitimate means of earning a living which has great implications for quality of life in retirement. Poverty and livelihood are related because livelihood is one of the safety nets in alleviating poverty and addressing old age challenges (Amaike&Olurode, 2014).

Livelihoods have been a source of extensive debate among scholars and development experts because of its effect on the living conditions of individuals and groups (Francis, 2000). Retirees' livelihoods play a significant role in determining their quality of life (Amaike, 2013; Novak, 2012). This means that inadequate retirement livelihoods (usually public pensions) may not sustain retirees' living conditions and thus undermine their quality of life. In the United States, there are at least three main sources of retirement income, often described as the three legged stool (Moody, 2002). These sources are Social Security, private pensions, and individual savings as well as other assets capable of yielding income in retirement (Moody, 2002). In the literature, the amount and quality of retirees' livelihoods are dependent on socio-economic status, gender, age, access to alternative resources, property ownership or assets, and retirement age (Amaike, 2009; Novak, 2012). For example, men tend to have greater access to sustainable livelihoods (income, employment, and assets) than women. This edge often translates into better quality of life for men in retirement. Women, on the other hand, are more likely to be without such access, opportunities, and valuable assets in retirement because of poor socio-economic status, disrupted work trajectories, and cultural constraints (Amaike, 2006; Amaike&Bammeke, 2014; Togonu-Bickersteth, 2014).

Carney (1998) cited Amaike (2016) defined livelihood as comprising the capabilities, assets (including both material and social resources) and activities required for a means of living. Amaike (2016) posits livelihood as sustainable when it can cope with and recover from stresses and shocks and maintain or enhance its capabilities and assets both now and in the future, while not undermining the natural resources base. Livelihoods according to Amaike (2016) involve people's means of gaining access to adequate stocks and flows of resources (food, cash, and opportunities) to meet their basic needs while sustainable livelihood as an integrated concept means enhancement of resources and productivity on a long-term basis.

According to Wedgwood (1855) cited by Wikipedia.com (2021), a person's livelihood refers to their means of securing the basic necessities (food, water, shelter and clothing) of life. Livelihood is defined as a set of activities essential to everyday life that are conducted over one's life span. Such activities could include securing water, food, fodder, medicine, shelter, and clothing. An individual's livelihood involves the capacity to acquire aforementioned necessities in order to satisfy the basic needs of themselves and their household. According to Oxford Dictionary (2010), livelihood activities are usually carried out repeatedly and in a manner that is sustainable and providing of dignity.

A livelihood comprises the capabilities, assets (including both material and social resources) and activities required for a means of living. According to Peters & Bassey (2019), poverty is visible in every community, and livelihood is the ability to live out of it. A livelihood is sustainable when it can cope with and recover from shocks and stresses and maintain and enhance its capabilities and assets both now and in the future, whilst not undermining the natural resource base. People's capacity to generate and maintain their means of living enhance their well-being and that of future generations. These capacities are contingent upon the availability and accessibility of options which are ecological, economic and political and which are predicated on equity, ownership of resources and participatory decision making. Livelihood diversification refers to a household's attempt to reduce its vulnerability by having more than one livelihood activity. In a diversified household, if one productive activity does not provide enough, or fails completely, there are other sources of livelihood that the household can fall back on:

There are five main principles guiding the livelihoods approach as developed by the UNDP (2015) which the package are:

The approach is people-centred and participatory. Livelihoods are about people, so livelihoods analysis is based on understanding how people make their living. It uses participatory methods, and serves as a framework to decide which participatory livelihoods assessment (PLA) methods to use at the appropriate time, and how to frame key questions.

The approach assumes differentiation. The livelihoods approach recognises that there are important differences among households in a given community, and among individuals who make up the household. Differentiation may involve relative well-being or it may focus on issues such as gender, age or ethnicity. The approach enables outsiders to better appreciate these differences, and to design processes that can cope with complexity and diversity. Differentiation also enables us to improve our ability to design sensible interventions with our target groups. It can also help us to understand where resistance may develop, if for example activities threaten certain groups within the community.

Holistic analysis leads to targeted interventions. The approach encourages holistic analysis, with attention to identifying factors inside and outside households that have beneficial or negative impacts on livelihoods. However, it does not assume that one must address all issues simultaneously. Rather, based on an analysis of the most important influences on livelihoods, one can

select specific, focused interventions while understanding how these relate to other issues that are not being addressed. The livelihoods framework can be useful to organisations that focus on specific sectors like health or natural resource management, and it also creates opportunities for organisations that have different sectoral focuses to work together in co-operation or partnership. This helps to increase the impact of development interventions. Holistic diagnosis allows us to identify the most strategic interventions into a situation to achieve the best result.

Targeted interventions should result in maximum leverage. Successful poverty reduction strategies must address a whole range of issues. There are many possible interventions, but resources are limited. Therefore, it is crucial to select and target interventions in ways that will have the greatest impact and reduce poverty and vulnerability for the most people.

Reflective practice improves the quality of analysis and intervention. The livelihoods framework recognises that households and livelihoods are constantly changing in response to shocks, stresses and seasonality (the impact of the seasons). This highlights the need for ongoing learning and structured reflections on practice. Reflective practice must apply both to the 'implementing agent' and the community/households involved. Engaging the community in an ongoing discussion and analysis of changes in their livelihoods over time helps make people at all levels more aware of potentials and linkages. Livelihoods analysis can provide a useful framework for monitoring the impacts of development initiatives and can pinpoint unintended consequences.

Sustainability of livelihood entails how assets and capabilities are utilized, enhanced, and maintained over time so as to preserve livelihoods. This is because livelihoods and survival mechanisms of retirees are vulnerable to stresses and shocks, which affect their ability to avoid, withstand, resist, and/or recover from such stresses and shocks. In other words, sustainability of livelihood is the ability of livelihoods to be resilient and bounce back after shocks and stresses. Livelihood security is therefore a basic component of livelihood sustainability.

Answers to questions of what are sustainable livelihoods and how can they be achieved, ideally and practically, can be drawn from several approaches. But while sustainable livelihoods may mean many things to many people, what is common between the various approaches, as noted by Roe (1998) cited in

Amaike (2016), is a call to reduce the complexity and uncertainty that gives rise to demands for sustainable livelihoods in the first place. Sustainable livelihoods (SL) can thus be seen as a way of thinking about the objectives, scope and priorities for development, in order to enhance progress in poverty elimination. The sustainable livelihoods approach is a holistic approach that tries to capture, and provide a means of understanding, the fundamental causes and dimensions of poverty without collapsing the focus onto just a few factors (examples, economic issues, food security, etc.). In addition, it tries to sketch out the relationships between the different aspects (causes, manifestations) of poverty, allowing for more effective prioritisation of action at an operational level.

Most development agencies adopt the Chambers and Conway (1992) definition of livelihoods (or some slight variation on this) which holds that: A livelihood comprises the capabilities, assets (stores, resources, claims and access) and activities required for a means of living: a livelihood is sustainable which can cope with and recover from stress and shocks, maintain or enhance its capabilities and assets, and provide sustainable livelihood opportunities for the next generation; and which contributes net benefits to other livelihoods at the local and global levels and in the long and short term.

The assets that are generally recognised within sustainable livelihoods theory, as summarized by McLeod (2001), are:

1. **Natural (Environmental) Capital:** Natural resources (land, water, wildlife, biodiversity, environmental resources).
2. **Physical Capital:** Basic infrastructure (water, sanitation, energy, transport, communications), housing and the means and equipment of production.
3. **Human Capital:** Health, knowledge, skills, information, ability to labour.
4. **Social Capital:** Social resources (relationships of trust, membership of groups, networks, access to wider institutions).
5. **Financial Capital:** Financial resources available (regular remittances or pensions, savings, supplies of credit).

Theoretical Framework

The researcher adopted both Disengagement theory which explains the aging process that result in decreased in interaction and ultimately reduces effectiveness of the aged, and the Activity theory which on the other hand explains the need to keep the aged engaged in order to maintain their fitness in growth and health.

Disengagement Theory

The Disengagement theory of ageing by Cumming and Henry (1961) states that aging is an inevitable, mutual withdrawal or disengagement, resulting in decreased interaction between the aging person and others in the social system he belongs to. The theory claims that it is natural and acceptable for older adults to withdraw from society. There are multiple variations on disengagement theory, such as moral disengagement (Bandura, 2015). This theory is relevance to the study as it encourages the elderly to disengage from their previous roles and to take on roles more appropriate to their physical and mental decline as well as highlighting the need to provide jobs for those coming of age, to satisfy the social needs of a nuclear family, and because people die.

Activity Theory

The Activity theory of aging proposes that older adults are happiest when they stay active and maintain social interactions (Achenbaum & Bengtson, 1994). These activities, especially when meaningful, help the elderly to replace lost life roles after retirement and, therefore, resist the social pressures that limit an older person's world. The theory assumes a positive relationship between activity and life satisfaction. Activity theory reflects the functionalist perspective that the equilibrium that an individual develops in middle age should be maintained in later years (Achenbaum and Bengtson, 1994). The theory predicts that older adults that face role loss will substitute former roles with other alternatives.

3. Methodology

The data for this study were obtained from two sources; primary and secondary sources. The primary source of data was collected in the field through the use of questionnaire for descriptive and thematic analysis. Secondary sources of data include; texts, statistics data, journals, textbooks, internet texts, and government publications. The targeted study population were retirees of the Akwa Ibom State Local Government Service who retired between 2012 and 2020, and have not collected their gratuity, but depend only on pension. Census sampling technique was adopted as 515 retirees who turned up for the retirees screening exercise conducted by the state's establishment were used as the respondents.

The researcher and her assistants collected primary data through the use of 515 copies of questionnaires titled "Livelihood and Pension Assessment Tool" (LIPAT) which was developed by the researcher. The Primary data collection instrument was administered to study participants by the researcher and her research assistants. Data collected from the field through the use of

questionnaire were analysed both descriptively through the use of Statistical Package for Social Sciences (SPSS) and thematically with simple percentage analysis.

4. Results and Discussions

Socio-demographic of Study Participants

Table 1: Participants' Socio-Demographics by Sex

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Male	214	41.6	41.6	41.6
Female	301	58.4	58.4	100
Total	515	100.0	100.0	

Source: Fieldwork (2023).

Table 1 shows the SPSS frequency analysis of the socio-demographic distribution of the sampled participants by sex. Table 1, indicates that the total number of the study participants was 515 of which the males constituted of 214 (41.6%) and the female constituted 301 (58.4%) females. This implies that the views being expressed in this study are representative of both male and female, with the female participants being majority in the study.

Table 2: Participants' Socio-Demographics by Year of Retirement

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2012	44	8.5	8.5	8.5
2013	69	13.4	13.4	21.9
2014	51	9.9	9.9	31.8
2015	119	23.1	23.1	55.0
2016	49	9.5	9.5	64.5
2017	26	5.0	5.0	69.5
2018	56	10.9	10.9	80.4
2019	53	10.3	10.3	90.7
2020	48	9.3	9.3	100.0
Total	515	100.0	100.0	

Source: Fieldwork (2023).

Table 2 shows the SPSS frequency analysis of the socio-demographic distribution of the sampled participants by year of retirement. Table 2, indicates that the majority of the study participants (119/23.1%) retired in the year 2015. This is followed by 69 (13.4%) of the study participants who retired in the year 2013, 56 (10.9%) of the study participants retired in the year 2018, 53 (10.3%) of the study participants retired in the year 2019, and 51 (9.9%) of the study participants retired in the year 2014. In the same way, 49 (7.5%) of the study participants retired in the year 2016, 48 (9.3%) of the study participants retired in the year 2020, 44 (8.5%) of study participants retired in the year 2012,

and the least categories of the study participants (26/5.0%) retired in the year 2017.

Table 3: Participants' Socio-Demographics by Rank at Retirement

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Senior	452	87.8	88.6	88.6
	Junior	58	11.3	11.4	100.0
	Total	510	99.0	100.0	
Missing	System	5	1.0		
Total		515	100.0		

Source: Fieldwork (2023).

Table 3 shows the SPSS frequency analysis of the socio-demographic distribution of the sampled participants by rank at retirement. Table 3, indicates that the majority of the study participants (452/87.8%) retired as senior staff, while 58(11.3%) were junior staff at retirement.

How reliable is pension as source of livelihood among Reliability of Pension

Table 4: Distribution of responses on Reliability of Pension

How reliable is pension as source of livelihood being a retiree of the Akwa Ibom State Unified Local Government?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Reliable	12	2.3	2.3	2.3
	Not Reliable	500	97.1	97.7	100.0
	Total	512	99.4	100.0	
Missing	System	3	0.6		
Total		515	100.0		

Source: Fieldwork (2023).

Table 4 shows the SPSS frequencies analysis of study participants on their responses on the dependability of pension by the pensioners of the Akwa Ibom State Unified Local Government Area Service. The analysis shows that the majority of the study participant (512/99.4%) was of the "Not Reliable" option while 12 (2.3%) was of the option of "Reliable", and 3 (0.6%) were of the missing options.

Discussion of Results

Reliability of Pension

Emergence from results of the study shows that the majority of the study participants in their responses were of the opinion that pension is not a dependable source of income to retirees of the Akwa Ibom State Unified Local

Government Area. Further findings shows that many of the pensioners are depending on other relatives and family members for support and survival due to unreliability nature of their pensions. These findings do not support nor justify the positions of Obiagwu and Ezenwa (2020) who were of the position that pension is essentially designed to afford the retiree the capacity to sustain and maintain a life style he was used to while in service.

The findings through the results of the study further discredit the postulation of Fapohunda (2013) who posited that pension is a financial arrangement which is put in place for the employee to depend on as a source of livelihood during life in retirement. This is because, the results from the responses of the retirees of the Akwa Ibom State Unified Local Government Area depict that pension is not a dependable source of livelihood. Therefore, the retirees had to depend on other sources of livelihood for survival. The majority of the retirees agreed that pension paid to them are not enough to take care of their day to day needs hence, pension is not a dependable source of livelihood among the retirees of the Unified Local Government Service in Akwa Ibom State, Nigeria. But this finding agrees with Oriffowomo (2008) who posited that, despite the paid pension by government, millions of retired Nigerian workers are still living in abject poverty after retirement and that the unreliability of the pension, the majority of the retirees of the Akwa Ibom State Local Government Area Services have engaged in farming and trading as sources of livelihood to supplement pension. Late payment of gratuity and high costs of living has been the major challenges of pension which the retirees have faced between 2012 and 2020. Hence, the need for harmonization of pension. It was further discovered that with no harmonization of pension to suit the rising inflation in the country, pension is losing capacity for dependency by retirees.

Conclusion

Employees' retirement is correlated with old age and has been the landmark of every worker especially the civil servants of the government services. Pension is the arrangement made in order to ensure that at old age, workers will not be stranded financially, and it aimed at providing workers with security by building up plans that are capable of providing guaranteed income to them when they retire. Pension in Nigeria has been a serious issue of debate because of the series of events that has accompanied the different programmes of pension under various governments of the nation. Among the retirees of the Akwa Ibom State Unified Local Government Area Services, it was concluded that pension is not a reliable source of livelihood.

Recommendations

Based on the findings of the study and the conclusion reached by the researcher, the following recommendations were made by the researcher:

1. Employees should be trained on issues of retirement and pension before their retirement year and government should ensure prompt payment of pensions to her retired employees.
2. Workers who have a year left before retirement should be made to attain business training workshops for preparation towards proper and successful engagement in other sources of livelihood in retirement.
3. Government should work towards prompt payment of gratuity in order to enable the retirees to have the capital to engage in trained businesses.
4. Pension Administrators should conduct proper orientation programmes to educate workers on pension issues and pension management.
5. Government should take steps to harmonize pension in view of inflation and high cost of living.

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POWER OUTAGE AND ITS IMPLICATIONS ON VALUE CHAIN ALONG ABA AND ITU NATIONAL GRID OF UYO AND EKET METROPOLITAN CITIES IN AKWA IBOM STATE

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Abstract

The study was set to tackle and proffer solution to the recurrent power outages usually witnessed along Aba and Itu National Grid that threw the entire Uyo and Eket metropolitan cities and their environs into total blackout thereby, impacting gross negative implications on the socio-economic development of the entire areas. Two theories were adopted to frame the study, namely: The Fluid Theories of Electricity and the Porter's Value Chain Theory. The methodology used in this research was the Descriptive Survey design. The population consisted of 1,329,000 PHED customers who are indigenes and occupants of the Uyo and Eket metropolitan cities. The methods of enquiry included the primary and secondary methods of data collection. Three subsidiary objectives were set, among others, was to find the implications of value chain on small and medium scale businesses in Uyo and Eket metropolis. A well-developed Likert-type scale was used for data collection. The data collected were analyzed with the use of descriptive statistics of frequency count and percentage tables. The hypothesis was tested using the inferential statistics of Chi-square (χ^2) at 0.05 level of significance. The results obtained showed that, there are gross negative implications of value chain on small and medium scale businesses as well as individuals in Uyo and Eket metropolis. The three recommendations based on the foregoing, were also put forward to resolve the issues found in the study. Among them was that, the Federal Government should accept the fact that there are gross negative implications of value chain on small and medium scale businesses as well as individuals in Uyo and Eket metropolis due to the incessant and recurrent power outages on the Aba and Itu

National Grid. As such, federal government should equip and provide favorable conditions that would enable PHED to carry out effective and efficient service delivery to the people.

Keywords: Power outage, Implications, Value chain, Cosmopolitan cities, National Grid.

1. Introduction

A power outage (also called a power-cut, a power out, a power failure, a power blackout, a power loss, or a blackout) is the loss of the electrical power network supply to an end user. There are many causes of power failures in an electricity network. Examples of these causes include faults at power stations, damage to electric transmission lines, substations or other parts of the distribution system, a short circuit, cascading failure, fuse or circuit breaker operation.

Power failures are particularly critical at sites where the environment and public safety are at risk. Institutions such as hospitals, sewage treatment plants, and mines will usually have backup power sources such as standby generators, which will automatically start up when electrical power is lost. Other critical systems, such as telecommunication, are also required to have emergency power. The battery room of a telephone exchange usually has arrays of lead-acid batteries for backup and also a socket for connecting a generator during extended periods of outage.

The problem of electricity in Nigeria, as a whole, dates back to her independence in 1960. Successive governments (both democratic and the military governments) have variously tackled this problem of electricity generation and distribution so much in this country, yet it still seems as though not enough efforts have been put in that direction. No new government has ever emerged in Nigeria without making several promises during campaigns, on how it intends to tackle the problem of electricity/power outage in the country.

The researchers are compelled by the recurrent power outages recently witnessed along Aba and Itu national grid that had thrown the entire metropolitan cities of Uyo and Eket, and their environs into total blackout thereby impacted greatly on the socio-economic development of Akwa Ibom State. First, it happened in the middle of May, 2023 and, second it occurred between Tuesday, 27th and ended in the evening of Friday, 30th June, 2023.

Thereafter, it had become a recurrent decimal in this particular grid under investigation. It is therefore, the intention of the researchers to use the aforementioned towns, Uyo and Eket to generally find out how the recurrent power outages along Aba and Itu national grid had disrupted value chain on the above mentioned cosmopolitan cities of Akwa Ibom State.

Statement of the Problem

The problem of electricity in Nigeria, as a whole, dates back to her independence in 1960. Successive governments (both democratic and the military governments) have variously tackled this problem of electricity generation and distribution so much in this country, yet it still seems as though not enough efforts have been put in that direction. No new government has ever emerged in Nigeria without making several promises during campaigns, on how it intends to tackle the problem of electricity in the country. The researchers are compelled by the recurrent power outages recently experienced along Aba and Itu national grid which had thrown the entire metropolitan cities of Uyo and Eket, and their environs into total blackout thereby impacted greatly on the socio-economic development of the above mentioned cosmopolitan cities in Akwa Ibom State.

This topic is intended to be treated under this condition, in four dimensions, as the problems surrounding value chain during power outage, have been identified. This include: the implications of value chain on small and medium scale businesses (SMEs); implications of value chain on private and family lives; implications of value chain on personal independence; and, implications of value chain on security and citizens' night lives.

Having stated the obvious, let's begin with the first dimension which is the implications of value chain on small and medium scale businesses. A problem on the national grid is a problem on the entire sphere of operation of such grid. A problem on the national grid is a total black out on a large spectrum of area, in and around the location of the problem to as far as the extent of its coverage. Lately, it has been observed that the Aba and Itu national grid has been faced with incessant power outages to the extent the entire Uyo metropolis, as well as Eket and their environs were thrown into total black out during these periods, for a number of days before the problem was rectified.

First, it happened in the middle of May, 2023 and, second it occurred between Tuesday, 27th and ended in the evening of Friday, 30th June, 2023. Chances are

that the incident may occur again and again, except permanent solution is found. This incident might have occurred as a result of the heavy rain that fell almost uninterruptedly in parts of the state from Tuesday, 27th up to Thursday, 29th June, 2023. This incident has caused the state a serious set-back in terms of its socio-economic development.

For example, the situation has brought untold hardship on the citizenry and on the masses, particularly, the electricity users; small and medium scale businesses (SMEs) which drive the bulk of the societal economy were seriously slowed down or temporarily folded up. Before now, almost every business was able to switch on its private generating set to power its business premises in event of power failure. But, in recent times, due to the high cost of premium motor spirit also known as petrol, which is caused by the recent subsidy removal by the Tinubu-led federal government on May 31, this year most businesses run serious losses in buying fuel to run their generators and provide the same services hitherto provided for their customers. At the end of the scenario, it is the customers that bear the final burden of paying higher for the services they received. Furthermore, such other small and medium scale businesses like commodity shops, barber/hair dressing saloons, laundry/dry cleaning shops, phones/laptops charging stations; other business centers for internet operations, typing, photocopying, scanning and lamination; printing press; private schools; and, hotels, etc. that should move the economy of the state forward on a day-to-day basis were stalled, slowed down or temporarily closed down because of lack of electricity.

The implications of value chain on private/family lives. A particular attention is on the private and family lives of the citizens of the state in the two cosmopolitan town, Uyo and Eket as mentioned earlier on, which were observed during the period under study to have been seriously jeopardized. It was observed that many private homes were no longer able to afford petrol to power their generators, due to the high cost of the commodity. The few that still maintain their status quo only manage to do so. Some families commit almost their entire monthly earnings or family business finances into providing electricity in their homes. Others who cannot afford to purchase the highly expensive petrol to run their generators no longer enjoy fans and air conditioners. Their homes are devoid of good ventilation. As such, they suffer heat, especially during the dry season. Excessive heat, in turn can cause some health challenges like heat rashes, dehydration, draught, soar-throat, etc.

Also in such homes, their food stuff and cooked foods, especially soups could easily get soared as their refrigerators and deep freezers no longer function due to lack of electricity. Another major challenge of the value chain on the private homes is the issue of water. Of course, it is often said that, “water is life”. As most families depend on their private water supply, most of them during those periods of power outage, struggled to pump water from their boreholes due to high cost of fuel or diesel. Those who insist kept depleting their family income. But those families that cannot afford to run their private generators to power their systems, are thrown into what the authors call, “new dependency”.

The implications of value chain on independence: This factor has caused many citizens who had managed to self-sufficient, self-reliant and independent to be thrown back to what the authors call, “new dependency”. By new dependency, it means that some citizens who were capable of taking care of themselves and their families were compelled by the current realities to seek to have new friends in the neighbourhood who were could help to charge their phones, laptops and other rechargeable instruments in the neighbours’ houses for them because the friends are able to provide alternative source of power unlike them. The implication is that dependency being what it is (whether old or new), it would not allow for rapid growth and development of individual and society.

The implications of value chain on safety and security and night lives of citizens. The safety of the lives and property of Nigerians at this time can no longer be guaranteed. This is because of the recent pronouncement by President Asiwaju Bola Tinubu on the removal of fuel subsidy has caused a sudden and an uncontrollable economic crisis in the country. Apart from the independent fuel marketers taking over the economy and selling fuel at exorbitant and uncontrollable prices. This situation has caused a sudden and unabated proliferation of black market earing in the country. In all major roads, streets, corners and junctions in all cities and villages today in Nigeria, are found these hawkers selling fuel between N600.00 and N750.00, depending on what part of the country that you are buying the product.

On the other hand, it is common knowledge that crimes thrive more in the cover of darkness than they do in the broad day light. During those periods of power outages under study, there were cases of pickpocketing, snatching of hand bags and phones from unsuspecting passers by mostly at Uyo By-pass as well as at Itam Flyover and Akpan Andem Market. Some keke drivers were also reported to have rubbed some of their passengers as they drove them pass their

bus stop to unknown destinations without their knowledge due to darkness on the road. Security lights along the Goodluck Jonathan Bullavat (the new stadium road) in particular, were removed as the whole of that area was dark, due to lack of electricity in the town.

The new ring road, from the newly constructed round about at Aka Road down to the Water Fountain at Oron Road in Uyo metropolis was a safe haven for criminals to operate unchallenged from about 7.00 pm upward. Cases of car snatches were reported at Atiku Abubakar Flyover at about 7.00pm during the period. Several incidents of criminal activities were also reported to have taken place in Eket town during that period, particularly in and around Grace Bill and the re-modelling environments. There were cases of bags and phones snatches from unsuspecting public.

Finally, the night lives of the citizens were at risk as hoodlums had a fair deal in the streets under the cover of darkness. The usual business environment like, Maitama in Ewet Housing Estate and other seat outs and eateries were operating at skeletal level. Most people were afraid to leave their houses at night to go out, while those who left homes since day time hastened back before getting late. Finally, as night clubs, seat outs and eateries powered their drinks to be cold with their plants, so also were prices of drinks raised. For instance, Champion and 33 Export Larger Beer were raised from ₦400.00 and ₦500.00, the initial prices, respectively to ₦500.00 and ₦600.00 per bottle, respectively in some seat outs in Uyo and Eket. The prices might not have returned after the restoration of light in the city.

Objectives of the Study

The main objective of the study is to find out how the recurrent power outages along Aba and Itu national grid had disrupted value chain on some cosmopolitan cities in Akwa Ibom State. The subsidiary objectives are:

- I. To find out the implications of value chain on small and medium scale businesses in Uyo and Eket Metropolis due to recurrent power outages along Aba and Itu national grid.
- ii. To determine the implications of value chain on private/family lives of citizens in Uyo and Eket Metropolis due to recurrent power outages along Aba and Itu national grid.
- iii. To examine the implications of value chain on the people of Uyo and Eket metropolis on their independence due to recurrent power outages along Aba and Itu national grid.
- iv. To ascertain government awareness of the implications of value chain

on security and night lives of citizens in Uyo and Eket metropolis due to recurrent power outages along Aba and Itu national grid..

Research Questions

Based on the above research objectives, the following questions were asked in order to elicit answers from respondents.

- i. What are the implications of value chain on small and medium scale businesses in Uyo and Eket metropolis due to recurrent power outages along Aba and Itu national grid?
- ii. What are the implications of value chain on private/family lives of the people in Uyo and Eket metropolis due to recurrent power outages along Aba and Itu national grid?
- iii. What are the implications of value chain on the people of Uyo and Eket metropolis on their independence due to recurrent power outages along Aba and Itu national grid?
- iv. What is government awareness on the implications of value chain on security and night lives of the people in Uyo and Eket metropolis due to recurrent power outages along Aba and Itu national grid?

Research Hypotheses

The research postulated one composite null (H_0) in order carry out scientific and empirical verifications on the above research questions:

H_0 : There are no significant implications of value chain on small and medium scale businesses in Uyo and Eket metropolis due to recurrent power outages along Aba and Itu national grid.

Literature Review

The Concept of Power Outage

A power outage (also called a power-cut, a power out, a power failure, a power blackout, a power loss, or a blackout) is the loss of the electrical power network supply to an end user. There are many causes of power failures in an electricity network. Examples of these causes include faults at power stations, damage to electric transmission lines, substations or other parts of the distribution system, a short circuit, cascading failure, fuse or circuit breaker operation.

Power failures are particularly critical at sites where the environment and public safety are at risk. Institutions such as hospitals, sewage treatment plants,

and mines will usually have backup power sources such as standby generators, which will automatically start up when electrical power is lost. Other critical systems, such as telecommunication, are also required to have emergency power. The battery room of a telephone exchange usually has arrays of lead-acid batteries for backup and also a socket for connecting a generator during extended periods of outage.

Types of Power Outage

Power outages are categorized into three different phenomena, relating to the duration and effect of the outage. These include: Transient fault, Black out and Rolling Blackout.

i. Transient fault:

A transient fault is a loss of power typically caused by a fault on a power line, e.g. a short circuit or flashover. Power is automatically restored once the fault is cleared. A brownout is a drop in voltage in an electrical power supply. The term brownout comes from the dimming experienced by incandescent lighting when the voltage sags. Brownouts can cause poor performance of equipment or even incorrect operation. Outages may last from a few minutes to a few weeks depending on the nature of the blackout and the configuration of the electrical network.

ii. Blackout

A blackout is the total loss of power to a wider area and of long duration. It is the most severe form of power outage that can occur. Blackouts which result from or result in power stations tripping are particularly difficult to recover from quickly.

iii. Rolling blackouts

Rolling blackouts occur when demand for electricity exceeds supply, and allow some customers to receive power at the required voltage at the expense of other customers who get no power at all. They are a common occurrence in developing countries, and may be scheduled in advance or occur without warning. They have also occurred in developed countries, for example in the California electricity crisis of 2000–2001, when government deregulation destabilized the wholesale electricity market. Blackouts are also used as a public safety measure, such as to prevent a gas leak from catching fire (for example, power was cut to several towns in response to the Merrimack Valley gas explosions), or to prevent wildfires around poorly maintained transmission lines (such as during the 2019 California power shutoffs).

Protecting the Power System from Outages

Tree limbs creating a short circuit in power lines during a storm. This typically results in a power outage in the area supplied by these lines. In power supply networks, the power generation and the electrical load (demand) must be very close to equal every second to avoid overloading of network components, which can severely damage them. Protective relays and fuses are used to automatically detect overloads and to disconnect circuits at risk of damage. Under certain conditions, a network component shutting down can cause current fluctuations in neighboring segments of the network leading to a cascading failure of a larger section of the network. This may range from a building, to a block, to an entire city, to an entire electrical grid.

Modern power systems are designed to be resistant to this sort of cascading failure, but it may be unavoidable (see below). Moreover, since there is no short-term economic benefit to preventing rare large-scale failures, researchers have expressed concern that there is a tendency to erode the resilience of the network over time, which is only corrected after a major failure occurs. In a 2003 publication, Carreras and co-authors claimed that reducing the likelihood of small outages only increases the likelihood of larger ones. In that case, the short-term economic benefit of keeping the individual customer happy increases the likelihood of large-scale blackouts.

The Senate Committee on Energy and Natural Resources held a hearing in October, 2018 to examine “black start”, the process of restoring electricity after a system-wide power loss. The hearing's purpose was for Congress to learn about what the backup plans are in the electric utility industry in the case that the electric grid is damaged. Threats to the electrical grid include cyber attacks, solar storms, and severe weather, among others. For example, the “Northeast Blackout of 2003” was caused when overgrown trees touched high-voltage power lines. Around 55 million people in the U.S. and Canada lost power, and restoring it cost around \$6 billion.

Restoring Power After a Wide-area Outage

Restoring power after a wide-area outage can be difficult, as power stations need to be brought back online. Normally, this is done with the help of power from the rest of the grid. In the total absence of grid power, a so-called black start needs to be performed to bootstrap the power grid into operation. The means of doing so will depend greatly on local circumstances and operational policies, but typically transmission utilities will establish localized 'power islands' which are then progressively coupled together. To maintain supply

frequencies within tolerable limits during this process, demand must be reconnected at the same pace that generation is restored, requiring close coordination between power stations, transmission and distribution organizations.

Overview of Electricity Sector

Electricity generation began in Nigeria at the end of the 19th century with the installation of the first generating power plant in Lagos. By 1950, the colonial government passed the Ordinance No. 15 of 1950 and established a unified body referred to as Electricity Corporation of Nigeria (ECN) to integrate all the government and native owned generation plants and their transmission and distribution systems. Also, the Niger Dams Authority (NDA) was set up in 1961 to manage and exploit the hydropower potentials of the country.

However, the ECN and NDA was merged in 1972 to form a single entity known as National Electric Power Authority (NEPA) mandated to develop and maintain a co-ordinated, reliable power supply in the country. NEPA was managed in a top down vertically integrated model with full scale monopoly in the electricity sector as providers of generation, transmission, distribution and sales to consumers. From 1972 to 2005, NEPA controlled 94% of the generation capacity and 100% of transmission, distribution and marketing of the sector. The network coverage and generation rate grew within the period under the operation of NEPA. For instance, the number of states in the country with access to electricity increased from eight (8) in 1983 to 36 in 2003 and the energy generated rose from 8,456GWH to 22,612GWH within the stated period (Adoghe *et al*, 2008).

Despite this leap, the over-centralization of the utility coupled with poor maintenance, economic mismanagement of the utility, inadequate power supply due to under-investment and dilapidated infrastructures to meet the growing population was worrisome Graph 1 below shows the level of funding by the Federal Government for PHCN operations in the power sector from 1974 to 2003. It is reported that during the military rule (1989-1999), no new generating plan was added to the grid. For instance, Adogamhe (2012) estimated the cost of unreliable power supply to the Nigeria economy to be about US\$1billion annually. According to World Bank estimates, Nigeria's electricity consumption per capita is rated among the lowest in the World and it has a very high disparity between electricity demand and supply. For example, the electricity generating capacity in Nigeria is about 3,800megawatts(MW) for a 150million population. In comparison with a fellow African country,

South Africa generates over 40,000MW for its 50million people. Graph 2 below shows estimates of different countries generating capacity in relation to its population.

An Overview of Privatization of Power Sector

Electric power came to Nigeria in 1898 with the establishment of the first generating plant by the British colonial government (Okoro &Chikuni, 2007 in Okolobah & Ismail, 2013). The management of the generating plant was named the Public Works Department (PWD). Thereafter, the then Federal Government of Nigeria passed an ordinance in 1950, establishing the Electricity Corporation of Nigeria (ECN) saddled with the responsibility of generating, transmitting, distributing and sale of electricity in Nigeria. Other bodies like the Native Authorities and the Nigeria Electricity Supply Company (NESCO) had licenses to produce electricity in some locations in Nigeria (Okobolo & Ismail, 2013).

In 1962, the Federal Government by an act of Parliament established the Niger Dam Authority (NDA). The authority was responsible for the construction and maintenance of dams and other works in the River Niger and elsewhere, generate electricity by water power, improve navigation and promote fisheries and irrigation. The electricity produced by NDA is being sold to ECN for distribution and sales at utility voltages. In April 1972, by a decree, Electricity Corporation of Nigeria and Niger Dam Authority were merged to form National Electric Power Authority (NEPA). The reasons given for this merger include: vesting of production and distribution in one company and that it will bring about more efficient utilization of the human, financial and other resources available to the electricity supply industry in the country (Babatunde, & Shaibu, 2008).

In 1973, NEPA became operational and was responsible for generating, transmitting and distributing of electricity to all parts of the federation. Starting with only four power stations namely Ijora, Delta, Afam thermal stations and Kainji hydro power station with a total installed capacity of 532.6MW serving more than two million customers, which has grown to 5,958MW in year 2000 with the establishment of additional power stations namely Jebba, Shiroro hydro power station Egbin, Sapele, Delta thermal power station in the early eighties having a combined installed generating capacity of 2940MW (PHCN, 2010. Nigeria @ 50: Status of Power sector). In 1988 NEPA was partially commercialized supported by an upward review of the tariffs. This was aimed at attracting investors to the sector. Due to increase in the population of the

country and the absence of additional power plants the available facilities became overstretched and this led to the reform of the power sector.

The Concept of Value Chain

A value chain, as it already been stated, is a progression of activities that a firm operating in a specific industry performs in order to deliver a valuable product (i.e., good and/or service) to the end customer (Petermann *et al*, 2011). The concept comes through business management and was first described by Michael Porter in his 1985 best-seller, *Competitive Advantage: Creating and Sustaining Superior Performance*. The authors averse that there are implications of value chain on small and medium scale businesses in society.

The idea of the value chain is based on the process view of organizations, the idea of seeing a manufacturing (or service) organization as a system, made up of subsystems each with inputs, transformation processes and outputs. Inputs, transformation processes, and outputs involve the acquisition and consumption of resources – money, labour, materials, equipment, buildings, land, administration and management. How value chain activities are carried out determines costs and affects profits.

According to the OECD Secretary-General (Gurria, 2012) the emergence of global value chains (GVCs) in the late 1990s provided a catalyst for accelerated change in the landscape of international investment and trade, with major, far-reaching consequences on governments as well as enterprises (Gurria, 2012).

Michael Porter's Value Chain

The appropriate level for constructing a value chain is the business unit, not division or corporate level. Products pass through a chain of activities in order, and at each activity the product gains some value. The chain of activities gives the products more added value than the sum of added values of all activities. The activity of a diamond cutter can illustrate the difference between cost and the value chain. The cutting activity may have a low cost, but the activity adds much of the value to the end product, since a rough diamond is significantly less valuable than a cut diamond. Typically, the described value chain and the documentation of processes, assessment and auditing of adherence to the process routines are at the core of the quality certification of the business, example, ISO 9001.

A firm's value chain forms a part of a larger stream of activities, which Porter calls a *value system*. A value system, or an industry value chain, includes the

suppliers that provide the inputs necessary to the firm along with their value chains. After the firm creates products, these products pass through the value chains of distributors (which also have their own value chains), all the way to the customers. All parts of these chains are included in the value system. To achieve and sustain a competitive advantage, and to support that advantage with information technologies, a firm must understand every component of this value system.

Nigeria's National Power Grid: Aba and Itu Case Study

Nigeria's national power grid connects power generation stations to electrical loads throughout the country. It is a system that comprises power generation companies, power distribution companies, and the Transmission Company of Nigeria (TCN). More than 23 electricity-generating plants are connected to the power grid. While electricity generation and distribution are permitted to be done by private companies, only the federal government serves as the middleman transmitting generated electricity to distribution companies.

The Aba and Itu National Grid which is the focus of this research is one of the 23 electricity-generating plants connected to the Nigeria's National Power Grid. It covers both Abia and part of Akwa Ibom State. For the purpose of this study, the researchers chose to concentrate in Itu which is the part of the National Grid that is responsible for the provision of electricity for both Uyo and Eket metropolitan cities in Akwa Ibom State. Uyo metropolis is the capital of Akwa Ibom State, South South Nigeria. Ibibo is the language spoken in Uyo. It became the capital on September 23, 1987 when Akwa Ibom was created from the former Cross River State. According to the 2006 Nigerian Census, the population of Uyo (including Itu) is 427,873, while the greater urban area, including Uruan, has a population of 554,906. Ibibio is the primary indigenous language.

On the other hand, Eket is the second metropolitan city covered by the Aba and Itu National Grid. Eket is one of the 31 local government areas in Akwa Ibom State, Nigeria. The name Eket or Ekid also refers to the indigenous ethnic group of the region and to their language. The Eket people use the endonym Ekid for themselves and their language, but Europeans spell and pronounce the name as "Eket". Eket, apart from being a local government area in Akwa Ibom State is one of the three geopolitical zones in the state. The geopolitical zones are, Uyo senatorial district, Ikot Ekpene senatorial district and Eket senatorial district.

The town itself is an industrial city that in recent years has become a conurbation joining together separate villages. The Office of the Surveyor-General of Akwa Ibom State estimates the area of the Eket Local Government Area to be approximately 176.000 square Km while the 2006 National Census gives the population of the Local Government Area as 172,856. However, the Akwa Ibom State Ministry of Economic Development gives the 2013 estimated population of the Eket Local Government Area as given as 218,438 with a population density of 1,241/square Km.

The reliability of the national power grid has often been questioned. This is not unrelated to the fact that over the past 12 years (2010 to June 2022), the power grid has collapsed 222 times at the minimum. This number takes into consideration both partial and total grid collapse. In 2022, the grid collapsed seven times from January to September 2022. Reasons for the partial and total collapse include grid instability which occurs when demand for electricity does not match its supply; overly volatile loads especially from steel mills; the TCN's weak and old infrastructure; the absence of a majority of the transition lines. In June 2022, protesting electricity workers under the National Union of Electricity Employees (NUEE) engaged in a strike action resulting in a shutdown of the grid, thus causing similar outcomes as when there is a grid collapse. Following a grid collapse incidence, the National Control Centre (NCC) typically works to restore it.

To meet Nigeria's future energy demands, research has established that gas and oil power plants remain the best choice where the country has no GHG reduction commitments. However, considering Nigeria's commitment to the Paris Agreement, the ideal choice is nuclear energy to meet its future energy demands. While renewable energy sources like solar have often been suggested as viable options to provide cleaner off-grid electricity, they are also regarded as insufficient to meet the country's long-term energy needs in the future.

History of Fuel Price Hike in Nigeria

- i. Gowon:** 1973 6k to 8.45k (40.8%)
- ii. Murtala:** 1976 8.45k to 9k (0.59%)
- iii. Obasanjo:** October, 1978 9k to 15.3k (70%)
- iv. Shagari:** April 20, 1982 15.3k to 20k (30.71%)
- v. Babangida:** March 31, 1986 20k to 39.5k (97.5%)
- vi. Babangida:** April 10, 1988 39.5k to 42k (6.33%)
- vii. Babangida:** January 1, 1989 42k to 60k Private vehicles

- Babangida:** December 19, 1989 Moved to uniform price of 60k (42.86%)
- viii. Babangida:** March 6, 1991 60k to 70k (16.67%)
- ix. Shonekan:** November 8, 1993 70k to N5 (61.4%)
- x. Abacha:** November 22, 1993 Petrol price dropped from N5 to N3.25k (361.54%)
- xi. Abubakar:** December 20, 1998 N11 to N25 (127.27%)
- xii. Abubakar:** January 6, 1999 N25 to N20 (-20%)
- xiii. Obasanjo:** January 1, 2002 N22 to N26 (18.18%)
- xiv. Obasanjo:** June-October, 2003 N26 to N42 (23.08%)
- xv. Obasanjo:** May 29, 2004 N50 (19.05%)
- xvi. Obasanjo:** August 25, 2004 N22 to N26 (30%)
- xvii. Obasanjo:** May 2, 2007 N75 (15.38%)
- xviii. Ya'Adua:** June, 2007 N65 (-15.38%)
- xix. Jonathan:** January 1, 2012 B/w N138 and N250 (112.3 to 284.82%)
- xx. Tinubu:** May 31, 2023

Due to subsidy removal, prices of fuel were determined by Independent Marketers in different states of the federation b/w N488 and N600. In Akwa Ibom State, it was sold at about N535 at the NNPC Mega Station.

Source: Fuel Regime in Nigeria: Retrieved on 02 July, 2023.

Theoretical Framework

This study is adopting the following theories as its theoretical framework. They are the Fluid Theories of Electricity and the Porter's Value Chain Theory.

Fluid Theories of Electricity

Fluid theories of electricity are outdated theories that postulated one or more electrical fluids which were thought to be responsible for many electrical phenomena in the history of electromagnetism. The "two-fluid" theory of electricity, created by Charles Francisco de Cisternay du Fay, postulated that electricity was the interaction between two electrical 'fluids.' An alternate simpler theory was proposed by Benjamin Franklin, called the unitary, or one-fluid, theory of electricity. This theory claimed that electricity was really one fluid, which could be present in excess, or absent from a body, thus explaining its electrical charge. Franklin's theory explained how charges could be dispelled (such as those in Leyden jars) and how they could be passed through a chain of people. The fluid theories of electricity eventually became updated to include the effects of magnetism and electrons (upon their discovery).

Fluid Theories. In the 1700s many physical phenomena were thought of in terms of an aether, which was a fluid that could permeate matter. This idea had been used for centuries, and was the basis of thinking about physical phenomena, such as electricity, as liquids. Other 18th century examples of fluid models are Lavoisier's caloric and the magnetic fluids of Coulomb and Aepinus.

Two-fluid Theory. By the 18th century, one of a few theories explaining observed electrical phenomena was the two-fluid theory. This theory is generally attributed to Charles François de Cisternay du Fay. du Fay's theory suggested that electricity was composed of two liquids, which could flow through solid bodies. One liquid carried a positive charge, and the other a negative charge. When these two liquids came into contact with one another, they would produce a neutral charge. This theory dealt mainly with explaining electrical attraction and repulsion, rather than how an object could be charged or discharged. du Fay observed this while repeating an experiment created by Otto Von Guericke, wherein a thin material, such as a feather or leaf, would repel a charged object after making contact with it. du Fay observed that the “leaf-gold is first attracted by the tube; and acquires an electricity beapproaching it; and of consequence is immediately repelled by it.” This seemed to confirm for du Fay that the leaf was being pushed as a ‘current’ of electricity flowed around and through it. Through further testing, du Fay determined that an object could hold one of two types of electricity, either vitreous or resinous electricity. He found that an object with vitreous electricity would repel another vitreous object, but would be attracted to an object with resinous electricity. Another supporter of the two-fluid theory was Chrisitan Gottlieb Kratzenstein. He speculated also the that electric charges were carried by vortices in these two fluids.

One-fluid Theory. In 1746 William Watson proposed a one-fluid theory. On 11 July 1747 Benjamin Franklin composed a letter in which he outlined his new theory. This is the first record of his theory. Franklin developed this theory mainly concentrating on the charging and discharging of bodies, as opposed to du Fay, who concentrated mainly on electrical attraction and repulsion.

Franklin's theory stated that electricity should be thought of as the movement of a single liquid, as opposed to the interaction between two liquids. A body would show signs of electricity when it held either too much, or too little of this liquid. A neutral object was therefore thought to contain a “normal” amount of this fluid. Franklin also outlined two possible states of electrification, positive

and negative. He argued that a positively charged object would contain too much fluid, while a negatively charged object would contain too little fluid. Franklin was able to apply this thinking by explaining unexplained phenomena of the time, such as the Leyden jar, a basic charge storing device similar to a capacitor. He argued that the wire and inner surface became positively charged, while the outer surface became negatively charged. This caused an imbalance in fluid, and a person touching both portions of the jar allowed the fluid to flow normally. Despite being a simpler theory, it was heavily debated whether electricity was made up of one fluid or two for a century.

Porter's Value Chain Theory

This theory was propounded by Michael Porter in 1985. Michael Porter's value chain is a strategic business planning tool used to identify where competitive advantage arises in your business. It tracks the impact made on a product or service by every process from its start to delivery. The nine main stages of the value chain are grouped together as five primary activities and four support activities. Experts use this to identify how they can improve organizational effectiveness by improving the quality of internal activities. Primary activities include, **inbound logistics**: This involves the relationships with suppliers and activities required to receive, store and initially process inputs such as raw materials. **Operations**: The process of manufacturing or creating.

Methodology

The methodology adopted in this research was the Descriptive Survey design. Methods of enquiry included the primary and secondary methods of data collection. The primary method involved: personal observation and interviews to people considered to be aware of and conversant with the problem at hand as well as the use of questionnaire forms. On the other hand, the secondary method of data collection included: text books, journals, conference papers, government's official publication, newspapers, magazines and the internet.

Data Presentation, Analysis and Discussion of Findings

Data Presentation and Analysis

This section focused on data presentation, analysis and discussion on findings. The result of the data gathered from the questionnaires administered were presented and analyzed below. The simple percentage tables were used in presenting the result of data, while chi-square was used to test just the first hypothesis, due to space constraint.

TABLE 1: Analysis of questionnaire administered.

Respondents	Frequency	Percentage
Returned	382	95.5
Not returned	18	4.5
Total	400	100

Source: Field Survey (2023)

The table above indicates that out of 400 questionnaires administered to respondents, 382 questionnaires representing 95.5% were returned while 18 questionnaire representing 4.5% were not returned.

Table 2: Gender of Respondents

Sex	Frequency	Percentage
Male	165	43
Female	217	57
Total	382	100

Source: Field Survey (2023)

The above table shows that 165 respondents representing 43% were male respondents who returned the questionnaire while 217 respondents representing 57% were female respondents who returned the questionnaire.

Table 3: Age Bracket of Respondents

Age Brackets	Frequency	Percentage
Under 20 years	-	-
21 - 25	130	34
26 – 40	100	26
41 – 50	87	23
51 and above	65	17
Total	382	100

Source: Field Survey (2023)

The table above shows that 130 respondents representing 34% were between the ages of 21 to 25, 100 respondents representing 26% were between the ages of 26 to 40, 87 respondents representing 23% were between the ages of 41 to 50 while respondents representing 17% falls between the ages of 51 and above.

Table 4: Marital Status

Status	Frequency	Percentage
Single	183	48
Married	96	25
Widowed	58	15
Divorced	45	12
Total	382	100

Source: *Field Survey, 2023*

The table above show the marital status of respondent 183 (48%) of the respondents were single, 96 (25%) were married, 58 (15%) were widowed, and 45 (12%) were divorced.

Table 5. Level of Education

Level of Education	Frequency	Percentage
WAEC/SSCE	78	20
Diploma	72	19
B.Sc.	83	22
MBA/M.Sc.	82	21
Ph.D. and Above	67	18
Total	382	100

Source: *Field Survey (2023)*

The table shows the level of education of respondents. WAEC/SSCE 78 (20%), Diploma 72 (19%), B.Sc. 83 (22%), MBA/M.Sc. 82 (21%), Ph.D and above 67 (18%).

Table 6: Religion of Respondents

Religion	Frequency	Percentage
Christian	379	99.2
Muslim	3	0.8
Traditionalist	-	-
Total	382	100

Source: *Field survey, 2023*

The table above shows the religion of respondents. 379 respondents representing 99.2% were Christians, while 3 respondents representing 0.8% were Muslims.

Question 1: What are the implications of value chain on small and medium scale businesses in Uyo and Eket metropolis?

Table 7: Respondents View on the implications of value chain on small and medium scale businesses in Uyo and Eket metropolis.

Responses	Frequency	Percentage %
Strongly agreed	192	50
Agreed	90	24
Strongly disagreed	70	18
Disagreed	30	8
Total	382	100%

Source: *Field Survey (2023)*

The table shows that 192 respondents representing 50% strongly agreed that there are implications of value chain on small and medium scale businesses in Uyo and Eket metropolis, 90 respondents representing 24% agreed, 70 respondents representing 18% strongly disagreed while 30 respondents representing 8% disagreed.

Testing of Hypotheses

The chi-square statistical method was used in testing the hypotheses. In calculating the chi-square, the level of significance is given as 0.05

The degree of freedom (df) is calculated as:

$$df = (R-1)(C-1)$$

Number of row minus 1

Number of column minus 1

To calculate the chi square, the following formula is used:

$$X^2 = \sum \frac{(fo - fe)^2}{fe}$$

Where X^2 = chi square

fo = observed frequency

fe = expected frequency

Σ = summation

The expected frequency is calculated as

$$E = \frac{\text{Row total} \times \text{column total}}{\text{Grand Total}}$$

Rules of Decision

Where the calculated chi-square value is less than critical table value, null hypothesis will be accepted and alternate hypothesis rejected. But, where the calculated chi-square value is greater than the table values, the alternate hypothesis will be accepted. while the null hypothesis will be rejected. The hypothesis tested in this study is just hypothesis one due to space constraint. Data used for testing the hypothesis are obtained from the responses to the questionnaire distributed in the Uyo and Eket metropolitan cities of Akwa Ibom State.

Test of Hypothesis

Ho: There are no significant implications of value chain on small and medium scale businesses in Uyo and Eket metropolis

Table 1: Responses from Question one

Responses category	SA	A	SD	D	TOTAL
Male	98	28	47	11	218
Female	94	70	23	19	164
Total	192	90	70	30	382

Source: Field survey (2023)

To calculate for expected frequency

$$Fe = \frac{\text{Row total} \times \text{Column total}}{\text{Grand Total}}$$

$$\text{Cell a} = \frac{218 \times 192}{382} = 109.8$$

$$\text{Cell b} = \frac{218 \times 90}{382} = 51.4$$

$$\text{Cell c} = \frac{218 \times 70}{382} = 39.9$$

$$\text{Cell d} = \frac{218 \times 30}{382} = 17.1$$

$$\text{Cell e} = \frac{164 \times 192}{382} = 82.4$$

$$\text{Cell f} = \frac{164 \times 90}{382} = 38.6$$

$$\text{Cell g} = \frac{164 \times 70}{382} = 30.1$$

$$\begin{aligned} \text{Cell h} &= \frac{164 \times 30}{382} \\ &= \mathbf{12.9} \end{aligned}$$

CHI-SQUARE DISTRIBUTION TABLE

Cell	fo	Fe	fo - fe	(fo - fe) ²	$\frac{(fo - fe)^2}{fe}$
A	98	109.8	-11.8	139.24	1.27
B	28	51.4	-23.4	547.56	10.65
C	47	39.9	7.1	50.41	1.26
d	11	17.1	-6.1	37.21	2.18
E	94	82.4	11.6	134.56	1.63
F	70	38.6	31.4	985.96	25.54
G	23	30.1	-7.1	50.41	1.67
H	19	12.9	6.1	37.22	2.89
					$\Sigma x^2 = 47.09$

Source: Field survey 2023

$$\begin{aligned} \text{Degree of freedom} &= (R-1)(C-1) \\ &= (2-1)(4-1) \\ &= 1 \times 3 \\ &= \mathbf{3} \end{aligned}$$

$$\text{The level of significance} = 0.05$$

$$\text{Calculated value} = 47.09$$

$$\text{Critical table value} = 7.8$$

Decision: Since the calculated chi-square value of 47.09 is greater than the critical table value of 7.8 the null hypothesis is therefore rejected.

Conclusion: From the above, it is found that there are implications of value chain on small and medium scale businesses in Uyo and Eket metropolis.

Discussion on Findings

Out of the three Hypotheses postulated in this study, only the first one was subjected to statistical test due to space constraint. Therefore, the finding of the study was also a result of the first hypothesis tested. Based on that premise, hypothesis one (1) was tested using question one (1) from the questionnaire and it found that there are implications of value chain on small and medium scale businesses in Uyo and Eket metropolis. The questionnaire which was used in testing the hypothesis confirms to this as majority of respondents representing 50% strongly agreed that there are implications of value chain on small and medium scale businesses in Uyo and Eket metropolis. This finding is in consonance with the findings of renowned authors, particularly Petermann *et al.* (2011), who averred that there are implications of value chain on small and medium scale businesses in society. This led to accepting the alternate hypothesis and rejecting the null hypothesis that there are implications of value chain on small and medium scale businesses in Uyo and Eket metropolis due to recurrent power outages along Aba and Itu national grid.

5. Summary, Conclusions and Recommendations

Summary of Findings

The researchers were compelled by the recurrent power outages recently witnessed along Aba and Itu national grid that had thrown the entire metropolitan cities of Uyo and Eket, and their environs into total blackout thereby, impacting great negative implications on the socio-economic development of Akwa Ibom State as a whole.

The descriptive survey research design was adopted in the study. A sample of 400 respondents was selected from a population of 1,329,000 indigenes and occupants of the Uyo and Eket metropolitan cities using confidence interval of 5 and confidence level of 95% (0.05). A well-developed Likert-type scale was used for data collection.

The instrument was validated and found to be reliable. It was personally administered by the researchers. The data collected were analyzed with the use of descriptive statistics of frequency count and percentage tables. The first hypothesis only was tested using the inferential statistics of Chi-square (χ^2) at 0.05 level of significance. The results obtained showed that, there are implications of value chain on small and medium scale businesses in Uyo and Eket metropolis.

Conclusion

After assessing the recurrent power outages recently witnessed along Aba and Itu national grid that had thrown the entire metropolitan cities of Uyo and Eket, and their environs blackout thereby, impacting great negative implications on the socio-economic development of Akwa Ibom State as a whole, and arising from the finding made from this study, the researchers came to the following conclusions: that the importance of the having steady power supply in the metropolitan cities of Uyo and Eket, and their environs cannot be overemphasized. PHED should be equipped to carry out effective and efficient service delivery to the people. The National Assembly should make legislations that are favourable to the smooth operations of PHED, while the Federal and State Government should provide favorable conditions that would enable company to carry out their functions effectively.

To achieve the foregoing, government should practically be involved in reducing the cost of production; availability of electric power; accessibility of credit facilities and funding; reduction of political interference and politicizing the processes, removal of multiple taxation outlets; maintaining policy agreements; eliminating policy somersaults; curtailing intimidation of private sector workers in privatized enterprises by government officials; providing public enlightenment for citizens and beneficiaries of services; maintain an efficient feedback mechanism to measure performance of privatized enterprises and their service delivery; and a proper balance between a maximized profit motive and a service delivery orientation of the privatized enterprise will go a long way in bringing to reality the benefits of efficient provision of services and value chain.

5.3 Recommendations

Based on the single finding of this research, a recommendation was made thus: The Federal Government should accept the fact that there are gross negative implications of value chain on small and medium scale businesses as well as individuals in Uyo and Eket metropolis due to the incessant and recurrent power outages on the Aba and Itu National Grid. As such, federal government should equip and provide favorable conditions that would enable PHED to carry out effective and efficient service delivery to the people.

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FEDERAL GOVERNMENT TAX REVENUE AND ECONOMIC GROWTH IN NIGERIA

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Abstract

This research work ascertains the impact of tax revenue on the economic growth of Nigeria. The study goals are to determine the impact of customs and excise duties on Nigeria's gross Domestic Product as well as to investigate the impact of company income tax and the petroleum profit tax on the country's GDP. Secondary sources of data for the study included the CBN Statistical Bulletin and pertinent government publications. Ex-post facto research design was the method employed for the investigation. To test the hypotheses, ordinary least square regressions were used. According to the study, while the findings from the regression analysis support a moderate positive relationship between total tax revenue and GDP, they also underscore the complexity of this relationship and the need to consider other influential factors. Based on the findings of the research, it was recommended that; Policymakers should recognize that tax revenue alone may not be the sole driver of economic growth. It is crucial to consider the broader institutional and policy environment, including factors like governance, infrastructure development, and effective public spending, to maximize the positive impact of tax revenue on GDP. Maintenance of fiscal discipline and ensuring prudent management of tax revenues is essential. Governments should evaluate their tax policies to ensure they are conducive to economic growth.

1.0 Introduction

Any country's government is burdened with enormous duties, many of which are directly related to the revenue the government receives from various sources, including taxes. The Nigerian government depends heavily on taxes to fund its operations. Taxes, which are typically imposed by the government, must be paid by people or businesses to the government. Taxes are a key source of funding for the government and a big source of income. Being that taxes are a mandatory charge, they are viewed differently from other kinds of governmental income. Taxes were primarily enforced in the 19th century to generate money for the government, but today it is evident that they are utilised for a variety of other objectives as well.

The fact that taxation is a significant source of funding for all three tiers of government is crucial in assisting the government in achieving its macroeconomic goals. The government established laws as a procedure to exert control over taxation and tax collection, according to Abomaye (2017). In order to assist the country in achieving some of its economic and social objectives, including the provision of essential facilities and services like competent health care services, quality roads, among others, it is thus considered to be the redistribution of wealth from the private to the public sectors of the economy. The primary goal of a tax system is to produce adequate incomes to cover the government's vital expenditures on commodities, and tax is widely regarded as the most effective instrument for improving the public sector's capabilities and debt repayment (Okoye & Ezejiolor, 2014). Aside from the problems noticed in the taxation system in present time, the purpose of charging tax has not only been for revenue generation for the state but also a means for reallocation of wealth as well as regulation of the economy (Ojo, 2008). As a result, a tax system is regarded as a powerful tool that the government can employ to aid socioeconomic development (Mathew, 2014).

Due to lower crude oil prices and containment measures to prevent COVID-19 from spreading, Nigeria's economy in 2020 plunged into a recession, reversing three years of economic growth, although economic sustainability measures included in the Economic Sustainability Programme (ESP) prevented a much more serious decline, the real GDP in 2020 fell by 3%. Further inflationary pressure was caused by the elimination of fuel subsidies and increased electricity tariffs. In 2021 and 2022, the economy is forecasted to grow by 1.5% and 2.9% respectively due to an expected recovery in crude oil production and prices. An increase in non-oil revenues may be achieved through the ESP and Finance Act of 2020's economic stimulus measures (African Development Bank, 2021). It therefore cannot be overemphasized how critical it is for the economy to diversify into non-oil tax revenue to spur economic growth (Sam, Omese, & Akor, 2020).

Since Nigeria's independence, economic development has continued to be a persistent issue, despite numerous attempts to stimulate the economy that have fallen short of expectations. The issues of unemployment, a high mortality rate brought on by a subpar healthcare system, talent flight as a result of inadequate educational financing, a lack of essential facilities, a high rate of inflation, insecurity, etc. still exist in Nigeria.

An evaluation of the impact that tax income has on economic development is necessary given the presence of all these prominent issues and the recent decline in crude oil prices on the worldwide market. A critical analysis of the impact of taxation on Nigeria's economic growth is also required in light of the Federal Inland Revenue Service (FIRS) management's efforts and the various tax reforms implemented by the government to increase tax revenue and mitigate their projected effects on economic growth.

The purpose of the study is to evaluate the relationship between tax revenue and economic growth.

2.0 Review of Related Literature

Taxation

Tax is a mandatory, non-repayable remittance made to the government for products and services intermittently. It is normally paid by private businesses and consumers to the government (Agunbiade & Idebi, 2020). The government is empowered to control, administer and make provisions for law, rules, regulations and policies that will regulate and guide tax system so as to ensure all taxes are properly administered and all revenue generated is reimbursed to the government (Abomaye-Nimenibo et al., 2018). Nigeria's government being one of those countries that has the legal authority to impose any type of tax on its population at any rate it deems fit (Amadi & Alolote, 2019). Macek (2014) opinionated that utilizing taxation as a fiscal policy tool to help attain economic development is complex for developing countries as there is a reduction in the rate of tax revenue generated.

Classification of Taxes.

Taxes can be grouped into direct taxes and indirect taxes. Direct tax is a type of tax that is charged exactly on an individual or an organisation, and which the individual or organisation is required to pay by way of a notice known as an assessment notice. A taxpayer must have been informed of such tax payments. They are taxes that are remitted directly to the government by companies and individuals (Omodero et al., 2021). Types of taxes that fall under direct tax include Petroleum Profit Tax, Withholding Tax, Capital Gains Tax, Company Income Tax and Stamp Duties. Indirect tax are taxes whereby the tax burdens are not borne by the individuals or organisation imposed upon but are transferred to other individuals who will then bear the tax burdens. They are charged on goods and services where tax burden doesn't fall on the initial buyer but on the final consumers (Abomaye -Nimenibo, 2017b; Omodero, 2021). Indirect taxes include Value Added Tax, Custom and Excise Duties.

Economic Growth

Economic growth according to Dwivedi (2006) occurs when the rate of increase in output is more than the proportionate increase in the rate of population growth. In economic terms, growth takes place when a nation's production possibility frontier shifts forward; an indication of a rising standard of living or a rise in average real income. Every government aims at operating at this level of economic performance, a neoclassical model credited to Solow (1956) which posits that growth is dependent on capital accumulation that is needed to finance investment. Harping on this growth model, Nnanna (2004) documented that output growth correlates with capital accumulation, adoption of cutting-edge technology and efficiency in the using of resources. Economic growth also depends on financial institutions that can impact liquidity on the stock market, a window for economic growth.

Thus, economic growth occurs as the total output of goods and services produced in an economy over time increases (GDP) in real or nominal terms. However, leakages or black-market activities involving production that do not contribute to the total national output, such as production for family consumption, do not contribute to the GDP.

Economic growth is defined as an increase in economic activity that leads to an increase in a country's prospective GDP or productivity. It can also be defined as a long-term increase in per capita national output or net national product. It also means that the rate of rise in total productivity must be greater than the rate of rise in the population (Egbunike, Emudainohwo and Gunardi, 2018). When a country's production potential frontier (PPF) shifts outward, economic growth happens. Economic growth is also defined as an increase in output per capita. It therefore, it is a key government goal because it is linked to rising average real earnings and a living standard of country (Olapade, 2010).

Theoretical Framework

Harrod-Domar theory of growth

Investment is given a significant part in the process of economic growth according to the Harrod-Domar theory of economic growth. It emphasises the investment's dual nature in order to promote economic growth. In the first place, it generates income, and in the second, by boosting the economy's capital stock, it improves its potential for production. Real income and output will increase in this scenario as long as net investment is occurring. However, it is crucial that real income and output grow at the same rate as the productive potential of the capital stock in order to sustain full employment equilibrium levels of income from year to year.

According to the aforementioned Harrod-Domar economic development model, a country's economic growth rate is influenced by its level of savings, investment productivity, and capital stock. The Keynesian theory of taxation serves as the foundation for this study. This is because if high taxes are not levied, there would be a lack of government money, which will make it more difficult for the government to successfully fulfil its duties to the people. A situation like this could lead to a socio-economic crisis and its negative effects on the economy.

Empirical Review

Eze (2020) did this study to better understand how the real gross domestic product responds to tax revenues based on the contradictory findings of earlier research works on tax revenue and economic growth in Nigeria. The Federal Inland Revenue Service website and the Central Bank of Nigeria Bulletin, both from 2008 to 2019, were used to compile the statistics. Using the real gross domestic product as a stand-in, the independent variable of tax receipts was regressed against the dependent variable, economic growth. Except for Value Added Tax, which showed a negative and statistically insignificant relationship at a 5% level of significance, the results of multiple regressions using the Ordinary Least Square statistical technique showed a significant positive statistical relationship with real gross domestic product. It was suggested that the government broaden the tax base by building infrastructure that will help more businesses succeed in light of the findings and the unstable oil market prices, while pursuing accountability and transparency to prevent significant revenue diversification into the personal coffers of some dishonest tax officials.

Conflicting opinions have been expressed over the amount to which taxes have contributed to the growth of the Nigerian economy, according to Ewa, Adesola, and Essien (2020). The goal of their study is to ascertain how tax revenue affects the growth of the Nigerian economy. The study examined the effects of three tax revenue streams on economic development as measured by growth in the Gross Domestic Product (at current base prices) during the years 1994 to 2018: income tax from corporate profits, income tax from petroleum company earnings, and value added tax. With the use of SPSS 20.0, the study used the statistical method known as Ordinary Least Squares. The research found a strong correlation between the analysed tax income streams and the variation in economic development, with a coefficient of determination of 99.2%. Additionally, despite the study's findings that taxes on company profits and the value-added tax have a significant impact on GDP growth, taxes on petroleum

company profits have little to no impact on GDP growth in Nigeria because of the Organisation of Petroleum Exporting Countries' cap on the country's production and sales as well as the decade-long spikes in crude oil prices around the world. Also, the study revealed tax payers apathy to tax payment and presence of tax leakages due to corruption and administrative inefficiencies by the tax authorities.

In their 2018 study, Asaolu, Olabisi, Akinbode, and Alebiosu looked at the connection between tax collections and economic growth in Nigeria. The study used a descriptive and historical research approach, and secondary data from the Central Bank of Nigeria's (CBN) statistical bulletin and annual reports were gathered over twenty-two years (1994–2015). Value Added Tax (VAT), Petroleum Profit Tax (PPT), Company Income Tax (CIT), and Custom and Excise Duties (CED) were used to measure tax income as an independent variable. The dependent variable was Economic Growth (EG), which was proxied by the Gross Domestic Product (GDP). To ascertain the existence of a relationship between the variables, analysis was done on the data gathered using the Auto Regressive Distributed Lag (ARDL) Regression and various post estimations (Jarque-Bera test; Breusch-Godfrey LM and Ramsey Reset Test). According to the study's findings, CIT has a substantial negative link with economic growth ($P0.05$), although VAT and CED have significant positive relationships with it. PPT, however, did not significantly correlate with economic expansion. The study came to the conclusion that taxes play an indispensable part in the development of a nation. Taxation continues to be an effective socio-political and economic tool for promoting economic growth. In order to increase tax income and bring more people and businesses into the tax net, it is advised that the government completely reorganise the tax administrative machinery. This would reduce the incidence of tax evasion and avoidance to the absolute minimum. Additionally, tax income should be wisely used to create a climate that is conducive to company survival and economic development in Nigeria.

In their study published in 2021, Emmanuel, E.O. and Stephen, I.A. looked at the connection between tax revenue and Nigerian economic growth. Data was acquired via secondary methods in order to accomplish this goal. Petroleum profit taxes, value-added taxes, and corporate income taxes serve as proxies for tax revenue, whereas the gross domestic product serves as a proxy for economic growth. Stata software was used to analyse the data that was gathered. The analysis found that while Value Added Tax and Companies Income Tax (nonoil Tax Revenue) have a substantial link with Nigeria

Economic Growth, Petroleum Profit Tax (oil tax revenue) has a positive but insignificant relationship with Nigeria Economic Growth. The study suggests that government should reduce the widespread corruption and leakages present in tax administration in Nigeria, and transparently and wisely account for tax revenue generated through the provision of higher-quality public goods and services. The study also suggests that government should forego temporarily raising the rates of value-added tax and corporate income tax in favour of closely monitoring the operations of companies involved in the petroleum industry in order to reduce tax evasion.

Okpe, Duru, and Stella (2017) investigate the impact of tax income on Nigeria's economic expansion. The study's goals are to determine the impact of customs and excise duties on Nigeria's gross domestic product as well as to investigate the impact of company income tax and the petroleum profit tax on the country's GDP. Secondary sources of data for the study included the CBN Statistical Bulletin and pertinent government publications. Ex-post facto research design was the method employed for the investigation. To test the hypotheses, ordinary least square regressions were used. According to the study, the gross domestic product of Nigeria is not significantly impacted by the petroleum profit tax, corporate income tax, customs and excise duties, or any other tax. According to the study, given the recent decline in revenue from petroleum-related sources and the apparent gloomy outlook for oil globally, the government should pursue a strategic goal of diversifying the economy to boost economic growth and development. It should also work to improve the business environment because companies' income tax may be a viable complement to or even a replacement for the PPT.

3.0 Methodology

This study adopted both ex-post-facto research designs. It is ex-post facto given that the relevant materials will be gathered from such sources as textbooks, journal articles, the internet etc. Data for the study period 2011 –2021 were extracted from the Central Bank of Nigeria (CBN) Statistical Bulletin and the Federal Inland Revenue Services (FIRS), Economic Reports, Annual Reports and Statement. The data were analyzed using the Ordinary Least Squares (OLS) regression techniques using the SPSS package. The macroeconomic data (components of tax revenue and gross real domestic products) employed in this study includes total tax revenue from petroleum profit tax, company income tax, value-added tax, customs and excise duties and economic growth proxy by gross domestic product between 2011 and 2021. Increased tax revenue is expected to have a direct effect on the gross domestic product; hence

the model specification becomes:

$$GDP = f(TOTAL TAX REVENUE) \quad - \quad - \quad - \quad - \quad - \quad - \quad (1)$$

Its econometric expression becomes

$$GDP_t = \beta_0 + \beta_1 TTR_t + e \quad - \quad - \quad - \quad - \quad - \quad (2)$$

Where;

GDP = Gross Domestic Product (Proxy for economic growth)

TTR = Total Tax Revenue

β = Constant

β_0, β_2 = Coefficients attached to explanatory variables

e = Stochastic Error Term

4.0 Data Analysis and Discussion

Table 4.1: Data set

YEAR	TOTAL TAX	GDP
	REVENUE	
	(N'Billion)	(N'Billion)
2011	4,628.48	63,713.4
2012	5,007.65	72,599.6
2013	4,805.64	81,010.0
2014	4,714.56	90,137.0
2015	3,741.76	95,177.7
2016	3,307.46	102,575.4
2017	4,027.95	114,899.2
2018	5,320.89	129,086.9
2019	5,261.92	145,639.1
2020	4,952.22	154,252.3
2021	6,402.71	173,527.7

The table provides data on the total tax revenue and GDP of a country from 2011 to 2021. To assess the changes in these variables over time, we calculated the percentage change between consecutive years. Between 2011 and 2012, the total tax revenue experienced an increase of 8.20%. This was accompanied by a significant growth in GDP, which rose by 13.94%. However, the following year, from 2012 to 2013, there was a decline of 4.06% in total tax revenue, while GDP continued to expand, albeit at a slower rate of 11.52%. From 2013 to 2014, both total tax revenue and GDP experienced slight decreases. The total

tax revenue declined by 1.89%, whereas GDP saw a more modest drop of 1.31%. In 2015, there was a notable decrease of 20.64% in total tax revenue, while GDP continued to grow, albeit at a slower pace of 5.59%. The years 2016 and 2017 witnessed a significant recovery in total tax revenue, with an impressive increase of 21.91%. This positive trend was also reflected in the GDP, which rose by 12.03% during the same period. The subsequent year, from 2017 to 2018, saw further growth in both total tax revenue and GDP, with percentage increases of 32.14% and 12.46%, respectively. In 2019, there was a minor decline of 1.11% in total tax revenue, while GDP continued to grow steadily, increasing by 12.82%. The year 2020 witnessed a more substantial decrease in total tax revenue, with a decline of 5.85%, while GDP showed a modest increase of 5.93%. The final year of the data set, 2021, marked a substantial recovery in total tax revenue, as it experienced a significant increase of 29.37%. GDP also exhibited a considerable growth rate of 12.51% during this period.

In summary, the mean total tax revenue is approximately 4,837.87 N'Billions, with a minimum of 3,307.46 N'Billions and a maximum of 6,402.71 N'Billions. The mean GDP is approximately 114,448.82 N'Billions, with a minimum of 63,713.4 N'Billions and a maximum of 173,527.7 N'Billions.

Table 4.2 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.536 ^a	.287	.208	31707.547

a. Predictors: (Constant), TOTAL TAX REVENUE (N'Billions)

Table 4.3 ANOVA ^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3640724196.546	1	3640724196.546	3.621	.089 ^b
	Residual	9048316596.910	9	1005368510.768		
	Total	12689040793.456	10			

a. Dependent Variable: GDP (N'Billions)

b. Predictors: (Constant), TOTAL TAX REVENUE (N'Billions)

Table 4.4 Coefficients ^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	3474.715	57383.308		.061	.953
1 TOTAL TAX REVENUE (N'Billion)	22.702	11.930	.536	1.903	.089

a. Dependent Variable: GDP (N'Billion)

The analysis reveals a moderate positive relationship between the two variables, as indicated by the correlation coefficient (R) of 0.536. This suggests that as Total Tax Revenue increases, there is a tendency for GDP to increase as well. Approximately 28.7% of the variance in the GDP can be explained by the Total Tax Revenue, as denoted by the coefficient of determination (R Square). However, the adjusted R Square value of 0.208, which considers the number of predictors in the model, suggests that the predictive power of the model may be somewhat limited. The ANOVA table further evaluates the overall significance of the regression model. The F-value of 3.621, with a significance level of 0.089, indicates that the model has some explanatory power, but the result is not statistically significant at conventional levels (e.g., $p < 0.05$).

Looking at the coefficients table, the constant term (intercept) is 3474.715. However, its high standard error suggests that it is not statistically significant. On the other hand, the coefficient for the predictor variable "Total Tax Revenue (N'Billion)" is 22.702, indicating that for every one-unit increase in Total Tax Revenue, the GDP is estimated to increase by 22.702 units. The standardized coefficient (Beta) of 0.536 demonstrates the moderate positive effect of Total Tax Revenue on GDP after accounting for the scale of the variables.

The findings from the regression analysis, which examined the relationship between Total Tax Revenue and GDP, provide valuable insights that can be discussed in relation to current empirical literature. The moderate positive relationship observed between Total Tax Revenue and GDP aligns with previous research in the field. Several studies have explored the impact of taxation on economic growth and have found evidence supporting the notion that higher tax revenues can contribute to economic expansion. For instance, research by Asaolu, Olabisi, Akinbode and Alebiosu (2018) found that increased tax revenues, when utilized effectively by the government, can stimulate investment, infrastructure development, and human capital formation, leading to higher GDP growth rates.

However, it is important to note that the results of the regression analysis did not reach statistical significance at conventional levels. This highlights the need for caution when interpreting the findings and suggests that there might be other factors at play that influence the relationship between Total Tax Revenue and GDP. Recent literature has emphasized the significance of factors beyond tax revenue in explaining economic growth. These studies suggest that the impact of tax revenue on GDP might be contingent upon the broader institutional and policy environment in which taxation operates.

Furthermore, the relatively low adjusted R Square value of 0.208 indicates that the regression model, which includes only Total Tax Revenue as a predictor, explains a modest proportion of the variance in GDP. This finding underscores the need to consider other factors such as labor productivity, technological advancements, trade policies, and macroeconomic stability, which have been identified as crucial determinants of economic growth in the existing literature.

4.0 Conclusion and Recommendations

In conclusion, while the findings from the regression analysis support a moderate positive relationship between Total Tax Revenue and GDP, they also underscore the complexity of this relationship and the need to consider other influential factors. The current empirical literature emphasizes the role of governance, institutions, and complementary policies in shaping the impact of taxation on economic growth. Future research could explore these factors in greater detail to provide a more comprehensive understanding of the relationship between tax revenue and GDP in the specific context of the analyzed country.

Recommendations

- I. Policymakers should recognize that tax revenue alone may not be the sole driver of economic growth. It is crucial to consider the broader institutional and policy environment, including factors like governance, infrastructure development, and effective public spending, to maximize the positive impact of tax revenue on GDP.
- ii. Governments should evaluate their tax policies to ensure they are conducive to economic growth. This evaluation should involve an assessment of the tax structure, rates, and administration efficiency. Additionally, policymakers should consider the potential trade-offs between increasing tax revenue and incentivizing private investment and entrepreneurship, as excessive tax burdens can hinder economic growth.

- iii. Maintaining fiscal discipline and ensuring prudent management of tax revenues is essential. Governments should focus on efficient and transparent public spending, with a priority on investments that have a high potential for stimulating economic growth, such as infrastructure, education, and innovation.
- iv. Taking a long-term perspective is crucial when formulating tax and economic policies. This involves considering the sustainability of tax revenue sources, the potential impact of tax reforms on investment and productivity, and the alignment of tax policies with long-term development goals.
- v. International Comparisons: Conducting comparative studies and benchmarking the analyzed country's tax revenue and GDP performance against similar economies could provide valuable insights into best practices and policy recommendations.

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