

Assessing the Impact of Information Technology (WWW) on the attainment of Positive Corporate Image (PCI) to enhance re-election bid of incumbent Public Officers in Nigeria

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Abstract

This paper was born out of pragmatic attempt by the authors to assess what factors influence “Positive Image” of incumbent public officers, the role of IT in reinforcing, maintaining and sustaining positive image and its concomitant re-election fortunes; what voters consider effective metrics for measuring performance of public officers; the factors that influence the swaying of votes in favour of the incumbent if election administration is transparent. Another important issue considered critical for public interest is the non-infrastructure development of Local Government Areas (LGA) in spite of huge budgetary allocations by the Federal Government. These questions were motivated by the citizens’ desire for effective, credible management and administration of the geographical entity called Nigeria. One thousand sample questionnaires were distributed via the internet and through personal contacts. The returned questionnaires were subjected to statistical analysis using Analysis of Variance Technique (ANOVA). The results of the analysis revealed that false image laundering for non-performing incumbent public servants is the most critical negative factor that can damage positive image and cause electoral misfortune. It was also observed from the analysis that Nigerians are not satisfied with the performance of the present political dispensation. Deployment of information technology can help political office aspirant to create positive image and enhance electoral fortunes. It was recommended, therefore, that those incumbent public officers seeking re-election must be mindful of the identified negative factors and begin early enough (preferably after the first election victory) to create positive public image to enhance and consolidate public legitimacy and influence electoral victory at the polls. Nigerians are getting wiser politically and it may not be business as usual in the forth coming political dispensation. The WWW was seen as a crucial tool to drive positive image and election campaigns. Therefore, aspiring political office holders should hire IT consultants to build formidable web presence if they are to make any meaningful impact at the polls.

1.0 Introduction

“Image” is the general impression of an organization gained and held by its own employees or by the public at large, based on the presentation of its activities and the reputation of its products. According to Nicholas L. [1] “Image is the picture a company’s audience has of it. It is determined by all of the company’s actions”. According to Osuagwu et al [2], it is an

1.1 Exposing the Properties of “Image”

An organization can and may acquire six types of Images – *Mirror current, wish, multiple corporate and ultimate Images*. A mirror image is one held by people inside the organization. This type of image is usually biased, since the firm tends to think that its activities should earn for them, a good public image, based on their own perceptiveness of the type of service they render to the community. *Current image* on the other hand is one held by outsiders based on the false knowledge of what the organization represents. Thus, current knowledge needs to be constantly monitored. A *wish image* is a desired image applied to a new organization with no defined image. A multiple image is one of too many cooks spoiling a sauce! This happens when individual members of the firm create courses that have no defined direction. It may be the consequences of variegated cultural background of members of the internal coalition, individual goals which may differ from the corporate goal. *Corporate images* are the total reflection of a firm’s character, policies, product, and personalities. The *ultimate image* is one that

organization’s ability to create acceptable outcomes and actions. It has something to do with effectiveness which is an external standard of how well an organization is meeting the demands of the various groups and institution that are concerned with its activities. It has something to do with the firm’s public or subgroup legitimacy attainment

is utopian and illusory which may be difficult to attain in reality.

2.0 Building an Effective Image for the States and L.G.A.

The States and Local Government Areas remain the second and third tiers of government in the current constitutional governance. The State and LGA administrations should be very close to citizens who voted them into office. Effective *current image* building can only be created when the activities of the States and Local Government Areas affect positively the life of the people. It is not to be achieved through mere mass media propaganda. A Survey of all the Local governments in Imo state under Governor Achike Udenwa’s regime may reveal the pathetic state under which the people lived. - poor movement of cash, bad roads, lack of electricity, social infrastructure, local quality primary, local hoodlums who harass innocent citizens without effective police force. States and Local Government Areas can begin to build *effective current image* by solving the problems that has taken the communities hostage. This requires proper planning and budgeting. The former

President of Nigeria, General Obasan (retired) known as Uncle Sage, had consistently maintained that both States and Local Government under his administration had been provided adequate statutory budget allocation that could make them perform. For the LGA boss who wants to write his name in gold, it is possible to plan for his three-year-tenure how many kilometer strategic roads to be tarred. He can invite bids after mapping out roads so critical to effective functioning of the constituent communities. He should ensure there is a functional bore-hole in all the wards.

It is possible to organize a central solar plant for generating electricity in his Local Government Area and plan for the distribution. Solar powered wells can be planned for the villages. A pragmatic Micro Audit scheme could be organized to assist traders and small industrialists to contribute

3.0 Managing the Corporate Image

You do not manage what you do not have. You must first build an image, and then you plan to manage the image you have built. As has been articulated in 2.0 above Local Government Areas must provide the desired services that should uplift the living standards of their people. Such *effective current image* once developed can be managed for sustenance through the mass media.

Below is a diagram portraying the nine recognized main media and subdivision for informing your public? These media should be used in sensitizing the people about the activities of the States and Local Government Areas. A recent technology is the development of Web site in the Internet

to GNP. This can motivate a snow-balling effect at the State and Local Government Areas. This will create Micro and Macro economic growth with its concomitant improvement on the living standards of the people. Good works they say, speak for themselves – it is a better image building to provide for the *well-being* of the community than to orchestrate *propaganda of falsehood* while the States and Local Government Areas Administration are busy sharing the bumper allocation from the Federal Government amongst themselves instead of using such resources for the up-liftment of their people. Effective central vigilante group, properly armed, can be organized to safeguard life and property and provide the desired stability in investment and economic growth.

for citizens living outside the LGA, State or Nigeria. *Sons of the soil* could get to know how their States and Local Governments are performing. The pictures painted on the net should reflect the reality on the ground, otherwise like Elaine Pints (1993) rightly pointed out, “*No amount of communication, however cleverly Constructed, will long sustain public support for a questionable cause, because contrary to the perceptions of some public Relations cannot generate public support for policies and practices which, in the long run, are contrary to the public interest*”. It is therefore questionable policies and actions that give room for grapevines and gossips. This will be damaging to the corporate image and

devastating if not controlled promptly. Where government undertakes activities which is contrary to public opinion or gets involved in enriching themselves while the governed continue to be impoverished, this will breed rumour and this rumour may be reinforced if there is not clear cut PR policy to moderate it. The ultimate result is disparagement of government, its officials and activities. A *negative image* could be created if the Website is taken to promote non-existent projects like what happened during the regime Governor Ohakim. The Web site could also be used to provide sons-of-soil information on the problems confronting the State and Local Government Areas which require contributions from them for solution. Recent National Assembly reports put the total sum of fund repatriated by Nigerians in the Diaspora to \$600,000,000. They could support their state and Local Government via donations if the LGA Boss and the Governor has achieved some level of legitimacy based on performance. Other new technologies include video conferencing, Tele-conferencing which would be used for inter-group communication without physical link.

States and Local Government Areas Administration should annually organize *peoples' forum* where the administration will be praised or criticized for its activities. This will enable the administration to assess its *current image* and plan areas of improvement. During the year, the States and Local Government Areas Boss should plan Ward to Ward visit to evaluate

problems confronting each community and propose means of providing some relief to such problems. These visits will help bring the States and Local Government Areas Administration closer to the people. Publication of monthly State or LGA Journal or Newsletter may create room for corporate cohesion.

It is possible to make a budgetary provision for the payment of school fees for indigent primary and secondary schools students of the State and LGAs from the bumper allocation from the Federal Government. Current Imo State Governor (Rochas Okorocho) is exemplary. This arrangement if properly implemented without nepotism will greatly affect the *current image* of the States and LGAs positively.

3.1 Managing What to Say and How To Say it Through The Mass Media

Communication is the means by which someone called “source” transmits information to a person or groups of persons called “receiver”. What is transmitted may be view attitude and ideas. Thus, the components of communication include source, the message, the channel, the receiver and feedback as graphically represented below in Figure 1. Communication is complete or effective if the medium of transmission (eg. Language) is clearly understood by both the sender and receiver and a feedback signal is returned to the sender.

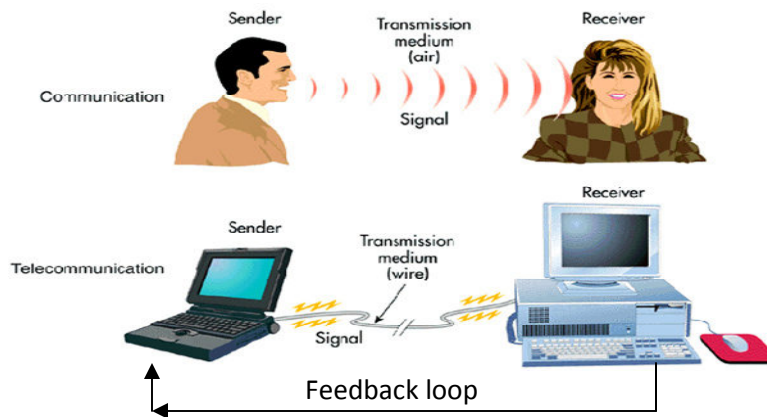


Fig. 1: Human communication and telecommunications

What this means is that for any media campaign, the choice of media is critical and the language of transmission must be one that will relay the right message to the understanding of the receiver. When a receiver appreciates the message, he must send back a signal in the form of response to issues at stake.

The role of public image building for the State and LGAs belong to the Public Relations Unit whose activities include: advising top management on policy options, participating in policy decisions, planning public relations programmes, listening to speeches, making speeches, writing speeches for others, attending meetings, planning and conducting meetings, planning and managing conventions and conferences, preparing publicity items, talking to reporters and editors, doing research on public opinions, planning and managing events, conducting focus editing in-house journal, supervision of bulletin boards, directing films, planning and producing exhibits for demonstration and undertaking any activities that involves contact with the public. These activities coincide with the definition of Public Relations (PR) – deliberate planned and sustained effort to

establish and maintain mutual understanding between an organization and its public.

Whatever the PR Unit does must comply with the overall policy of the administration. Words must be properly chosen to describe events and situations without ambiguity. However there are ten vital areas of corporate communication which the chief Executive cannot delegate (James E. Arnold [3] – Communicating a corporate identity sharing core values, conserving and Enhancing corporate Reputation, Managing relationships, Driving the strategic communication plan, providing soft items, Anticipating and managing crisis and orchestration of mega marketing trust.

Given the various challenges facing the States and LGAs in the modern democratic dispensation, the PR Unit must perform the following roles towards effective *current image* building:[11]

1. Appropriate Counseling at the Grass-roots level on the sociological variations between urbanized and rural community expectations.
2. Analysis of future trends and prediction of possible consequences. This is critical in such issues as rural-urban

migration, and the need for improved living in the rural communities.

3. Public Opinion research on attitude and expectations.

4. Prevention of conflicts and misunderstanding, arising from ideological orientations of political parties in government and opposition.

5. Promotion of mutual respect and social responsibility between the modernization of the politician, and the customs of the traditional ruling classes.

6. Harmonization of the corporate interests of the LGA with the interests of its target public bearing in mind that LGAs were created to bring development nearer to the grassroots.

7. Promotion of Local Government Services.

8. Maximization of political gains or economic profitability of Local Government's investments.

9. Promotion of good Councillor/employee relations such that employees become good ambassadors of the Local Government Area.

10. Promotion of good relations with the State and Federal Government through close liaison with the inter-government council whose role include the reduction of friction between the three tiers of government.

11. Enhancement and sustenance of good relations with the various media of mass communication to support the development plans of the Local Government Area.

3.2 Legitimacy as Tool for Image Building, Domination and Authority

The theory of legitimacy presupposes that domination designates the control of a limited number of individuals over material resources of society and over the access to positions of political power [4]. Legitimacy confers authority on a system of domination, making its decisions regarding policies,

priorities or the allocation of resources *sacrosanct*. If citizens perceive institutions, procedures, and ruling groups as legitimate, tensions and instability arising from the gap between official and individual interpretations can be absorbed.

Thus, scarcity, deprivation, and frustrated aspirations can be swallowed only if the reasons to do so are adequately concerning. A citizen's belief in the legitimacy of a political system will enhance his willingness to tolerate short-comings of the present political order. Legitimacy once established, serves as the most effective justification for the manner in which political power is exercised. However, challenges to governmental systems that question their legitimacy are the most damaging. It is an accepted axiom that the popularly acknowledged legitimacy of governmental systems permits the successful forwarding of the claim that governmental decisions are *normative* and therefore *obligatory*. This legitimacy induces *voluntary submission* to domination. It has been found that the greater success dominant groups have in nurturing and reinforcing belief in the legitimacy of a system, the less *resistance* they will face in the exercise of their power. Easton [5] supports this view by pointing out that and inculcation of a sense of legitimacy is probably the most effective device for regulating the flow of diffuse support in favour of the authorities of the regime. The most stable support will derive from the conviction on the part of the members that it is right and proper for him to accept and obey the authorities and to abide by the requirements of the regime".

This congruence between the citizen's perception of the right and the actual performance of the government reinforces a system's claim to legitimacy. What is critical here is that the belief in legitimacy results to political domination even if particular policies are contrary to the interest

of citizens. Legitimacy therefore permits a relatively stable margin of operation and error.

4.0 Different Roots to Attaining Legitimacy

A Legitimizing ideology according to Hanna Arendt [6] is a functional prerequisite for political system's stability. The existence of a political system over a long period of time can contribute to that System's acceptance by the population, and continued efficiency of its operation can induce compliance [10]. According to Weber [16], each political system justifies itself by appealing to its legitimating principles. For this appeal to be successful, the content of the appeal must correspond to the values, interest and motivations of the members of the political community. He said "*genuine legitimate rule*" requires at least a minimum of voluntary compliance. Legitimacy is ascribed to the social order by citizens instead of being produced by political system itself; a political order is valid only insofar as validity is bestowed on it by the individual. Thus, political domination is stable only if it is based on legitimating principles, principles which he describes as traditional, charismatic or legal-rational. Weber maintained that legitimacy can be found in belief in legality, ethical or esthetic values, laws and procedures may be treated as legitimate because they derive from voluntary agreement of the interested parties imposed by an authority which is held to be legitimate and therefore meets with compliance.

Friedrich [15] has proposed that the ruler who improves the standard of living of his people is considered to be legitimate. In contemporary pedagogical discussions on the issue of domination, efficiency is viewed as a legitimating as well as organizing principle. Thus, democratic legitimacy in

modern States is subject to performance tests, especially in the economic reason. The citizen's belief in the legitimacy of the political system is determined by the actual performance of the system. Lipset [7] supports this view by proposing that the stability of a modern society hinges on economic development and on effectiveness. If the government is effective, the citizens would consider domination legitimate. Thus, from a technocratic point of view, legitimacy based on efficiency could be sustained through the control or restructuring of expectations when the system fails to operate efficiently. In the United States, large segments of the population are more concerned with efficiency than with issues focusing on legality, manual principles, or social goals.

5.0 Sustenance of Legitimacy

Contravening political system must continually sustain its legitimacy. Talcott Parsons [8] has suggested that an institutional arrangement of society can be maintained if the social system can provide the population with adequate material and cultural resources. The fulfillment of psychogenic needs is a requisite for system stability. However, the critical ingredient for the support of the political order is the subjective commitment of the population that is instilled by a society's cultural institutions. To summarize, Legitimacy can be effectively sustained if

- a. material needs are met
- b. the political system can effectively influence public communication.
- c. Support from the cultural strata is available, and
- d. Supportive values of the population at large can be regenerated [9].

It is critical that the psychogenic needs of the politically relevant groups have to be fulfilled, i.e the needs of those group whose cooperation in the economic process is an

absolute necessity. The political system must engage in effective impression management (image laundry) to prevent other institutional arrangements from being considered by the public as meaningful alternatives. The impression management can be executed through the tool of constrained communication. The government can successfully contain public discussion by withholding information, misleading the public about its intentions, or suppressing evidence that sheds an unfavorable light on its policies or that reveals truths about a society that would profoundly disrupt it. These tactics may fail where government allows independent news media which can be involved in proactive and investigative journalistic research.

To avoid social and political conflicts, elected State Governors and Chairmen of LGAs should provide psychogenic relief to the electorate and adopt “effectiveness” as their watchword. That is the only way legitimacy can be acquired. *Ascribed legitimacy* has been weakened in modern political thought. A strong Legitimacy attainment reinforces good Corporate image and enhances voluntary compliance by the electorate.

5.1 The Role Information Technology in the Maintenance and Sustenance of Legitimacy Campaigns and Effective Use of Websites

How can you employ new technology to increase legitimacy? Internet technologies such as email, Facebook, Twitter, blogs, and text messages are beginning to be used for political purposes — both for those in power, and their constituents. The Obama administration made frequent use of such technologies to further his initial election campaign, and it is using it now that he is in office, at least to some extent, to try to be more transparent, and therefore more legitimate. These technologies can also be

used as a way to motivate social movements to bring pressure on sitting regimes to reform their behavior or face removal.

Facebook, for example, is said to have played a major role in the overthrow of President Mubarak in Egypt. The hope is that the replacement regime will be more legitimate. If this occurs, the use of technology can be credited with an increase in legitimacy in that country. There should be many ways to use technology that is far short of revolution. The Internet is a great democratizing institution — it lets far more people see and know much more than used to be possible. This can be used for good or for bad, however, as information can be disseminated to do either good or harm. The organization WikiLeaks is a good example of the trickiness of this issue. Founded in 2006, the organization became known world-wide in 2010 when it released about 500,000 government documents — some of them previously secret — about the US wars in Afghanistan and Iraq. This certainly did increase the transparency of the U.S. government's activities in those wars, but what was shown was thought by many to significantly decrease the legitimacy of both of those actions and the U.S. government itself. Others thought the only organization whose legitimacy was tarnished was Wikileaks and other media organizations who republished those documents. This is an example of how generally good goals, such as transparency, can have bad outcomes, if (for instance) the release of documents puts people's lives at risk by publishing the names of people who collaborated with or inform the US government [19]

5.2 Public relations via the internet and mass media.

A unique website could be developed for the political office seeker. That site maintains regular news update on the politician. It should be built dynamically so

that the public and feed the site with information as in wikipedia. Such inputs may help the politician to amend strategic and tactical strategies.

5.3 Blogging and social media:

These include Blog sites, twitter and social media sites such as Face-book, WhatsApp etc. These are good media tools to popularize a political office seeker because millions of people maintain presence in them as a social media. A blog (short for the expression web log) is a discussion or informational site published on the World Wide Web and consisting of discrete entries ("posts") by the public

5.4 Web and television debates

President Obama used this very effectively. Issues of national importance were presented to the public view through presidential debates which gave him good advantage and eventual victory at the last presidential election. It is a good tool where there is challenge and national issues need to be made clearer for the electorate to make their choice of who leads them in the next dispensation.

5.5 Web as tool for Revolutions

The web is the cheapest and most effective means of both peaceful or violent revolution. The case of Egypt, Syria and Iraq are living examples of how effective coordination of peoples opinion can lead to social change

5.6 The Web and Direct Advertising

The success of any modern business cannot be achieved without web presence. Most corporations today are depending on the web for direct advertising to consumers via Google adsense etc. Whatever you are doing today, web presence determines if you will or will not succeed.

5.7 The Web and opinion polls

Every political office seekers need to pay credible consultant to conduct opinion polls of the probability of success or failure in the people parliament. Most opinion polls in the US have reflected the outcome of elections and is considered a viable tool for feeling the pulse of the people. It is cheapest to let citizens complete the polls through the internet. A program would be written to summarize the results after a deadline is provided for electorate who would like to participate.

5.8 Webinars – web seminars and Workshops

Politicians can organize web seminars and workshops to iron out burning national issues without spending huge sums of money paying for consultants and halls.

6.0 The Convergence scenario for IT and the mass media technologies

New media technology is rapidly evolving in the media industry and the practices of mass communications. New media technology is the application of digital (computer) technology to mass communications. In a few short years, two main factors associated with the technology have changed the media landscape. The Internet emerged as a communication medium. Even though the Internet is still in its infancy, its impact on society, commerce, and the government is already phenomenal. In addition, the interactivity and immediacy inherent in digital technology have changed the models of media production and business for all media. Traditional and new media incorporate characteristics of and influence each other; that is, media converge. As such, it is becoming increasingly important for mass communications students to understand new media technology and the challenges it brings to the media industry. This paper

presents information on new media technology that could be used by the School of Journalism and Mass Communications of any university in developing the graduate level seminar in new media technology. The research compiled in this paper indicates clear trends in course curriculum as well as theoretical and practical perspectives on new media technology. Information was gathered from a review of literature, a sampling of new media technology courses including instructor commentary, and consultations with media professionals.

6.1 Some Historical Benchmarks

Digital communication is rooted in the development of electronics. From the 1830's to present time, media technology developments include telegraph, telephone, radio, television, and the Internet. Excepting the telegraph, all of these continue to evolve with computer technology. Traditional, non-digital communication, such as print, is also influenced by new media technology. The final product is paper, but the production processes use some combination of digital graphics and photographs, computer databases, and so on.

New media technology is also changing time scale on the introduction of new developments. In contrast to the 300 years it took the printing press to start mass-producing [17], the World Wide Web entered the consciousness of the masses in 1994 (Pavlik, 1998, p. 38)[18], within a few decades of the invention of computing. In this short time, computer technology has changed the model of mass communications.

6.2 Current Theories

New media technology theory began around the same time as the introduction of the computer. The trend of these theories is to examine the interplay of traditional and new media and to discuss the cultural impact of new media. The interplay and associated

new developments is referred to as media convergence. Marshall McLuhan, an early theorist, said new forms of media result from the integration of multiple media [19]. Similarly, [20] said that traditional forms of media change in response to emerging new media. New media improve upon or remedy prior technologies [21]. Existing media are mixed and repurposed into new forms; media converge. Moreover, media development today is the convergence of different media industries and digital technology to produce multimedia [22].

Additionally, new media technology has changed the flow of communication from a linear to a three dimensional form of information. The roots of this philosophy lie in hypertext, which is a method of organizing and presenting information on a computer in an order at least partially determined by electronic links (hyperlinks) the user chooses to follow [23]. Thus, mass media grows from one way communication to incorporate interactive communication. Interactivity allows feedback to enter the system as every stage of the communication process, from acquiring and processing to storing and distributing. "As our ways of storing manipulating, and retrieving information change, so too do our perceptions of the world (Purves, 1998, p. [24]. Much of our perception of the world is determined by our access to information.

New media technology introduced two major differences in media access. Time and geographic distance are insignificant with satellite and computer networks. The same hardware offers limitless channels of distribution that come without centralized control. These technological changes initiate new culture. McLuhan described this as the "global village" in which electronic communication would break down the barriers and obstacles encountered in traditional media by allowing people to see, experience, and understand more [25].

Similar to McLuhan, Bolter and Grusin explain that we define ourselves through our media. In traditional media, the audience understands the content from the producer's point of view. Interactivity allows the user to have controls over how and what content is viewed. Note how even the role of the audience has changed as reflected by the term "user." This operational freedom is significant to our culture because it corresponds, "to various attitudes about the role and value of the individual [26]. While media do not determine cultural or individual identity, the technology influences how we see ourselves and the world we live in.

6.3 Media Profession

Similar to overall culture changes, the media profession changes as it is influenced by technology. The technology once handled by specialists and consultants is becoming part of all media professionals' jobs. Magazines, television programs, and newspapers are publishing on the Internet in an attempt to "cross benefit" by having two media products [27]. Media professionals must also understand some practical theory of new media technology. As an example, print and broadcast journalism are changing as length of story becomes less of an issue due to the incorporation of hyper linking 4) [28].

Only some media professionals will choose to become technically fluent and produce new media. However, most media professionals can expect their job duties to rely more and more heavily on experience in and knowledge of practical uses of technology (technical literacy) in producing both traditional and new media. Thus, this convergence has introduced much contemporary thought on new media technology, its uses, and its societal relevance. It seems clear that our notions of

mass communications studies must include new Internet and computer technology .

7.0 Questionnaire administration

The questionnaire administered to the public is found in Appendix 1. Three thousand questionnaires were distributed via the internet and face to face contact. The distribution spread was stratified thus: Professionals 1000, Students = 1000 Traders = 500, Senior and retired citizens 500. Total = 3000 questionnaires were distributed in Nigeria, approximately 82 in the 36 states + FCT. Case study = Nigeria. Scope – pilot study. Medium of assessment – the internet/and hand distribution

7.1 Research Questions and Hypothesis

Research Questions

1. To what extent does the performance of incumbent public officers affect their positive image and its concomitant re-election fortunes?
2. To what extent can effective deployment of Information Technology (for real not fake performance) impact on incumbent officer's re-election bid?
3. What do citizens want from LGA chairmen and Governors of states for them to be considered *performing and effective* and which can influence votes in his favour during his quest for re-election, if election conduct is transparent?
4. Does the party of a performing governor/LGA chairman belongs affect his re-election bid?
5. Has non-direct delivery of LGA budget from the FG anything to do with the inability of LGA chairmen to develop local governments infrastructurally?
6. Can Nigerians say unequivocally they are comfortable with the present democratic dispensation?
7. Does the religious sect an incumbent governor/chairman of LGA belongs affect is re-election fortunes?

8. Can the sincere “Fear of God” attribute of an incumbent Governor/Chairman of LGA sway votes in favour of the incumbent?

7.2 Hypothesis Formulation:

Ho1 Huge and expensive media campaign for *false performance and image laundering* does not affect a re-election of an incumbent governor/chairman of LGA if election conduct is transparent.

Ha1 Non-performance and *false image laundering* will negatively affect the re-election bid of the incumbent Governor/LGA chairman if election conduct is transparent.

Ho2 Effective deployment of Information Technology particularly the use of websites for election campaign may NOT reinforce positive image and has NO Impact on re-election bid.

Ha2: Effective deployment of Information Technology particularly the use of websites for election campaign may reinforce positive image and impact positively on re-election bid

Ho3: Citizens do not care if the Governor/Chairman of LGA is performing so far as he shares money to political associates and voters.

Ha3: Citizens are keen to elect Governor/State LGA chairmen that are zealous in providing the basic needs of citizens such as water; road net work, control of house rents, and support for agriculture for food wage, job creation via positive public policy, foreign investment attraction or industrial development etc. (provision to the population with adequate material and cultural resources).

Ho4: The political party of an incumbent performing governor/LGA chairman belongs does not affect his re-election bid.

Ha4: The political party of an incumbent performing governor/LGA chairman belongs does affect his re-election bid.

Ho5: Non-direct delivery of LGA budget from the FG has nothing to do with inability of LGA chairman to develop local government areas infrastructurally.

Ha5: Non-direct delivery of LGA budget from the FG has something to do with inability of LGA chairman to develop local governments.

Ho6: Nigerians are not satisfied with the present political dispensation

Ha6: Nigerians are satisfied with the performance of present political dispensation.

Ho7: The Denomination and religious sect the prospective governor/LGA chairman belongs *does not* affect voter’s choice of who wins the election in a transparent election.

Ha7: The Denomination and religious sect of the prospective governor/LGA chairmen belongs *does influence* Voter’s choice of who wins the election in a transparent election.

Ho8: Fear of God by a prospective Governor/LGA chairman does not affect the choice of voters of a new Governor/LGA chairman.

Ha8: “Fear of God” by a prospective Governor/LGA chairman does impact positively on our choice of a new Governor/LGA chairman.

This also scored 0 and implies that this is not important in deciding who wins an office.

7.3 Data Presentation and hypothesis Testing

Data Presentation and Analysis

The table and results presented hereunder were obtained following the following method:

Mean of Returned questionnaire by respondents were: $P+S+T+SRC/n$ where $n = 4$ groups. The mean response came to be 570. We went ahead to multiply mean weight of the scores $(4,3,2,1,0)/n$ where $n =$ the number of choices by respondents on a question..

If there is one entry (say 4 which is the highest positive or negative score), this 4

will be multiplied by 570 to get the weighted score for a question/hypothesis. If respondents score 2,3,4, we take the mean which is $9/3$ entries = 3 to multiply 570 to get the weighted score.

To test the hypothesis proposed, we structured the questions into four clusters. We then pulled two variables - mean returned questionnaires and weighted score and conducted ANOVA on it. The acceptance or rejection of the hypothesis is based on the result of the ANOVA analysis conducted along with their p-values below:

Table 1: Analysis of Respondents

Groups	No of Q Administered	No. Returned	%Returned
Professionals	1000	750	75
Students	1000	800	80
Traders	500	380	76
Senior and Retired Citizens	500	350	70
Total	3000	2280	76

Mean response = 570

Cluster 1:

Which of the following variables would you weigh as most important by a performing Chairman LGA and State Governor? 4= highest weight. For calculation of TWS, take a mean of the

weighted entries and multiple by mean respondents.

Highest weight = 4, 3 = second best, 2 = average, 1 fairly important, 0 = not important.

Table 2: Weighted Score of Variable for Cluster 1 (What the Electorate accept as metrics for judging public officers)

	<i>Respondents From all Groups</i>	<i>WRSc chosen</i>	<i>TWS</i>
1. Providing for the important and basic needs of citizens	570	3, 4	1995
2. Providing for infrastructure (Roads, water, electricity etc.) and basic needs of citizens	570	2, 3, 4	1710
3. General welfare of widows, orphans and the elderly indigent citizens	570	2, 3 2.	1425
5. Building industries and creating employment opportunities	570	4	2280
6. Huge expenditure on public Relations (Radio, TV, Print media)	570	0	0
7. Providing and caring for the unemployed via social welfare Arrangement.	570	4,3, 2	1710
8. Scholarship for all students in tertiary institutions	570	4, 3	1995
9. Establishment of Social/Entertainment centres, viewing centres Solar powered televillages for internet diffusion and e-commerce Participation, community radio and telephony etc.	570	2	1140
10. Membership of a Political Party i.e. the party of the candidate Belongs.	570	0	0
11. Religious/sect affiliation	570	0	0
12. General welfare of widows, orphans and the elderly indigent Citizens	570	1,0	570
13. Huge expenditure on public Relations (Radio, TV, Print media)	570	0	0
14. Providing and caring for the unemployed via social welfare Arrangement.	570	2	1140
15. Scholarship for all students in tertiary institutions	570	2	1140
16. Establishment of Social/Entertainment centres, viewing centres Solar powered televillages for internet diffusion and e-commerce	570	2	1140

Variables scoring 0 indicate that they are not significant and may be disregarded by Political Office seekers. The highest positive weight returned by respondents is on question 5 (Building industries and creating employment opportunities). This variable scored 2280. This is followed by

infrastructural provision (1995), then by caring for the unemployed (1710), by establishment of entertainment centres (1140) and so on. The higher the weighted score, the more value is attached to the variable as provided in Table 2 above.

Table 3: ANOVA Result for Cluster 1

Anova: Single Factor

SUMMARY

Groups	Count	Sum	Average	Variance
570	13	7410	570	0
1425	13	13395	1030.385	751851.9

ANOVA

Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	1377701	1	1377701	4.66482	0.0467568	4.259677
Within Groups	9022223	24	375926			
Total	10399924	25				

Cluster 2: Negative Attributes assessment – behaviours that annoy citizens

How would you rate the following negative attributes of most elective Public servants? -4 is the highest negative weight, 0 is not important .

Table 4: Negative Attributes Response calculation

- Traveling to overseas often to make money via estacodes 570 x -4 = -2280
While the community is burning
- Taking unilateral decisions on employment, budgets, contracting Public projects without following due process for personl gain 570 x -3 = -1710
- Huge expenditure on false image laundering to promote false legitimacy 750 x -4 = -2280

The highest negative attributes score in cluster 2 is Questions 1 and 3 indicating that any office holder with records of these tendencies are likely to be dropped in a re-

election bid. The negative weights indicate that the three questions posed were all minus, indicating that the citizens hate all the three variables

Table 5: Anova Table for Cluster 2

Anova: Single Factor

SUMMARY

Groups	Count	Sum	Average	Variance
570	13	7410	570	0
1425	13	13395	1030.385	751851.9

ANOVA

Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	1377701	1	1377701	4.66482	0.0467568	4.259677
Within Groups	9022223	24	375926			
Total	10399924	25				

Cluster 3: Table 6: IT impact

Rate your belief that effective deployment of Information Technology such as the Use of interactive websites, blogs, email and other real time communications can enhance positive image and thus determine the fortunes of re-election 570 x 4 = 2280

ANOVA Test could not be conducted on this cluster because all respondents entered one value (4) which is the highest weight in favour of IT deployment. Related hypothesis result support the outcome of cluster 3. The respondents scored an average of 4 which is the highest weight in this category making total weight to be equal to 2280. This implies that deployment of IT for image laundering is a necessary pre-requisite for electoral victory.

Test of Hypothesis

Hypothesis 1-8 have been taken care of by Questions 1 to 16 in cluster 1.

Results obtained and presented in Tables 2 and 3 were used in the proof and interpretation of the eight research Questions and hypothesis.

Ho1 attempts to confirm if Huge and expensive media campaign for *false performance and image laundering* does or

does not affect a re-election bid of an incumbent governor/chairman of LGA if election conduct is transparent. This hypothesis has been taken care of by cluster 1. The responses from respondents are presented in Table 2 along with the result of the ANOVA analysis in Table 3. The basic conceptual method of testing hypothesis is presented below:

$$H_0 : \mu_1 = \mu_2 = \dots = \mu_k \quad (1)$$

The above equation presupposes that the means are equal.

Decision criteria for Hypothesis acceptance or Rejection:

Reject Ho: if $F_{cal} \alpha 0.05 > F_{crit} \alpha 0.05$

Accept Ho: if $F_{cal} \alpha 0.05 < F_{crit} \alpha 0.05$

OR

$P\text{-value} \leq \alpha \Rightarrow$ Reject H_0 at level α

$P\text{-value} > \alpha \Rightarrow$ Do not Reject H_0 at level α

Hypothesis test: ANOVA Result for Cluster 1.

This question and hypothesis attempted to confirm if the deployment of Information Technology particularly the use of websites for election campaign may or may NOT reinforce positive image and may or may not Impact on re-election bid for performing

incumbent governors/LGA chairman. The responses from respondents are presented in Table 2 along with the result of the ANOVA analysis.

Summary of ANOVA Result for Cluster 1

Fcal $\alpha 0.05$ = 4.65

Fcrit $\alpha 0.05$ = 4.26

P-value = **0.048**
 α = **0.05**

The Null hypothesis is rejected. This implies that IT plays critical role in election success.

The result of this test applies to all hypothesis in cluster 1.

Hypothesis test ANOVA Result for Cluster 2

Ho4 sought to verify if the political party of an incumbent performing governor/LGA chairman belongs does or does not affect his re-election bid. The responses from respondents are presented in Table 2 along with the result of the ANOVA analysis in Table 4. The respondents scored this variable 0 on average implying that this variable is not material to electoral victory.

Hypothesis test ANOVA Ho5 sought to understand if Non-direct delivery of LGA budget from the FG has something to do with inability of LGA chairman to develop local governments. The responses from respondents are presented in Table 5 along with the result of the ANOVA analysis. Results computed from the ANOVA table says "Yes" that non-direct allocation to LGAs is responsible for their non-development.

Hypothesis test ANOVA Result Ho6 sought to affirm if Nigerians are or not satisfied with the present political dispensation. The responses from respondents are presented in Table 6 along with the result of the ANOVA analysis. The Null Hypothesis was rejected which implies that Nigerias are not satisfied with the present polical dispensation.

Hypothesis test ANOVA Result

Ho7 sought to know if the religious denomination or religious sect of the prospective governor/LGA chairmen belongs

does influence Voter's choice of who wins the election in a transparent election. To the respondents, this carried a weight of 0 implying it is not significant.

Hypothesis test ANOVA

Ho8 sought to know if Fear of God by a prospective Governor/LGA chairman does or does not affect the choice of the electorate of who becomes elected. This also carried a weight of 0. Thus, the electorates did not see this variable as being material to the electoral process.

Hypothesis test ANOVA

Null or alternative Hypothesis (8 in number were accepted or rejected as stated above on the basis of the following statistical paradigm:

$$H_0 : \mu_1 = \mu_2 = \dots = \mu_k$$

Here it is assumed that both means are equal. This is complemented by weighted score which provided a guide to the feelings of the electorate.

Decision criteria:

Reject Ho: if $F_{cal} \alpha 0.05 > F_{crit} \alpha 0.05$

Accept Ho: if $F_{cal} \alpha 0.05 < F_{crit} \alpha 0.05$

P-Values

The P-value is crucial for accepting or rejecting a hypothesis correctly. It is arrived at by converting test statistic by comparing its value to distribution of test static's under the null hypothesis. The rule for P-value is as stated below:

P-value $\leq \alpha \Rightarrow$ Reject H_0 at level α

P-value $> \alpha \Rightarrow$ Do not Reject H_0 at level α

The alpha deployed in the test of our hypothesis is 0.05 which is 95% confidence level. On the basis of the above parameters, the data and results obtained from the ANOVA tests are presented below

Discussion on findings

1. All the above findings align with the thoughts of several schools of political thought cited in this work. That is to say deploying false propaganda via the media including the internet when the political order has failed to impact positively on the lives of the electorate is spelling a death sentence for that administration. That Legitimacy is earned when the government painstakingly attempts to provide the material needs of the electorate – employment via establishment of industries to assimilate youths graduating from tertiary institutions, introduction of social welfare schemes such as scholarship, promoting innovation, science and technology, provision of infrastructure, water, road, electricity, internet diffusion and creation of conducive atmosphere for improving the quality of life of citizens. When asked the worst sin a government could commit against her citizens – false propaganda and false image laundering took the first position, i.e when the incumbent uses the internet and mass media to draw public sympathy for performance when indeed that government has achieved nothing verifiable. This sin is followed by diverting public fund for self aggrandizement, then by Over invoicing of contract value via 10% share, then Chairmen of LGA concentrating on sharing budget allocations to the LGAs for self aggrandizement and ostentatious living

Summary, Conclusion and Recommendations

Summary of Findings

Summary and Conclusions

Citizens appreciate performing public office holders who try to impact on the lives of the citizens.

Corrupt and non-performing public officers irritate the citizens and are the cause for violent revolutions. The Local Government which is the third tier of the federal administration is not developing because the state governors annex the local government budget and release mostly salaries and leave no fund for infrastructural development. This is why the local governments have remained the same in the last 20 years. Most LGA chairmen are interested in sharing the budget and less bordered with the material needs of the citizens. Poverty is partly the problem of transparent elections which ought to be an opportunity for citizens to vote out the corrupt and non-performing public officers. There is no doubt that information technology provides opportunity for public officers to enhance their positive image and can contribute to electoral victory if appropriately deployed.

Recommendations

1. Public office holders should try Vigorously to impact on the lives of citizens via employment creation, infrastructural development and peoples' welfare.
2. Development of critical infrastructure necessary for basic living such as water, road, electricity.
3. Provide for the security and welfare of the citizens such as soft lending of money for business start-ups, providing employment for the graduates via attracting investors to build factories in the LGA or State.
4. Grant scholarship to indigent students
5. Listen to the electorate and seek their pulse on crucial developments that affect them.
6. Use the internet effectively to boost public positive image to enhance electoral victory.

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