ISSN: 2455-8834

Volume:01, Issue:11

# PARADOXES AND CONTRADICTIONS: BARRIERS AFFECTING POVERTY ELIMINATION PROCESSES IN BAYELSA STATE OF NIGERIA. PERSPECTIVES FROM YOUNG PEOPLE AND COMMUNITY ORGANISATIONS, USING SOCIAL MARKETING TECHNIQUES.

# Dr Stanley Ebikinei Eguruze

School of Marketing, Niger Delta University, Bayelsa State of Nigeria. His PhD research was in the area of Tackling Poverty, using Social Marketing Techniques. He is also an Adjunct Associate Professor in Marketing/PhD Supervisor at the London-based American University for Leaders (AUL). He authored the book - "Tackling Poverty", which was published, April 2016. Email: seguruze@yahoo.co.uk

#### **ABSTRACT**

**Purpose:** This paper examines the extent to which paradoxes and contradictions are affecting the poverty elimination systems, as barriers. It also investigates how these mitigate against poverty eradication efforts. This insight is virtually unnoticed. This paper provides empirical account which highlights linkages between paradoxes and tackling poverty.

**Methodology/design/approach:** Drawing from a mixed-methods research data, this paper uses descriptive analysis to isolate paradoxes and contradictions, which were identified in the main empirical research.

**Findings:** The findings revealed that paradoxes and contradictions are prevalent and pervading the poverty reduction systems with significant impacts. This paper argues there should be clarity in policy-determination and policy-implementation.

**Value:** This new insight could lead to deeper understanding of poverty elimination processes. Importantly, it offers opportunities to save lives. Ultimately, saving lives will improve conditions of living, better quality of life and societal well-being.

**Originality:** These insights have been virtually unnoticed. We know very little. Successful elimination of paradoxes and contradictions will probably inspire significant impetus for change in poverty elimination discourse. This may influence behavioural changes, attitudes and value-systems, including perceptions may come under critical re-evaluations.

ISSN: 2455-8834

Volume:01, Issue:11

**Keywords:** Paradoxes and contradictions; Social Marketing; Poverty elimination; Policy makers; Young people; Community Organisations; Bayelsa State, Nigeria.

#### Introduction

Paradoxes and contradictions are inextricably inherent part of poverty elimination systems. They are manifestation of demographical differences: age, culture, income, socio-economic groupings. So, is the inevitability of diversity in perceptions? Social marketing values diversity.

#### The Problem

Despite impressive and well-meaning interventionists' efforts made towards ending poverty, extreme poverty still persists. This is attributable to the prevalence and pervasiveness of paradoxes and contradictions within the poverty eliminations systems. This paper highlights new insight into the understanding of extreme poverty in Bayelsa State by examining these issues. Very little is known of the prevalence and influence of these barriers, as militating against efforts to end extreme poverty, particularly amongst segments within young people and community organisations in Bayesla State. It is imperative to rethink and reassess how scholars, policy-makers and policy-implementers engage views of this specific target grouping.

#### Limitations

This paper does not seek to discuss the broader theory of poverty. This **conceptual paper** is being designed to deepen understanding of contradictions and paradoxes in relation to the poverty discourse.

#### **Review of Literature**

The significance of social marketing is that, it creates value, for the benefit/wellbeing of society. This is often achieved through behavioural or attitude changes (Andreansen, 2004;2006 Eguruze, 2014, 2015; Lefebvre,2012; Cugelman, 2010). Ending extreme poverty in society is a valuable-cause. However, paradoxes and contradictions are obstacles to this noble-cause. The premise of this paper, thus, is how valuable would it be for social marketers in overcoming paradoxes and contradictions through constructive social changes?(Kotler and Zaltman, 1973;Wiebe, 1951). In doing so, the needs of Bayelsa young people and community organisations, as well as those other vulnerable peoples in society, should remain paramount.

To this, social philosophers perceive paradoxes and contradictions differently: "truth and falsity" (Armour-Gaard and Beall, 2004), "scepticisms" (Brown, 2004), or set-theories and

ISSN: 2455-8834

Volume:01, Issue:11

semantic" differences (Brady,2004), "semantic referrals" as in playing "with words to reverse intended meanings and objectives" (Fiske and Browne, 2008), "parallels" and "rationality and irrationality" (Elster,1984). By contrast, Guilmot and Ehnert (2016), see them as "contradictory tensions", or "duality", "dilemma", "dialectic" and "ambidexterity". In this paper, they are categorised as "those situations which do not fit into standards", or "ambiguities" (Eguruze, 2015; 2016:185). Others advocated for policy clarity and deeper understanding, since critical choices have to be made (Brady, 2004; Grupta, 2013, Daniels, 2014; Armour-Gaard and Beall, 2004; Guilmot and Ehert, 2016). Which is why paradoxes and contradictions should be confronted (Eske and Brone, 2008; Schnaiberge, 1997).

In addition, other scholars exploited socio-cultural differences. The impact of fanatical, personal, subgroup influence, feeling of cultural dominance and cultural allegiances or influences that militate against genuine poverty reduction efforts were explored (Jekayinfa, 2002:1; Mezieobi, 1994). Failure in harnessing these positive aspects of diversity towards human development has continued to sustain poverty (Jekayinfa, 2002:1; Mezieobi, 1994). These barriers have pervaded all works of life in Bayelsa State, regardless of occupation (Jekayinfa,2002:1). So, the impact of paradoxes and contradictions on Bayelsa young people and community organisations is compelling and potentially detrimental to the future of Bayelsa society(Eguruze, 2014,2015,2016).

This re-forces the fact paradoxes and contradictions are not altogether irrelevant (Langbridge and Taylor, 2007). In fact, to be different is deemed to be part of fundamental human rights (UDHR, 1948). More so, difference also implies the theory of "inevitability of conflicts" (Langbridge and Taylor, 2007:142) and/or the theory of "intention into action" or "reasoned action" (Ajzen, 1985). Similarly, "subjective norms or normative beliefs" is also seen as an attribute. This is referred to how a person's belief, or reference point (or peer group) can impact on a person's behaviour, such as indulging bribery and corrupt conduct. Specific individuals or subgroups may approve or disapprove of performing certain expected behaviour. These potentially powerful and respected individuals and subgroups are known as referents: parents, spouse, close friends, co-workers, or peer groups, doctors, tax accountants, legal representative, etc., (Langbridge and Taylor, 2007:52; Fiske and Browne, 2008).

Scholars also utilised the "theory of groupthink" as an attribute to reasoned action. "Groupthink" is the "process by which a group makes catastrophic decisions because it is concerned to maintain itself as a cohesive in-group while being under pressure to important decisions"(Phoenix, 2007:105). So, groupthink is a dynamic and powerful tool capable of influencing behaviour and attitudes with such 'irresistible power to suppress dissensions and maintain high levels of conformity"(Janis, 1972 in Langdridge and Taylor, 2007: 113).

ISSN: 2455-8834

Volume:01, Issue:11

Consequently, groupthink could have devastating impact on policy-makers and policy-implementers in the course of policy determination. This can influence them to make certain "catastrophic decisions", such as 'bribery and corruption; involving hundreds or even billions at the expense of the general tax paying public, which often cause extreme poverty. This is because members are usually committed to sticking-together as a cohesive force, no matter the counter pressure against them or potential consequences (Phoenix, 2007:104; Janis, 1972).

### Methodology

A mixed-methods survey design was adopted engaging a quantitative approach in which 300 young people were surveyed using self-completion questionnaires. Furthermore, a qualitative study was also utilized in which policy-makers, young people and community organisations were interviewed involving discussion-groups. Following the data-analysis, a strategy conference was organized in Nigeria, in which the major findings were presented/debated.

#### Study population/Sampling

This study relates to Bayesla State 1.9million. Of this, children and young people are estimated to constitute 1million, whereas young people aged between 18-25 years constitute 300,000. The sample-size used is 300 (which is 0.1% of the target study population (of 300,000). Nigeria is 182.2 million (National population census, 2015; Worldbank, 2015).

#### **Data Analysis**

This section has two parts: 1 part contains responses to 19 questionnaires which deal with young people, whereas part 2 contains 11 questionnaires which addressed issues relating to policy-makers and policy implementation.

#### 4.1 REPONSES TO QUESTIONNAIRE - PART 1

Out of 300 questionnaires that were administered, 212 were retrieved, that represents a 71% response rate. It shows a high involvement by the participants in answering the questionnaires.

#### 4.1.1 PT Q1: Are you a Bayelsa citizen? (Figure 5)

Yes, 172 (Bayelsans) No 16 (Non-Bayelsans). Here there was a total of 188 responses, of this 172 (91 %) were of Bayelsan origin, whereas 16 (9 %) were Non-Bayelsan young people, but studying in Bayelsa. This question was designed the highlight the demography of respondents. The purpose of which was intended to ascertain how many of the respondents or participants were of Bayelsa State origin (residents, living, working or schooling). According to the statistics

of the respondents, all of the respondents had met those criteria either by way of origin, schooling, residency or working.

Series 1

Series 2

Series 2

Figure 6

#### 4.1.2 PT1 Q2 Bayelsa Local Government Areas

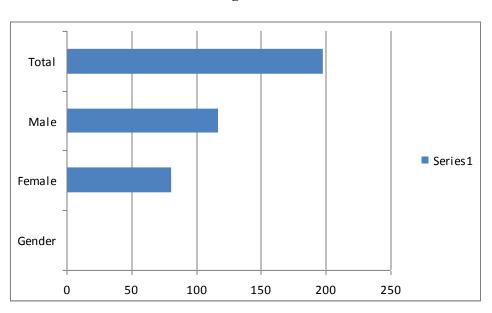
In relation to PT1Q2. Bayelsa had a total of 8 Local Government Areas (LGAs). Ekeremor polled 16 (9%), Sagbama 27(14%), Brass 7(4%), Nembe 5(3%), Kolga 89(47%), Ogbia 11(6%), Yenagoa 9(5%), Silga 19(10%) and Others(2%). This indicates that there were far more respondents from Kolga, whereas, the least respondent were from Nembe LGA. As the statistics relating to Figure 6 suggest, importantly, it reflects respondents had spread across Bayelsa State, as intended. Although there is variation about the level of involvement or participants from each local area (LGSs).

#### 4.1.3 PT1 Q3: How many of the participants were female and how many were male?

ISSN: 2455-8834

Volume:01, Issue:11



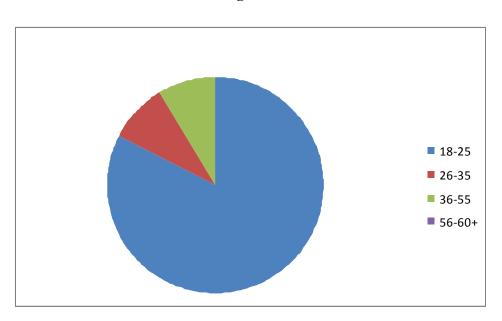


The bar chart above shows 198 responded to this question. 117 males (i.e., 59%) as compared to the number of females 81 (41%). Of the males (117); 98 are studying; whereas 11 are non-students. Of the females (81); 53 are studying while 21 are non-students. Of those non-students (21); 5 are working (4f/t; 1p/t); 3 are not working. Of those working; 1 person earns N10,000 or (£40 weekly; 1 person earns N25,000 or £100) monthly 1 person earns N55,000 (or £220) monthly. They are civil servants with one job working 8 hours per day. There were 53 participants studying, 37 are unemployed, 16 are working; 2 are part-time workers, and one participant earns N10,000 (or £40) weekly. One person earns N30,000 (or £120) monthly; 14 work full time and one person earns N20,000 (or £80) monthly

#### 4.1.4 PT1Q4: Your Age Group

164 participants responded to Question 4. 82% were from the age range 18-25 years old; 18 within the age range 26-35(9%); and 36-55s were 17(9%). None of the participants were within the 56-60 plus age bracket. This is in line with the targeted sample. Note that this is a study about 18-25 years old. Most importantly, this age limitation is also in ethical compliance (British Sociological Association, March 2004).

Figure 8



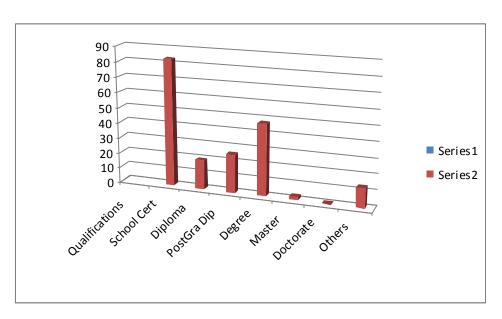
#### 4.1.5 PT1Q 5: Are you currently studying? (Figure 9)

Of the males (117); 98 (or 84%) are studying, whereas 11(16%) are non-students. Of the females (81); 53(65%) are studying while 21(25%) are non-students. Of the 151 studying (109 were male and 74, females). Suggesting 84% of the respondents were students: implying high demand for social, economic and recreational products or services as well as a high dependency on parents and government.

## 4.1.6 PT1Q 6 Which is the highest qualification you currently have?

These statistics relating to PT1Q6 point to the existence of educational under-achievement or disadvantaged or unfortunate circumstances: several factors may have accounted for this. In fact, amongst the total of 189 respondents to this question, there were no Ph.D. or Doctoral degree holders, only two had Masters' degree. 84 (or 43%) were only primary (or first) school certificate holders, 25 (or 13%) had post-graduate diplomas, 19(or 10%) had diploma qualification holders while none had a first degree.





#### 4.1.7 PT1Q7: Are you Currently Employed?

The following are the statistics of participants in employment. 43 Full-time; 6 Part time and 5 Unemployed. Of those working one person earns N4,000 (or £16) weekly; 1 person earns N19,000 (£76) monthly; 1 person earns N108,000 (or £432) monthly; 1 person earns N55,000 (or £220) monthly (or N13,750 weekly). Average hours worked: 8 hours per day; All civil service.

# 4.1.8 PT1Q8. How often are you paid \_\_ Weekly \_\_ Monthly?

This question is a combination of questions 3 and 7. In effect, it was not necessary for most of the respondents who answered questions 3 and/or 7 to repeat what they already stated. The following narrative, therefore, is a combination of the both to reflect the combined position. In response to question 7, one respondent earns N4,000 (£16) weekly while three other respondents on a monthly basis earn N19,000 (£76), N108,000 (£432) and N55,000 (£220) (or N13,750 weekly) respectively. These participants work an average of 8 hours per day and all are employees of the civil service.

The following are the responses to question 3. One person earns N10,000 (£40) weekly while the monthly wages of two other participants are N25,000 (£100) and N55,000 (£220) respectively. They all have one job each and works an average of 8 hours per day as employees of the civil service. Of those studying (53); 37 are unemployed, 16 are working; 2 part-time, one person

ISSN: 2455-8834

Volume:01, Issue:11

earns N10,000 (£40) weekly and another earns N30,000 (£120) monthly; 14 are full-time workers and one of them earn N20,000 (£80) as a monthly wage. Here again, these statistics point to a very low wage or salary levels. In fact, weekly wages ranging from £16 per week to £40 per week.

## 4.1.9 PT1Q9: How Many Jobs do you Do?

The essence of this question is to extract data from the number of jobs the participants have. It gives the participants the opportunity to provide details of each employment and details of their pay. Details of each Job\_\_\_\_Job1 Hours\_\_\_Pay\_\_\_\_? Job2 Hours\_\_\_ Pay \_\_\_\_\_? Job3 Hours \_\_\_\_ Pay \_\_\_\_\_? Job3 Hours \_\_\_\_ Pay \_\_\_\_\_? This question is linked to Q3 and Q7. Although the response was very low, however, the possible impact resulting from this question has already been discussed above in Pt1Q 3 and 7 above.

## 4.1.10 PT1Q10: How would you describe yourself?

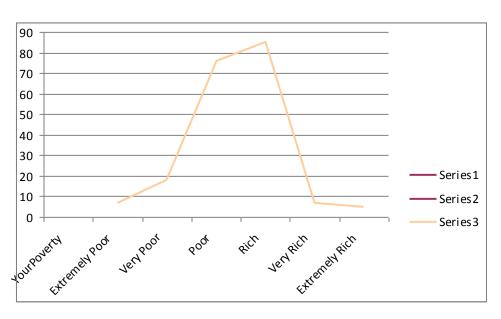
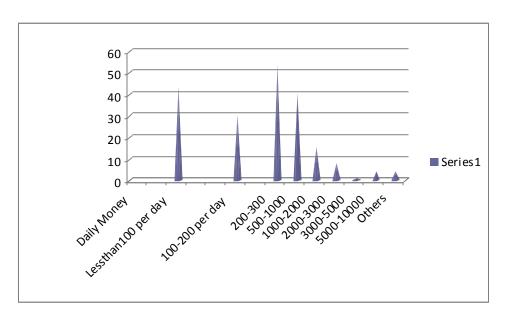


Figure 14

Of those who responded: Extremely poor 7(4%), Very poor 18(9%), Poor 76(38%), Rich 85(42%), Very rich 7(4%), Extremely rich 5(3%). This question was intended to gather the perceptions what Bayelsa young people had of themselves about their state poverty compared to young people elsewhere.

# 4.1.11 PT1Q11 How much money do you have for spending on a daily basis?

Figure 15



As with the preceding question, this question PT1Q11 itself was designed to extract the perception of what young people have for spending as their daily pocket money, on a daily basis. Whether it is enough for them or not, compared to what their counterparts elsewhere might have available? Using a current Dollar to Naira exchange rate (\$1=N200), the statistics show the following. Out of 194 respondents to question PT1Q11, only 37% are having less than \$1 per day as daily disposable or spendable money. Whereas 27 % have have approximately about \$1 per day disposable income. This is contradiction between literature documentary evidence and empirical data evidence. The rest of the respondents, which is about 15% do have over and above an amount ranging between \$2 to \$45 per day to spend based on disposable income.

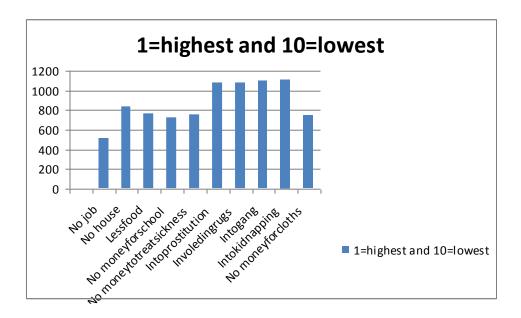
#### 4.1.12 PT1Q12: How Would you Describe your Experience of Poverty?

(Rank these in order of importance: 1 being the highest and 10 being the least)

Figure 16

ISSN: 2455-8834

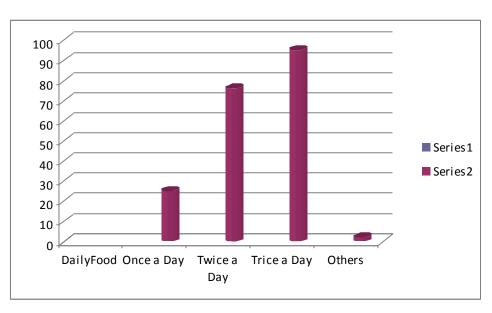
Volume:01, Issue:11



The following are the statistics of personal experiences of poverty. They ranked these from 1-10, with 10 being the least important. 504 have no jobs, 832 do not own a home. 762 participants have less food to eat, 750 cannot afford education, 718 do not have the resources for medical treatment while 750 are engaged in acts of prostitution. Those involved with gangs and kidnappings are 1080 and 1074 respectively and 740 cannot afford to buy clothes. The following were regarded as crucial indicators of poverty. They are a lack of resources for medical treatment, less food to eat and inability to own a property respectively. It is apparent that unemployment/lack of job opportunity is the most acknowledged experience of poverty.

#### 4.1.13 PT1Q13: I can afford to eat



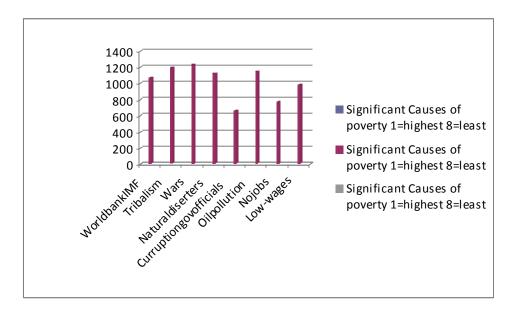


This concerns daily food consumption. I can afford to eat once-a-day, 76 respondents (39%) eat twice a day and 95 participants (48%) can afford meals three times a day. These statistics clearly points to the facts that only 13% of the respondents could afford 1x feeding per day, as against 39% affording 2x feeding per day and 48% could afford 3x feeding per day. The implication of this is that Bayelsa Youths are not poor or impoverished or suffering extreme poverty. In fact, the statistics show only 13% of the respondents are deemed absolute or destitute, being that they could only feed once per day. That means that the rest could feed either twice (39%) or thrice per day (48%).

# PT1Q14: Which of these are the most significant Causes of Poverty in Bayelsa State?

(Please rank them in order of importance: 1 being the highest and 8 the least important)

Figure 18



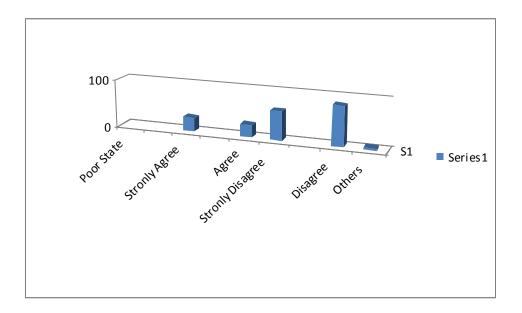
# PT1Q14: Worksheet 14: Causes of Poverty

The following are the perceived indicators of factors that cause poverty. According to the respondents, 1067 chose policies of the World Bank and IMF, 1193 believe tribalism as a key factor, 1235 were of the opinion that wars are a contributory factor and 1122 attributed natural disasters to factors that cause poverty. Furthermore, 652 indicated corruption of government officials, 1145 consider oil pollution as a factor, 765 for unemployment while 976 considered low wages as causes of poverty.

On question PT1Q14, Figure 18, the intention was to obtain young peoples' perception on how they attribute the main causes to affect their impoverishment. Incidentally, from the statistics, it shows that figure 652 being the least or smallest has been attributed to the most significant or the main attribute, that is, corruption of government officials. The next least figure was 765, which is unemployment, and 976 was the next least figure, which is low wages. It was followed by the figure 1067.

#### PT1Q15: Perceive Bayelsa as a poor State?

Figure 19



Results showed as follows: Strongly Agree: 29(15%) Agree: 26(13%) Strongly disagree: 60(30%) Disagree: 82(42%). Please specify reasons.

The intention of this questonPT1Q15 Figure 19 was aimed at triggering the respondents to are their opinion and perceptions of how they see Bayelsa State to be regarding the joining the poverty discourse, given abundant natural resource endowment? As the statistics pointed, there is clear perception differences between those who are agreeing (28%(15+13), against those who are disagreeing(72%(30+42) that Bayelsa, in fact, is not a poor State.

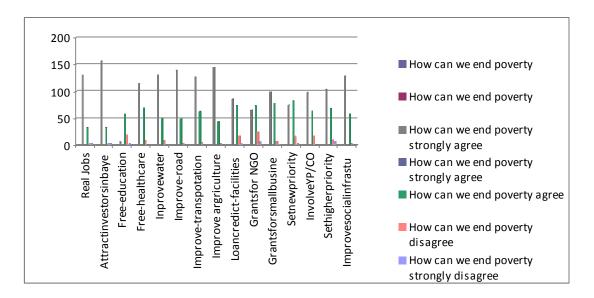
# PT1Q16 What support would you expect Bayelsa State government to provide for young people and community organisations?

This question PT1Q16 relates to the qualitative aspect of the survey and the responses are analysed at the qualitative section.

# PT1Q17: How can we end poverty?

Figure 21

Volume:01, Issue:11



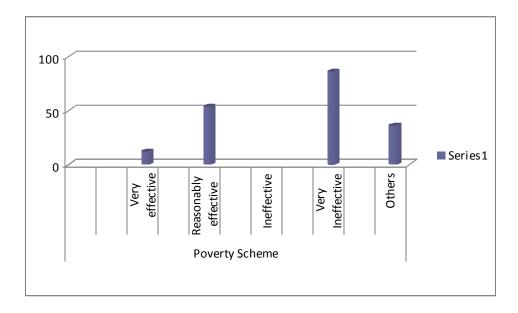
The significance of figure 21 is that, the guides are pointing us to the fact that to end poverty, there is a need to use a combination of variable factors (i.e., adopting a multidimensional approach). For instance, adopting this approach, shows an attraction for investors to Bayelsa state, improving the agricultural base, creating real jobs, and improving infrastructural facilities (such as transportation, water, healthcare, water, education, youth and community facilities, grants for young people and community organizations (or non-governmental organisations (NGO), setting different or new priorities) would significantly contribute towards ending poverty.

## PT1Q18: Are current poverty tackling-schemes effective?

Figure 22

ISSN: 2455-8834

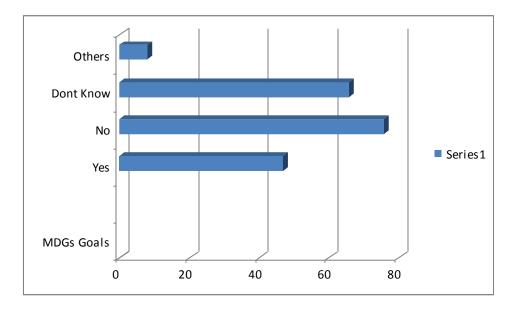
Volume:01, Issue:11



This question relates past or existing Poverty Schemes It was aimed at stimulating a response from participants regarding their perceptions. So far, the outcome of their response shows as follows: Very effective: 12 (6%) reasonably effective: 53 (29%) ineffective: 85 (46%) very ineffective: 36 (19%). It revealed that 35% saw previous/existing poverty schemes as effective or reasonably effective, as, against 65% who thinks otherwise, that is, the schemes have been ineffective or very ineffective.

**PT1Q19:** By 2020, The Nigerian Millennium Development (MDG) aims to become the world's 20<sup>th</sup> largest economy by reducing poverty and inequality. With the current sociopolitico-economic constraints, do you consider this goal to be achievable?

Figure 23



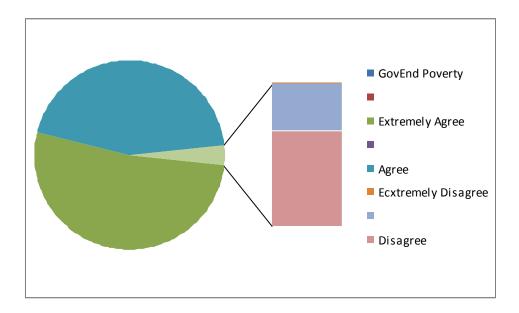
**Question 19:** Worksheet 19; MDGs Out of 189 respondents: Yes: 47 (25%) No: (40%) Don't know: 66 (35%). This question was designed to obtain a response from the participants regarding the specific issue of the possibility of Nigerian achieving the MDGs.

## 4.2 QUESTIONNAIRE - PART 2

This section deals with the social marketing aspect of the research. The specific questions were already outlined in the introductory part at the beginning of this chapter, and the details of which are presented below.

# 4.2.1 PT2 Q1: It is important to ask the government to end poverty?

Figure 24



PT 2 Q1 in Figure 24 and worksheet 1, relates to the question: It is important to ask the government to end poverty? And the responses were: Extremely agree: 95 (52%) Agree: 81 (45%) Extremely disagree: 2 (1%) Disagree: 4 (2%). According to the poll, in this instance, there was an overwhelming response of agreeing to the question (52%) and extremely agreeing (45%), as opposed to disagreeing (2%) and extremely disagreeing (1%).

#### 4.2.2 PT2Q2: Ways of Communicating with Government to help end poverty

Table 3

#### Pt2Q2

Tick the appropriate box to indicate your level of agreement or disagreement to each of the following Ways of communicating to government your wish to get their help in ending poverty.

	Strongly	Agree	Disagree	Strongly
	Agree			Disagree
Radio	110	76(38%)	6(3%)	4(2%)
196	(57%)			
Television	110(66%)	51(31%)	6(3%)	0
167				
Telephone	52(30%)	52(30%)	49(28%)	20(12%)

ISSN: 2455-8834

Volume:01, Issue:11

173				
Mobile phone	36(21%)	70(42%)	38(22%)	25(15%)
169				
Letters	40(23%)	86(49%)	40(23%)	8(5%)
174				
Newspapers	85(46%)	90(48%)	8(4%)	3(2%)
186				
Facebook	50(27%)	94(55%)	30(16%)	8(4%)
182				
Twitter	49(28%)	82(47%)	33(19%)	10(6%)
174				
Emails	48(27%)	78(45%)	38(22%)	11(6%)
175				
Blogs	23(15%)	80(51%)	42(27%)	12(7%)
157				
Advertisement	78(43%)	88(49%)	11(6%)	3(1%)
180				
Publicity	82(46%)	83(47%)	12(7%)	0
177			- /	
Press releases	80(46%)	86(49%)	9(5%)	0
175	12 (2 (2 ()	101(600()	20(120()	2 (10 ()
Exhibitions	43(26%)	101(60%)	20(12%)	2 (1%)
166	60 (2.40 ()	0.7(7.00()	22 (122 ()	1(22()
Workshops	60(34%)	87(50%)	23(13%)	4(2%)
174	(0(200()	100(550()	10((0()	1/10/
Seminars	69(38%)	100(55%)	12(6%)	1(1%)
182	7((410/)	05(520/)	11((0/)	1/10/)
Conferences	76(41%)	95(52%)	11(6%)	1(1%)
183	42(240/)	10((500/)	2((140/)	5(20/)
Acting drama shows	43(24%)	106(59%)	26(14%)	5(3%)
Organising road shave	50(200/)	04(460/)	25(100/)	12 (70/)
Organising road show	50(28%)	84(46%)	35(19%)	12 (7%)
181	45(2(0/)	07(510/)	20(100/)	0 (50/)
Posters	45(26%)	87(51%)	30(18%)	9 (5%)
171				

PT2Q2: Worksheet 2; relates to the question ways of communicating to the government to help end poverty. This was intended to highlight the fact that it would have been possible to utilise a range of communication tools with which to communicate with policy makers to tackle them to (or "intending to") persuading or influencing them their attitudes and behaviours about their activities that go to reduce poverty. Using several means of communication both at the individual and official levels could be more persuasive or influential.

# 4.2.2.1 PT2Q2: Ways of Communicating to Government to help end poverty

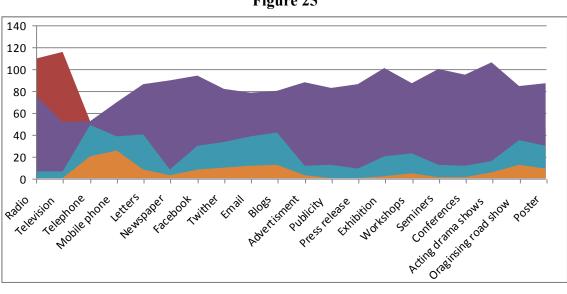


Figure 25

PT2Q2: Worksheet 2 as in figure 25 also relates to the question ways of communicating to help end government. They two tools were used only to illustrate the same point differently. The only difference is that one is a table while the other is a figure. It reinforced the point that it was possible to utilise several communication tools such as letters, posters, radio, TV, conferences, social media, to influence policy makers or the public attitudes or behaviours.

4.2.3. 1 PT2Q3 When you want to ask something from policy-makers to meet your wish to get their help in ending poverty, which methods might work?

ISSN: 2455-8834

Volume:01, Issue:11

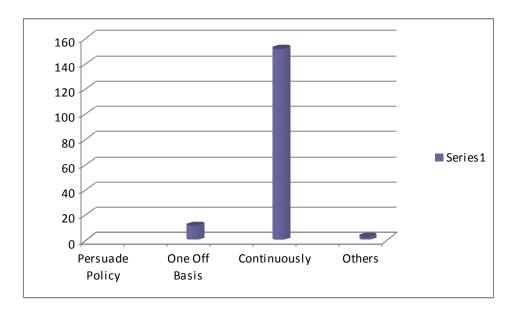
Table 4

	Strongly agree	Agree	Strongly disagree	Disagree
By fighting	2 (1%)	3 (2%)	112 (62%)	64 (35%)
By legal action	55 (31%)	80(44%)	22 (12%)	23(13%)
By persuasion	59(34%)	84(48%)	17(10%)	15(9%)
By negotiation	96(52%)	74(39%)	12(6%)	4(2%)
Buy them special gifts	5(3%)	14(18%)	88(49%)	74(40%)
By protesting	48(27%)	66(37%)	22(12%)	44(24%)

This question PT2Q3 was designed to encourage respondents to confirm which was their preferred method of persuading with policy makers to end poverty? Again, the aim of the question were to seek the level of agreement or disagreement from the respondents as regards their perceptions on which might work better or not be productive? Clearly, from the table, the respondents had decided that it might be best not to fight policy makers as a methodology of trying to persuade or influence them to change policy, such as to end policy.

# 4.2.4 PT2Q4: How often would you think is appropriate to use these methods to persuade policy-makers and policy-implementers to end poverty?

Figure 27



Once-off-basis 11 (7%) Continuously 151(92%). Others (1%) Please specify reasons

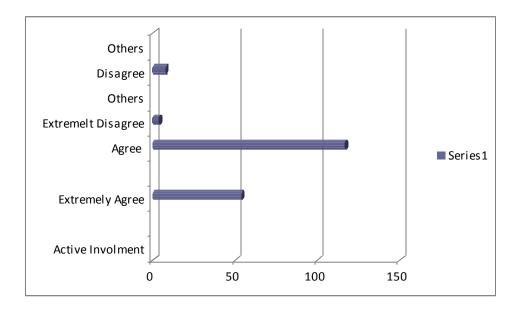
This question, PT2Q4 in Figure 27, as well as the worksheet 4, was designed to secure from the respondents the extent to which, or the level of intensity with which to communicate with policy makers or public having identified or spotted a concern in connection ending poverty. The question was will it be better to communicate once, twice, or thrice or continuously? The response was clearly shown that continuously was considered by the respondents by amazing level of support.

# 4.2.5 PT2Q5: Is it important to involve young people and community organisations in policy-making and policy-implementation?

Figure 28

ISSN: 2455-8834

Volume:01, Issue:11



PT2 Question 5: Worksheet 5; Active involvement for ending poverty

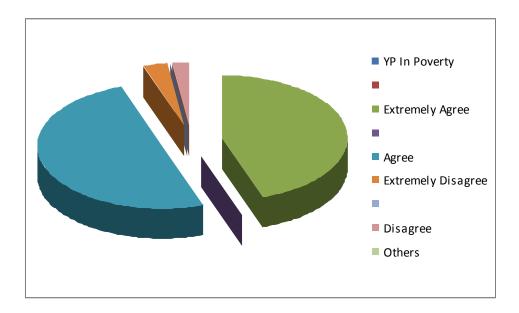
Extremely agree: 54(30%) Agree: 117(64%) Extremely disagree: 4(2%) Disagree: 8(4%) This question PT2Q5 figure 28 and Worksheet 5 was also designed to ensuring involvement of all stakeholders in the process of tackling poverty. It was believed that by encouraging active participation or involvement, success in the poverty reduction campaign will be more successful or fruitful.

4.2.6 PT2Q6: Is it important to remind Government how many young people are in poverty for effective policy-making and policy-implementation?

Figure 29

ISSN: 2455-8834

Volume:01, Issue:11

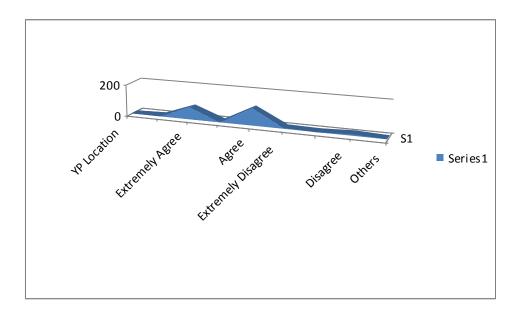


This relates to Figure 29: Extremely agree: 84(45%) Agree: 94(50%) Extremely Disagree: 6(3%) Disagree: 4(2%)

This question was set out to ensure that policymakers know exactly or approximately how many young people and community organisations are in poverty. This is for the purpose of better planning or better accounting or better targeting.

# 4.2.7 PT2 Q7: It is important to know where these poor young people are living for effective policy-making and policy-implementing

Figure 30



This relate to Figure 30: Extremely agree: 75(40%) Agree: 103(54%) Extremely disagree: 4(2%) Disagree: 7(4%)

As with the previous question, this question itself was purposively designed to ensure that policymakers know exactly where young people and community organisations are in located by way of physical residency or geographic location or work. This is for the purpose of better planning too, and better accountability, as with the previous question.

4.2.8. PT2Q8: Overcoming poverty requires policy-makers: to reset their priorities and set their goals higher than the current emphasis on economic growth by creating job opportunities, and real jobs, not just opportunities, as below:

Table 5

	Strongly agree	Agree	Strongly disagree	Disagree
Re-set priorities	71(39%)	104(57%)	1(0.54%)	6(3.29%)
Set higher goals	98(54%)	72(36%)	5(2.7%)	7(3.8%)
End discrimination	103(57%)	73(40%)	4(2%)	2(1%)
Targeted help	55(32%)	100(58%)	11(6%)	5(3%)

ISSN: 2455-8834

Volume:01, Issue:11

Protection	73(41%)	96(55%)	2(1%)	5(3%)
Create real jobs	141(75%)	45(24%)	0	1(0.05%)
Create job opportunities	133(71%)	52(28%)	0	1(0.05%)

This question was set out to ensuring that overcoming poverty requires policy-makers: to reset their priorities, set their goals higher than the current emphasis on economic growth by creating job opportunities/real jobs, not just opportunities, as outlined in Table 5. Again, this is for the purpose of better planning and better accountability

#### 4.2.9 PT2 Q9 Are current poverty tackling intervention-schemes: such as

**Millennium** Development Goals (MDGs), National Poverty Eradication Programme (NAPEP), Niger Delta Development Commission (NDDC) effective?

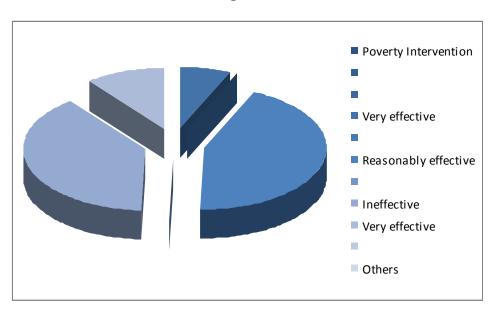


Figure 31

Relating to Figure 31: Very effective: 12 (7%) Reasonably effective: 78 (43%) Ineffective: 69 (39%) Very

ineffective:19 (11%).

ISSN: 2455-8834

Volume:01, Issue:11

This question PT2Q9 in figure 31 or worksheet 9 was designed to seeking the approval o of the respondents about their perceptions of the perceived effectiveness of previous or existing poverty intervention initiatives that are going on. To this, it appears that the perceptions as shown in the responses in figure 31 are almost even or equal. For instance, while 50% of the poll is saying they are effective or reasonably effective, on the other hand, the remaining 50% also appears to be indicating they have been ineffective or very ineffective. This puts the situation in a dilemma.

# 4.2.10 PT2Q10: Effectiveness of Previous Poverty Eradication schemes

Food Production (NAFPP), Nigerian Agricultural and Cooperative Bank (NACB), Directorate of Food and Rural Infrastructure (DIFRI), Operation Feed the Nation(OFN), the Green Revolution (GR), effective? Very effective:8(4%) Reasonably effective: 64(36%) Ineffective: 84(48%) Very ineffective: 22(12%).

Again, as with others, the idea behind this question was to stimulate re-evaluation of previous poverty reduction initiatives in Bayelsa State, as to whether they have been effective?

# 4.2.11 PT2Q11: Are any poverty tackling measures that were in place that were not implemented?

Yes 51(31%) No 113(68%) Others (1%) If Yes, please specify \_\_\_\_\_\_ Finally, this question was intended for stimulating responses from the respondents to ensure they remember any outstanding poverty reduction initiative that were abandoned, which they still want to continues or regurgitate or get rid of it.

#### **DISCUSSIONS**

As seen above, while reflecting on the quantitative data, this paper observed several contradictions which do not appear to fit into any of the above theories, themes or concepts.

Firstly, to the question PT1Q15 Bayelsa is a poor State? 142 responded. For instance, literature clearly pointed to Bayelsan State people as being poor (World Bank,1997 UNDP, 1997; Oxford University, 2010; 2010; Asari-Dokubo 2005, 2008; Eguruze, 2011, 2014, 2015, 2016) whereas, they, Bayelsan young people from their quantitative data, through their responses indicated that they feel they are rich (as the results showed as follows. Of the 142 respondents, Strongly Agree: 29(15%) Agree: 26(13%) Strongly disagree: 60(30%) Disagree: 82(42%). As the statistics pointed, this suggests 72% disagreed to the statement Bayelsa is a poor State, while 28% agreed to the statement Bayelsa is a poor State. By disagreeing to this question - Bayelsa

ISSN: 2455-8834

Volume:01, Issue:11

State is as poor State, they are in fact, suggesting they are poor. Thus, it could be deduced that seems to be a great paradox here.

The intention of this queston PT1Q15 was aimed at triggering the respondents to their opinion and perceptions of how they see Bayelsa State to be regarding the joining the poverty discourse, given abundant natural resource endowment?

From this outcome, based on this statistics, it can be said that Bayelsa is supposed to be a wealthy State, according to the view expressed by the respondents. However, from the evidence so far obtained through the literature, there is conflict or paradox of opinions and facts. According to literature evidence Bayelsa State is, in fact, a rich State (Eguruze, 1996; 2011; 2014;2015;2016). This is because most literature available believe that Bayelsa State is a rich state, (on paper, but not in the physical reality), compared to others, as it is one of the leading oil/gas producing state and receives one of the highest revenue allocations from the Federal Government (Azaiki, 2005; Okaba, 2005, 2008). Again, this indicated an outcome that generated paradoxes. So some further research might be needed to explain the paradox.

Another example relates to the research statement PT1Q13, "I can afford to eat 1x daily, 2x daily or 3x daily". The response was: (25or 13%) respondents claimed they eat at least 1x per day, (76 or 39%) of the respondents stated they can eat 2x per day whereas 95(or 48 %) of the respondents claimed they can eat 3x daily (PT1Q13). This is another remarkable contrast between literature and empirical evidence(as seen below). This statement was designed to highlight concerns about their **daily food consumptions** amongst Bayelsa State young people. These statistics clearly points to the facts that only 13% of the respondents could afford 1x feeding per day, as against 39% affording 2x feeding per day and 48% could afford 3x feeding per day. Based on their empirical evidence, the implication of this is that Bayelsa Youths are not poor or impoverished or suffering extreme poverty. In fact, the statistics show only 13% of the respondents is deemed absolute or destitute, being that they could only feed once per day. That means that the rest could feed either twice (39%) or thrice per day (48%). Thus, it can be argued once again, that this raises another contradiction to literature documentary evidence (Boro, 1982; Saro-wiwa, 1995; MOSOP, 1995; IYC, 1998;Alagoa, 1999; MENDS, 2005; Eguruze, 2014; 2015, 2016).

Another contradiction or paradox related to research question PT1Q10: "how would you describe yourself about your level of poverty, between poor or rich? The response to this was relatively even: of the 198 respondents, Extremely poor 7(4%), Very poor 18(9%), Poor 76(38%), Rich 85(42%), Very rich 7(4%), Extremely rich 5(3%). This implies the findings from the quantitative data suggest they are rich, which is contradictory and/or ironical. Again, this

ISSN: 2455-8834

Volume:01, Issue:11

question was intended to gather the perceptions what Bayelsa young people had of themselves about their state poverty compared to young people elsewhere. As expected, what the statistics reveal, incidentally, they view themselves as being rich rather than poor. Although, the difference is marginal: 51% seeing themselves as being poor (Boro, 1982; Dokubo-Asari, 2005; IYC, 1998; Alagoa, 1999; (Eguruze, 2014, 2015,2016) as against 49% who perceived of themselves as being rich. There is another paradox or contradiction that appears to be unique.

Adopting the theory of the "reasoned action", it is observed, Bayelsa young persons response-data suggested they are rich or very rich, when in fact they are poor (Langbridge and Taylor, 2007). This is based on the probable belief that 'being seen to be rich' or 'acclaiming richness' or 'showing off as rich person" or seen with unjustifiable materialism" (i.e., the behaviour) will automatically reduce or terminate poverty, or makes richness becomes apparent, or that might lead to actual change in the life style in the real world outcomes. Additionally, by saying out I am rich, when in fact the person is not, might transform poverty into wealth or automatic prosperity as the expected outcomes. So, by linking or associating the attitude toward the behaviour is determined by the person's evaluation of the outcomes associated with the behaviour and by the strength of these associations (Langbridge and Taylor, 2007). Similarly, the linkages to "subjective norms or normative beliefs", suggests Bayelsa young people and community organisations might have already experienced the peer-group effect or reference-group pressures which they could not resist (Langbridge and Taylor, 2007:52 and (Fiske and Browne, 2008).

To the question Q11PT1, "how much money do you have for spending on a daily basis?" the response was: 194. Of this (73 or 38%) of the respondents had only N100 or less than \$1 per day;53 (27%) of the respondents had N100-300 or \$1 per day, whereas only 40 (20%) of the respondents had N400-1000 or \$3 per day and only 15 (or 8%) of the respondents had N1000-2000 or \$4 per day, and only 13 (7%) had N3000-10000 or \$5 per day. Again, literature evidence pointed to Bayelsa being a wealthy State, however, quantitative data indicates the contrary. Quantitative data indicate that 65% of Bayelsans have less than \$1 to spend daily. So, by most literature evidence(UNDP, 1997; World Bank, 2005; Oxford University HDI, 2010) Bayelsa is a poor state. The study finds these data rather contradictory to literature-evidence.

Another paradox and contradiction was reflected by these questions – how often are you paid, weekly or monthly? (PT1Q8) and, are you currently employed? (PT1Q7). This question is a combination of questions 8, 3 and 7. In effect, it was not necessary for most of the respondents who answered questions 3 and/or 7 to repeat what they already stated. The following narrative, therefore, is a combination of the both to reflect the combined position. In response to question 7, one respondent earns N4,000 (£16) weekly while three other respondents on a monthly basis

ISSN: 2455-8834

Volume:01, Issue:11

earn N19,000 (£76), N108,000 (£432) and N55,000 (£220) (or N13,750 weekly) respectively. These participants work an average of 8 hours-per-day and all are employees of the civil service.

With respect to question 3, the following are the responses to question 3. One person earns N10,000 (£40) weekly while the monthly wages of two other participants are N25,000 (£100) and N55,000 (£220) respectively. They all have one job each and works an average of 8 hours per day as employees of the civil service. Of those studying (53); 37 are unemployed, 16 are working; 2 part-time, one person earns N10,000 (£40) weekly and another earns N30,000 (£120) monthly; 14 are full-time workers and one of them earn N20,000 (£80) as a monthly wage. Here again, these statistics point to a very low wage or salary levels. In fact, weekly wages ranging from £16 per-week to £40 per-week. The combined impact of low wages and unemployment as well as the lack of employable skills reflects impoverishment. In response to this, the theory of in-work poverty or working poor becomes apparent (Hudeson and Nalto, 2013; Barnards, 2013; Metcalf, 2014).

Alternatively, the idea of 'emergent theory' or the need for living wages incidentally emerges(Fabian Society Report, 2015). Consequently, low interpersonal skill development could be detrimental to their social, mental, physical, cultural and development (Maslow, 1970; Dowler, 2001;Dowler, 2011). It is important to highlight the paradox, contradictins or conflict between the theory of perception of wealth from oil/gas exploitation against the reality of low-paid workers, based on the empirical evidence.

In regard to question 3, again, according to their quantitative response data are you currently employed, (PT1Q7), 43 Full-time; 6 Part time and 5 Unemployed. Of those working one person earns N4,000 (or £16) weekly; 1 person earns N19,000 (£76) monthly; 1 person earns N108,000 (or £432) monthly; 1 person earns N55,000 (or £220) monthly (or N13,750 weekly). Average hours worked: 8 hours per day; All civil service. The statistics of employment indicated that not many participants responded to this question PT1Q7. However, in fact, it presumes a situation where there is either a very high level of unemployment or lack of job opportunities for young people to work or get employed or develop their job or entrepreneurial skills. It appears, not many opportunities are available (Eguruze, 2011, 2014; Ibaba, 2012; Ibaba & Arugu, 2013). There might be huge social and economic implications for the young people and community organisations in the long run. The impact of lack of early good quality education could result in devastating consequences in relative terms (UNCRC, 2014; Eguruze, 2014;2015). Again, the statistics show a conflict of theory and empirical evidence. Once again, it highlights a situation whereby there is oil/gas wealth, yet there are no jobs or employment opportunities (Ibaba, 2012; Ibaba & Arugu, 2013; Eguruze, 2011, 2014;2015;2016).

ISSN: 2455-8834

Volume:01, Issue:11

Another paradox or contradiction had been associated with quantitative research question 6 PT1Q6 relating to which is the highest Qualification you currently have? Again, of the 189 respondents, none had a doctorate degree; only 2 (1%) had Masters Degrees, whereas 83(44%) were only school certificate holders; 25 (13%) had postgraduate diplomas; 19 (10%) were diploma holders while 47 (24%) had a first degree. These statistics relating to PT1Q6 point to the apparent existence of educational under-achievement or disadvantaged or unfortunate circumstances: several factors may have accounted. In fact, as we see above, amongst the total of 189 respondents to this question, there were no Ph.D. or Doctoral degree holders; only two had Masters' degree. 84 (or 43%) were only primary first) school certificate holders, 25 (or 13%) had post-graduate diplomas, 19(or 10%) qualification holders while none had a first degree.

On one hand this might imply a prevalence of under-development of youthful potentials for a number of reasons: probably due to lack resources or misdirecting or mismanagement of resources, lack of sense of social responsibility or lack of concern for young people and community organisations' needs (Bradford, 1999, 2005,2012; National Youth Agency, 2005,2006; Max-Neef et al, 1989). Another reason repeatedly raised by young people and community organisations was that the lack of opportunity and/or access to quality schools was due to the corruption of policy makers. Additionally, it could probably be a lack of ideas to move forward or merely indifference attitudes or lack of concern by those who have social responsibility or parental guidance. It also points to something, not a priority for the policymakers. Conversely, the statistics may reflect an enormous responsibility for policymakers to cater for on the long run. Anyhow, it should be young people's fundamental human rights to be developed to their full potentials (UNCRC, 2014; UDHR.1948).

#### Conclusion

Without tackling these barriers, they will continue to cause significant negative impact on the poverty elimination systems. Ultimately, the greatest irony is that, inevitably every one, rich or poor, is in the same boat, whilst the poor is affected the most. This is why eradicating extreme poverty is essential"(Ki-moon, 2016; Rowling, 2016).

#### References

Alagoa, E.J.(1999). *The land and peoples of Bayelsa State; Central Niger Delta*, Port Harcourt; Onyema Research Publications.

Andreansen, A. (2004). Social marketing: its definition and dormain, *Journal of Public Policy and Marketing*, 13(1), 104-108

ISSN: 2455-8834

Volume:01, Issue:11

Andreasen, A. (2006). *Social marketing in the 21<sup>st</sup> century*. Thousand Oaks: Sage Publications, Inc.

Azaiki, S.(2007). Oil, gas and life in Nigeria, Ibadan: Y-books (a division of association book-masters Nigeria Ltd).

Barnard, H.(2013). How do we increase ethnic minority employment?. Available from http://wwww.jrf.org.uk/blog/2013/02/how-increase-ehtnic-employment.Accessed on 17/02/15.

Bayelsa state produce over 30% of Nigerian oil: available from http://www.bayelsagov.nh/about-us.html. Assessed on 13/06/11

Boro, I.J.A. (1982) *The twelvth day revolution*, edited by Tony Tebekaemi, Benin City: Idodo Umeh Publishers (Nig) Ltd

British Sociological Association (March 2004). Statement of ethical practice. Online available from http://w.w.w.brtisoc.co.uk/equality/statements.ethics/practice htm. Accessed on 02/03/09

Cugelman, B.(2010). *Online social marketing: website factors in behavioural change,* PhD thesis. University of Wolverhampton, Wolverhampton.

Daniels, C.U(2015) Science, Technology and Innovation Policy making in Government: perspectives from developing countries(Nigeria), SPRU, University of Sussex, UK and HSRC, South Africa.

Danies, C.U.(2015) Policy Support for Innovation in Developing Countries Sudanese Diaspora 2015 SPRU, University Sussex, Brighton June 11-12

Daniels, C.U. (2014) "Measuring Innovation in the global South: an annotated Bibliography" A Report on the Measurement and Analysis of Innovation Project Submitted to the Centre For Science, Technology and Innovation Indicators (CsTII), Uman Sciences Research Council (HSRC), South Africa

Dowler, E. (1997). "Budgeting for food on a low income in the UK: the case of lone parent families", *Food Policy*, 22(5), 405-412

Dowler, E., Kennedy, M., Lambie, H., Inman, A. and Collier, R.(2011). "Thinking about food security; engaging with UK consumer," *Critical Public Health*, 21(4), 403-416

ISSN: 2455-8834

Volume:01, Issue:11

Dowler, E. and Turner, and Dobson, B.(2001). "Poverty bites: food, helath and poor families. CPAG: London

Doyal, L., & Gough, I., (1991). A theory of human needs, N.Y.; The Guilford.

Doyal, L., & Gough, I., (1993). Thinking about human needs, Journal article by Len Doyal; *New Left Review*, (Vol.a),

Eguruze, S.E. (2011). A study of what young people and community organisations see as their support needs in Bayelsa State of Nigeria in "tackling poverty", M.A. dissertation, Brunel University School of Health Sciences and Social Care Centre for Youth Work Studies, London.

Eguruze, E.S. (2015). Social marketing techniques: methodology framework for poverty intervention in Bayelsa State of Nigeria. NDRD, 9(2), 81-136

Eguruze, E.S. (2015). Social marketing techniques: a tool for poverty reduction in Bayelsa State of Nigeria. NDRD, 8 (1), 1-36

Fabian Research Report(2015). The Recipe for Inequality. Fabian Commission on Food Poverty. Availbale from http://www.fabians.org.uk/wpontent.uploads.2015/03/arecipeforinequality\_WEB.pdf. Accessed on 2 May 2015

Fiske, J., and Browne, A.J.(2008) Paradoxes and Contradictions in Health Policy Reforms: Implications For First Nations Women., Vancouver, British Columbia Centre of Excellence For Women's Health: Women's Health Report.

Ester, J. (1984) Jon Ester (ed.) Ulysses and the SIrens; Studies in Rationality and Irrationality

Ester, J 1984 Jon Ester (ed ) Editions DeLa Maison des Sciences DeL' HOMME (1984) Philiosophy Research online Phipapers.Org/rec/ELSUAT Accessed on 04/0816 Ulysses and the Sirens; Studies in Rationality and Irrationality

Grupta, A.K(2013) Policy Gaps for Promoting Green Grassroots Innovations and Traditions. Hudson, M, and Netto, G.(2013) . In-Work poverty, ethnicity and workplace cultures. Available from http://www.jrf.org.uk/publications/poverty-ethnicity-workplace -culture. Accessed on 17/02/15

Ijaw Youths Council (IYC), 1998: The Kaiama declaration. Nigeria, 11th December

ISSN: 2455-8834

Volume:01, Issue:11

Ki-moon, B(2016) To curd deaths from disasters, end poverty – U.N. Chief Available at https://uk.news.yahoo.com/curb-deaths-disasters-end-poverty-u-n-chief-000813756.html Accessed on Thursday 13/10/16

Lefebvre, R.C.; & June, F.A. (1988). Social marketing and public health prevention (portable document format). *Health education quarterly*, 15 (3), 300-301.

Maslow, A.H (1954; 1970) *Motivation* and personality. 2<sup>nd</sup> ed., New York, Harper & Row

McNeish, D., Downie A., Newman, T., Webster, A., and Brading, J., (2000) "The participation of children and young people. London: Lambeth, Southwark and Lewisham Health Action Zone.

McNeish, D., Newman, T., and Roberts, H.(2002) "What works for children" in involving children and young people

MEND (2008). *Movement for the emancipation of the Niger Delta*)(Isine, Tuesday 30/12/08) available from http://www.punchng.com/Article.aspx?/Art/

Metcalf et al.(2014). *How place influences employment outcomes for ethnic minorities*. Available from http://www.jrf.org.uk/publications/hoe-place-influences-employment-outcomes-outcomes-ethnic-minorities Accessed on 17/02/15

Nigerian population census (2015). Available from http://www.nigeriamasterweb.com/Nigeria06CensusFigs.html. Accessed on 05/03/15

Nna, J.N. and Ibaba, S.I (2011) *Crisis and development in the Nigeria: selected works of Kimse Okoko*. Port Harcourt: University of Port Harcourt Press.

Okaba, B(2008) "Petrodollar, the state and the crises of development in the Niger Delta: trends, challenges and solutions" in international conference on the state, MNC and the Niger Delta Region. Yenagoa.

Oxford University Poverty and Human Development Initiative (OPHDI) (2010). In Alkire, S. and Foster, J.(2007). Counting and multidimensional poverty measures. Working Paper Series 7. Oxford University. Available from http://www.ophi.org.uk Accessed on 13/02/15.

Prest, G, Bell, J.C., and Armour-Garb,B., 2004 The Law of Non-contradiction New Philospphical Essays. Oxford; Oxford University (Clarence) Press

ISSN: 2455-8834

Volume:01, Issue:11

Roelen, K.C.H.(2010) False positives or hidden dimensions. the definition and measurement of child poverty, PhD thesis. Maastricht University, Maastricht.

Rowling, M(2016) To curd deaths from disasters, end poverty – U.N. Chief. Available at http://www.reuters.com/to-curb-deaths-from-disasters-end-poverty-un-chief Accessed on Thursday 13/10/16

Triegaargt, J. (2006). Reflection on poverty and Inequality in South Africa: policy consideration in an emerging democracy. Sept 2006 pdf adobe.

Saro-wiwa, K. (1995). Genocide in Nigeria; The Ogoni tragedy. Port Harcourt; Saros International.

Schnaiberg, A(1997) Paradoxes and Contradictory: A contextual Framework for "How I Learned to Suspect Recycling" Humnanity and Society, Evanston

Social Marketing Institute (2007). "What is Social Marketing? Available on http://www.social-maketing.org/sm.html or alternatively, http://social marketing-marketing-org/sm.html. First accessed on Monday 24/09/2007.

UNCRC (2014) United Nations Convention on the Right of the Child. Availoable from https://www.gov.uk/government/policies/creating-a-fairer-and-more-equal-society/supporting-pages/the-united-nations-convention-on-the-right-of-the-child Accessed on 27/02/15.

UDHR, (1948). Universal declaration of human rights (1948)- Article 25 available from http://un.org/en/documents/udhr/ Accessed on 13/02/15

UN MDGs (2015). United Nations MDGs factsheet "We can end poverty 2015" September 20-22. Aslo available from http://www.un.org/en/mdg/summit2010/pdf/mdg/\_fs\_1\_en.pdf Accessed 13/02/15

United Nations development programme's human development report, (1997) UNDP

Wiebe, G.D. (1951). Merchandising commodities and citizenship on television. *Public Opinion Quarterly*, Winter, 15(4), 679-691.