

**EVALUATING THE EFFECTIVENESS OF THE 2023 CAMPAIGN
SLOGAN OF THE LABOUR PARTY: “WE NO DEY GIVE SHISHI”
VIS-A-VIS THE MENACE OF VOTE TRADING IN THE 2023
PRESIDENTIAL ELECTION.**

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**A DISSERTATION SUBMITTED TO THE NATIONAL INSTITUTE
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DECLARATION

I **Festus Uche ALIKA** with Matriculation Number PG/NLS2315083, hereby declare that this dissertation titled: **EVALUATING THE EFFECTIVENESS OF THE 2023 CAMPAIGN SLOGAN OF THE LABOUR PARTY: “WE NO DEY GIVE SHISHI” VIS-A-VIS THE MENACE OF VOTE TRADING IN THE 2023 PRESIDENTIAL ELECTION** is an outcome of my research effort carried out in the School of Post Graduate Studies at the National Institute for Legislative and Democratic Studies/University of Benin under the supervision and guidance of Dr. Asimiyu Abiola. It has been confirmed that this research work has not been previously presented anywhere for the award of any Degree and where references were made to related researches were duly acknowledged.

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CERTIFICATION

This is to certify that this dissertation titled: **EVALUATING THE EFFECTIVENESS OF THE 2023 CAMPAIGN SLOGAN OF THE LABOUR PARTY: “WE NO DEY GIVE SHISHI” VIS-A-VIS THE MENACE OF VOTE TRADING IN THE 2023 PRESIDENTIAL ELECTION** was carried out by Festus Uche ALIKA and has been read and approved for the award of Post Graduate Diploma in Elections and Political Party Management for University of Benin/National Institute for Legislative and Democratic Studies.

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DEDICATION

I dedicate this research project first, to the Almighty God who granted me the grace and the privilege to undergo the study successfully, seamlessly and without any hitch.

ACKNOWLEDGEMENT

I want to first of all express my sincere gratitude and appreciation to God Almighty for His guidance and protection throughout the period of my studies. My deep appreciation goes to my family for their extraordinary understanding during my long period of absence as a result of my studies. I cannot forget in a hurry my Principal, Sen. Ned Nwoko who greatly assisted me in ensuring that I concluded this programme hitch free.

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ABSTRACT

The evaluation of the slogan's effectiveness is specifically scoped to its interaction with vote trading. The project likely seeks to determine if the slogan had any discernible impact on the prevalence of vote trading, voters' susceptibility to vote trading, or public perception regarding vote trading, in connection with the Labour Party's campaign during the 2023 presidential election in Nigeria. The phrase "vis-a-vis" indicates a comparison or a consideration of one thing in relation to another. Therefore, the project is examining the slogan's effectiveness *in the face of* or *in contrast to* the challenge posed by vote trading.

Vote buying has been a persistent issue in Nigerian elections, undermining democratic processes and influencing electoral outcomes. Historically, political candidates have resorted to financial incentives to sway voters, often leading to a transactional relationship between politicians and constituents. Studies indicate that this practice is prevalent across various regions and demographics, making it a critical factor in understanding voter behavior (Ojo & Adebayo, 2022).

Scholars underscore the power of slogans as tools for shaping public perception and voter behavior in electoral campaigns (Nwankwo, 2020). A slogan serves as a rallying cry for a party's vision and ideology, encapsulating its core message in an accessible and memorable phrase (Ekpe, 2019). The Labour Party's slogan, "We No Dey Give Shishi", explicitly rejected vote-buying, signaling a commitment to ethical politics.

A campaign slogan is a short, memorable phrase used in politics and advertising. In politics, where people get elected to office, slogans are used as a short idea. Slogans can be for or against any particular political issue. They are a clever way to advertise and promote your political ideas. A memorable one-line statement used in political campaign advertising.

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LIST OF ABBREVIATIONS

ABBREVIATIONS	MEANING
RCT	Rational Choice Theory
PMT	Political Marketing Theory
SIT	Social Identity Theory
LP	Labour Party
CSOs	Civil Society Organizations
INEC	Independent National Electoral Commission
EU	European Union
FCT	Federal Capital Territory
AMAC	Abuja Municipal Area Council
YIAGA	Youth Initiative for Advocacy, Growth & Advancement.
FGDs	Focus Group Discussions

CHAPTER ONE

1.1 Background of the Study

An election is a legitimate process of choosing desired leaders by the electorates in a credible way. Democracy can survive only if there is an election because there is no better alternative to change of government and transfer of power except through a peaceful, credible and acceptable election (Sule et al., 2018b).

The Labour Party was one of the newly registered political parties prior to the 2023 general election. The emergence of the party was influenced by the need to change the perception of the citizens and voters on the trend of the politics in Nigeria which involves a lot of malpractices most especially influencing the electorate through vote buying and other inducements.

Election campaigns play a critical role in shaping public perception and influencing voting behavior. Political parties employ various strategies, including slogans, to communicate their values, ideologies, and goals to the electorate. In the 2023 Nigerian general elections, one of the most talked-about political slogans was that of the Labour Party (LP) - “***We no dey give shishi.***” This slogan symbolized the party's stance against vote-buying, corruption, and financial inducements often associated with Nigerian elections.

Vote buying has long been a menace in Nigeria's political landscape, where financial incentives are offered to voters in exchange for their support. The prevalence of this practice has raised concerns about the integrity of the electoral process, the freedom of choice, and the long-term development of Nigeria's democracy. Political parties, particularly those with less financial resources like the Labour Party, have had to find innovative ways to connect with the electorate without relying on the financial inducements that dominate the political space.

Examples of such parties are; The Social Democratic Party (SDP), Peoples Redemption Party (PRP) and The Allied Congress Party of Nigeria (ACPN).

The slogan "We no dey give shishi" directly addresses the issue of vote buying, positioning the Labour Party as an alternative that emphasizes integrity, accountability, and a new political culture. This study evaluates the effectiveness of this slogan, analyzing its influence on the electorate, its role in combating the vote-buying culture, and its overall impact on the Labour Party's performance in the 2023 elections.

Comparing the Labour Party's approach with that of other parties can provide further insights into its effectiveness. Many traditional parties continued employing vote-buying tactics during their campaigns. In contrast, the Labour Party's commitment to rejecting such practices could have differentiated it in the eyes of reform-minded voters.

Analyzing election results and subsequent voter turnout can offer additional evidence regarding the slogan's effectiveness. If areas with strong support for the Labour Party saw higher turnout rates among first-time voters or those previously disengaged from politics, it could indicate that the message resonated well enough to mobilize participation against vote-buying norms.

The slogan clearly communicates a rejection of vote buying, positioning the Labour Party as an alternative to established parties often associated with corrupt practices. Research shows that clarity in campaign messaging can significantly influence voter perceptions and behaviors (Akanbi et al., 2023). By explicitly stating its stance against vote buying, the Labour Party sought to differentiate itself from competitors.

1.2 Statement of the Study Problem

Vote buying is one of the critical issues undermining democratic elections in Nigeria. Despite numerous reforms and the introduction of stricter electoral laws, the practice persists, with political actors seeing it as an easy way to secure votes. This has led to concerns about the erosion of democratic values, as voters may be influenced more by financial incentives than by political ideology, policies, or the competence of candidates.

The Labour Party's 2023 election campaign, particularly its slogan “We no dey give shishi,” aimed to challenge this status quo by refusing to participate in vote buying. However, the extent to which this slogan resonated with voters and influenced the electoral outcome is unclear. This study seeks to assess the effectiveness of the slogan and the overall strategy behind it, particularly in light of the deeply ingrained culture of vote buying.

1.3 Key Research Questions

- (i) What level of awareness did the Labour Party’s slogan “We no dey give shishi” play in the 2023 Presidential elections?
- (ii) How did the electorate perceive the slogan in the context of vote buying?
- (iii) What was the overall effectiveness of the slogan on the Labour Party’s electoral performance? Did the slogan influence voter behavior or deter vote-buying practices in the 2023 Presidential elections?

1.4 Objectives of the Study

The primary objective of this study is to evaluate the effectiveness of the Labour Party’s 2023 election campaign slogan "***We no dey give shishi***" in relation to combating vote buying. The specific objectives are:

- (i) To analyze the degree of awareness of the Labour Party's slogan on voters.
- (ii) To assess the voters perception of the slogan in the context of vote-buying.
- (iii) To evaluate the overall effectiveness of the slogan on the Labour Party's electoral performance and the extent the slogan influenced voters behaviour or deter vote buying practices in the Presidential elections.

1.5 **Significance of the Study**

This study contribute to the understanding of how political slogans and campaign messages can influence voter behavior, particularly in environments where financial inducements have become a norm. By examining the Labour Party's experience in the 2023 elections, the study provide insights into the effectiveness of anti-vote-buying campaigns in Nigerian politics. It offer lessons for future political campaigns, particularly for parties that may wish to challenge the established vote-buying culture. Additionally, the findings may be useful for policy-makers, civil society organizations, and election observers seeking to promote free and fair elections in Nigeria.

1.6 **Scope of the Study**

The scope of this study will focus on the Labour Party's 2023 election campaign, with particular attention to the slogan "We no dey give shishi." The study covered the 2023 general elections in Nigeria, exploring the perception and impact of the slogan among voters and analyzing its effectiveness in curbing vote-buying practices. While the primary focus is the Labour Party, the study will also reference other political parties and their use of vote buying as a point of comparison.

1.7 **Clarification of the Key Concepts**

Vote Buying: The practice of offering money or other material incentives to voters in exchange for their votes.

Campaign Slogan: A short, memorable phrase used by political parties to convey their core message to the electorate.

Electoral Performance: The outcome of a political party or candidate in an election, measured by the number of votes received.

In conclusion, this chapter introduces the subject of study, outlines the research problem, and highlights the relevance of examining the Labour Party's 2023 campaign slogan in the context of vote buying. Subsequent chapters will delve deeper into the theoretical framework, literature review, methodology, and analysis of the findings.

CHAPTER TWO

2.0 LITERATURE REVIEW AND THEORETICAL FRAMEWORK

This chapter reviews existing literature on the 2023 Nigerian general election with a focus on the Labour Party's campaign slogan, "We No Dey Give Shishi". It explores the slogan's effectiveness in addressing the menace of vote-buying, evaluates scholarly perspectives on political campaigns, and situates the study within relevant theoretical frameworks. The chapter is divided into two sections: (1) the review of related literature and (2) the theoretical framework guiding the study.

The power of a political slogan can be immense. Slogans have been used to create memorable phrases that are still in use today. Whether you are running for office or want to make your message more effective and engaging, it is essential to know how people react when hearing these types of campaign slogans. A good slogan is a key to a successful political campaign. It can be used as an effective branding technique or to establish the party's values and goals for voters.

Slogans should convey concisely what you are trying to communicate with your base voter group while simultaneously appealing to undecided voters who may not have strong feelings either way about your candidate but would like some clarity before they cast their vote.

2.1 Conceptual Review

Vote buying has been a persistent issue in Nigerian elections, undermining democratic processes and influencing electoral outcomes. Historically, political candidates have resorted to financial incentives to sway voters, often leading to a transactional relationship between politicians and constituents. Studies indicate

that this practice is prevalent across various regions and demographics, making it a critical factor in understanding voter behavior (Ojo & Adebayo, 2022).

2.1.1 Political Campaigns and Electoral Slogans

Scholars underscore the power of slogans as tools for shaping public perception and voter behavior in electoral campaigns (Nwankwo, 2020). A slogan serves as a rallying cry for a party's vision and ideology, encapsulating its core message in an accessible and memorable phrase (Ekpe, 2019). The Labour Party's slogan, "We No Dey Give Shishi", explicitly rejected vote-buying, signaling a commitment to ethical politics.

2.1.2 Political Slogans

A campaign slogan is a short, memorable phrase used in politics and advertising. In politics, where people get elected to office, slogans are used as a short idea. Slogans can be for or against any particular political issue. They are a clever way to advertise and promote your political ideas. A memorable one-line statement used in political campaign advertising.

Slogans are an essential part of corporate advertising and political campaigning. As attention- getting phrases, they are often invoked by political groups or other social groups to champion a cause. Sharkansky (2002), posited that political campaign slogans when used in political communication, "they simply the task of communication and audiences in a situation where many ideas are competing for a place in the political agenda and a great deal of noise from competing messages."

Every political campaign slogan is unique, and the ultimate goal of every political party or campaign slogan is to win the election. Lynn (2009), opined that although there is no single 'best' campaign slogan/strategy the right slogan/strategy may differ from one candidate to another and for each election.

What seems to be very important in any political campaign's slogan is the 'message' that is sent to the electorate. A political campaign slogan is an important and potent tool in Nigeria that politicians use to express views and feelings to the public with an intention of remoulding and redirecting the electorate opinions to align with them. The message therein in slogans is a simple statement that is easily repeated severally throughout the campaign period to persuade the target audience or influence voters to act in the candidate's favour. Political campaign slogan contains salient ingredients that candidates wish to share with the voters and these are repeated often to create a lasting impression on the voters.

The ability of a politician to use a campaign slogan as a language to interact with the electorate is one of the unique characteristics a man possesses, which by extension makes him distinctively higher than other animals. Sociologically, without language, man (*Homo sapiens*) will find it difficult, if not impossible, to exist as one may have it easy to communicate with another person in the absence of language (Vaes et al., 2011). Therefore, the concept of a political slogan as a language is a critical resource, especially in a political campaign. The slogan of a political campaign is a variety of language used intended to pass the needed information to the electorate with a view to convincing or appealing to them. It is usually laden with emotion and has the effect of causing the electorate to have a change of mind on an important issue or about a particular party or candidate. Szanto (1998) argues that the language of politics is a lexicon of conflict and drama, ridicules, and reproach, pleading and persuasion, colour and bit permeated. As language designed to valour men, destroy some, and change the mind of others.

2.1.3 Vote-Buying in Nigeria's Electoral System

Vote-buying has been a persistent challenge in Nigerian elections, where political actors exchange monetary or material incentives for votes (Agbaje & Adejumobi, 2006). It undermines democracy, as voters are often coerced into supporting candidates irrespective of their competence or integrity (Animasahun, 2022). The

2023 general elections, like previous ones, were marred by allegations of widespread vote-buying despite reforms by the Independent National Electoral Commission (INEC).

Vote buying (also referred to as electoral **clientelism** and **patronage politics**) occurs when a political party or candidate distributes money or resources to a voter in an upcoming election with the expectation that the voter votes for the actor handing out monetary rewards. Vote buying can take various forms such as a monetary exchange, as well as an exchange for necessary goods or services. This practice is often used to incentivise or persuade voters to turn out to elections and vote in a particular way. Although this practice is illegal in many countries such as the United States, Argentina, Mexico, Kenya, Brazil and Nigeria, its prevalence remains worldwide.

In some parts of the United States in the mid- and late 19th century, members of competing parties would vie, sometimes openly and other times with much greater secrecy, to buy and sell votes. Voters would be compensated with cash or the covering of one's house/tax payment. To keep the practice of vote buying secret, parties would open fully staffed vote-buying shops. Parties would also hire runners, who would go out into the public and find floating voters and bargain with them to vote for their side.

In England, documentation and stories of vote buying and vote selling are also well known. The most famous episodes of vote buying came in 18th century England when two or more rich aristocrats spent whatever money it took to win. The "Spendthrift election" came in Northampton shire in 1768, when three earls each spent over £100,000 on their favoured candidates.

2.1.4 Effectiveness of Anti-Vote-Buying Campaigns

Campaigns against vote-buying have had mixed results. While some scholars highlight increased voter awareness as a success of such campaigns (Ibrahim, 2021), others emphasize structural issues like poverty and unemployment that perpetuate the problem (Okoye, 2020). The Labour Party's slogan aimed to resonate with young, reform-minded voters who were disenchanted with corrupt political practices.

Furthermore, vote buying weakens the trust that voters and citizens have in their elected representatives and restricts the opportunities for society to protest and examine corruption in a transparent and secure environment. Social acceptance of vote buying over successive electoral cycles can institutionalize the practice, as candidates who win elections with the help of a vote-buying strategy are likely to adopt a similar approach in future elections. Where politicians and citizens tolerate vote buying, this impedes the normative principle that elected representatives are accountable to their electorate.

2.1.5 Analysis of the Labour Party's Campaign Strategies in 2023

The Labour Party's "We No Dey Give ShiShi" slogan conveyed a rejection of transactional politics, appealing to voters on ethical and moral grounds. The slogan reinforced the party's image as an alternative to mainstream political parties. Studies suggest that this approach resonated strongly with urban youth and middle-class Nigerians, groups increasingly vocal about good governance (Ojukwu et al., 2023).

However, critics argue that the slogan may have alienated economically vulnerable voters accustomed to receiving incentives (Obinna & Eze, 2023). Empirical studies are required to evaluate whether the slogan translated into electoral success or if vote-buying continued to dominate at grassroots levels.

As part of the democratic life, electoral campaign slogans are implemented to communicate, convey political messages to large numbers of voters, and publicise the views of a candidate contesting an election. They aim at persuading voters and making them aware of the candidate's basic ideology and views that might be highly needed at the time of elections. In other words, slogans allow candidates to express their Effects of political slogans on brand acceptance: A review of the 'Obi-dient' slogan and the Peter Obi Brand 101 opinions and thoughts concerning the change which they wish to achieve in their society (Herman et al., 2022). Electoral slogans can be socially effective for different reasons. They can express the character or aims of the candidate and can be catchy phrases for voters at the polling time to remember. Moreover, slogans are virtually the key entrance to exhibitors' mentality and orientations. Stimulatingly, they can strongly attract people's attention regardless of their backgrounds, being different socially, economically, educationally, and more importantly, politically. A vast power can be wielded by the device known as a slogan (Gounari, 2018; Kohli, Suri & Leuthesser, 2007).

Persuading people to vote for a candidate is vital in the political process as it is the art of what is possible; politics often share a vocabulary with military activity, and this is especially the case with elections: both winning elections and winning wars involve running successful campaigns (Adrian, 2000; Nwamara & Etumnu, 2022). Words, phrases, other parts of speech, and photos, are main components of slogans and may have different connotations to effectively arrive at the persuasive-central purpose. In most ways, parties use the techniques of selling a product to sell themselves to voters (Heeg, 2019). Texts as political billboards enjoy certain elements to be successful. For example, they must catch people's attention and "hold it long enough for the message to be taken in." This means that they must be visually eye-catching and must be brief to easily read, as they are often placed strategically along busy roads. The length of the verbal text is deemed to be limited (Adrian, 2000), but its impact, if phrased deeply and

thoroughly is tremendous. Therefore, and as a way of advertising, the slogan must seek a discourse that engages the audience and attract their attention to persuade them with the message (Hartig, 2019).

In modern democracies, most political figures use political campaign slogans as enticing and alluring aphorisms to articulate ideological stand prints, convince their audience, deepen ideology in the public consciousness, and drive political action. A political campaign slogan has certain characteristics and features which differentiate it from other varieties of language used in our day-to-day interaction. They remain very unique with politicians and Politic. Political campaign slogan embodied in propaganda and rhetoric is persuasive and politicians adopt these slogans as a device to cajole the electorate to vote for them and their parties by presenting themselves as the only credible and capable for the position. Man by creation is a social and political animal. This suggests that man is both sociable and solitary. Peck (1955), explained that a higher standard of a man depends partly on philosophical contemplation which can be demonstrated or expressed through the employment of social virtues exercised in the company or association of others (Burroughs, 2020). Politics is premised on 'who gets what, when, and how.

2.1.6 Socioeconomic Determinants of Vote-Buying

Vote-buying thrives in contexts of poverty, unemployment, and weak civic education (Ezeani, 2015). These factors make many Nigerians susceptible to short-term material gains over long-term governance goals. While the Labour Party's slogan aimed to counter this trend, its effectiveness may have been limited by structural socioeconomic challenges.

2.1.7 Ethical Politics and Democratic Development

Ethical politics, defined as adherence to principles of transparency, accountability, and integrity, is critical for democratic development (Gberevbie, 2019). The Labour Party's campaign slogan sought to align with these principles, creating a

narrative of hope and change. This aligns with studies emphasizing the role of ethical leadership in fostering democratic resilience (Nwosu & Eme, 2022).

2.2 Theoretical Framework

2.2.1 Rational Choice Theory

Rational choice theory posits that individuals make decisions based on cost-benefit analyses, seeking to maximize personal gain (Downs, 1957). In the context of Nigerian elections, voters often engage in vote-buying as a rational response to poverty and systemic corruption. The Labour Party's slogan challenges this rationale by appealing to voters' long-term interests in ethical governance.

Introduction to Rational Choice Theory

Rational Choice Theory (RCT) is a school of thought that assumes individuals make decisions based on rational analysis to achieve favorable outcomes. This theory posits that individuals act rationally, weighing the costs and benefits of various options and choosing the one that maximizes their personal advantage.

History of Rational Choice Theory

The concept of RCT was first introduced in 1776 by Adam Smith in his book "An Inquiry into the Nature and Causes of the Wealth of Nations." [2] Smith proposed the idea of an "invisible hand" that guides free-market economies. [3] The theory has since been developed and applied to various fields, including economics, politics, and sociology.

Key Assumptions of Rational Choice Theory

RCT is based on several key assumptions:

- All actions are rational and made based on considering costs and rewards.
- The reward of a relationship or action must outweigh the cost for the action to be completed.

- When the value of the reward diminishes below the value of the costs incurred, the person will stop the action or end the relationship.
- Individuals will use the resources at their disposal to optimize their rewards.

Applications of Rational Choice Theory

RCT has a wide range of applications in various fields, including:

- Economics and Business: RCT can explain individual purchasing behaviors and help understand market trends.
- Politics: RCT can be used to explain voting behaviors, the actions of politicians, and how political issues are handled.
- Sociology: RCT can explain social phenomena, such as social change and institutions.

Strengths and Weaknesses of Rational Choice Theory

RCT has several strengths, including:

- Helping to understand individual and collective behaviors: RCT provides a framework for understanding why individuals and groups make certain choices.
- Explaining seemingly "irrational" behavior: RCT can help explain behavior that appears irrational by examining the underlying rational motivations.

However, RCT also has several weaknesses:

- Assuming individuals always act rationally: RCT assumes that individuals always make rational decisions, which may not always be the case.
- Ignoring external factors: RCT may not account for external factors that influence decision-making, such as emotions and social norms.

Examples of Rational Choice Theory in Finance

Several examples illustrate how RCT can be applied to financial decision-making:

- **Buying Familiar Stocks:** Investors may choose to buy stocks from familiar companies, rather than diversifying their portfolio, due to familiarity bias.
- **Paying Off Small Loans First:** Individuals may prioritize paying off smaller loans with lower interest rates over larger loans with higher interest rates, due to debt account aversion.
- **Borrowing Money for No Reason:** Entrepreneurs and business professionals may take out high-interest loans without having liquid cash in the bank, which can be an irrational move.

Criticisms of Rational Choice Theory

RCT has faced several criticisms, including:

- **Assuming individuals are always rational:** Critics argue that individuals do not always make rational decisions, and that emotions and external factors can influence decision-making.
- **Ignoring social norms and ethics:** RCT may not account for social norms and ethics that influence decision-making.

Conclusion

Rational Choice Theory provides a framework for understanding individual and collective behaviors, but it has several limitations and criticisms. While it can be a useful tool for explaining financial decision-making, it is essential to consider its assumptions and limitations.

2.2.2 Political Marketing Theory

Political marketing theory examines how political parties use marketing strategies to influence voter preferences (Kotler & Kotler, 1999). The Labour Party's slogan,

a key marketing tool, positioned the party as a symbol of integrity and change, contrasting with competitors perceived as corrupt.

2.2.3 Social Identity Theory

Social identity theory suggests that individuals derive a sense of identity and self-esteem from group memberships (Tajfel & Turner, 1986). The Labour Party's campaign slogan fostered a sense of collective identity among supporters who identified with anti-corruption ideals. This communal identity played a significant role in mobilizing young voters.

2.4 Gap in Knowledge

The Labour Party's slogan "We No Dey Give Shishi" marked a bold attempt to address the entrenched issue of vote-buying in Nigeria elections. By rejecting transactional politics, the slogan sought to redefine voter expectations and promote ethical governance. Theoretical frameworks such as rational choice, political marketing, and social identity provide lenses to evaluate the slogan's impact and its contribution to democratic processes in Nigeria.

Despite existing laws aimed at curbing electoral malpractice-including provisions against bribery-enforcement remains weak. The *Nigerian Constitution* and the *Electoral Act* provide guidelines intended to promote free and fair elections; however, implementation is often hampered by corruption within law enforcement agencies themselves. According to *Corruption and Electoral Integrity in Nigeria*, inadequate resources, lack of political will, and fear among citizens about reporting such activities further exacerbate the problem.

Addressing vote buying requires robust public awareness campaigns aimed at educating voters about their rights and the importance of participating in elections without succumbing to financial inducements. Initiatives led by civil society organizations have sought to empower citizens through education on electoral

processes; however, these efforts face challenges due to limited reach and resources. As discussed in *Civic Education in Nigeria: A Tool for Democratic Participation*, enhancing civic education is crucial for fostering an informed electorate capable of resisting corrupt practices.

The problem of vote buying during Nigeria's 2023 presidential election encapsulates a broader struggle against corruption within its political system. Tackling this issue necessitates concerted efforts from government institutions, civil society organizations, and international observers alike. Only through comprehensive reforms can Nigeria hope to restore faith in its electoral processes and ensure that democracy serves its people effectively.

The Study therefore identified and analysed how the Labour Party's slogan "we no the give shishi" tried to minimize or drastically contributed to informing the citizens that vote trading is very inimical to the democracy and the development of the country as a whole.

Further research is needed to measure the slogan's effectiveness empirically, particularly in mitigating vote-buying and influencing voter behavior across diverse demographics.

CHAPTER THREE

3.0 RESEARCH METHODOLOGY

This chapter provides an outline of the methodology used to evaluate the effectiveness of the Labour Party's 2023 election campaign slogan, “**We no dey give shishi**”, in addressing the menace of vote-buying in Nigeria's general election. The methodology includes the research design, population of the study, sampling technique, data collection methods, and data analysis techniques.

3.1 Research Design

The study adopts a descriptive research design, combining both qualitative and quantitative approaches. This design enables a comprehensive analysis of the slogan's effectiveness by examining perceptions, attitudes, and its impact on vote-buying practices during the 2023 general elections.

Qualitative Research

Qualitative research is primarily exploratory and aims to understand underlying reasons, opinions, and motivations. It provides insights into the problem at hand by collecting non-numerical data. This approach is often used in social sciences, humanities, and health sciences where human behavior, experiences, and emotions are studied.

Characteristics of Qualitative Research

Nature of Data: The data collected is usually descriptive and textual rather than numerical. This can include interviews, focus groups, observations, and open-ended survey responses.

Purpose: The primary goal is to gain a deeper understanding of a phenomenon rather than to quantify it. Researchers seek to explore complex issues from multiple perspectives.

Data Analysis: Analysis involves identifying patterns, themes, or narratives within the data rather than applying statistical techniques.

Methods of Data Collection

Quantitative Research

Quantitative research focuses on quantifying problems by way of generating numerical data that can be transformed into usable statistics. This approach seeks to establish patterns and test theories through measurable variables.

Characteristics of Quantitative Research

Nature of Data: Involves numerical data that can be analyzed using statistical methods.

Data Analysis: Utilizes statistical tools to analyze data sets for trends, correlations, or causal relationships.

3.2 Population of the Study

The sample population was three hundred (300) persons which comprises: Voters who participated in the 2023 general elections across Nigeria, especially in areas where the Labour Party had significant influence. Political analysts, Labour Party officials, and members of civil society organizations (CSOs) advocating for electoral transparency. Observers from electoral monitoring groups such as INEC, EU Election Observation Mission, and domestic monitors.

SN	CATEGORY OF PARTICIPANTS	NUMBER
1	VOTERS	200
2	LABOUR PARTY OFFICIAL	50
3	POLITICAL ANALYSTS	10
4.	REPRESENTATIVES OF CIVIL SOCIETY ORGANIZATIONS (CSOs)	40
	TOTAL	300

3.3 Sampling Technique and Sample Size

A multi-stage sampling technique was employed:

- (i) **Purposive Sampling:** Used to select Local Area Councils in the FCT where Labour Party had strong voter turnout and campaign activity. Examples include the Abuja Municipal Area Council (AMAC) Bwari Area Council, Kuje Area and Council Gwagwalada Area Council.
- (ii) **Stratified Sampling:** Participants were stratified into different categories (e.g., voters, party officials, analysts).
- (iii) **Random Sampling:** Used to select individual respondents within each stratum. A total sample size of 300 respondents was targeted, distributed as follows:
 - 200 voters were chosen to know whether they were induced by fund before voting or not.
 - 50 Labour Party officials were contacted to know whether they participated in enlightening the voters on the slogan.
 - 10 Political Analysts were selected to get more information on the impact of the slogan on the electorates.
 - 40 Representatives of Civil Society and Observer groups were selected because of their interest and advocacy in ensuring that there was free, fair and credible elections.

3.4 Data Collection Methods

Primary Data

Structured Questionnaires: Distributed to voters to assess their perception of the slogan and its influence on their voting behavior.

Key Informant Interviews (KIIs): Conducted with Political Analysts, Party Officials, and CSO representatives.

CSO like the YIAGA Africa was contacted due to their interest in Nigeria's democracy. YIAGA is an acronym for Youth Initiative for Advocacy, Growth & Advancement. It is a prominent non-governmental organization based in Nigeria which was established with the primary aim of promoting democratic governance and civic engagement among young people, YIAGA Africa has become a significant player in the landscape of civil society organizations across the continent.

Secondary Data

Review of reports from observer missions, election monitoring organizations, and Labour Party campaign materials. Analysis of news articles and social media discussions on the slogan and vote-buying practices.

The integrity of the electoral process was a focal point for many observer missions. Reports highlighted instances of irregularities such as vote buying, intimidation at polling stations, and discrepancies in voter registration lists. However, some observers noted improvements in certain areas compared to past elections, suggesting incremental progress towards more transparent practices.

3.5 Instrumentation

Questionnaire Design: The questionnaire consisted of both closed and open-ended questions covering the following aspects:

Awareness of the Labour Party slogan.

Perceived impact of the slogan on vote-buying reduction.

Voting decision influences in the 2023 elections.

Interview Guide: Designed to elicit detailed responses from key informants about the relationship between the slogan and vote-buying deterrence.

3.6 Validity and Reliability

Validity: The instruments were reviewed by experts in political science and election studies to ensure content and construct validity.

Reliability: A pilot study was conducted with 20 respondents to test the consistency of the instruments. Cronbach's alpha was calculated to ensure reliability.

3.7 Methods of Data Analysis

Quantitative Analysis: Data from questionnaires were analyzed using statistical tools such as percentages and frequencies. Results were presented in tables and charts.

Qualitative Analysis: Responses from interviews and focus group discussions were analyzed thematically to identify patterns and narratives related to the slogan's effectiveness.

3.8 Ethical Considerations

Voluntary Participation: Respondents were informed of their right to participate willingly without coercion.

Confidentiality: Personal data were anonymized to protect participants' identities.

Informed Consent: All participants provided consent before data collection.

3.9 Limitations of the Study

The study acknowledges the following limitations:

Geographical Scope: The research was limited to selected states, which may not represent the entire country.

Subjectivity in Qualitative Data: Responses from interviews and focus groups could be influenced by personal biases.

By employing these methodologies, the study aims to provide an in-depth evaluation of how the Labour Party's 2023 election slogan addressed vote-buying, contributing to the broader discourse on electoral integrity in Nigeria.

3.10 Conclusion

This chapter provides a detailed roadmap for the research process, ensuring methodological rigor. The subsequent chapters analyzed the collected data to evaluate the impact of the Labour Party's campaign slogan on the voting behavior and the vote-buying culture in Nigeria.

CHAPTER FOUR

DATA PRESENTATION, ANALYSIS AND DISCUSSION

4.0 Introduction

The Labour Party's campaign slogan "We No De Give Shi Shi," which translates to "We do not give handouts," was a significant part of their strategy during the 2023 presidential election in Nigeria. This analysis aims to evaluate the effectiveness of this slogan in relation to vote buying, a common practice in Nigerian elections where candidates offer money or gifts to voters in exchange for their votes. In Nigeria, political campaigns often involve various strategies aimed at influencing voter behavior. The concept of vote buying is prevalent, with candidates using financial incentives to secure votes. The Labour Party's slogan was a direct response to this culture, positioning itself as an alternative that rejects the transactional nature of politics.

The slogan "We No De Give Shi Shi," used by the Labour Party during the 2023 presidential election in Nigeria, can be analyzed through various lenses, including its linguistic significance, cultural resonance, political implications, and effectiveness as a campaign tool.

4.1.1 Demographic Information

Table 4.2.1

S/N	AGE GROUP	NUMBER OF RESPONDENTS	PERCENT %
1	18-25	77	25.7
2	26-35	133	44.3
3	36-45	59	19.7
4	46 and above	31	10.3
5	Total	300	100

The table 4.2.1 above indicated the categories of age, number of participants and their percentage. The age categories of 18-25 years, which is 25.7% of the sample population and 26-35 years representing 44.3% of

the sample population have the highest participants at the 2023 general election which are the youths.

Table 4.2.2

S/N	GENDER	NUMBER OF RESPONDENTS	PERCENT %
1	Male	158	52.7
2	Female	142	47.3
5	Total	300	100

The table 4.2.2 above shows that the male voters which is 158 representing 52.7% of the sample population are more than the female voters which are 142 representing 47.3% of the population.

Table 4.2.3

S/N	OCCUPATION	NUMBER OF RESPONDENTS	PERCENT %
1	Student	122	40.7
2	Employed	63	21
3	Unemployed	79	26.3
4	Self-Employed	36	12
5	Total	300	100

The table 4.2.3 above indicated that the highest number of respondents were the students which is 122 representing 40.7% of the sample population followed by the unemployed which 79, representing 26.3% of the sample population.

Table 4.2.4

S/N	STATE/REGION	NUMBER OF RESPONDENTS	PERCENT %
1	North-East	29	9.7
2	North-West	17	5.7
3	North-Central	36	12
4	South-East	102	34
5	South-West	54	18
6	South-South	62	20.6
7	Total	300	100

Table 4.2.4 above shows the regions of the participants with South-East having the highest number which is 102 representing 34% of the sample population. South-South with 62 participants representing 20.6% of the sample population is the second while the South-West followed with 54 participants representing 18% of the sample population.

4.2.2 Awareness of the Campaign Slogan

Table 4.2.5

S/N	AWARENESS	NUMBER OF RESPONDENTS	PERCENT %
1	Yes	267	82.3
2	No	53	17.7
3	Total	300	100

The table 4.2.5 above shows that 267 number of respondents representing 82.3% were aware of the Labour Party's slogan while 53 respondents which is 17.7% were not aware.

Table 4.2.6

S/N	MEANS OF AWARENESS	NUMBER OF RESPONDENTS	PERCENT %
1	Social Media	122	40.7
2	Television	78	26
3	Campaign Rallies	57	19
4.	Friends/Family	43	14.3
5	Total	300	100

In the table 4.2.6 above, 122 respondents representing 40.7% of the sample population were informed through the social media, 78 respondents which 26% were through the television, 57 respondents representing 19% through campaign rallies while 43 respondents, 14.3% were through friends and family members.

Table 4.2.7

S/N	INFLUENCE OF THE SLOGAN ON VOTER'S PERCEPTION	NUMBER OF RESPONDENTS	PERCENT %
1	Positively	245	81.7
2	Negatively	40	13.3
3	No Impact	15	5
4.	Total	300	100

The table 4.2.7 has indicated that 245 respondents representing 81.7% agreed that slogan had positively influenced voter's perception while 40 respondents representing 13.3% of the sample population said it negatively influenced voters while 15 respondent representing 5% said it had no impact on voters.

4.2.3 Public Perception of the slogan on vote buying

Table 4.2.8

S/N	OVERALL PERCEPTION OF LP'S CAMPAIGN SLOGAN	NUMBER OF RESPONDENTS	PERCENT %
1	Authentic and inspiring	137	45.7
2	Unrealistic and impractical	81	27
3	Neutral	82	27.3
4	Total	300	100

Table 4.2.8 shows that 137 respondents, representing 45.7% of the sample population said that the overall perception of the Labour Party's campaign was authentic and inspiring, 81 of the respondents which is 27% said that it was unrealistic and impracticable while 82 respondents which is 27.3% were neutral.

Table 4.2.9

S/N	DID LP'S SLOGAN HELP IN EDUCATING VOTERS ON NEGATIVE IMPACT OF VOTE BUYING	NUMBER OF RESPONDENTS	PERCENT %
1	Yes	219	73
2	No	64	21.3
3	Not Sure	17	5.7
4	Total	300	100

Table 4.2.9 shows that 219 respondents, representing 73% of the sample population have agreed that the slogan helped in educating voters, 64 of the respondents which is 21.3% said the slogan did not help in educating the voters, while 17 respondents which is 5.7% were not sure.

Table 4.2.10

S/N	RATING THE LP'S OVERALL CAMPAIGN EFFORTS IN ADDRESSING VOTE BUYING	NUMBER OF RESPONDENTS	PERCENT %
1	Excellent	110	36.7
2	Good	90	30
3	Average	55	18.3
4	Poor	45	15
5	Total	300	100

Table 4.2.10 shows that 110 respondents, representing 36.6% of the sample population rated the Labour Party's effort in addressing vote buying excellent, 90 of the respondents which is 30% rated the effort good, 55 respondents which is 18.3% said it was average while 45 respondents which is 15% said poor.

4.2.4 Effectiveness in Addressing Vote-Buying

Table 4.2.8

S/N	INFLUENCE OF THE SLOGAN ON VOTE BUYING	NUMBER OF RESPONDENTS	PERCENT %
1	Very Effective	225	75
2	Somewhat Effective	59	19.7
3	Not Effective	16	5.3
4.	Total	100	100

Table 4.2.8 shows that 225 respondents, 75% of the sample population have agreed that the slogan was very effective in addressing vote buying, 59 of the respondents which is 19.7% said somewhat effective while 16 respondents which is 5.3% said not effective.

Table 4.2.9

S/N	THE SLOGAN INFLUENCED VOTERS TO VOTE FOR LP	NUMBER OF RESPONDENTS	PERCENT %
1	Yes	270	90
2	No	30	10
4.	Total	300	100

Table 4.2.9 shows that 270 respondents, representing 90% of the sample population have agreed that the slogan influenced voters to vote for Labour Party, while 30 of the respondents which is 10% said the slogan did not influence voters to vote for the Labour Party.

Table 4.2.10

S/N	WAS THE SLOGAN REALISTIC IN NIGERIA POLITICAL CONTEXT	NUMBER OF RESPONDENTS	PERCENT %
1	Yes	206	68.7
2	No	74	24.7
3	Not Sure	20	6.7
4	Total	300	100

Table 4.2.10 shows that 206 respondents, representing 68.7% of the sample population have agreed that the slogan was realistic in Nigeria political context, 74 of the respondents which is 24.7% said the slogan was not realistic while 20 respondents which is 6.7% were not sure.

Table 4.2.11

S/N	WAS THERE REDUCTION OF VOTE BUYING	NUMBER OF RESPONDENTS	PERCENT %
1	Yes	198	66
2	No	97	32.3
3	Not Sure	5	1.7
4	Total	300	100

Table 4.2.11 shows that 198 respondents, representing 66% of the sample population have agreed that the slogan helped in reducing vote buying, 97 of the respondents which is 32.3% said the slogan did not reduce vote buying while 5 respondents which is 1.7% were not sure.

Table 4.2.12

S/N	DID LP'S STANCE AGAISNT VOTE BUYING MAKE OTHER PARTIES ADOPT SIMILAR MEASURES	NUMBER OF RESPONDENTS	PERCENT %
1	Yes	78	26
2	No	212	70.7
3	Not Sure	10	3.3
4	Total	300	100

Table 4.2.12 shows that 78 respondents, representing 26% of the sample population have agreed that the Labour Party's stance against vote buying led to the other parties to adopt similar measures, 212 of the respondents which is 70.7% said the Labour Party's stance did not make other parties adopt similar measures while 10 respondents which is 3.3% were not sure.

4.2.5 Evaluating the Overall Effectiveness of the Slogan

In your opinion, what were the strengths of the Labour Party's campaign slogan? (Provide your response).

Table 4.2.13

S/N	THE STRENGTHS OF LP'S CAMPAIGN SLOGAN	NUMBER OF RESPONDENTS	PERCENT %
1	Symbol of Change	120	40
2	Inclusivity and Unity	80	26.7
3	Effective Use of Social Media	53	17.7
4	Focus on Accountability	47	15.6
5	Total	300	100

(i) Symbol of Change

Anti-Establishment Sentiment: The slogan represented a break from the status quo and appealed to voters seeking an alternative to the established political elite. It encapsulated a desire for accountability, transparency, and a new direction for governance². This anti-establishment sentiment was particularly strong following movements like #EndSARS, which highlighted systemic issues within Nigerian governance³.

(ii) Inclusivity and Unity

Broad Appeal: The slogan fostered inclusivity by addressing various demographic groups across Nigeria. It emphasized unity among different ethnicities and regions, appealing to a diverse electorate that felt marginalized by previous administrations⁴. This approach helped to galvanize support from various segments of society who were eager for collective progress.

(iii) Effective Use of Social Media

Viral Potential: The campaign slogan leveraged social media platforms effectively, allowing it to spread rapidly among younger demographics who are more active online. This digital strategy not only amplified the message but also engaged supporters in grassroots mobilization efforts⁵. The use of catchy phrases made it easy for supporters to share and promote the campaign across social networks.

(iv) Focus on Accountability

Call to Action: The slogan included elements that encouraged voters to hold politicians accountable for their actions and promises. Phrases like “It’s time to take your country back” motivated citizens to participate actively in the electoral process and demand better governance⁶. This focus on accountability resonated deeply with voters tired of corruption and mismanagement.

What were the weaknesses or challenges of implementing the ideals behind the slogan? (Provide your response)

Table 4.2.14

S/N	THE WEAKNESSES /CHALLENGES OF LP'S CAMPAIGN SLOGAN	NUMBER OF RESPONDENTS	PERCENT %
1	Lack of political structure	144	48
2	Late entry into race	77	25.7
3	Vulnerability to opposition's attack	23	7.7
4	Limited resource for campaign	56	18.6
5	Total	300	100

(i) Lack of Strong Political Structure

One of the primary weaknesses of the Labour Party was its lack of a robust political infrastructure compared to its main competitors, the All Progressives Congress (APC) and the Peoples Democratic Party (PDP). The Labour Party had limited representation in key political positions, with only two representatives in the House and none in the Senate at the time of the election. This lack of established political machinery made it challenging for them to mobilize support effectively across various regions, especially in areas where they had no local presence or party agents to oversee polling stations.

(ii) Late Entry into the Race

Peter Obi's late defection from the PDP to join the Labour Party just months before the election posed significant challenges. His late entry meant that many potential supporters who were inspired by his candidacy could not register to vote due to deadlines that had already passed. This limitation restricted his ability to capitalize on his growing popularity among young voters and those disillusioned with traditional parties.

(iii) Vulnerability to Opposition Attacks

The Labour Party faced significant opposition attacks that undermined its credibility. Critics often labeled Peter Obi as inexperienced or questioned his ability to govern effectively due to his relatively short tenure as governor compared to other candidates with extensive political backgrounds. These criticisms were amplified by opponents who framed him as lacking a solid plan for addressing Nigeria's pressing issues such as insecurity and economic instability.

(iv) Limited Resources for Campaigning

Compared to major political parties like APC and PDP, which had substantial financial backing and resources for extensive campaigning, the Labour Party operated with limited funds. This financial constraint affected their ability to reach wider audiences through traditional media channels and grassroots mobilization efforts. Consequently, their campaign lacked visibility in critical regions where voter turnout was essential.

Do you have any suggestions on how political parties can effectively address vote-buying in future elections? (Provide your response)

Table 4.2.15

S/N	SUGGESTIONS ON HOW POLITICAL PARTIES CAN EFFECTIVELY ADDRESS VOTE-BUYING IN FUTURE	NUMBER OF RESPONDENTS	PERCENT %
1	Strengthening the legal and regulatory frameworks	87	29
2	Promoting Voters education	90	30
3	Enhancing transparency in campaign financing	96	32
4	Building alliance against corruption	20	6.7
5	Use of technology for monitoring elections	7	2.3
	Total	300	100

Suggestions on How to Address Vote Buying in Nigeria

Effective Strategies for Political Parties Vote buying has become a pervasive issue in Nigeria's electoral landscape, undermining the integrity of democratic processes. To combat this challenge, political parties must adopt comprehensive strategies to address the root causes and the manifestations of vote buying. The following steps, if effectively implemented can drastically address the menace of vote buying in Nigeria:

(i) Strengthening Legal Frameworks

Political parties should advocate for the enhancement of existing electoral laws to close loopholes that allow vote buying to flourish. This includes supporting the establishment of an Electoral Offences Commission with the authority to investigate and prosecute breaches related to vote buying. The commission should be well-resourced and empowered to enforce compliance with electoral regulations effectively.

(ii) Promoting Voter Education

Increasing voter awareness about the negative implications of vote buying is crucial. Political parties can engage in educational campaigns that inform voters about their rights and the importance of voting based on principles rather than financial incentives. Collaborating with civil society organizations can amplify these efforts, ensuring that voters understand how vote buying affects governance and democracy.

(iii) Enhancing Transparency in Campaign Financing

Political parties must commit to transparency in their campaign financing practices. By publicly disclosing sources of funding and expenditures, parties can build trust with voters and discourage illicit financial transactions associated with vote buying. Implementing strict internal controls over campaign funds will also help mitigate corruption within party structures.

(iv) Building Alliances Against Corruption

Forming coalitions with other political entities, civil society groups, and international organizations can strengthen anti-vote buying initiatives. These alliances can facilitate knowledge sharing, resource mobilization, and coordinated actions against corrupt practices in elections⁵. Collaborative efforts may include joint advocacy campaigns aimed at promoting electoral integrity.

(v) Use of Technology for Monitoring

Utilizing technology can significantly enhance monitoring efforts during elections. Political parties should invest in digital platforms that track campaign spending and monitor voter engagement activities. Employing biometric systems for voter registration and verification can reduce opportunities for manipulation during elections, making it harder for vote buyers to operate.

4.3 Objective One: Analyzing the Degree of Awareness of the Slogan on Voters.

The slogan "We No De Give Shi Shi," which translates to a colloquial expression meaning "we do not give nonsense" or "we are serious," has been used by the Labour Party in various contexts to resonate with voters. To analyze its influence on voter perception, we can break down the analysis into several key components: emotional resonance, cultural relevance, and political branding.

Emotional Resonance.

The effectiveness of political slogans often hinges on their ability to evoke emotions among voters. The phrase "We No De Give Shi Shi" is designed to convey a sense of seriousness and commitment from the Labour Party. By using a colloquial expression that is familiar to many voters, the party

aims to establish an emotional connection that suggests authenticity and relatability. This aligns with findings in political neuromarketing, where emotional responses significantly influence voter behavior and decision-making processes.

Cultural Relevance

Cultural context plays a crucial role in how slogans are perceived. In regions where Pidgin English is commonly spoken, such as Nigeria, this slogan resonates deeply with local sentiments. It reflects an understanding of everyday language and culture, making it more accessible and relatable for voters. This strategy mirrors successful political branding efforts that leverage local dialects and expressions to enhance engagement. The use of culturally relevant language can lead to increased trust in the party and its candidates, as voters may feel that their concerns are understood and addressed.

Political Branding

The slogan also serves as a branding tool for the Labour Party. In contemporary politics, branding extends beyond mere logos or colors; it encompasses the overall perception of a party's identity and values. By adopting a slogan that emphasizes seriousness and accountability, the Labour Party positions itself as a credible alternative to other parties perceived as less committed or ineffective. This approach aligns with research indicating that effective political branding can significantly impact voter preferences by shaping perceptions of trustworthiness and competence.

Conclusion

The slogan "We No De Give Shi Shi" influences voter perception of the Labour Party by fostering emotional resonance through relatable language, enhancing cultural relevance within specific demographics, and reinforcing political branding strategies aimed at establishing credibility. These factors collectively contribute to shaping how voters view the party's commitment to addressing their needs.

4.4 Objective Two: Assessing the Voters Perception of the Slogan in the Context of Vote-Buying.

The 2023 presidential elections in Nigeria were marked by significant political engagement and a heightened focus on electoral integrity. One of the key strategies employed by the Labour Party was its slogan, which aimed to deter vote-buying practices that have historically plagued Nigerian elections. This analysis will explore the effectiveness of this slogan in reducing vote-buying during the elections.

Context of Vote-Buying in Nigeria

Vote-buying is a pervasive issue in Nigerian politics, where candidates often offer money or goods to voters in exchange for their votes. This practice undermines democratic processes and can skew election outcomes. According to reports from previous elections, vote-buying has been facilitated by economic hardship, where many citizens are vulnerable to financial incentives offered by political parties.

In the lead-up to the 2023 elections, various stakeholders, including civil society organizations and international observers, expressed concerns about the potential for widespread vote-buying. The Independent National Electoral Commission (INEC) also implemented measures aimed at

curbing these practices, such as voter education campaigns and increased monitoring at polling stations.

The Labour Party's Slogan

The Labour Party's slogan during the 2023 presidential elections was centered on themes of integrity, change, and empowerment. It emphasized a commitment to transparency and accountability in governance. The party aimed to resonate with voters who were disillusioned with traditional political practices, including vote-buying.

By promoting a message that highlighted ethical governance and citizen empowerment, the Labour Party sought not only to attract votes but also to create an environment where voters felt empowered to reject monetary inducements. The slogan served as a rallying cry for those who desired genuine change in Nigeria's political landscape.

Assessing the Impact of the Slogan on Vote-Buying

To evaluate whether the Labour Party's slogan effectively deterred vote-buying practices during the 2023 elections, several factors must be considered:

Voter Awareness and Engagement

The effectiveness of any campaign slogan largely depends on voter awareness and engagement. Reports indicated that there was a significant increase in civic education efforts leading up to the elections. Many voters became more informed about their rights and the implications of accepting money for votes. This heightened awareness could be attributed partly to the Labour Party's messaging.

Observations from Election Day

On Election Day, observers noted varying degrees of compliance with electoral regulations across different regions. In areas where the Labour Party had strong grassroots mobilization efforts, reports suggested lower instances of vote-buying compared to previous elections. This correlation may indicate that effective messaging combined with community engagement can influence voter behavior.

Comparative Analysis with Other Parties

Comparative analyses showed that while other parties continued traditional practices associated with vote-buying, many voters aligned with the Labour Party's vision chose not to engage in these transactions. Exit polls indicated that a notable percentage of voters cited ethical considerations as their primary reason for voting against candidates who engaged in vote-buying.

Challenges Faced

Despite these positive indicators, challenges remained. In some regions, entrenched political cultures made it difficult for new messages advocating against vote-buying to take root fully. Additionally, economic pressures meant that some voters still succumbed to offers from rival parties despite being aware of their rights.

Conclusion

In conclusion, the Labour Party's slogan played a significant role in deterring vote-buying practices during the 2023 presidential elections in Nigeria by fostering greater voter awareness and encouraging ethical voting behaviors among its supporters. While challenges persisted due to deep-rooted political traditions and economic vulnerabilities among voters, there was a noticeable shift towards rejecting monetary inducements linked with electoral participation.

The combination of effective messaging from the Labour Party alongside broader civic education initiatives contributed positively towards reducing instances of vote-buying compared to previous electoral cycles.

4.5 Objective Three: Evaluating The Overall Effectiveness of Slogan on the Labour Party's Electoral Performance and Assess the Extent the Slogan Influenced Voter's Behaviour or Deter Vote Buying Practice in Presidential Election

The 2023 presidential election in Nigeria was a significant event, marked by various political dynamics and the emergence of new slogans that aimed to resonate with the electorate. The Labour Party, under the leadership of Peter Obi, presented itself as a viable alternative to the traditional parties, particularly in a political landscape dominated by the All Progressives Congress (APC) and the People's Democratic Party (PDP).

Context of the 2023 Presidential Election

In Nigeria, elections are often influenced by socio-economic factors, regional affiliations, and party loyalty. The 2023 election was held against a backdrop of economic challenges, security issues, and widespread discontent among citizens regarding governance. The Labour Party sought to capitalize on this discontent by positioning itself as a party for the youth and those seeking change.

Use of Slogans

Slogans play a crucial role in electoral campaigns as they encapsulate the party's message and appeal to voters' emotions. The Labour Party's slogan during this election cycle was "Obi-Datti," which referred to Peter Obi as its presidential candidate and his running mate, Yusuf Datti Baba-Ahmed. This slogan aimed to create a strong brand identity for the party while

emphasizing their commitment to addressing pressing national issues such as unemployment, corruption, and infrastructural deficits.

The effectiveness of this slogan can be analyzed through various lenses:

Resonance with Youth: The Labour Party targeted younger voters who were increasingly disillusioned with traditional parties. The slogan "Obi-Datti" became synonymous with hope for many young Nigerians who were eager for change. This demographic shift was significant as it represented a growing segment of the electorate that could influence outcomes.

Social Media Campaigns: The use of social media platforms amplified the reach of the "Obi-Datti" slogan. Campaigns on platforms like Twitter and Instagram allowed for rapid dissemination of messages and engagement with voters directly. This digital strategy was particularly effective in mobilizing support among urban youth.

Contrast with Opponents: The Labour Party effectively used its slogan to differentiate itself from APC and PDP candidates, who were often associated with past governance failures. By framing their campaign around fresh ideas encapsulated in "Obi-Datti," they positioned themselves as an alternative rather than just another option.

Electoral Performance Analysis

Despite these strategic advantages, evaluating the overall electoral performance requires examining actual voting results alongside public sentiment:

Voting Results: In terms of actual votes received during the election, Peter Obi garnered approximately 6% of total votes cast according to official results released by INEC (Independent National Electoral Commission).

While this figure may seem modest compared to APC's Bola Ahmed Tinubu or PDP's Atiku Abubakar, it represented a significant increase from previous elections where Labour had minimal representation.

Geographical Influence: The Labour Party performed notably well in urban areas such as Lagos and Abuja where younger populations are concentrated. This indicates that their messaging resonated more strongly in regions where there is greater access to information technology and social media engagement.

Public Sentiment Post-Election: Following the election results, there remained a palpable sense of disappointment among supporters who believed that "Obi-Datti" represented genuine change. However, it also sparked discussions about future political strategies for emerging parties in Nigeria.

Long-term Implications: Although not victorious in securing the presidency, the Labour Party's performance indicated a shift in Nigerian politics towards multi-party systems where smaller parties could gain traction based on specific issues rather than traditional loyalties alone.

In conclusion, while the overall electoral performance of the Labour Party in Nigeria's 2023 presidential election reflected both successes in mobilizing youth support through its slogan "Obi-Datti" and challenges evidenced by its vote share, it marked an important step towards diversifying Nigeria's political landscape.

Impact on Voter Behavior

The use of anti-vote-buying slogans may significantly influence voter behavior by instilling a sense of civic duty and ethical responsibility. When voters are educated about the implications of selling their votes-such as perpetuating poor governance-they may be less likely to engage in such transactions. Furthermore, if anti-vote-buying messages resonate widely within communities, they could lead to increased voter turnout among those who previously felt disillusioned by corrupt practices.

Shaping Public Perception

Anti-vote-buying slogans have the potential to reshape public perception regarding electoral integrity. By framing vote buying as a societal ill that undermines democracy, these campaigns can cultivate an environment where citizens view participation in elections as a moral obligation rather than merely transactional. This shift in perception could lead to greater scrutiny of candidates' behaviors and campaign financing practices.

Strengthening Democratic Institutions

As public awareness grows around the dangers posed by vote buying, there may be increased pressure on governmental institutions - such as the Independent National Electoral Commission (INEC) - to enforce existing laws more rigorously. Citizens empowered by anti-vote-buying campaigns could demand accountability from both politicians and electoral bodies, thereby strengthening democratic institutions over time.

Challenges Ahead

Despite their potential benefits, anti-vote-buying slogans face challenges that could limit their effectiveness:

Entrenched Corruption: In environments where corruption is deeply rooted within political systems, mere slogans may not suffice to change behaviors or attitudes.

Lack of Enforcement: Without robust mechanisms for enforcing laws against vote buying, even well-intentioned campaigns may struggle to achieve meaningful results.

Public Skepticism: If citizens perceive anti-vote-buying efforts as insincere or merely performative without real backing from authorities, they may dismiss these messages altogether.

Conclusion

The use of anti-vote-buying slogans in Nigerian elections holds significant promise for enhancing electoral integrity by raising awareness about the negative impacts of vote buying on democracy, deterring corrupt practices through social pressure, mobilizing citizen action against corruption, and reinforcing legal frameworks designed to combat electoral malfeasance. However, realizing this potential requires sustained commitment from all stakeholders involved-citizens must actively participate while authorities must enforce laws effectively.

CHAPTER FIVE

5.0 SUMMARY, CONCLUSION AND RECOMMENDATION

5.1 Summary

In this chapter, I recapped the primary findings from the evaluation of the campaign slogan employed by the Labour Party during the 2023 general elections in Nigeria. The slogan, which emphasized themes of change, hope, and inclusivity, was strategically crafted to resonate with the electorate's desire for reform and improvement amidst economic challenges and political disillusionment.

The chapter also provided an in-depth analysis of the effectiveness of the Labour Party's 2023 election campaign slogan "We No Dey Give Shishi," while investigating its potential impact on the menace of vote buying in the context of the 2023 general elections in Nigeria. This slogan, in its simplicity, conveyed a message of resistance to the longstanding practice of vote-buying, an issue that has plagued Nigerian elections for decades. The chapter aims to assess how the slogan aligned with the party's overall political message, its appeal to the electorate, and its role in addressing the culture of vote-buying during the elections.

The chapter reviewed the slogan's impact through qualitative and quantitative methods, including surveys and focus group discussions. These evaluations highlighted several key points as follows:

Public Reception: The slogan was received positively by a majority of voters, particularly among the youth and first-time voters, who felt aligned with its message of hope and transformation.

Strategic Messaging: The slogan effectively contrasted with those of traditional political parties, portraying the Labour Party as a credible alternative that prioritized the welfare of the masses.

Cultural Resonance: The language and imagery associated with the slogan were culturally relevant, tapping into Nigeria's collective aspirations and frustrations.

Media Communication: The campaign effectively utilized social media platforms, enhancing the slogan's visibility and engagement among tech-savvy demographics.

5.2.1 The Nature of Vote Buying in Nigeria's 2023 General Elections

Vote buying has been a persistent issue in Nigerian elections, manifesting in various forms such as direct cash payments, gifts, food, or other incentives. In the 2023 elections, reports indicated that vote buying remained widespread, especially in areas with low voter education and where poverty levels were high. Voters were often offered bribes or material goods in exchange for their votes, thus undermining the integrity of the election process.

Vote-buying practices not only compromise the legitimacy of elections but also perpetuate a cycle of poverty and corruption, as elected officials who win through such means may feel compelled to recoup their investments by engaging in further corrupt activities. The Labour Party, with its message of hope for change, aimed to provide an alternative to this entrenched political culture.

5.3 The Slogan “We No Dey Give Shishi” -Analysis of Effectiveness

The slogan “We No Dey Give Shishi,” which translates to “We Do Not Give Bribe,” played a pivotal role in shaping the Labour Party's image as an alternative to the traditional political establishment. Several factors contributed to the slogan’s appeal which include:

Cultural Relevance: The slogan, delivered in Nigerian Pidgin, had a strong cultural resonance with the electorate. Pidgin, as an everyday language spoken by many Nigerians across ethnic groups, helped the message gain widespread acceptance.

Appeal to Youth: The slogan resonated strongly with younger voters, especially those disillusioned with the status quo and the corruption that pervaded the political system. Youth movements, particularly through social media platforms, helped spread the slogan, contributing to the Labour Party’s ability to garner support from this demographic.

Simplicity and Clarity: The message was direct, easy to understand, and sharply contrasted with the strategies of rival parties. Voters who were aware of vote buying saw the Labour Party’s refusal to participate in this practice as a sign of integrity and commitment to genuine democratic reforms.

Messaging against Corruption: The slogan aligned with the party’s anti-corruption narrative and reflected the party’s promise to reduce political malfeasance and increase transparency in governance.

Electoral Mobilization: The slogan contributed to the 59 mobilization of voters in several states, especially among disenfranchised communities who had been affected by vote buying and who were looking for a political party that could offer a credible alternative.

5.4 **Public Perception and Reception**

The reception of the Labour Party's slogan was generally positive, especially among urban and semi-urban populations, where voters were increasingly aware of the dangers of vote buying. Social media platforms, where young Nigerians are particularly active, played a significant role in the viral spread of the slogan. Hashtags like #WeNoDeyGiveShishi trended across Twitter, Instagram, and other platforms, fostering solidarity among Nigerians who wanted to see an end to the cycle of vote buying.

However, the effectiveness of the slogan was not universal. In rural areas, where economic hardship was more pronounced, the appeal of immediate financial rewards often overshadowed idealistic political messages. Vote buying continued to be a significant challenge in these areas, despite the Labour Party's slogan. In some cases, voters expressed cynicism about the effectiveness of the party's pledge, citing the persistence of vote buying in past elections.

5.5 **The Impact of the Slogan on Vote Buying Practices**

Although the Labour Party's slogan may not have completely eradicated vote buying, its messaging did contribute to raising awareness about the harmful effects of such practices on the integrity of the election process. The slogan also helped frame the discourse surrounding the 2023 elections, positioning the Labour Party as a reformist party committed to tackling corruption.

Reduced Vote Buying in Some Areas: In certain constituencies, there was evidence that the Labour Party’s campaign helped reduce the extent of vote buying, as voters became more vocal about rejecting monetary incentives in favor of voting based on issues.

Increased Public Discourse on Electoral Integrity: The slogan generated significant public discourse on the integrity of the electoral process. This was especially evident in media discussions and debates about the role of money in politics. Political analysts, civil society groups, and commentators highlighted the importance of voters making informed decisions free from material influence.

Challenges in Enforcement: Despite the Labour Party’s efforts to combat vote buying, the practice remained pervasive, especially in regions with weak governance structures and limited law enforcement presence. The challenge of eradicating vote buying entirely requires comprehensive reforms beyond campaign slogans.

5.6 Conclusion

In conclusion, the Labour Party’s 2023 election slogan, “We No Dey Give Shi shi,” effectively captured the party’s anti-corruption, pro-democracy message and resonated with large sections of the Nigerian electorate. While the slogan alone could not completely eliminate the practice of vote buying, it played a vital role in raising awareness, mobilizing support, and framing the conversation around electoral integrity. The impact of the slogan on reducing vote buying was mixed, with stronger effects in urban areas and among younger voters, but continued challenges in rural constituencies.

Ultimately, the slogan served as a powerful tool in the Labour Party’s campaign strategy, signaling their commitment to challenging the

entrenched culture of corruption in Nigerian politics. However, its true effectiveness in reducing vote buying will depend on sustained efforts toward electoral reform, improved voter education, and the establishment of robust systems to hold political actors accountable.

This chapter has provided a comprehensive analysis of the Labour Party's slogan in the context of the 2023 general elections. Future research could focus on longitudinal studies of how the slogan's message influenced voter behavior over time and how political parties may evolve their campaign strategies to address the menace of vote buying more effectively.

5.7 **Recommendations**

Having identified the effectiveness of the slogan of the Labour Party on vote buying and promoting electoral integrity in the 2023 general election in Nigeria, the researcher wish to recommend as follows:

- The electoral and regulatory frameworks should be amended such that the electoral offenders can be sentenced to life imprisonment or permanently banned from participation in politics;
- Voters and the citizens should continuously and properly be educated on the dangers of participating in any electoral malpractice most especially vote buying;
- The law enforcement agencies should be well trained on handling elections malpractices during the election period and be adequately compensated;
- Any political party that is involved in vote buying or inducing voters should be completely banned by INEC;

- Monitoring technologies should be acquired and be deployed at strategic locations during elections;
- The Election Monitoring Body (INEC) should ensure that the officials engaged in conducting elections are well trained and their allowances adequately paid at the end of election exercise.

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Nigerian Economic Summit Group (NESG) An independent think tank focused on economic policy research; they provide insights into electoral trends and voter behavior based on empirical data collected during election cycles.

International Foundation for Electoral Systems (IFES) This organization provides comprehensive research on electoral processes worldwide, including analyses on vote buying and its implications for democracy in Nigeria.

National Democratic Institute (NDI) NDI conducts extensive studies on political party dynamics and voter behavior in Nigeria, offering insights into how slogans impact electoral outcomes amidst challenges like vote buying.

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