

CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

An audience is a group of people who receive information from a source. In communication terms the audience can be referred to as the receivers of the information. When information leaves the sender (TV, radio, internet) it goes to the receiver which is the decoder of the message. This study analyzes the responses and ratings of the 2019 Nigerian presidential election, carefully examining the audience as the major initiators of feedback.

An audience is the significant portion of correspondence measure. By media audience we mean the beneficiaries of Mass Media messages. There is the audience of paper, TV, radio, theater, film and non-broadcast media. The messages of TV papers and film and so forth

Political decision is the way toward picking pioneers in a popularity based cycle where a genuine difference in government is naturally permitted. In a general sense of description, an election is the act of choosing an individual deemed suitable for a particular position or office of leadership. In a liberal democracy like Nigeria, election is the best alternative to change a government intermittently. It does not only promote leadership change but also it encourages accountability in leadership. It allows for participation and it helps to reside power to the people. To be precise, elections are the best means to make the sovereign power of the masses known. The people have the political right to choose who they want to be governed by in an unpaid, transparent and accountable conduct called 'election'. Therefore, elections constitute an essential principle in any liberal democracy. Election holding in democratic societies are very essential because it is through its conduct that the expression of the voters shown through their examination of legitimacy and leadership posterity. This is a method of rebuking, resting capacity in a ruler that is prominently acknowledged and catapulting a disliked pioneer. This method of election conduction if organized effectively is devoid of all forms of mutiny or violence and any appearance of disorder, confusion or conglomeration in a system hence it is represented

by the peaceful transference of authority from one administration as long as the entire process is completely without any form of election rigging or malpractice. The process of election is one popularly known to draw out a large number of people from the comfort of their homes to the ballot boxes and INEC approved polling units where the people according to the rule of democracy have the right and the power to vote and elect which electoral candidate they want to lead them. This research analyzed the method of holding the 2019 Presidential Elections, the outcomes and interpretation of the voting trend and its effects, also analyzing the audience rating in Lagos state.

The last election held in Nigeria was in the democratic presidential election held on February 16, 2019 and is the sixth of its kind since the hand over from the military rule by General Abdu Salam Abubakar on May 29, 1999. It was then that Nigeria migrated from the military rule to democracy.

In order to be elected in the first round the President of Nigeria is elected using a changed two-round method. In at least 24 of the 36 states, a candidate must obtain a plurality vote of more than 25 percent of the vote. If no candidate passes this threshold, a second round is held. Although there were about 73 political candidates in the 2019 presidential elections, the electoral race was majorly centered on the two Fulani Muslims, President Muhammadu Buhari and Alhaji Atiku Abubakar, respectively, of the All Progressive Congress (APC) and the Democratic Party of the Peoples (PDP). The elections were mostly peaceful and conducive to the conduct of fair elections, African Union representatives said. The electoral commission also identified the elections as mostly peaceful. The 2019 elections were one of the most tranquil presidential elections to have ever been conducted in Nigeria after the April 2011 election, although it still had traces of violence in some states, compared to the characteristics of some previous election behaviors, the election was on the right side unlike the previous 2007 election where over 1000 people were killed in election protests. Although the election atmosphere was duly observed by a greater percentage of the population, immediately following the elections there were claims of widespread fraud by the opposition. Accusations of ballot box snatching, vote-trading and impersonation were included in the statements. There were also reports that police uncovered caches of explosives there. Following all these are the speculations among the country's people as to whether the election was actually "free and

fair” or not. These speculations arose as a result of the INEC’s postponement of the initial date for the announcement of the election results. Some were of the opinion that the election was rigged, a lesser population believe that the Incumbent President deserves his second tenure. The aim of the research is find out the general opinion of the people of Lagos state in respect to the 2019 presidential election and to make recommendations on areas that need to be readjusted and improved upon against the 2023 presidential elections. The analysis also found the voting trend in Nigeria, where social media and news reports decide the parameters used by voters to elect their president.

1.2 Statement of the problem

The 2019 Nigerian presidential election was previously scheduled to take place on the 16 February but was later postponed to 23 February, citing logistical problems in bringing voting materials on time to polling stations. In some places, the vote was delayed until 24th February, 2019. As result of this postponement of election and delay in the voting process, many citizens took their social media page, mainstream media vis a vis interpersonal communication to protest against the postponement and delay. While some were in support of the postponement, many see it as a way the incumbent government exercised the power of incumbency. Despite barrages of media protest, the election has come and gone and a new democratically elected government has been sworn in. This raises the question of how the people of Nigeria specifically Lagos state rate the election process, if it is one characterized by dominance of power of incumbency or guided by the principle of free and fair election. This, if not looked into, may be as blueprint to other elections. Thereby making or marring the election processes more especially 2023 presidential election.

Hence this study is set to establish the audience rating of the 2019 Nigerian presidential race in Lagos state.

1.3 Objectives of the study

The primary target of this study is to examine the audience of the 2019 Nigerian presidential election in Lagos state. The aim of the paper is to provide a qualitative

analysis of the audience rating of the 2019 presidential election in Nigeria. Specifically, the study sought to:

- I. To establish the audience rating of the 2019 Nigerian presidential election.
- II. To analyze the extent to which the audience rating affects the turn out of the presidential election results.
- III. To identify factors that influence the audience rating of the Presidential elections held in Nigeria.

1.4 Research Questions

- I. What is the audience rating of the 2019 Nigerian Presidential election in Lagos state?
- II. To what extent does the audience rating affect the turn out of the presidential election results?
- III. What are the factors that influence the audience rating of the Presidential elections held in Nigeria?

1.6 Scope of the Study

This study on the audience rating of the 2019 Nigerian presidential election covers a sample size population of the citizens of Lagos state, Nigeria. This state was chosen for this study because of the researcher's proximity to the state.

1.7 Significance of the Study

The significance of this study is viewed from three perspectives: empirical, theoretical and professional. Empirically, this study will provide statistical data on the rating and practices in Nigeria during 2019 presidential election. Unarguably, this work will add to the pool of empirical literature on the rating of presidential election in Nigeria

Theoretically, the study will provide a platform for the researcher to test the suitability of some communication and social science theories in perception and opinion formation.

The academic community will benefit immensely from the findings of this study. Unarguably, researcher conducting studies in similar areas will use this study as a source of literature material. Finally, Nigerians will through the findings of this study understand the importance of post-election studies as it will help both government and INEC in policy formulation.

1.10 Definition of Terms

These are “labels” we put on a phenomenon that enables us to line separate observations and to make generalization. (Louise G. White, Political analysis, 2nd ed. Pacific Grove, California: Brooks Cole, 1990).

All the concepts used in this work are defined and explained accordingly without ambiguity.

- I. **Audience:** The Lagos state populace who are expose to media.
- II. **Rating:** The percentage of respondents to an opinion on their perception of the 2019 Presidential election.
- III. **Audience Rating:** A figure based on statistical sampling indicating the flow and proportion of the opinion of the total electorate in Lagos state.
- IV. **Government:** A body of elected representatives appointed to run and manage the affairs of a society, community or political unit.
- V. **Election:** A deliberate process that leads to casting votes in order to select a leader for a political office.
- VI. **Voting:** An action carried out by electorates during an election to select election candidates into a high office or position.
- VII. **Politics:** the study of government of states and other political units. It can also be seen as a research and occupation dedicated to government and political affairs.
- VIII. **Free and fair:** The generic term used to identify the general and expected conduct of elections. The definition is a mixture of two words: “free” and “fair”, free in the sense that elections should cost nothing and fair meaning that elections should be devoid of any form of partiality.

- IX. **Public:** A population of individuals in civil affairs or office affairs who identify it and coordinate themselves to resolve it in the face of a similar issue.
- X. **Opinion:** A belief or perception, often prejudicial that is shared by most people without any form of proof or certainty.
- XI. **Perspective:** The appearance of things relative to one another as determined by their distance from the viewer.
- XII. **Communication:** An understandable interaction between people on a common issue with the aim of gaining information about a particular topic. It involves interaction with a person or people with the profit of feedback.

CHAPTER TWO

REVIEW OF LITERATURE

2.0 Introduction

This chapter covers the basic concepts, the theories and the empirical review of the related literature.

2.1 Conceptual Framework

2.1.1 Lagos State Brief History

The state of Lagos was formed in the South West Geopolitical Zone of Nigeria on 27 May 1967. Lagos' original name was *Ìpínl* before the Portuguese name of Lagos had been adopted. *Èkó*, referring specifically to the island. The Aworis were the first ones to settle in Eko.

According to geographical calculations and measurement of the total land mass of the area, Lagos State has been discovered to be on the list of small states in terms of area out of Nigeria's 36 states. However, Lagos State is impeccably the most economically relevant state in the country. It is often referred to as the home of maximum opportunities to its populace. Lagos is the greatest urban area in the country. It is a major financial center and would, if it were a country, be the fifth largest economy in Africa.

It has the largest population density of Nigeria's states rounding up to be about 17,552,94 according to the Nigeria's Bureau of Statistics. The real populace absolute is questioned between the official Nigerian Census of 2006 and a lot higher figure asserted by the Lagos State Government. Lagos State is circumscribed by Ogun State toward the north and east. Toward the west, the Republic of Benin shares its fringes. The Atlantic Ocean lies behind its southern confines. Lagoons and creeks compose 22 per cent of its 3,577 km².

2.1.2 Presidential System of Government

A presidential System, is a system of government that features a president as the country's head of state as well as the head of the government. There is total separation between the executive, that is, the president, and the legislature. The Presidential system of government is a type of

government in which most executive powers are vested in the president who is the chief executive (Nwokeke, 2011). In such system the chief of the state is not merely the titular executive but he is real executive and actually exercise the powers which the constitution and laws confer upon him”. This system of government supports the election of a president using the direct and indirect election. In the direct election, the president is directly elected by the population of the country and every one of the community participate in election (based on law) this reflect the majority decision of the population of the country which make the president power more legitimate then a leader appointed indirectly, however this is not a dominantly employed feature of the presidential system because some of the countries president is elected indirectly (parliament system), and direct election helps the nation to elect the best person who have the ability to run and organize the nation with best possible way and direction.

All the political systems operating in their respective countries have its own advantages and disadvantages and these systems play important roles in the general growth and development of all the nations. Each nation adopts different political systems based on their nation’s interests, historical background, culture and preferences. Likewise, the presidential system has also its own advantages and disadvantages. Supporters typically assert four fundamental favorable circumstances for official frameworks:

I. Direct elections

The president is also chosen directly by the people in a presidential scheme. This makes the president's authority more real than that of an indirectly appointed official. This is not, however a requisite characteristic of a presidential system. Some presidential states have a head of state that is indirectly elected.

II. Separation of powers

The presidency and the legislature are formed by a presidential system as two parallel systems. This enables each device to monitor and audit the other, avoiding abuses of power.

III. Speed and decisiveness

Usually, a president with strong powers will implement changes rapidly. However, the division of powers can also slow the machine down.

IV. Stability

By virtue of a fixed term, a president can provide more continuity than a prime minister who can at any time be fired.

In general, critics argue that presidential regimes have three fundamental drawbacks:

I. Tendency towards authoritarianism

Some political researchers state presidentialism ups the ante of decisions, worsens their polarization and can prompt tyranny.

II. Political gridlock

The presidential system's division of powers sets up the presidency and the legislature as two parallel systems. Critics argue that if the president and congressional majority are from separate parties, this may trigger an undesirable and long-term political gridlock, which is normal since the public generally wants quicker outcomes from new measures than are achievable. Furthermore, this decreases liability by enabling the president and the legislature to transfer blame

III. Impediments to leadership change

Presidential structures also find it impossible to remove a president from office early, after taking controversial measures, for example.

2.1.3 Democracy

The word web dictionary defines the term, Democracy as, “A political system ruled by the people, either directly or through elected representatives”. There are many definitions of democracy by different scholars, sources and researches but even with the diversity of definitions, they all boil down to one fact that is that the people come together to select a representative, through elections. This type of process, public discussion, election and representation-building of consensus and formidable decision-making will come through.

Furthermore, Huntington (1991) identifies democracy as a democratic political system where the most popular candidates are selected by equal, honest and periodic elections in which candidates compete openly for votes and in which nearly all adults are eligible to vote. This method of representative selection encourages the involvement in politics of all eligible adults and voters who exhibit patriotism in this little way. All coming out to cast votes to impeach or place a person to (from) a political office. During electioneering, the full involvement of the people gives the new government a credible basis to rule. Against this backdrop, every government would not enjoy legitimacy, which gives people political support to any government because it is considered legitimate because the support comes from the people. Due to the democracy values being a system of representative selection, then conducting free and fair elections are the most efficient to achieve that.

2.1.4 Election

That's the rock that democracy rests on. Election is an integral part of every democratic process that gives a country's people the power to reasonably and openly decide who can regularly lead them at all levels of government and take decisions that form their socio-economic and political future; and also have the power to recall them or vote them out in the next election when they falter or are perceived to be unfit. Election in a democracy is very important because it is through which that the expression of the people are shown via legitimacy and leadership succession (Nwokeke, 2011). Dickerson, M.et al(1990) election is described as a process that examines the record of office holders whose actual performance may have little to do with pledges made when they occupied the office previously. Elections are a big method for hiring democratic leadership. Election is a major tool for recruiting political leadership in democratic societies; the key to democracy participation; and the way to give government consent (Dye, 2001); and enabling the governed to choose and pass judgment on office holders who represent the governed in theory Obakhedo, (2011).In a democracy, elections serve dual purposes. Elections in Nigeria usually have ethnicity, religion and regionalism as a political culture and voting pattern, which is part of the issues that undermine the successful choice of good leaders in the country (Abdullahi, 2015).To begin with, it gives citizens their preferred opportunity to pick competitors to deal with their issues and furthermore, it manages the cost of the applicants the occasion to campaign for the votes of the qualified electors in a free and reasonable challenge(Obianyo&Emesibe, 2015).

2.1.5 Conduct and procedures for elections

When talking on elections in Nigeria or elections in any country at all the first literature that should naturally come into mind is the country's constitution. The Nigerian constitution gives an in-depth analysis on the concept of elections, rules to be followed during the elections, the election procedure and the role on INEC to ensuring a complimentary and reasonable electoral process.

The method of election of leaders was introduced into Nigeria along-side the invention of the democratic system of government, the democratic system is a system of government of the people by the people and for the people as mentioned in the former pages of this work.

The 2019 presidential race is the sixth of its kind which took place on 23 February, 2019. The elections were the most expensive of its kind with an overspent budget of N69million.

The 1999 Nigerian constitution and the electoral act 2006 are the only legal electoral documents with detailed information on the electoral conduct, illegalities, political party obligations and electoral rules and regulations as documented in section 227 and its sub-sections in the Nigerian constitution and section 25 to 77 of the Electoral Act of 2010 which was referred to as a guideline for the just observed 2019 presidential elections.

An individual shall, subject to the provisions of section 66 of the Federal Constitution, qualify to be elected as a member of:

- I. The senate, if he's a Nigerian national and has reached the age of thirty years
- II. House of Representatives, if he has reached the age of thirty years and is a Nigerian citizen.

An individual shall be eligible in accordance with subsection (1) of this section for election if:

- I. He is qualified to at least the standard of a school diploma or its equivalent.; and
- II. He is a member of and is funded by a political party.

No person shall qualify for election to the Senate or the House of Representatives if:

- I. As per the arrangements of segment 28 of this Constitution, he has willfully gained the citizenship of a nation other than Nigeria or, has caused an affirmation of loyalty

- to such an administration, to besides in cases as might be endorsed by the National Assembly.
- II. He is esteemed to be a crazy person or in any case announced to be of shaky psyche under any rule as a result in any piece of Nigeria.
 - III. He is under a sentence of death forced on him by any capable courtroom or council in Nigeria or a sentence of detainment or fine for an offense including contemptibility or misrepresentation (by whatever name called) or some other offense forced on him by such a court or council or subbed by a skilled expert for some other sentence forced on him by such a court.
 - IV. Time of under 10 years before the date of a political decision to an authoritative house, he has been indicted and condemned for an offense including deceptive nature or he has been seen as blameworthy of a contradiction of the Code of Conduct.
 - V. He is an undischarged bankrupt, having been pronounced or in any case proclaimed bankrupt under any law in power in any piece of Nigeria.
 - VI. He is an individual utilized in the public assistance of the Federation or of any State and has not surrendered, removed or resigned from such work before the date of political race.

2.1.6 Historical Review of Presidential elections in Nigeria

The presidential election of 1979

The first ever presidential elections of Nigeria were held in 1979, under which the participants were; Ibrahim Waziri from the Greater Nigerian People's Party, Obafemi Awolowo from the Unity Party of Nigeria, Shehu Shagari from the National Party of Nigeria, Kano Aminu from Peoples Redemption Party, and NnamdiAzikiwe from the Nigerian People's Party.

At the time of the commencement of this election, Nigeria had only nineteen states and according to the Nigerian Constitution of 1979, in order to be elected as president a candidate needs to emerge with the highest number of votes from at least two-third of the nineteen states. The results of the election once concluded were in favor of Shehu Shagari, who then emerged as

the winner of the parliamentary elections in July, 1979 with a total of about 5,668,857 votes leaving a gap of 752,206 votes ahead of his immediate competitor Obafemi Awolowo.

The incumbent won the elections again in 1983 with 47.5% of the total votes of the country. His major competitor still being Obafemi Awolowo with a voters' bracket of 4,174,262 this time. Other candidates in this elections were Nnamdi Azikiwe from the Nigerian Peoples Party, Khalifa Hassan Yusuf from the Peoples Redemption Party, Waziri Ibrahim and Tunji Braithwaite from the Nigeria Advance Party.

The presidential election of 1993

The presidential elections of this year were also held in Nigeria on 12 June 1993 after the 1983 military coup d'état that led to the ousting of the democratically elected President Shehu Shagari and the installation of Major General Muhammadu Buhari as Head of State.

The result after accumulation of results was the victory of Moshood Kashimawo, Olawale Abiola popularly referred to as MKO Abiola from the Social Democratic Party who gained ground against his only competitor Bashir Tofa of the National Republican Convention with a gap of 2,389,222 votes. However, the election statistics showed that the total number of citizens that participated in the elections dropped by about 11,136,701 from the last election before the coup that instilled the Military Government into Nigeria with Ibrahim Babangida who annulled the elections that emerged MKO Abiola as President of Nigeria.

Presidential election of 1999

On February 27, 1999 another presidential election was performed, this election led to the installment of Olusegun Obasanjo of the People's Democratic Party (PDP), who defeated his only competitor Olu Falae, who was running on a joint Alliance for Democracy-All Peoples Party (AD-APP). The voters turn out of this year increased from the last elections by about 52.3% drawing to 30,280,052 voters in total.

Presidential election of 2003

These elections were the first elections in Nigeria, characterized by fraud and election malpractices. The result of the election was a victory for the incumbent president Olusegun Obasanjo, leading his immediate opponent, Muhammadu Buhari from the All Nigeria People's Party with about 11 million votes. With a voter turnout of 69.1%. However, speculations arose that millions of people had voted twice, some votes were pre-filled and the results of the elections were later amended. This election registered a total of about 60,823,022 voters or turnouts.

Presidential election of 2007

Presidential elections of this year were held on 21 April 2007. The candidates of this election summed to eighteen from different political parties; Umaru Yar'adua from the People's Democratic Party, Muhammadu Buhari from the All Nigeria Peoples Party, Atiku Abubakar from the Action Congress, Orijin Uzor Kalu from the Progressive People's Alliance, Chuckwuemeka Ojukwu from the All Progressive Grand Alliance, Pere Wjuwa from the Alliance for Democracy, Chris Okotie from the Fresh Democratic Party, Patrick Utomi from the African Democratic Congress (ADC), Ambrose Owuru from the Hope Democratic Party, Emmanuel Okereke from the African Liberty Party (ALP), Lawrence Adedoyin from the African Political System (APS), Habu Fari from the National Democratic Party, Maxi Okwu from the Citizens Popular Party (CPP), Bartholomew Nnaji from the Better Nigeria Party, Emmanuel Obayuwana from the National Conscience Party, Olapade Agoro from the National Action Council, and Mojisola Obasanjo from the Nigerian Masses Movement.

Presidential election of 2011

Three major candidates of these elections were Goodluck Johnathan, Muhammadu Buhari and Nuhu Ribadu of the PDP, CPC and ACN political parties respectively. INEC registered about 73,528,040 voters for the elections. The races were accounted for in the global media as having run easily with generally little savagery or citizen misrepresentation rather than past races,

specifically the broadly contested 2007 political decision. The United States State Department said the political race was "effective" and a "significant improvement" more than 2007.

Presidential election of 2015

Presidential election of this year were initially scheduled for February 2015 but were later postponed till march due to the poor distribution of Permanent Voter Cards (PVC) and Boko Haram related issues. As a result of this, all borders were closed on the 28th March till after the election on 29 March. These elections were the most expensive election in Africa and had a turnout of 68,833,476 registered voters, who in majority voted in favor of President Muhammadu Buhari of APC against Goodluck Johnathan of the People's Democratic Party (PDP).

Presidential election of 2019

The elections of this year began with a postponement of the actual election date from 16 February 2019 to about a week later citing logistic problems in getting the election and ballot materials to the voting area on time. INEC registered a total of about 84,004,084 citizens eligible for voting during the elections but the elections however experienced a turnout of 34.75%, approximately 26,660,063 voters, a distinctive total from the accumulation of data received from all the 36 states and FCT.

2.2 THEORETICAL FRAMEWORK

This paper employs the Rational Choice Theory. This theory being used is a theory that can be used to qualitatively analyze the content of the literature and the idea behind the conducting of elections in Nigeria. Rational Choice Theory implies that every individual has a rational side, which is capable of making consistent choices (Downs 1957). This theory helps one to fully and in-depth understand the reasons why voters and the electoral candidates behave the way they do, why the voters vote who they vote for, why candidates campaign in a particular way to a particular audience and basically how the consumers (voters) make the electoral choices they make. What affects these decisions, how and why?

The basic assumptions of the RCT as espoused by Turner (1991) are that human beings act purposively in order to archive certain set goals, and that human beings have sets of hierarchically ordered preferences or utilities.

The theory was birthed from the economic root of the theory of consumer behavior which explains the non-sentimental objectivity of consumers and the decisions made by manufacturers to ultimately prioritize and maximize profits even amidst strong-headed opposition. If the Rational Choice Theory can explain consumer behaviors, choices and decisions in the market then it is the best theory that can be used to better explain the reasons why voters vote the way they do, why they behave the way they do and strictly analyze their thoughts.

The rational choice theory according to Lindberg and Morrison, (2008) is divided into two major functions: Evaluative and Non-evaluative. The evaluative rational choice in relation to the subject matter is describing the attitudes of voters to the election candidates based on their history from past regimes, and image.

The non-evaluative rational choice is entirely different from the former; it describes the attitude of voters towards the candidates based on familiarity, geographical proximity, ethno-centrism, and material benefits attached.

Lindberg in collaboration with Weghorst in 2010 also made mention of another sub section of Rational Choice Theory that can be used to discuss the criteria for analyzing voters' decisions which is the Swing-voting. The swing-voting is a pattern based on certain rationality in new democracies like that of Nigeria in which political parties and their candidates give maximum attention to the voters' ethnic identity, financial status and persuade the voters to vote for them instead of others who are oblivious of their needs.

The Rational Choice Theory provides a good explanation of elections. Electorates and voters are like consumers in the market under a competing demand for patronage. When consumers enter into the market, either physically or online to purchase a good or service there are multiple choices of products in the market, all claiming to have the same purpose and goal but what makes a consumer have a preference with one over the other, this is the essence of the rational choice theory, to help understand the opinions of Lagos state audience derived through structured

questionnaires distributed to the sample audience and to properly apply the knowledge of the rationale choice theory to get a definite public opinion from the sample population.

Agenda setting theory

The agenda setting theory examines the broad communications impacts in making a specific issue as a public plan. The public plan is the fundamental concentration or prime issue which the individuals from the general public or public worry about. The term agenda setting was first utilized by McCombs and Shaw (1972). This hypothesis explains the association in term of connections between the accentuation that the broad communications put as an issue and the media crowds or the public response or properties to such issue.

The plan setting hypothesis starts as a clarification on how the broad communications influences to change the example in political conduct during races (Cohen: 1963). In this way, the hypothesis has roused and created several last investigations on how the broad communications primes and casings issues for their crowds. Not just restricted to such, the conversation likewise covers on how the broad communications colors a specific occasion for their media crowds (Matsaganis and Payne: 2005). In this way, the broad communications can be considered as capable in affecting and forming the general sentiment and plan. Such impact of broad communications on the public plan or sentiment can happen purposefully or accidentally (Iyengar and Kinder: 1987). Consistently, the plan setting hypothesis remains as significant hypothesis on mass correspondence, however reaches out to other related sociology studies, for example, political correspondence (Reese: 1991). Under the plan setting hypothesis, the broad communications is accepted not to have the capacity to set the public plan particularly in issues of feelings or perspectives (Cohen: 1963). Notwithstanding, the broad communications has a specific access in adding to or affecting the audience's recognitions, qualities, center and needs. With such impact from the broad communications, the media crowds will in general frame their own feeling or spotlight on those issues that are considered as deserving of consideration on their psychological plans (Littlejohn and Foss: 2009). Consistently, the examination grants on plan setting give accentuation on more significant issues, for example, (a) who capable in setting the mass medias plan? (b) what are the mass medias plans, and (c) how far the broad communications ready to impact or casing the public plan?

Empirical Review

Ibrahim, S. G., Liman, A. N., & Mato, K. (2015). "The 2015 general elections: A review of major determinants of paradigm shift in voting behavior and political participation in Nigeria"

The paper inspects the idea of political investment and casting a ballot conduct in Nigeria's 2015 general decisions. Discoveries show that, financial circumstances, dread, instability, desires and political socialization among others are the central point that decided the democratic conduct and political support of Nigerians in the 2015 general races. The paper presumes that, though the example of casting a ballot conduct has terribly changed in Nigeria, the rate number of electors in the 2015 general races has diminished contrasted with those of past decisions since autonomy because of the idea of some interceding factors, for example, security and dread, however level of political cooperation has practically expanded. The paper suggests outright legitimizing measure by results, satisfactory political socialization, successful media direction in addition to other things in managing appropriate political investment and casting a ballot culture.

Falade, A., Adebisi, A. A., Ayo, C. K., Adebisi, M., & Okesola, O. (2019). "E-voting system: the pathway to free and fair election in Nigeria. *Electronic Government, an International Journal*"

Casting a ballot is a basic part of any political race and includes the cycles of electing leaders or delegates into places of expert in a popularity based arrangement of government. Deepest agricultural nations of the world, this cycle is normally damaged with numerous irregularities such as adulteration of results, fraud, taken of polling stations, different democratic problems double casting a ballot, over democratic, and constituent misrepresentation just to make reference to a couple. This examination pointed at solving these multifaceted issues related with manual based democratic cycles by using agile advancement and segments based programming designing standards to develop a usable electronic casting a ballot framework that can be utilized to direct public political race and some other political decision in the nation. This will improve and ensure the validity of the discretionary cycles and show a true impression of the desires of the individuals. Nonetheless, the requirement for speed, reusability and adaptability educated the push to apply Agile and Component based methodology (CBSE) using Visual Studio speck Net and Microsoft SQL Server as our execution devices. A detailed requirements investigation, plan,

execution, and assessment of the framework were done to evolve a usable electronic democratic framework that can be utilized to direct political race in Nigeria that will subsequently lead to expanded degree of interest by the electorate, radical cost decrease in organizing political race, citizen's accommodation, and quicker arrival of political decision results.

James O.A (2007) “*ETHNICITY AND ELECTION OUTCOMES IN NIGERIA Interrogating the 2015 Presidential Election*”

This paper will examine the impact of quality on the outcome of the African country's 2015 presidential election. In order to explain this the descriptive-statistical study of the official election results openly adopted by the Election Management Body (INEC) of the country was similarly adopted as a historical analysis of Nigeria's past presidential elections. The findings showed that alignment votes were obtained by the key contestants from their various states and geo-political zones. This suggested that politicians appealed to win support from ethnic sentiments. These situation's policy consequences include the very fact that ethnic bloc selection destroys inter-ethnic accommodation and nation-building efforts.

Bukari, Z., Hamid, A. B. A., &Som, H. M. (2019, April). “*Determinants of voter behavior and voting intention in Ghana; mediating and moderating role of voters trust and voter loyalty respectively*”

Citizens' cooperation and expectation is viewed as basic in a constituent cycle, as it has consequences on ideological group's exhibition and fortifying of a majority rule state. Yet almost a large portion of the nations on the planet have elector turnouts of (60–79) % while just 20% of the countries have citizen turnout above 80%. The normal turnout pattern in Ghana for the past 24 years is 64.34%. At the point when a critical huge extent of the democratic populace shows apathetic attitudes towards the cycle that empower cooperation of people in general in majority rule government, it questions the extent to which our vote based system can be solidified. To have the option to foresee and impacts voter behavior, ideological groups and political advisors need to distinguished determinants of voter behavior. Given the significance that popularity based social orders put on residents' interest in the democratic measure. Fusing their perspectives, conclusions and sentiments on citizens' behavior determinants factors, for example, policy centered issues, possibility circumstances, political candidates personality, Epistemic worth, Trust for a gathering up-and-comers just as devotion to a gathering on their intention to

take an interest in official political decision and their decision of a gathering and competitor will offers an exact measurement to the assessment of our majority rule solidification and furthermore help the leadership of the different ideological groups in Ghana in their journey to create suitable strategies with the so point of winning political race. Using a prescient model of citizens' conduct, this study is sought after to recognize; the hypotheses, models and inspiration driving an example of electors who cast a ballot in the 2012 and 2016 official political race. Pairwise discriminant investigation and structural equation model are utilized to recognize the inspiration driving the decision conduct of electors at both candidate and party level. The destinations of this is to conceptualized a vital bearing rehearses and propose a hypothetical structure of electors' conduct determinants, that can help successfully and productively anticipate citizens' investment and expectation and furthermore to decide the degree to which western insightful clarification of electors' conduct can be applied to Ghanaians citizens' conduct. Policy centered issues, applicant character and unforeseen circumstance were discovered to be the main determinants of casting a ballot expectation.

Ottati, V. C., Wyer, R. S., Deiger, M., & Houston, D. (2002). "The psychological determinants of candidate evaluation and voting preference. In The social psychology of politics"

As the data age walks forward, residents are given an undeniably enormous and complex exhibit of political data. Political data is accessible for utilization in papers, radio, TV, magazines, the World Wide Web, and in discussions with our friends. How do residents digest this data for motivations behind showing up at a democratic inclination? What is the nature and kind of data that electors depend upon while shaping a democratic inclination? These two inquiries are the essential focal point of this part. The main includes the psychological cycles that underlie the securing of new data about a political applicant, and the utilization of this data, with regards to recently obtained information, to settle on a democratic choice. The second includes the considerable substance of the data that goes into these cycles (e.g., party, issue positions, quality evaluations).

CHAPTER THREE

RESEARCH METHODOLOGY

3.0 Introduction

The research method used is the primary qualitative data collection and analysis. Qualitative data method is the use of research paradigms not only for the collection of data but also for the generation of ideas and proper analysis of words and sources which can be qualitatively interpreted to find a befitting outcome.

Under this case study, the data retrieved for this paper was in two forms: primary and secondary. The primary data was generated through the distribution of comprehensive questionnaires. The secondary data involves the use of articles in journals and from internet sources for reference in literature review and for the formation of the theoretical framework. Other documents that were used were the Nigerian 1999 constitution and Electoral Act 2010.

The collected data were analyzed in the form of tables representations which are carefully organized response by response before the final conclusion was drawn by a simple percentage coagulation of the highest responses. All the responses were categorized into sections headed by the research questions initially stated in the chapter one of this study.

3.1 Research design

This research work made use of survey to create a more comprehensive study of the dependent and independent variables under study in this research. Therefore, according to the title of this study, “The audience rating of the 2019 Nigerian presidential election in Lagos State”, the choice of using the descriptive survey design emerged because the study demands a collection of data from a selectively defined sample population to answer the research question raised. The method of research deployed in this study consisted of outlining the problem, defining the population, drawing out an appropriate sample from the large population and selecting the appropriate sampling method for drawing the sample for the population. It further contains the identification of the data collection instrument which in the case was questionnaires.

3.2 Population of the Study

The research population used was an accumulation of all the citizens of Lagos state from each of the 20 distinct Local Government areas that summed up to a total of 17,552,940 citizens that currently reside in Lagos according to the National Bureau of Statistics.

The population of the study is the aggregation element from which a certain percentage of sample is drawn using the Taro Yamane sample size calculator. The research draws its inference from the total population of the Lagos state populace so as to come to a reasonable conclusion on the accurate percentage of the population to be used for effective results in the study. Characteristics of the population of study: Gender, Age range, Area of residence, Local Government Area (LGA), Political inclination. The population of the study is the unanimity of all subjects that possesses the characteristics or have a certain level of knowledge on the phenomenon being researched on. The researcher's total population is made up of resident citizens of Lagos state from different Local Government Areas.

3.3 Sample Size

Sampling is the statistical process of selecting a standard percentage from an entire population of study them and generalizing the results back to the population from which it was selected from. It is used to obtain a representative data or observation from a group. Sampling allows for a better study, and analysis of the population to obtain accurate results. The total population of the study is a total of 17,552,940 residents of Lagos state. Using Taro Yamane sample size calculator, a sample size of 400 respondents was generated.

$$\text{Taro Yamane: } n = \frac{N}{1 + N(e)^2}$$

N= population under study

n= desired sample size

e= error margin

$$n = \frac{17,552,940}{1 + 17,552,940 (0.05)^2}$$

$$n = \frac{17,552,940}{1 + 17,552,940 (0.05)^2}$$

$$1 + 17,552,940 (0.0025)$$

$$= 17,552,940$$

$$43,883.35$$

$$= 399.99. \text{ Approximately } 400$$

3.4 Sampling Technique

The sampling technique being used by the researcher in this study is the Quota sampling technique. The quota sampling technique is a non-probability sampling technique that is often used in marketing research. This results in selecting a quota of subjects of a specified type for research recruitment. In this case the population under study is large and heterogeneous with diversified characteristics. Using the quota sampling technique, the sample being used will be selected and grouped according to their various characteristics. Ideally, the quotas chosen will represent the characteristics of the underlying population. The quota being used for this study is Local Government Areas in Lagos state.

3.5 Research Instrument

For the researcher there are many methods available which make the finding standard anywhere, provided the procedures are followed carefully. The instrument the researcher has adopted in collecting relevant data for this research is through the administration of survey questionnaires. This was carried out through the use of an online survey platform called Google forms, the researcher made use of the research questions and afore mentioned objectives in the questionnaire and proceeded to distribute the form links online through social media platforms. These questionnaires provoked an array of standardized, analyzable responses from the citizens of the geographical location of study.

3.6 Validity and Reliability of the Research Instrument

Validity concerns the instrument which measures what it is intended to measure. In order to test the study instrument's validity, the researcher sent the instrument to the project supervisor and other college participant with study area expertise for their input, clarification, and approval before it was performed on the population sample.

3.7 Method of Data Collection

The data used in this study was gathered through the implementation of a primary research method, which in this case was a survey questionnaire. Due to the limitations experienced by the researcher during the time in which this paper was birthed, the researcher made use of an online survey form created with Google forms. Google forms is an online research instrument that aids researchers in creating online survey forms for distribution in a digitalized community.

The questionnaire was compiled by the researcher and reviewed thoroughly by supervisors before being distributed on social media platforms. The major platforms used by the researcher were Instagram, Facebook and WhatsApp. This platform was selected by the researcher because of the high usage rate and traffic generated daily on this application. The survey form link was then distributed by the researcher through the involvement of Lagos Instagram personalities and public figures.

3.8 Method of Data Analysis

Data Analysis is the process of consistently applying statistical or logical techniques to describe, illustrate and evaluate data to ensure data integrity. The researcher made use of appropriate percentage coding of the responses received from each question in the questionnaire.

This study makes use of a qualitative method of data analysis called the Narrative analysis. In this case the researcher will carefully analyze the data received from the questionnaires to answer the research questions.

CHAPTER FOUR

DATA PRESENTATION AND ANALYSIS

4.0 Introduction

In this chapter, results of the data analysis are presented. The data for the study are presented in tables and percentages according to the research objectives which guided the study. This aspect of the study assesses the cumulative responses of the sampled 400 respondents of Lagos state.

4.1 Presentation of data

Using an online survey form, a total of 400 responses were attained for the purpose of this study

Section I: Demographic Information of Respondents.

Table 4.1.1

Options	Questionnaire Administered	Percentage (100%)
Total No. Questionnaire Administered	400	100
Total No. Questionnaire Returned	400	100
Total No. Questionnaire used for Analysis	400	100

The above table shows a total of 400 questionnaires were administered representing 100% of the total sample size of the population of the respondents, 400 questionnaires representing 100% of the total questionnaires were returned. Therefore 400 questionnaires representing 100% of total questionnaires were properly filled thus used for the analysis.

Table 4.1.2 Respondents Age Range

Options	Number of respondents	Percentage (100%)
18-25	113	28.25
25-30	52	13
35-40	104	26
45-50	64	16
55-60	48	12
65-70	11	2.75
70 above	8	2
Total	400	100

The table above revealed that 113 representing 28.25% of the respondents are between 18-25 years, 52 representing 13% are between 25-30 years, 104 representing 26% are between 35- 40 years, 64 representing 16% are between 45 and 50 years, 12 representing 3% are between 55-60 years, 11 representing 2.75% are between 65-70 years and 8 representing 2% are between 70 and above years.

Table 4.1.3 Sex of Respondents

Options	Number of Responses	Percentage (100%)
Female	209	52.25
Male	191	47.75
Total	400	100

Table 4.1.3 shows that 52.25% of the respondents are female while the male is represented by 47.75%

Table 4.1.4 Qualifications

Options	Number of responses	Percentage (100)
First school leaving cert.	69	17.25
GCE / WASCE	26	6.5
HND / BSC	165	41.25
MSC / MBA	108	27
Others	32	8
Total	400	100

The table revealed that 69 representing 17.25% of the respondents are first school leaving certificate holders, 26 representing 6.5% are of GCE/WASCE level, 165 representing 41.25% have HND/BSC qualifications, 108 and 32 respondents representing 27% and 8% are of MSC/MBA and Other qualifications respectively.

Table 4.1.5 Local Government Area of Respondents

Option	Number of Response	Percentage (100%)
Alimosho	30	7.5
Ajeromi-Ifelodun	13	3.25
Kosofe	39	9.75
Mushin	12	3
Ojo	40	10
Oshodi-Isolo	65	16.25
Lagos Mainland	14	3.5
Ikeja	13	3.25
Lagos Island	9	2.25
Epe	15	3.75
Ibeju-Lekki	11	2.75
Apapa	9	2.25

Badagry	26	6.5
Eti-Osa	14	3.5
Amuwo-Odofin	3	0.75
Somolu	8	2
Ifako-Ijaiye	20	5
Agege	22	5.5
Surulere	35	8.75
Ikorodu	2	0.5
Total	400	100

The above table 4.1.4 revealed the total number of respondents from each Local Government Area in Lagos state. A total of 30 respondents from Alimosho summed up to a percentage of 7.5, 13 representing 3.25% respondents are from Ajeromi-Ifelodun, 39 representing 9.75% are from Kosofe, 12 representing 3% are from Mushin, 40 representing 10% are from Ojo, 65 representing 16.25% are from Oshodi-Isolo, 14 representing 3.5% from Lagos Mainland, 13 representing 3.25% are from Ikeja, 9 representing 2.25% are from Lagos Island, 15 representing 3.75% are from Epe, 11 representing 2.75% are from Ibeju-Lekki, 9 representing 2.25% are from Apapa, 26 representing 6.5% are from Badagry, 14 representing 3.5% are from Eti-Osa, 3 representing 0.75% are from Amuwo-Odofin, 8 representing 2% are from Somolu, 20 representing 5% are from Ifako-Ijaiye, 22 representing 5.5% are from Agege, 35% representing 8.75% are from Surulere, 2 representing 0.5% are from Ikorodu. All the respondents from the distinct Local Government Areas of Lagos state were calculated in percentages giving the researcher an overall total of 100 percent.

Section II: What is the audience rating of the 2019 Nigerian Presidential election in Lagos state?

Table 4.2.1 Opinion of the voters on the free and fair conduct of the election

Options	Number of responses	Percentage (100)
Strongly Agree	173	43.25

Yes	79	19.75
No	103	25.75
Not sure	33	8.25
Maybe	12	3
Total	400	100

Table 4.2.1 shows the percentage of responses to the question of “If the respondents were of the opinion that the 2019 presidential election was not free and fair in any way”. The results show that 173 representing 43.25% Strongly agree that the election was not free and fair, 103 representing 25.75% responded with No and 33 representing 8.25% were not sure.

Section III: To what extent does the audience rating affects the turn out of the presidential election results?

Table 4.4.1: Participation in the next elections

Options	Number of responses	Percentage (100)
Certain to vote	118	29.5
Most likely to vote	32	8
Probably won't vote	94	23.5
Won't vote	156	39
Total	400	100

Table 4.4.1 shows the effects of the audience rating on the citizens of Lagos state as electorates. The percentage results show that 118 respondents representing 29.5% of Lagos state citizens are Certain to Vote during the next presidential elections, while an even greater percentage of the total population, 39% will not vote in the next elections.

Table 4.4.2: Reasons for not voting in the next elections

Options	Number of responses	Percentage (100)
The votes of the electorate don't count	38	34.5
The winner is already pre decided	153	38.25
The violence on election day is discouraging.	109	27.25
Total	400	100

Table 4.4.2 is a follow up of table 4.4.1, The results of this table show that 38 representing 34.5% believe that the votes of the electorate don't count, while 153 representing 38.25% respondents are of the opinion that the winners of the elections are already pre decided, and 27.25% are discouraged to vote by the violence on election day.

SECTION IV: What are the factors that influence the audience rating of the presidential elections held in Nigeria?

Table 4.3.1 Affiliation with political candidate or party

Option	Number of responses	Percentage (100)
Yes	81	20.25
No	319	79.75
Total	400	100

The table above revealed that 81 representing 20.25% have an affiliation or sentimental attachment with a political party or candidate, 319 representing 79.75% do not have any affiliation or sentimental attachment with any political party or candidate.

Table 4.3.2 Determinants for assessment of a political candidate

Options	Number of responses	Percentage (100)
Ethnicity	41	10.25
News	213	53.25
Sentiments	9	2.25
Previous experience with political party	137	34.25
Total	400	100

The table above shows how Lagos state citizens access a political candidate. The results show that 41 representing 10.25% access a political candidate based on Ethnicity, 213 representing 53.25% access a political candidate based on News reports, 9 representing 2.25% access candidates based on sentiments, and 137 representing 34.25% access a political candidate based on their Previous experience with a political party.

4.5 Discussion of findings

The general data was analyzed using simple percentages. The number of responses on each option of the close ended questions asked were calculated using simple percentages. Each section from the survey questionnaire were drawn out using tables and analyzed question by question. The sections of the questionnaire were extracted from the research questions previously highlighted in the chapter one of this study.

Section one draws out five tables which the researcher used to analyze the biodata or demographic information of the respondents. In this section the researcher analyzed the number of questionnaire administered, returned and used for the research work to be 400 respectively. This means that the researcher worked with the calculated sample size of 400 respondents, distributed 400 questionnaires to match the sample size, received 400 responses from the issued out questionnaire and used all the 400 questionnaires retrieved from the survey in analyzing the research work. The data also revealed that a greater percentage of the respondent were between the ages of 18-25 and 35-40 years with a greater percentage being people of the female gender,

the data derived from table 4.1.4 shows that a greater percentage of Lagos state respondents are people with BSC qualification being represented by 41.25% of the total sample size. The final table in this section is in line with the quota sampling technique as previously stated in the chapter three of the research work. Local Government being chosen as the quota sampling technique for this study will represent the characteristics of the underlying population. Table 4.1.5 lists out the LGAs in Lagos state sorting them into respondent figures and percentages. The results of table 4.1.5 shows that a greater percentage of respondents for this study were citizens of Lagos state from Oshodi- Isolo Local Government Area.

Section two analyzed research question one, what is the audience rating of the 2019 Nigerian Presidential election in Lagos state? In this section, the researcher asked questions to determine the audience perception of the 2019 presidential election using a close ended rating scale to determine the actual audience rating. By using this rating scale, the researcher was able to conclude that the audience rating of the 2019 presidential election was that the election was rigged and not free and fair. In line with the findings by Falade, et al on the E-voting system as the pathway to free and fair election in Nigeria. The results of the audience rating on the 2019 Nigerian presidential election derived from this section of analysis in conjunction with the work previously mentioned indicates the pattern in the rating of the elections.

Section three of the data analysis was used to answer questions on the second research question, to what extent does the audience rating affect the turn out of the presidential election results? Table 4.3.1 shows that a greater percentage of Lagos state citizens are most likely to not vote during the next elections while table 4.3.2 explains that the reason behind the unwillingness to vote by the respondents is due to the idea that the winner of elections are already pre decided and because of the discouraging violence on the election day.

In the conceptual review of this work, the historical review of the presidential elections in Nigeria were analyzed yearly and the pattern of voter turnouts in the previous elections were established. It was observed that when the former elections were characterized by violence, and unfairness the voters turn out would reduce in the next elections. Same can be said for the 2019 presidential election. 2015 presidential election received a greater turnout than the 2019 presidential election and based on that data analyzed while answering this research question, it can be seen in table 4.3.1 that a greater percentage of Lagos state citizens are most likely to not

vote during the 2023 elections. The findings are in line with Ibrahim, et al (2015) on the 2015 general elections. The study reviewed the major determinants of paradigm shift in voting behavior and political participation in Nigeria which are majorly violence, dread and unfairness.

Similarly, section four of the analysis answered research question three, what are the factors that influence the audience rating of the presidential elections held in Nigeria? the researcher started by ascertaining the relationship between the audience and any political candidate or party. However, it was derived that a greater percentage of the population had no affiliation with any political candidate or party during the last election. More questions arose as to why the audience ratings turned out the way they did, besides a personal affiliation. It was then discovered in the results of table 4.4.2 that the major factor that determines the audience rating was News, which can further be explained using the Agenda setting theory of the mass media. The agenda setting theory simply put, is the ability of the media to control its audience perspective or importance attached to an issue. Aside from news, another factor according to the respondents was their Previous experience with the political party in the past, in the sense that if recession and insurgencies were the theme during the regime of a particular party, they would most likely vote for an opposing party during the next elections.

Supporting the facts in the chapter two of this work, under the historical review of the presidential elections, it can be seen that the major factors that influence the audience rating of the elections are news and previous experience with the political candidate or party in question.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATION

5.1 Summary

The research offers many different outlooks on the project topic “Audience rating of the 2019 Presidential Election in Lagos State”. This chapter includes summary, conclusions drawn from the research findings and the recommendation.

Chapter one of this research work covered introduction which includes the background of the study, statement of problem, objectives of study, research questions, scope of the study, significance of study, and the operational definition of terms.

Chapter two which is literature review was broken into conceptual framework, theoretical framework and empirical framework and it examined the views of educationalists, scholars, academicians, technologists and authors regarding the subject matter. Sub-topics relating to democracy, presidential system of government, elections, conducts and procedures of elections, historical reviews of the presidential elections in Nigeria and the brief history of Lagos state were discussed in details. The theoretical framework aspect of this chapter made use of the rational choice theory to properly examine audience perception and preferences.

Chapter three is the research methodology which presents the research design employed in achieving the objectives of this study, models and procedure that were used for data collection and plan for data analysis, which include; research design, population of the study, sampling technique, research instrument, validity and reliability of the research instrument, method of data collection and concluded with examining the method of data analysis used in the research work.

Chapter four gave the data presentation and analysis, the statistical analysis of the information obtained through the questionnaire was carried out in this chapter and the findings made from the data were discussed.

Chapter five summarized and concluded the project with relevant recommendations. The major finding as contained in the project on the audience rating of the 2019 presidential election in Lagos state, was that the electorates opinion that the elections were rigged in favor of the

incumbent president with news being the major factor influencing the audience perception of a political candidate and election conduct in general.

5.2 Conclusions

By looking at the information presented in this research, it was evident that the audience perception of the 2019 presidential election was more negative than positive while a great percentage of the sample population were indifferent towards the elections and voting in the country. Some of the reasons behind the indifference were stated to be as a result of their previous experiences with the parties and politics, while others were indifferent because of ethnicity and religious values. When one reviews the identified literature, only one conclusion can be obtained, that the resident audience from Lagos state is not satisfied by the way elections are run in the country.

The literature also identifies that most Lagos state citizens between the age of 18-25 years did not participate in the 2019 presidential elections. This could be understandable for those of the current age of 18 years, as they were legally not allowed to participate in the last elections but what then can be said about the audience between the age 19-25 years who did not participate and are not willing to do so even in the next elections. There is a strong relationship between the audience rating and the election turnouts. The study analyzed the factors that influence the audience rating of the 2019 presidential elections, weighing them against their effect on the future presidential elections. Some of the factors that influence the audience rating, as uncovered during the data collection and analysis are: news, sentiments and previous experience with political party. Above all three the dominant factor was the news factor. States have their respective state owned media and this state media directly works under the influence of the state Governor, if the state Governor runs under a particular party, news information from the state media will most often be filtered to favor the incumbent state party. The relationship between the factors that influence the audience rating and its effects on the future presidential elections were found to be high and significant as presented in the views of the Lagos state populace.

In light of the result, the researcher believed that transparency from government will result in a better audience rating which will result in a higher voter turnout in future elections.

5.3 Recommendations

The findings of this study can be a handy tool which could be used to provide solutions to electoral challenges occasioned by poor audience ratings or perception. In the process of analyzing the audience rating, the following specific recommendations were made:

- i. The mass media irrespective of the party of the state government, should ensure that they release factual and balanced information of all election-related developments, and avoid publishing hateful, divisive and inflammatory statements.
- ii. All politicians involved in elections should avoid divisive rhetoric that publicly denounces the commitment to violence to comply with laws, particularly the code of conduct for political parties, and to seek grievances through a legitimate channel.
- iii. The research recommends that the media should be employed as a tool for enlightenment and electoral education for its audience.
- iv. Allocation of strict government security agents to polling sites to ensure a secure and safe election venue.
- v. Civil societies and media channels should take out the time to develop programs that will engage more actively with youth especially in poor urban and rural areas to strengthen participation and educate young adults on the need for election participation.
- vi. To maintain the ongoing capacity and construction programs for major electoral institutions especially INEC and the police.
- vii. One of the major functions of the media is the watchdog function. The media in this case can perform their function by broadcasting live reports from polling sites constantly.
- viii. The government should increase technical and financial support to relevant civil society organizations to ensure free and fair elections to hold, in order to attract more political participation and representation within Nigeria's political environment.

- ix. More technological support should be deployed and election materials must be well protected, preserved and made available before the stated election date. This is to allow for absolute transparency during elections and pursue doubt from the mind of the electorates concerning manipulations of the elections.
- x. Votes of the people must count. The use of card readers and permanent voter's cards must be consolidated.
- xi. The government should motivate this percentage of citizens to participate by creating avenues where educated and informed youthful exorbitance is noticed, and eradicating any trace of foul play in the presidential government.

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APPENDIX

QUESTIONNAIRE

My name is Winner Enefiok Akpan, a final year student of Mass communication at Mountain Top University. I am currently working on my research work titled “The Audience Rating of the 2019 Nigerian Presidential Election in Lagos state”. The aim of this questionnaire is to gather data on the audience opinion and feedback of the presidential election, in partial fulfilment to the requirements for the award of the degree of Bachelor of Science (B.Sc).

The data and personal information obtained from this questionnaire will be treated with uttermost confidentiality.

PLEASE TICK THE BOX BESIDE THE OPTION THAT BEST DESCRIBES YOUR ANSWER

SECTION I: DEMOGRAPHIC QUESTIONS

1. AGE

- 18-25
- 25-30
- 35-40
- 45-50
- 55-60
- 65-70
- 70 above

2. Gender

- Female
- Male

3. What is the highest degree or level of school you have completed? If you are currently enrolled in school, please indicate the highest degree you have received.

- First school leaving cert.
- GCE / WASCE
- HND / BSC
- MSC / MBA

4. Local government Area

- Alimosho
- Ajeromi-Ifelodun
- Kosofe
- Mushin
- Ojo
- Oshodi-Isolo
- Lagos Mainland
- Ikeja
- Lagos Island
- Epe
- Ibeju-Lekki
- Apapa
- Badagry
- Eti-Osa
- Amuwo-Odofin
- Somolu

- Ifako-Ijaiye
- Agege
- Surulere
- Ikorodu

SECTION II: LAGOS STATE RATING OF THE 2019 PRESIDENTIAL ELECTION

5. As a Lagos state citizen with voting qualifications, how often do you participate in political affairs such as election campaigns and voting?

- Very often
- Rarely
- I do not participate

6. So can it be said then that you participated in the voting process of the last presidential election?

- Yes
- No

SECTION III: FACTORS THAT INFLUENCE PRESIDENTIAL ELECTION PERSPECTIVE

7. Do you have an affiliation with any political party or candidate, one in which you would have preferred to hold the office of president now?

- Yes
- No

8. On what basis do you assess a political candidate?

- Ethnicity
- News

Sentiments

Previous experience with political party

9. Are you of the opinion that the just concluded presidential election was rigged or not free and fair?

Strongly Agree

Yes

No

Not sure

Maybe

SECTION IV: EFFECTS OF THE AUDIENCE PERSPECTIVE OF THE PRESIDENTIAL ELECTIONS

10. How likely are you to vote in the coming elections?

Certain to vote

Most likely to vote

Probably won't vote

Won't vote

THANK YOU FOR YOUR TIME.

