



Research Article

Awka South Residents' Exposure and Compliance of Facebook Campaign on Poverty Eradication in Guardian Newspaper

Ochonma John Uchenna, Tam David Solomon, Chibueze O. Sunday & Ogidiagba Omuvwie Freeborn

About Article

Article History

Submission: May 25, 2026

Acceptance: June 2, 2026

Publication: June 7, 2026

Keywords:

Campaign, Compliance, Exposure, Facebook, Poverty, Guardian Newspaper

About the Authors

Ochonma John Uchenna

Department of Mass Communication
Faculty of Social Sciences
Chukwuemeka Odumegwu Ojukwu University
Igbaram Campus, Anambra State
Email: ucheochonma@gmail.com

Tam David Solomon

Department of Mass Communication
Faculty of Social Sciences
Dennis Osababay University, Asaba, Delta State
Email: david.tam@dou.edu.ng
ORCID ID: <https://orcid.org/0009-0003-4089-2592>

Chibueze O. Sunday

Department of Mass Communication
Faculty of Management and Social Sciences
Margaret Lawrence University, Galilee, Delta State
Email: chibuezesunday60@gmail.com
ORCID ID: <https://orcid.org/0009-0004-7595-8907>

Ogidiagba Omuvwie Freeborn

Department of Mass Communication
Faculty of Social Sciences
Dennis Osababay University, Asaba, Delta State
Email: omuvwie.freeborn@dou.edu.ng
ORCID ID: <https://orcid.org/0009-0002-1915-3229>

ABSTRACT

Poverty remains one of the most pressing developmental challenges in Nigeria, affecting a large portion of the population and undermining progress toward achieving sustainable development goals. This is why the *Guardian* newspaper embarked on a campaign, pointing it out and asking both the Government of the day and Nigerians to play some roles that are geared towards combating poverty in the country. This study therefore, sets out to investigate the frequency at which Awka South residents are exposed to the campaign and the extent at which they comply with it using the descriptive survey research design. This allowed for the distribution of valid and reliable copies of structured questionnaire to the 383 residents that took part in the study. The number of residents that participated was determined using Meyer's sample size determination table while they were selected using purposive sampling technique. The responses gathered from the respondents were analyzed using descriptive statistics, particularly frequency tables and simple percentages. The study's findings indicated, among others, that the residents often comply with the campaign. In light of the findings, it was recommended, among others, that the Federal Government should actively adopt, support and promote poverty eradication initiatives in the country in order to put the country on the path of massive human development and reduce the weaponisation of poverty.



1.0 INTRODUCTION

Poverty has been a long-standing problem that has plagued mankind through the ages (Apagu, Lucas, Ibrahim, Abdu & Eibo, 2025). According to them, it is known for historical reasons that most people have always been poor. In early human history, few people had adequate nourishment and sufficient clothes to protect them against extreme cold and heat (Apagu *et al.*, 2025). Whenever wealth and influence are sought by a select few to the detriment of the majority, poverty will always be a part of the human condition. However, poverty has transcended the level of being a barrier to real development to become an issue of national security in some States (Apagu *et al.*, 2025). Although there are several submissions on poverty, the most commonly accepted theories of development, indicate a lack of basic human needs indispensable for minimum standards of well-being. Similarly, poverty is a deprivation, not just in terms of meager material resources and consumption but in terms of lack of access to public services such as education, healthcare, water, employment, peace and security, and justice. The absence of those important services has led to a crisis of poverty that has not been resolved (Ajakaiye, 2023; Aiyedogbon, & Ohwofasa, 2022).

Poverty is the issue of concern both globally and locally, whether the issue is a global one or a local one, a common pointer to its manifestation could be less difficult in its identification (Apagu *et al.*, 2025). Poverty could be seen in diverse forms, although it is a universal phenomenon. Poverty as a devolved and multi-dimensional concept has been a long struggle, firstly in the developed democracies in the West, and then, especially since the 1970s, on the academic and political agendas of developing countries such as

Nigeria (Adenle, 2020). This conceptual development follows the failure of radical development initiatives involving structural transformation of the economy, massive State intervention, and upfront investment in human capabilities to generate rapid growth and a significant reduction in income inequalities. This then led to an unequal intensification of the rate of growth, a sustained rise in informal sector employment, loss of legitimacy by state socialist regimes, measures for the containment of expenditure on the welfare state in the context of rising fiscal deficits, and an overhaul of economic management techniques (Aderogba, 2022).

However, the advent of the internet brought with it a host of social networking services that provided a platform for sending and receiving messages, ideas, etc. fast all over the world to a multitude of people (Apagu *et al.*, 2025). People; poor or rich, educated or uneducated, young or old, are able to create, connect, communicate, and share complex ideas and concepts around shared interests (Apagu *et al.*, 2025). One such example is the use of social media that includes various platforms. The rapid and dynamic growth of online communities has also become cost-effective and quickly egalitarian. This is because most people who become social media users assume that their absence would make them less visible and, to some extent, less relevant. Therefore, most people who care deeply about fighting poverty could not easily disregard the potential contributions of social media, especially in the power of personal connections to mobilize action (Ikechukwu & Sam, 2019).

Social media sites like Facebook, X (formerly Twitter) and Instagram create special opportunity to enhance awareness among

stakeholders and foster collective action. These opportunities include engaging in diverse structural campaigns, crowd-funding, and advocacy to embrace the participatory poverty reduction (Apagu *et al.*, 2025). For instance, social media has played a major role in bringing to the fore non-governmental organizations (NGOs) and other pressure groups with a mission to eradicate poverty. It also acts as a link or interface between the providers and users facilitating timely, direct interaction and accountability in the distribution of resources (Okeke & Obasi, 2023). Additional evidence of social media mobilization in Nigeria is derived from its use in generating public support for humanitarian causes in emergencies. There are examples; the Nigerian #EndSARS was majorly founded on police reform though people adopted the movement to fight for social justice for the underprivileged. Social media has also been utilized in combating various problems like hunger, illiteracy, and unavailability of health facilities proving the idea of social media as a tool of sustainable development (Adeoye, Ojo & Okafor, 2022).

In cognizance of the above opportunities which social media platforms create especially as it concerns reducing poverty, the *Guardian* newspaper embarked on a Facebook campaign on the prevention of poverty in Nigeria. In the 3 minutes 13 seconds campaign, the national newspaper stated how Nigeria has a poverty problem of different nature, calling on the government to step up with real policies for jobs, schools and healthcare while Nigerians should trend '#Endpoverty' on social media, support local NGOs like those training youths or feeding families, join events from across the nation and stand with those fighting poverty and demand that leaders do better and invest in

hospitals, schools and social safety nets. Despite Nigeria's vast natural and human resources, according to Aluko and Ismail (2025), the nation continues to grapple with persistent poverty levels that have resisted decades of policy interventions and economic reforms. For many Nigerians, poverty is going to get more acute in 2026 (*Punch* Editorial, 2026). Additionally, there are no studies that show the rate at which the measures recommended in the Facebook campaign have been adopted by Nigerians to reduce the high rate of poverty in the country, this study therefore aimed at first; finding the frequency of exposure of Awka South residents to the campaign. Secondly, the study aimed at finding out their level of compliance with the campaign and lastly aimed at finding out why their compliance with the campaign is at the level it is.

2.0 THEORETICAL FRAMEWORK

This study was anchored on the Elaboration Likelihood Model.

2.1 Elaboration Likelihood Model (ELM)

The Elaboration Likelihood Model (ELM) is one of the most commonly employed theoretical frameworks for investigating persuasion and attitude change (Sanusi, Adesoji, Ifedolapo & Idowu, 2025). According to them, the model was created by Petty and Cacioppo (1981) and proposes a dual-process hypothesis for persuasive communication. It mainly says that persuasion can be central or peripheral. The core route comprises extensive consideration of message substance and argumentation, which needs the recipient to be highly motivated and cognitively adept (Winger, 2022 cited in Sanusi *et al.*, 2025). In contrast, the peripheral route is based on superficial indications, such as a spokesperson's

attractiveness or the perceived credibility of a source. It happens when people lack drive or the ability to engage fully with the message (Sanusi *et al.*, 2025). The route chosen by an individual depends upon the extent to which the individual is willing to critically analyze or elaborate upon the content of a persuasive message (Asemah, Nwammuo & Nkwam-Uwaoma, 2022).

Petty and Cacioppo's ELM work was a response to prior persuasion models that ignored how people hear persuasive messages. The ELM argued that the route of persuasion is affected by people's elaboration likelihood, or the extent to which they engage in critical analysis, unlike linear models, which highlighted a single path to attitude change (Sanusi *et al.*, 2025). When elaboration is likely, people are more motivated to pursue the central route, thoroughly evaluating arguments and facts. This method is linked to long-term attitude changes that are resistant to counter-persuasion and predictive of conduct. When elaboration is unlikely, individuals take the peripheral path, developing conclusions based on heuristics or surface-level signals like endorsements or photographs. Peripheral attitudes can cause short-term changes, but they are usually less persistent (Bhandari, Rodgers & Pan, 2021).

For the fact that this theory states that persuasion can be central (involving extensive consideration/thorough evaluation of message substance and argumentation by the recipient of a message) or peripheral (involving superficial indications, such as a spokesperson's attractiveness or the perceived credibility of a source), it goes to show that the select Awka South residents'

rate of exposure and compliance with the *Guardian* newspaper's Facebook campaign on poverty eradication could be determined by how extensive they consider/thoroughly evaluate the campaign message or by how much they perceive the *Guardian* newspaper (the source of the campaign message) as attractive and credible.

3.0 LITERATURE REVIEW

3.1 Concept of Poverty

Poverty remains a subject of major concern to global leaders, and some scholars have even termed it a very important concept, given that it is the first goal amongst the sustainable development goals [SDGs] of the United Nations [UN] (Ofure, Ajayi, Adesina, Essien, Efe-Imafoden & Deninde-Adededeji, 2024). The UN seeks to end poverty in all its forms by 2030 (Aderounmu, Azuh, Onanuga, Ogundipe, Bowale, Azuh & Amoo, 2021). In this regard, arriving at a generally accepted definition as it relates to the concept remains elusive. Poverty is a 'multi-dimensional social phenomenon, hence, the difficulty in the definition (Chidozie & Edward, 2014). There is no universal standard definition of poverty. However, the concept of poverty is usually examined by scholars and researchers using the notion of poverty lines (Ofure *et al.*, 2024). Poverty lines refer to cut-off points separating the poor from the non-poor. Poverty lines could either be monetary or non-monetary. There are two types of poverty; extreme poverty and relative poverty. Extreme poverty is also referred to as absolute poverty, abject poverty, deep poverty, and is the worst kind of poverty any individual can ever face. It is characterized by the worst living conditions with its attendant hazards such as (i) Lack of conducive shelter

(ii) Poor/absence of nutritious meals (iii) Lack of access to quality education, and (v) Poor access to quality healthcare facilities (Chidozie & Edward, 2014).

Poverty has been identified as a social phenomenon that is triggered by different factors ranging from cultural, social, and economic setbacks and is often depicted by a low or lack of economic and personal ability leading to the marginalization of individuals or groups in society (Chen, 2020). In Nigeria, the presence of high-level poverty has negatively impacted the living standard of the common citizen. The poverty level in Nigeria has been described as suffocating and has deprived many individuals of attaining their potential (Liman, Idriss, Alkali & Abdullahi, 2020).

The World Bank sees poverty as a function of low-quality healthcare, low consumption, and low educational accomplishments (World Bank, 2021). Ogwumike cited in Anyanwu (2017) sees poverty as a situation of little or sparse income to meet the basic requirement for a decent living. Adawo (2011) stated that absolute poverty is a misery connected to an inadequate resource base, narrow margin, high failure risk, lack of income, disease, hunger, etc., while relative poverty is linked to undergoing deviational outcomes from expectations and useless juxtaposition of one's position with peer and age groups materially.

In the 21st century, the issues of poverty reduction and the plight of the poorest in society have witnessed unprecedented attention at different international Summits all over the world (Chiazor, Jegede, Ozoya & Adebayo, 2018). Poverty eradication is

conceived by the UN sustainable development goals as availability and access to education, decent medical care, political participation, livelihoods, a clean and safe environment, social inclusion, etc. These goals, though seen to be aspirational, nonetheless support a 'decent quality of life' which is possible when the income capability of individuals is enhanced (Carr, 2021). Three major requirements for poverty alleviation were suggested by the World Bank which are; safety nets, human development, and broad-based growth. It also affirmed that efforts to alleviate poverty should be based immensely on the broad provision of social services and labor-intensive growth (World Bank, 2021).

3.1.1 Causes of Poverty in Nigeria

The roots of poverty in Nigeria can be traced back to the colonial era, when the British colonial government implemented policies designed to extract resources for the benefit of the colonizers, leaving the local economy underdeveloped and dependent on primary commodities (Rodney, 1972). These extractive economic policies included the exploitation of agricultural produce, minerals, and cheap labour, without any substantive investment in infrastructure, education, or industry for the benefit of Nigerians. Consequently, the Nigerian economy became heavily reliant on exports of raw materials like cocoa, palm oil, and groundnuts, which limited industrialization and economic diversification, laying the groundwork for poverty (Oyelaran-Oyeyinka, 2014).

Moreover, colonial policies perpetuated regional inequalities, with the southern regions receiving more infrastructure and educational development compared to the

northern regions (Imam, 2012; Ricart-Huguet, 2021). This regional imbalance continues to shape the poverty landscape in Nigeria today, with the Northern part of the country facing higher levels of poverty and underdevelopment than the southern regions. After independence in 1960, Nigeria inherited an economy that was structured to serve the interests of the global capitalist system, and post-colonial governments struggled to develop a sustainable economic model. This legacy of underdevelopment, regional disparities, and lack of industrialisation has contributed to Nigeria's persistence in poverty (Oromareghake, Chu, Mohammed & Johnson, 2021).

From the perspective of economic policies, in the 1980s, Nigeria adopted neoliberal economic reforms, most notably through the Structural Adjustment Programmes (SAPs) imposed by the International Monetary Fund (IMF) and the World Bank (Olukoshi, 1990). These programmes aimed to liberalize the economy by reducing government spending, removing subsidies, privatizing state-owned enterprises, and opening up the country to foreign investment. While these reforms were intended to stimulate economic growth, they had devastating effects on poverty and inequality (Ihonvbere, 1993; Abah & Naankiel, 2016).

Beyond the SAPs, Nigeria's economic mismanagement, characterized by frequent changes in policies, inconsistent governance, and a lack of long-term development planning, has further deepened poverty (Adegboyo, Keji & Fasina, 2021). Successive governments have struggled to implement coherent economic policies that promote inclusive growth, and the lack of economic

diversification has made Nigeria highly vulnerable to fluctuations in global oil prices (Afolabi & Ogunjimi, 2020; Afolabi, 2022).

Another significant driver of poverty in Nigeria is corruption. Political elites and bureaucrats have siphoned public funds, and deprived the country of critical resources needed for development (Olarinmoye, 2008). Nigeria is ranked among the most corrupt countries in the world, and this corruption has undermined poverty alleviation efforts by diverting funds from education, healthcare, infrastructure, and social welfare programmes (Transparency International, 2022). Corruption manifests in several forms, including embezzlement, misappropriation of funds, bribery, and nepotism (Ijewereme, 2015; Isiaq & Lawal, 2022). These corrupt practices have eroded public trust in government institutions and have created a culture of impunity where the political elite often escape accountability for their actions (Isiaq & Lawal, 2022). For instance, numerous high-profile corruption scandals have implicated government officials in the theft of billions of dollars from public coffers, which could have been used to alleviate poverty through public investments (Ijewereme, 2015; Isiaq & Lawal, 2022).

Corruption also weakens governance institutions, making it difficult to implement effective policies for poverty alleviation (Fagbemi, Oladejo & Adeosun, 2020). In many cases, public services such as education and healthcare are underfunded, and the lack of accountability in government spending leads to poor service delivery (Oleribe, Momoh, Uzochukwu, Mbofana, Adebisi, Barbera, Williams & Taylor-Robinson, 2019). The poorest members of society are the most

affected by this mismanagement, as they rely on public services to meet their basic needs (Ucha, 2010). Moreover, corruption discourages foreign investment and stifles economic growth by creating an unpredictable business environment. Investors are often reluctant to invest in countries where corruption is rampant, as it increases the cost of doing business and reduces profitability (Obayelu, 2007; Pupovic, 2012). This lack of investment, further limits job creation and economic opportunities for ordinary Nigerians, thereby perpetuating poverty.

Moreover, the political elite and business moguls play a significant role in shaping public policies, often to the detriment of the poor (Odubajo & Alabi, 2014). Political elites, who are often wealthy individuals, use their influence to protect their economic interests and maintain control over the country's resources. This has led to a political system in which policies are crafted to benefit the rich, while the poor are marginalized (Odubajo & Alabi, 2014). One of the key ways in which the rich influence political decision-making is through campaign financing. Business moguls often sponsor political candidates in exchange for favourable policies that grant them access to lucrative contracts, tax exemptions, and other privileges (Ekpo & Aloba, 2018). This close relationship between the political elite and business leaders has led to the concentration of wealth in the hands of a few, while the majority of Nigerians remain in poverty.

Additionally, the rich have been able to manipulate government policies to maintain monopolies in key sectors of the economy, such as oil, telecommunications, and import-export industries. This concentration of economic power has limited competition and

innovation, making it difficult for small and medium-sized enterprises (SMEs) to thrive (Usman, 2022). As a result, economic opportunities are restricted, and income inequality continues to grow. The unequal distribution of wealth in Nigeria is further exacerbated by the fact that the political elite often enact policies that prioritize the interests of the wealthy over the needs of the poor (Ucha, 2010). For example, subsidies on essential goods such as fuel have been removed to reduce government spending, but the burden of these policies falls disproportionately on the poor, while the rich are largely unaffected (World Bank, 2022). This has widened the income gap and increased the economic divide between the rich and the poor.

3.1.2 Poverty and Social Media in Nigeria

Poverty remains a persistent challenge in Nigeria, despite numerous government initiatives aimed at its reduction (Apagu, Lucas, Ibrahim, Abdu & Eibo, 2025). While traditional methods of mobilizing support for poverty reduction efforts have shown limitations, according to them, the rise of the social media presents a potential avenue for amplifying public awareness and engagement. Few studies have proposed that social media platforms will turn out to be effective in enhancing support for poverty reduction interventions in Nigeria (Apagu *et al.*, 2025). This is because sites like Facebook, Instagram, and X (formerly Twitter) open new ways of extending awareness, involving stakeholders, and fundraising to fight poverty. For grassroots campaigns and NGO efforts in particular, the capacity of social media to close communications gaps and relay messages loudly is invaluable (Apagu *et al.*, 2025). Adeoye, Ojo & Okafor, (2022) opine that

social media promotes visibility of issues concerning poverty and continues to help organizations, donors and volunteers, as well as the affected persons, to come together in real time.

According to Akintaro (2022), social media facilitates poverty reduction primarily through crowdfunding and resource mobilization. He also indicates that social media provides people and organizations an easy tool for raising funds for specific activities. For example, appeals like the “Feed the Hungry” and disaster response initiatives like the “Urgent Relief” appeal all use social media very effectively to mobilize immense funds. It is for this reason that Okeke and Obasi (2023) posited that social media is popular since it adopts the participatory model whereby people share equally in the dissemination of poverty reduction information rather than being just mere spectators.

Social media also plays a crucial role of creating awareness of various awareness campaigns. Videos, hashtags, and testimonials posted on social media platforms enable people to sympathize and get to action through storytelling of poverty (Apagu *et al.*, 2025). Ojo and Okafor (2021) posit that an evaluation shows that any digital campaign achieves it due to appeals to emotion coupled with fact, which makes poverty reduction more appealing to urban and technical populace. For instance, activism fights such as #EndPoverty, #SupportRuralCommunities are now trending and the calls are gaining support beyond Nigeria.

However, there is a major cultural and geographic digital divide in Nigeria that hampers the efficiency of the social networks

in bringing all the targeted segments (Apagu *et al.*, 2025). Shareholders in the rural areas that are also the most impoverished, cannot participate in the social media initiatives since they lack internet devices and are ignorant of technology (Adebayo, 2023). Awojobi (2020) adds that this divide gives a bias towards the urban area while implementing various activities, hence highlighting the significance of the two approaches that involve both, the social media and embedded media and mass media and physical drives.

Furthermore, poor information, which is usually driven by guessing, speculation and a lack of reliable information in the social media, wastes the potential for poverty reduction (Apagu *et al.*, 2025). Exaggerated public awareness can reduce credibility in those that are genuine hence reducing donor participation (Barns, 2017). Adeoye *et al.*, (2022) believe that there is a need to enhance the existing regulation and authenticity checks of poverty-related causes. Therefore, such effects could be prevented and reduced if individuals and organizations are trained on ethical digital use.

However, based on these limitations the future prospects of social media in ensuring multi-stakeholder aggregation for poverty reduction are enormous. Thus, platforms create opportunities for governments, non-governmental organizations, and local communities acting in synergetic format and enhancing poverty reduction programs (Apagu *et al.*, 2025). As Okafor, Adeoye & Obasi (2020) pointed out, these are important in the formulation of elaborate and effective multi-sectoral approaches to tackling poverty amelioration strategies and poverty eradication. Therefore, there is a great potential for social media as a communication

channel for supporting poverty reduction programmes in Nigeria.

3.1.3 Guardian Newspaper's Facebook Campaign on Poverty Eradication

Hello, Nigeria. 38 years ago in Paris, thousands gathered to honour those fighting poverty's grip. They carved a truth in stone. Poverty is a violation of human right. That truth echoes here in Nigeria where millions of our brothers and sisters face daily struggles.

Globally, according to the United Nations, 690 million people live on less than 2.15 dollars a day. In Nigeria, poverty wears a familiar face. The mother selling petty goods in the market, praying for enough to feed her kids. The youth hustling in traffic, chasing a better tomorrow, yet their strength inspires us. They are not just surviving. They are fighting, teaching us what resilience means.

In Nigeria, we know this fight. The cost of living crisis to floods and insecurity. The hordes are high. While politicians grow fat on our collective resources, our citizens are getting, thinner, hungry, tired and left behind.

There is hope though. According to the United Nations, since 1990, over a billion people globally have escaped extreme poverty. Nigeria can also change the narrative but only if our Government steps up with real policies, jobs, schools, and healthcare. Backed by our spirit of resilience, we can get this right. So, Nigeria, what's our move? Let's trend #EndPoverty on social media, support local NGOs like those training youths or feeding families. Demand our leaders do better, invest in hospitals, schools and social safety net, not just their own pocket. Join event across the nation from North to South, East to West, and stand with those fighting

poverty.

The campaign above shows how the *Guardian* newspaper expressed frustration with the high level of poverty in Nigeria despite the fact that the country has leaders whose responsibility is to lift Nigerians out of poverty. The newspaper lamented that instead of lifting Nigerians out of poverty, the country's leaders/politicians are busy feeding fat on the collective resources of Nigerians, leaving Nigerians to suffer high cost of living crisis, floods and insecurity. To eradicate poverty in the country therefore, the newspaper suggested that the Government should come up with real policies, provide jobs, schools and healthcare while ordinary Nigerians should trend #EndPoverty on social media, support local NGOs like those training youths or feeding families, demand good governance from the Government, join event and stand with those fighting poverty. These suggestions show that the newspaper believes that poverty can be eradicated in the country but only if the Government and the Nigerian masses do as suggested in the campaign.

3.1.4 Empirical Review

In order to identify how social media is used to advocate for poverty reduction strategies, create awareness, mobilize resources and foster stakeholder partnerships specifically in Nigeria, Apagu, Lucas, Ibrahim, Abdu and Eibo (2025) adopted the survey method alongside an in-depth interview method to obtain data. For the survey, copies of structured questionnaire were administered to 250 respondents who were purposively selected from the rural and urban areas while poverty reduction non-governmental organizations, social media activists and high-ranking community leaders who are involved in poverty reduction efforts were interviewed. The responses which the

respondents gave during the survey exercise were analyzed using the Statistical Package for the Social Sciences (SPSS) and descriptive statistics such as frequency tables and simple percentages. Findings from the study revealed, among others, that social media is used for sharing of awareness campaigns, supporting particular hashtags, visualization and outreach to professional donors. In view of the findings, it was recommended, among others, that policymakers and development practitioners should design and set appropriate applications on social media for poverty reduction to increase efficiency. This very study may have been conducted using the survey method which is the same method that was adopted in this study but is not centered on any media campaign as is the case in the current study.

In an investigation of the extent to which community education as a capacity-building strategy is utilized to alleviate poverty among rural dwellers in Rivers State, Nigeria, Amachree, Ewuru, Nwoye and Olori (2024) adopted the descriptive survey method and administered copies of structured questionnaire to 236 rural dwellers in the State. The respondents were conveniently selected for the study while the responses they gave were analyzed using mean and standard deviation. Also, the null hypothesis of the study was tested using one-way analysis of variance (ANOVA) at a 0.05 level of significance. Findings from the study revealed, among others, that to a high extent, community education as a capacity-building strategy has been utilized in alleviating poverty among rural dwellers. In view of the findings, it was recommended, among others, that the government should organize advocacy through the national orientation

agency and community leaders to sensitize community members on the relevance of community education in their locality. This study and the current study were not conducted in the same State. While the former was conducted in Rivers State, the latter was conducted in Anambra State.

While examining the effect of mobile payment technology on poverty alleviation in Rivers State, Nigeria, Iwedi, Wachuku and Amadi (2023) adopted the survey method and administered copies of structured questionnaire to 223 respondents who were selected for the study using multi-stage sampling procedure. The responses which the respondents gave were analyzed with the use of descriptive statistics such as frequency tables, graphs and simple percentages. Findings from the study revealed, among others, that mobile payments technology was positively and significantly related to consumption expenditure of the respondents. In view of the findings, it was recommended, among others, that more optimal digital financial measures must be put in place to educate low-income earners especially those in the rural areas on the use of financial services and products. The sampling technique which was adopted in this study is the multi-stage sampling procedure but the same cannot be said of the current study that adopted the purposive sampling technique.

In a bid to examine government poverty alleviation programmes and dimension of poverty among women into micro business in Anambra State, Ozoh, Metu, Chukwuka and Madueke (2020) adopted the descriptive survey method and administered copies of questionnaire to 384 women residing in the State. The women were selected using multi-

stage sampling procedure while the responses they gave were analyzed using descriptive statistics such as frequency tables and simple percentages; Chi-square and Multidimensional Poverty Index. Findings from the study revealed, among others, that most of the women still experience hardship, no access to infrastructure, no good health care system and low standard of living and are unaware of poverty reduction programmes let alone accessing them. In view of the findings, it was recommended, among others, that the government should target its poverty reduction policies towards the multidimensional indicators (good infrastructure, good health care system etc) of poverty in order to eradicate poverty. This study sought the responses of women while the current study sought the responses of both men and women.

To examine the effect of poverty on the quality of food and health care services access by rural dwellers in Yakurr Local Government Area of Cross River State, Nigeria, Okoi and Omang (2018) adopted a cross-sectional survey research design and administered 400 copies of questionnaire to 400 respondents. Out of the 400 copies that were distributed, 396 copies were retrieved and used for the study. The respondents were purposively selected while the responses they gave were analyzed using the Statistical Package for the Social Sciences (SPSS) version 21. Findings from the study revealed, among others, that poverty significantly affect the quality of food consumed by the respondents and the quality of their healthcare services access. In view of the findings, it was recommended, among others, that government, non-governmental organizations and wealthy individuals should contribute to the generation of employment, provision of social amenities and support the

health needs of rural people in the Local Government Area. This study focused on the effect of poverty while the current study focused on exposure and compliance with poverty eradication campaign.

3.1.5 Gap in Literature

It is not in doubt that the empirical studies as reviewed above, mostly dwelled on ways which poverty can be alleviated through the social media and community education, how different individuals experience poverty in different States among others. While at it, the studies exposed how social media and community education can be used as positive tools for poverty alleviation and how the provision of good infrastructure and good health care system can significantly contribute in alleviating poverty. But the studies did not in any way focus on exposure and compliance with the Guardian newspaper's Facebook campaign on poverty eradication among Awka South residents. The researcher therefore considers this a knowledge gap and decided to embark on this study for the purpose of filling it.

4.0 METHODOLOGY

This study utilized the descriptive survey research design to gather insights from the residents of Awka South about their exposure and compliance with the Guardian newspaper's Facebook campaign on poverty eradication. To achieve this, valid and reliable copies of structured questionnaire were distributed to select Awka South residents. Given that Awka South residents' 2025 projected population as determined using Thomas R. Malthus's geometric method of population projection formula [$P_p = P_1(1 + r)^n$]; where P_p = Projected population; P_1 = Given population as at the time of the last census; r = Annual rate of increase of

population (3.2% [0.032]); and n = Period between the given population and the year of study [2025-2006 = 19]), is 304, 964 and less than 500, 000, a sample size of 383 which was determined using Meyer (1973) sample size determination formula was studied. The samples were selected for the study using purposive sampling technique. This

technique was adopted because the aim of the researcher was to study only the residents that use Facebook and have come across the campaign under study on the social media platform. Thereafter, the responses which the selected residents gave were analyzed using descriptive statistics such as frequency tables and simple percentages.

4.1 Findings

Table 1: Demographic characteristics of the respondents

Demographic Variable	Category	Frequency	Percentage
Age	18-23	10	3
	24-29	32	8
	30-35	147	38
	35 and above	194	51
Total		383	100
Gender	Male	225	59
	Female	158	41
Total		383	100
Marital Status	Single	62	16
	Married	321	84
Total		383	100

Table 1 presents the personal data of the respondents that participated in this study. Majority of the respondents that were studied are 35 years and above while the rest of the respondents are between 18 and 35 years.

Most of the respondents are males while others are females. In terms of their marital status, many of the respondents are married while only a few of them are single.

Table 2: The frequency at which the respondents are exposed to the *Guardian* newspaper's Facebook campaign on poverty eradication

Responses	Frequency	Percentage
Large extent	284	74
Average extent	99	26
Low extent	0	0
Total	383	100

Table 2 presents the extent to which the respondents are exposed to the *Guardian* newspaper's Facebook campaign on poverty eradication. From the data in the table,

majority of the respondents are exposed to the campaign to a large extent while the rest of the respondents are exposed to the campaign to an average extent.

Table 3: The level at which the respondents comply with the *Guardian* newspaper's Facebook campaign on poverty eradication

Responses	Frequency	Percentage
Very often	67	17
Often	137	36
Sometimes	125	33
Rarely	13	3
I do not comply	41	11
Total	383	100

Table 3 presents the extent to which the respondents comply with the *Guardian* newspaper's Facebook campaign on poverty eradication. From the data in the table, majority of the respondents often comply with

the campaign as against the rest of the respondents who respectively comply with the campaign in other ways (ie sometimes, very often and rarely) and do not comply with it.

Table 4: Why the respondents' compliance with the *Guardian* Newspaper's Facebook campaign on poverty eradication is at the level it is

Responses	Frequency	Percentage
The campaign aligns with my values	132	34
My financial capacity	153	40
The plight of the poor in Nigeria as described in the campaign	51	13
The respect I have for the <i>Guardian</i> newspaper	6	2
I do not comply	41	11
Total	383	100

Table 4 presents the reasons why the respondents' compliance with the *Guardian* newspaper's Facebook campaign on poverty eradication is at the level it is. Based on the

data in the table, majority of the respondents comply with the campaign because the campaign aligns with their values and because of their financial capacity while others

respectively comply because of other reasons (ie the plight of the poor in Nigeria as described in the campaign and their respect for the *Guardian* newspaper) and do not comply.

4.1.2 Discussion of Findings

Nigeria is widely regarded as the most populous black nation on earth with enormous natural resources, yet many Nigerians are wallowing in poverty. Contributing its quota towards ensuring that poverty is eradicated in the country, the *Guardian* newspaper embarked on a campaign, advocating for Nigerians to take actionable steps that will largely help in combating the scourge. In the course of conducting this study which was aimed at finding out the extent which Awka South residents are exposed to and comply with the campaign, the researcher found that the residents are exposed to the campaign to a large extent. This says a lot about the level of viewership which the campaign enjoys on Facebook and the category of Nigerians that exposed themselves to the campaign. It shows that the residents that were studied, are not in the category of Nigerians who Adebayo (2023) stated that they live in the rural areas and lack internet devices and are ignorant of technology.

Findings also revealed that the Awka South residents that were studied often comply with the campaign. This is commendable and should be encouraged by the Government through the provision of basic amenities and quality infrastructures that will complement the compliance of the residents. While it is the view of Apagu, Lucas, Ibrahim, Abdu and Eibo (2025) that poor information, which is usually driven by guessing, speculation and a lack of reliable information in the social media, wastes the potential for poverty

reduction, the failure of the government to complement the efforts of Awka South residents by doing the needful, will not just increase the rate of poverty in the country but also risks making the residents lose interest in doing what they can in line with the campaign messages to see that poverty is eradicated.

Regarding the reasons why Awka South residents' compliance with the campaign is at the level it is, it was gathered from the study that the reasons are because of their financial capacity and because the campaign aligns with their values. This shows that the values they hold as it concerns poverty eradication is good while their consideration of their financial capacity shows the importance of finance in effectively trending '#Endpoverty' on social media, supporting local NGOs like those training youths or feeding families, joining events from across the nation and standing with those fighting poverty and demanding that Nigerian leaders do better and invest in hospitals, schools and social safety nets as recommended in the campaign. This is because without consistent and sufficient data subscriptions and adequate finance, these things cannot be done. Therefore, the reasons of the residents are consistent with the central persuasion route of the elaboration likelihood model which, according to Winger (2022) as cited in Sanusi, Adesoji, Ifedolapo and Idowu (2025), comprises extensive consideration of message substance and argumentation which can lead to what Bhandari, Rodgers and Pan (2021) described as long-term attitude changes that are resistant to counter-persuasion and predictive of conduct.

5.0 CONCLUSION

Poverty is certainly a condition no one wants to be in and is in no way a scourge that should be allowed to fester in a society that wants to

prioritize human development. In order not to give room for poverty to fester in Nigeria more than it has already done and to succeed in eradicating it in the country, everyone must make out time and put in much effort into providing for the poor and making them not to feel less of themselves in any part of the country they find themselves while also demanding that the government adopts and implements measures that can realistically eradicate poverty in the country.

6.0 RECOMMENDATIONS

In view of the findings of this study, the following recommendations were made.

1. The *Guardian* newspaper should continue to create and put out Facebook campaigns that expose the problems ravaging the country and how they can be decisively tackled. This will help to keep Facebook users in this part of the world adequately informed of what needs to be done to tackle them head-on.
2. The owner of Facebook should not go into any deal with the Nigerian Government that will involve taking down the *Guardian* newspaper's campaign on poverty eradication from the social media platform. This is to maintain neutrality in the platform's operations.
3. The Federal Government should actively adopt, support and promote poverty eradication initiatives in the country. This is to put the country on the path of massive human development and reduce the weaponisation of poverty.

REFERENCES

- Abah, D., & Naankiel, P. W. (2016). Structural adjustment programme in Nigeria and its implication on socio-economic development, 1980-1995. *The Calabar Historical Journal*, 6(2). https://www.researchgate.net/publication/318755508_Structural_Adjustment_Programme_in_Nigeria_and_its_Implications_on_Socio-Economic_Development_1980-1995
- Adawo, M. A. (2011). Poverty reduction in Nigeria: A necessary agenda. *Current Research Journal of Economic Theory*, 3, 14-19.
- Adebayo, T. (2023). Social media support for poverty reduction initiatives in Nigeria.
- Adegboyoye, O. S., Keji, S. A., & Fasina, O. T. (2021). The impact of government policies on Nigeria economic growth: Case of fiscal, monetary and trade policies. *Future Business Journal*, 7, 59. <https://doi.org/10.1186/s43093-021-00104-6>
- Adenle, O. (2020). The historical context of poverty in developing countries. *Journal of Development Studies*, 35(2), 45-67.
- Adeoye, A., Ojo, K., & Okafor, T. (2022). *Social media and sustainable development: Mobilization for poverty reduction in Nigeria*.
- Aderogba, A. (2022). Economic management techniques and their impact on poverty. *Economic Review Quarterly*, 29(4), 123-140.
- Afolabi, J., & Ogunjimi, J. A. (2020). Industrialisation: A roadmap to inclusive growth in Nigeria. *Economic and Policy Review Journal*, 18(1), 20-28.
- Afolabi, J. A. (2022). Diversification towards industrialisation: A pathway to building a resilient Nigerian economy.

- EPR Journal*, 2, 8-14.
- Aiyedogbon, J., & Ohwofasa, B. (2022). The impact of socio-economic policies on poverty alleviation in Nigeria. *Nigerian Journal of Policy Analysis*, 10(1), 78-94.
- Ajakaiye, D. (2023). Poverty as a national security issue in Nigeria. *Security and Development Journal*, 12(2), 100-115.
- Akintaro, L. (2022). Crowdfunding and resource mobilization through social media. *International Journal of Social Sciences*, 11(1), 45-59.
- Aluko, O. O., & Ismail, Y. (2025). Exploring socio-economic and demographic determinants of poverty in Nigeria, for sustainable solutions. *International Journal of Research and Innovation in Social Science*, IX(X), 1-11.
- Amachree, T., Ewuru, A., Nwoye, A., & Olori, G. (2024). Alleviating poverty among rural dwellers through community education as capacity building strategy in Rivers State, Nigeria. *Journal of Education in Developing Areas*, 32(1), 247-253.
- Apagu, M., Lucas, M., Ibrahim, A., Abdu, N. C., & Eibo, M. D. (2025). The role of social media in mobilizing support for poverty reduction initiatives in Nigeria. *Journal of Human, Social & Political Science Research*, 113-124.
- Asemah, E. S., Nwammuo, A. N., & Nkwam-Uwaoma, A. O. A. (2022). *Theories and models of communication* (2nd ed). University of Jos Press.
- Awojobi, O. (2020). Digital divide and social media engagement in rural Nigeria. *Rural Development Journal*, 8(3), 34-47.
- Barns, J. (2017). The menace of misinformation in social media campaigns. *Journal of Digital Communication*, 9(1), 110-125.
- Bhandari, M., Rodgers, S., & Pan, P. L. (2021). Brand feedback to negative eWOM messages: Effects of stability and controllability of problem causes on brand attitudes and purchase intentions. *Telematics and Informatics*, 58, 101522.
- Carr, S. C. (2021). Setting 'poverty thresholds': whose experience counts? *Sustainability Science*, 16(1), 31-36. <https://doi.org/10.1007/s11625-020-00859-x>
- Chen, Z. (2020). *The evolution and development of the connotation of poverty*. Francis Academy Press. <https://doi.org/10.25236/edssr.2020.024>
- Chiazor, I., Jegede, A., Ozoya, M., & Adebayo, M. (2018). The impact of covenant university micro finance bank on small businesses in Ota and environs. *Advances in Social Sciences Research Journal*, 5(5), 34-43. <https://doi.org/10.14738/assrj.55.4517>
- Chidozie, F. C., & Edward, C. O. (2014). Poverty alleviation and the millennium development goals: The role of Obasanjo farms Nigeria. *European Journal of Business and Social Sciences*, 3, 1-19.
- Ekpo, M., & Aloba, E. (2018). Nigerian companies and the prohibition on political donations: A paradigmatic shift as a panacea for compliance. *International Journal of Advanced Engineering, Management and Science (IJAEMS)*, 4(12), 786-792.
- Fagbemi, F., Oladejo, B., & Adeosun, O. A. (2020). The effectiveness of poverty alleviation policy: why is the quality of institutions the bane in Nigeria? *Review of Development and Change*, 25(2), 215-236.

- Ihonvbere, J. O. (1993). Economic crisis, structural adjustment and social crisis in Nigeria. *World Development*, 21(1), 141-153.
- Ijewereme, O. B. (2015). Anatomy of corruption in the Nigerian public sector: Theoretical perspectives and some empirical explanations. *Sage Open*, 5(2). <https://doi.org/10.1177/2158244015581188>
- Ikechukwu, E., & Sam, D. (2019). The role of storytelling in social media advocacy. *International Journal of Media Studies*, 14(4), 89-104.
- Imam, H. (2012). Educational policy in Nigeria from the colonial era to the post-independence period. *Italian Journal of Sociology of Education*, 1, 181-204.
- Isiaq, A. A., & Lawal, D. O. (2022). Effects of corruption on service delivery in Nigeria: A study of Osun State public service. *Zamfara Journal of Politics and Development*, 3(3), 1-19.
- Iwedi, M., Wachuku, P. I., & Amadi, J. C. (2023). Mobile payment technology and poverty alleviation in Nigeria. *Middle East Research Journal of Economics and Management*, 3(1), 1-9.
- Liman, I., Idriss, I. D., Alkali, M. A., & Abdullahi, Y. M., (2020). Child poverty in Nigeria: Causes and consequences. *International Journal for Studies on Children, Women, Elderly and Disabled*, 11, 66-75.
- Obayelu, A. E. (2007). Effects of corruption and economic reforms on economic growth and development: Lessons from Nigeria. *Being a paper prepared and submitted for the 2007 African Economic Conference*. [https://www.afdb.org/fileadmin/uploads/afdb/](https://www.afdb.org/fileadmin/uploads/afdb/Documents/Knowledge/25068317-EN-OBAYELUS-PAPER-ON-CORRUPTION-MODIFIED-VERSION.PDF)
- Documents/Knowledge/25068317-EN-OBAYELUS-PAPER-ON-CORRUPTION-MODIFIED-VERSION.PDF
- Odubajo, T., & Alabi, B. (2014). The elite factor in Nigeria's political-power dynamics. *Journal of Studies in Social Sciences*, 8(1), 121-139.
- Ofure, E. E., Ajayi, O., Adesina, O. S., Essien, N. P., Efe-Imafoden, E., & Deninde-Adededeji, O. G. (2024). Poverty alleviation programs in Nigeria: A study on World Mission Agency (WMA) using principal component analysis. *Cogent Social Sciences*, 10(1), 1-16.
- Okafor, T., Adeoye, A., & Obasi, J. (2020). Multi-sectoral approaches to poverty reduction. *Development and Change Journal*, 19(2), 89-105.
- Okeke, A., & Obasi, J. (2023). The role of social media in bridging communication gaps in poverty alleviation. *Journal of Social Innovations*, 18(1), 54-69.
- Okoi, O. N., & Omang, T. A. (2018). Empirical analysis of poverty and well-being of rural dwellers in Yakurr Local Government Area of Cross River State, Nigeria. *European Journal of Social Sciences Studies*, 3(2), 126-138.
- Olarinmoye, O. O. (2008). Godfathers, political parties and electoral corruption in Nigeria. *African Journal of Political Science and International Relations*, 2(4), 066-073.
- Oleribe, O. O., Momoh, J., Uzochukwu, B. S., Mbofana, F., Adebiyi, A., Barbera, T., Williams, R., & Taylor-Robinson, S. D. (2019). Identifying key challenges facing healthcare systems in Africa and potential solutions. *International Journal of General Medicine*, 12, 395-403.

- Olukoshi, A. (1990). *Crisis and adjustment in the Nigerian economy*. JAD.
- Oromareghake, P. B. O., Chu, A. A., Mohammed, I., & Johnson, T. (2021). Post-colonial Nigeria and economic dependency: Issues, strategies and the way forward. *Arts and Social Science Research*, 11, 112-132.
- Oyelaran-Oyeyinka, B. (2014). The state and innovation policy in Africa. *African Journal of Science, Technology, Innovation and Development*, 6(5), 481-496.
- Ozoh, J. N., Metu, A. G., Chukwuka, S. M., & Madueke, C. (2020). Poverty alleviation programme and poverty reduction in Anambra State: Evidence from women business ownership. *Advances in Social Sciences Research Journal*, 7(1), 217-229.
- Punch Editorial. (2026). *PwC: Nigeria's worsening poverty crisis*. <https://punchng.com/pwc-nigerias-worsening-poverty-crisis/>
- Pupovic, E. (2012). Corruption's effect on foreign direct investment: The case of Montenegro. *Economic Review: Journal of Economics and Business*, 10(2), 13-28.
- Ricart-Huguet, J. (2021). Colonial education, political elites, and regional political inequality in Africa. *Comparative Political Studies*, 54(14), 2546-2580.
- Rodney, W. (1972). *How Europe underdeveloped Africa*. Bogle-L'Ouverture Publications.
- Sanusi, B. O., Adesoji, A. A., Ifedolapo, A. S., & Idowu, O. O. (2025). The power of persuasion in digital advertising: Examining the elaboration likelihood model. *African Journal of Social and Behavioural Sciences*, 15(3), 1484-1499.
- Transparency International. (2022). *Corruption perceptions index*. <https://www.transparency.org/en/cpi/2022>
- Ucha, C. (2010). Poverty in Nigeria: Some dimensions and contributing factors. *Global Majority E-Journal*, 1(1), 46-56.
- Usman, Z. (2022). *The successful and failed policy choices of becoming Africa's largest economy*. <https://afripoli.org/the-successful-and-failed-policy-choices-of-becoming-africas-largest-economy>
- World Bank. (2021). *COVID-19 to add as many as 150 million extreme poor by 2021*, <https://www.worldbank.org/en/news/press-release/2020/10/07/covid-19-to-add-as-many-as-150-million-extreme-poor-by-2021>
- World Bank. (2022). *Nigeria economic update: The continuing challenge of poverty and inequality*. World Bank Group.